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VENDOR ALERT 2018 – 10

TO: ALL WIC VENDORS
SUBJECT: GETTING READY FOR THE CALIFORNIA WIC CARD

Purpose The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) is announcing several opportunities for vendors to receive up-to-date information about the California WIC Card (WIC Card).

Background The WIC Card will be rolled out in phases, known as waves, beginning with a pilot period in Napa and Solano counties. The pilot counties will Go Live on May 6, 2019. The Go Live date is the first day a WIC local agency office begins issuing the WIC Card to participants. A new wave will Go Live approximately every 3 weeks, with statewide completion by March 30, 2020. Each wave consists of a 6 to 8 month period of planning, training, and implementation activities for local agencies and authorized vendors, concluding with the Go Live date.

Factors considered in the creation of the rollout schedule include:

- Geography and distance between local agencies
- Number of WIC local agencies and WIC authorized vendors per wave
- Weather
- Variation of food costs per region
- Local Agency facilities for training
- Local Agency staffing and training enrollment size

The rollout waves are identified by geographic area as shown on the map included in our premier issue of [WIC News](#), a new monthly publication posted on the [WIC Card web page](#). Please refer to this [rollout schedule](#) for your geographic region's Go Live date. During statewide rollout, some WIC participants will start using the WIC Card soon after their region's Go Live date, others will continue to use paper food instruments until all of California has transitioned to shopping with the WIC Card.

All WIC authorized vendors must continue to accept non-expired WIC paper food instruments until notified otherwise by CDPH/WIC.



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Action for Vendors

There are many opportunities to learn more about the implementation of the WIC Card:

- [WIC Card Web Page](#)
Accessed at www.wicworks.ca.gov by selecting “WIC Card-Coming Soon!” on the left hand side.
- [WIC News](#)
A monthly publication that is posted on the [WIC Card web page](#) and can be shared with your staff.
- [WIC Vendor Stakeholder Webinar](#)
Hosted monthly by CDPH/WIC where you can learn more details about the WIC Card rollout, vendor requirements, equipment needs, WIC Card training opportunities, and much more.

Register for these webinars by going to <https://wicworks.webex.com> where you can select the tab “[Webex Events](#)” that will provide you a list of webinars to choose from. Once you have identified the “WIC Vendor Stakeholder Webinar” session you want to attend, select “Register” and enter the requested information. You will receive an email confirmation of your registration that includes instructions for listening to and/or seeing the webinar content.

Questions

If you have questions about the transition to the WIC Card, please send an email to WICcard@cdph.ca.gov. You may also contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867, or contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



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Vendor Management Branch
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