

APRIL 2019 EDITION

WIC News

For Community Partners

In the March edition of WIC News we discussed WIC WISE User Acceptance Testing and how we will be training local agencies, participants, and grocers on how to use the WIC Card. In this edition, we will be covering:

- Live Shopping
- Comparing the California WIC Card and the CalFresh (SNAP) EBT Card
- Ways to Stay Informed

Preparing for Roll-Out: What's Happening Behind the Scenes

Live Shopping

Currently, CDPH/WIC staff and our Retailer Enablement Contractor, Custom Data Processing (CDP), are visiting all 60 WIC authorized stores located in the Napa and Solano County pilot areas to ensure that the store's point of sale (POS) equipment is working. The POS equipment is used to accept the WIC Card at the register. At these visits, known as "Live Shopping," CDPH/WIC staff will conduct a series of simulated WIC Card transactions such as:

- WIC Card benefit balance inquiry;
- WIC food item purchase and void;
- WIC food item purchase with coupons; and,
- WIC food item purchase with a store loyalty card.

At the end of the visit, staff will validate that the receipts print correctly and that the benefits used have been properly deducted from the WIC Card benefits balance. These visits also provide an excellent opportunity to interact with our partner stores as WIC transitions statewide from paper checks to electronic benefits.



DID YOU KNOW?

To ensure all current WIC authorized vendors have an opportunity to accept the WIC Card at their stores, there is a state-funded equipment option available. CDPH/WIC will assess all stores to determine eligibility.



WIC Card and the CalFresh (SNAP)/ CalWORKS EBT Card



California WIC Card

- Accesses WIC Benefits ONLY.
- Benefits issued are based on participant's nutritional needs.
- Benefits redeemed are based on food categories and quantity (e.g. 2 gallons low fat milk)
- Purchased foods must be on the CA WIC Authorized Product List (APL)-no cash value.
- Benefits expire at the end of the benefit period.



Golden State Advantage Card

- Accesses SNAP/CalFresh/CalWORKS and other cash aid benefits.
- Benefits issued are based on financial need, family size, etc. in dollar amount
- Benefits redeemed are for SNAP-authorized food items (can include some restaurant foods).
- Shopper may be able to get cash back from the transaction.
- Benefits continue to roll-over if not used.

RECEIVE WIC NEWS

Would you like this newsletter to come directly to your email? Email us at WICcard@cdph.ca.gov to be added to the distribution list.

Ways to Stay Informed

We are committed to keeping you informed about the exciting changes coming to the California WIC Program and encourage you to share this information with your teams and others who serve mothers, infants, and children.

- To access a previous publication or other additional information regarding the California WIC Card, please visit our dedicated webpage WIC Card – It's Coming! on our website www.wicworks.ca.gov. We've created a Community Partners section so that you can easily locate information pertinent to you!
- Materials and resources such as posters, brochures, and other handouts will continue to be provided throughout the implementation process. These materials will be posted under the headings for the targeted audience on our WIC Card – It's Coming! webpage.

Want to know more about the WIC Card? Email us with any questions at WICcard@cdph.ca.gov and visit our website www.wicworks.ca.gov.

As a WIC Staff person, what are you looking forward to the most with WIC Card/WIC WISE roll out?

“I am most looking forward to better assisting our participants with a new and modern system!”

DENNIELLE C.
Sacramento County WIC



California Department of Public Health, California WIC Program
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