

JANUARY 2019 EDITION

WIC News

For Community Partners

We are getting closer to the first stage of the California WIC Card rollout! On May 6, 2019 Napa and Solano counties will pilot the new computer system that integrates with the WIC Card. After the completion of the pilot, remaining counties will be trained and transferred, in subsequent rollout of ten waves, every three weeks. In the last edition, we shared a big picture timeline that each wave will experience before Go Live. In this edition, we'll delve a bit deeper into what happens 6-8 months prior to each wave's Go Live date.

WIC WISE and WIC Card Training

A significant piece of the WIC Card and new computer system (WIC WISE) implementation is the training of local agency staff, grocers, and participants. The goal is to have all parties trained by the time the WIC Card is in use in their area.

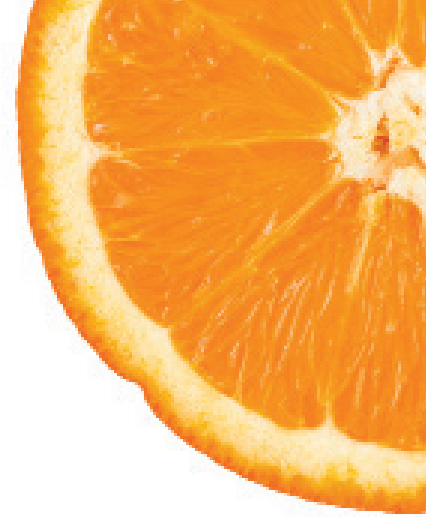
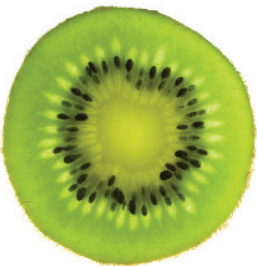
WIC WISE is a modern, web-based system that will streamline the local agency staff's daily job duties and make it easier to deliver and receive WIC services. CDPH/WIC is committed to supporting local agencies as they learn to use WIC WISE. We all want the WIC participant to have a smooth transition into using the new WIC Card.

Grocers will be trained on the new WIC transactions before the WIC Card is implemented in their area. There are two types of cash register equipment depending on sophistication of a store's cash register system (integrated vs stand beside).

Depending on the grocer, training will be made available by corporate, store management, or point of sale equipment providers. All grocers will be required to complete an over-the-phone training session, and the CPDH Vendor Training Unit will continue to provide training and materials to cashiers prior to their Go Live date. Once a grocer receives their equipment, they will also be provided with a quick reference guide.

DID YOU KNOW?

The WIC Card offers flexible shopping for participants. They will be able to get their WIC foods when they need it, instead of all at once.



Incorporating the WIC card in WIC Policy & Regulations

CDPH/WIC is currently updating WIC local agency policies to reflect the transition to the WIC Card and WIC WISE. Many policy changes will include a simple exchange of the terms “WIC vouchers” to the “California WIC Card.” Others will advance WIC’s modernization by allowing local agencies to cancel and re-load benefits on lost, damaged or stolen WIC Cards.

How WIC families are informed that the WIC Card is coming soon

As CDPH/WIC prepares for the WIC Card roll out, we are working with local agencies on a number of methods and tools to ensure families will be informed that the change is coming.

- It’s Coming WIC Identification Folder (WIF) inserts for local agencies to distribute 6 months prior to Go Live
- It’s Coming posters for local agencies to post 6 months prior to Go Live
- WIC Card brochure for local agencies to distribute
- It’s Here posters for local agencies to post at Go Live
- Social media messaging that local agencies can use on their social media platforms
- Messages that local agencies can be use via text message or voicemail
- Video(s) for local agencies to show in their offices

We always encourage you to email us with any questions about the WIC Card at WICcard@cdph.ca.gov and visit our website www.wicworks.ca.gov.

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



California Department of Public Health, California WIC Program

This institution is an equal opportunity provider.

1-800-852-5770 | <https://wicworks.ca.gov>

