

Identifying WIC Authorized Foods at the Store

The new shopping guide and California WIC App will make it easier for participants to identify their WIC authorized foods while shopping.

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 beginning in February 2019.
- The new Shopping Guide is posted on the Local Agency SharePoint Site under the Food Package Resources tile. Both the wicworks.ca.gov website and the WIC mobile website will be updated with the new Shopping Guide.

2) California WIC App

- With the 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.
- 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 for checkout will depend on the store's cash register system. Some stores, such as larger retailers, may use their existing integrated cash register system to process the WIC Card, while smaller stores may use a separate stand-beside point of sale device.

- **Integrated Systems:** Will be able to ring up WIC and non-WIC foods together.
- **Stand-Beside Devices:** Require the cashier to ring up WIC foods separately from non-WIC foods

Participants should separate their WIC foods from their non-WIC foods at checkout. This is because they may not know which cash register system their store is using. This will help the cashier make sure that WIC foods are charged to the WIC Card and not another form of payment, such as the CalFresh EBT Card.

The Authorized Product List (APL) is an electronic file that identifies food items that are WIC authorized. Participants can only get the foods that are included in the APL with the WIC Card. This will help take the guesswork out of the shopping experience!

Staying Informed

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

- The monthly WIC News publication and broadcast, as well as the monthly WIC Card/WIC WISE webinar. These resources are available on the Local Agency SharePoint Site (LASS). WIC News is also available on our website wicworks.ca.gov.
- We are actively communicating with local agency representatives at regional meetings and various committee meetings, as well as collaborating with the California WIC Association to spread the news about the WIC Card.
- Your local agency will also receive assistance and information from our support teams, such as the Implementation Services Team. This team includes Organizational Change Management (OCM), Implementation Manager and Leads, and the Training Team. They will all support each local agency through the transition to the WIC Card and WIC WISE.

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.



California Department of Public Health, California WIC Program

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