

APRIL 2019 EDITION

# WIC News

## For Vendors

In the March edition of WIC News we discussed resources and training for how to accept the WIC Card at the cash register, introduced the upcoming cashier tool handout, and gave an overview of the vendor cashier training video. In this edition, we will be covering:

- Live Shopping in the Pilot Region
- Cost of Equipment
- Ways to Stay Informed

## Preparing for Rollout: 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.

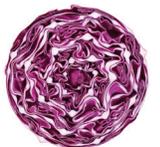
### Cost of Equipment

Multiple equipment options exist for WIC authorized vendors to accept the WIC Card at their stores. Stores that do not have existing in-lane integrated electronic cash register/point of sale (ECR/POS) hardware to support WIC Card transactions have the option of using stand-beside point of sale (POS) terminals leased through CDPH/WIC's EBT processor, Fidelity Information Services (FIS). Single-function stand-beside POS terminals transact only the WIC Card. Multi-function stand-beside terminals are able to transact both the WIC Card and EBT (SNAP/CalFresh).

As a grocery store cashier, what are you most excited about with the roll out of the new WIC Card?

"I am excited that we won't have to feed a bunch of checks into register anymore. It's time consuming for us, and for the WIC families."

**CHRISTINE S.**  
cashier at a large chain store  
in Sacramento, CA



CDPH/WIC continues to assess each store's eligibility to receive state-funded single-function stand-beside POS equipment based on federal guidelines. If eligible, no equipment lease or transaction fees will be charged to vendor if the eligible terminal is received prior to statewide implementation. For stores that select multi-function POS equipment, equipment lease and transaction fees are determined by FIS and the terms of the FIS Merchant Agreement. Costs and fees for stores with integrated ECR/POS systems are determined by the store's POS equipment provider and selected third party processor.

## 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.

## Ways to Stay Informed

CDPH/WIC, along with our vendor readiness team, is dedicated to providing methods and tools that will help store staff be ready to transact the WIC Card:

- Our Monthly WIC Vendor Stakeholder Webinar is a great opportunity to receive WIC Card updates, voice your questions/concerns, learn from the experiences of other WIC authorized vendors, and provide us with input so we can continuously improve our methods and materials.
- To receive an invitation to attend our webinar, [subscribe to our email list at: https://apps.cdph.ca.gov/lists/subscribe/default.aspx?list=cdphwicvendors](https://apps.cdph.ca.gov/lists/subscribe/default.aspx?list=cdphwicvendors).
- [WIC Card web page](http://www.wicworks.ca.gov) within CDPH/WIC's website: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)
- [Monthly WIC News publications](#)
- Vendor visits to your store
- [Subscription to our email list](#) to receive WIC Vendor News and Updates
- [Vendor Alerts](#)

Want to know more about the WIC Card? Email us with any questions at [WICcard@cdph.ca.gov](mailto:WICcard@cdph.ca.gov) and visit our website [www.wicworks.ca.gov](http://www.wicworks.ca.gov).

**New location, same great information! Attendees must now receive an emailed invitation prior to joining the webinar. The invitation will list that month's webinar's specific access code, phone number, and site address in order to join.**

[Subscribe to our email list](#) to receive an invitation to attend our [Monthly WIC Vendor Stakeholder Webinar](#) every first Monday of the Month to learn more WIC Card information.

**NEXT ONE:**  
**May 6, 2019**  
**at 11:00 am**



California Department of Public Health, California WIC Program  
*This institution is an equal opportunity provider.*  
1-800-852-5770 | <https://wicworks.ca.gov>

