

FEBRUARY 2019 EDITION

WIC News

For Community Partners

Countdown to Pilot

We are less than three months from the first stage of the California WIC Card rollout beginning with a pilot in Napa and Solano Counties. Starting in August 2019, the rest of the ten Go Live rollout waves will occur every three weeks until March 2020. In the last edition of WIC News, we shared the specifics on how families, local agency staff, and grocers are being prepared for the implementation of the WIC Card. In this edition, we will discuss on the new and improved WIC shopping experience.

How the shopping experience will change with the WIC Card

Each family will receive one WIC card for all of their family's food benefits. Participants will no longer have to provide a signature for each WIC food transaction. With the new WIC Card, participants will be asked to choose a Personal Identification Number, or PIN. They will use their PIN with their WIC Card every time they shop.

Here are some ways participants will be able to identify WIC authorized foods:

1) Shopping Guide

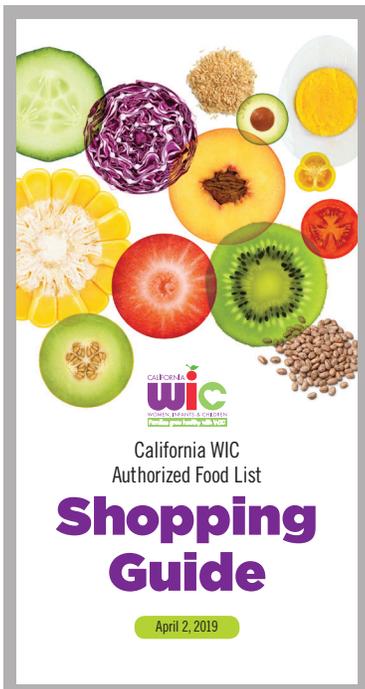
- A new Shopping Guide will become effective on April 2, 2019. It can be used with both paper checks and the WIC Card.
- Hardcopies will be sent to local agencies and stores beginning in February 2019.
- The new Shopping Guide will be available on both the wicworks.ca.gov website and the WIC mobile website at m.wic.ca.gov.

2) California WIC App

- With the new free phone app, participants will be able to scan a food item's barcode on the package to see if it is WIC authorized.
- Participants will also have access to the Shopping Guide via the app.

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Coming soon. The new WIC Shopping Guide, California WIC Authorized Food list



- The app will become available during the pilot period of California’s transition to the WIC Card.

Checking Out at the Store

The process that the cashier will use during checkout will depend on the store’s cash register system. Some stores may use an integrated system to process the WIC Card, while others may use what is known as a stand-beside system.

- Integrated System: Able to ring up WIC and non-WIC foods together.
- Stand-Beside Systems: Not able to ring up WIC and non-WIC foods together.
- Participants will receive training on using the WIC Card at stores and will be still be advised to separate WIC foods from non-WIC foods to allow for a smoother transaction at the register

Staying Informed

We are committed to keeping you informed about the exciting changes coming to the California WIC Program.

- The monthly WIC News publication provides information and updates about the transition. All editions are available on our website at wicworks.ca.gov.
- We will also provide materials and resources throughout the implementation process including posters, brochures, and other handouts. These materials will be posted at wicworks.ca.gov under the headings for the targeted audience.

On-going Communication

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.

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.

REMINDER:

The California WIC Card implementation rollout waves will begin on May 6, 2019. A new wave will Go-Live approximately every 3 weeks, with the last wave going live on March 30, 2020.



Waves	Go Live Dates
Pilot	05/06/2019
Wave 1	08/12/2019
Wave 2	09/03/2019
Wave 3	09/23/2019
Wave 4	10/14/2019
Wave 5	11/12/2019
Wave 6	12/09/2019
Wave 7	01/21/2020
Wave 8	02/18/2020
Wave 9	03/09/2020
Wave 10	03/30/2020

