



State of California—Health and Human Services Agency
California Department of Public Health

July 23, 2012



EDMUND G. BROWN JR.
Governor

VENDOR ALERT 2012 - 13

TO: ALL WIC VENDORS
SUBJECT: Role of Local Vendor Liaisons

Purpose

The California Women, Infants, and Children (WIC) Program is notifying you that the responsibilities of Local Vendor Liaisons (LVLs) have been revised to include technical assistance (TA) visits. LVLs will be visiting stores more frequently to help support vendors with program requirements. The types of observations that the LVLs will be looking at during their TA visits include:

- Shelf Price Postings
- Use of the WIC Logo
- Incentive Items
- Minimum Stocking Requirements
- Food Instrument Transactions

At the end of each TA visit, the LVL will provide you or your representative a letter summarizing the observations and recommendations for follow-up. The LVL will continue to provide you with appropriate reminders or refer you to subject matter experts at the State Agency for additional assistance. This new process supports vendors and serves as an educational visit and an opportunity to correct identified areas of concern prior to an official state monitoring or compliance visit.

What to Expect

The LVLs will identify themselves to you upon arrival to the store. The store manager or his/her representative is welcome to participate in the walk-thru as LVLs conduct the TA visit. At the conclusion of the TA visit, the LVLs will discuss their observations and provide you or representative with a TA Visit Summary Report. We highly encourage you to acquaint yourself with your LVL, if you have not done so already, as they serve as a great resource to you.

Questions

If you have any questions, please contact your Vendor Consultant or call (855) 942-7867.

Sincerely,

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