

FEBRUARY 2019 EDITION

WIC News

For Vendors

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 state will begin the transition to the WIC Card in ten Go Live rollout waves. The waves will occur approximately once every three weeks through March 2020 until the WIC Card is available in all areas of the state. The Go Live date is the first day the WIC local agency in your area will begin issuing the WIC Card to WIC participants. In the January 2019 edition of WIC News, we shared an overview of WIC Card training for store staff along with ways to stay informed about the WIC Card. In this edition, we will discuss more about the changes during the checkout experience and the new Shopping Guide.

Changes to the checkout experience with the WIC Card

The WIC Card will change the checkout experience for both cashiers and WIC shoppers. Here are some checkout improvements for cashiers and shoppers to look forward to when conducting a WIC Card transaction:

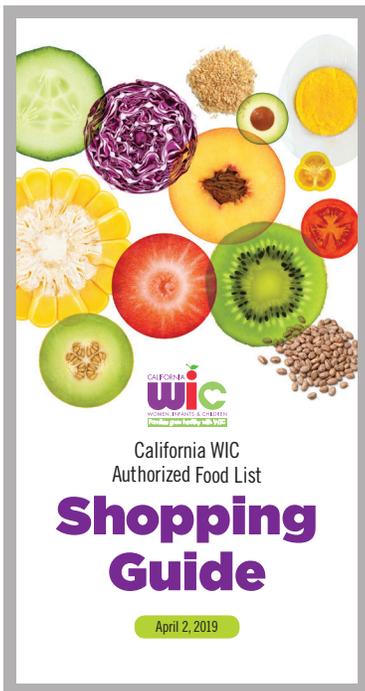
- Multiple paper food instruments (FIs) are replaced by a single reusable card
- Cashiers no longer have to verify dates on the paper FIs
- Cashiers no longer have to compare the shopper's signature against the WIC ID Folder (WIF) since the participant's Personal ID Number (PIN) code will validate the card
- WIC shoppers no longer have to buy all the foods printed on one FI at the same time, they will be able to buy WIC food items as needed within a benefit period with their WIC Card
- 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

As a reminder, cashiers will need to know how to transact both paper FIs and the WIC Card. Stores must continue to accept valid paper FIs (those that are not expired) even if the store has begun accepting the WIC Card.



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



The New Shopping Guide:

The Shopping Guide is an educational document that is designed to help participants and vendors identify WIC authorized foods.

- A new Shopping Guide will become effective on April 2, 2019, prior to implementation of the WIC Card. It is designed to be used with both paper FIS and the WIC Card.
- It is important to continue to refer back to the Shopping Guide to understand which foods are WIC authorized in order to assist WIC participants, understand why a WIC food may be rejected, and to provide a positive shopping experience in stores. Be sure to have at least one Shopping Guide at each register.

Ways to Stay Informed about the WIC Card

CDPH/WIC along with our vendor readiness team are working hard to provide methods and tools to ensure store staff will 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, and provide us with input so we can continuously improve our methods and materials.
- CDPH/WIC is also partnering with the Local Vendor Liaison (LVL) in your area to conduct a brief survey during February and March that will help us develop future cashier tools vendors may use as a training resource for staff.
- WIC Card web page within CDPH/WIC's website: www.wicworks.ca.gov
- **Monthly WIC News publications**
- The **California WIC Card Vendor Kickoff Session PowerPoint presentation**

Ongoing 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.



Register to attend our **Monthly WIC Vendor Stakeholder Webinar** every first Monday of the Month to learn more WIC Card information.

NEXT ONE:
March 4th
at 11:00 am



California Department of Public Health, California WIC Program
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1-800-852-5770 | <https://wicworks.ca.gov>

