

JANUARY 2019 EDITION

# WIC News

## For Vendors

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 WIC Card. After the completion of the pilot, remaining areas will be trained and transferred, in a rollout of ten waves, with a new area going live every three weeks. Your store's Go Live date is the first day the local agency in your area will begin issuing the WIC Card to participants

In the last edition, we shared how CDPH/WIC is preparing WIC authorized vendors for Go Live with the help of outside contractors and shared ways to stay informed about the exciting changes the WIC Card brings. In this edition, we'll be giving an overview of WIC Card training and the ways you will be informed about the WIC Card.

## Upcoming WIC Card Training for Store Staff

As WIC transitions from paper food instruments to the WIC Card, store staff (including cashiers and managers) will receive information and training about the new WIC Card transactions.

As is the normal process, store management will receive information and tools from the state as well as from the state's WIC card vendor readiness team who are working with WIC and SNAP/CalFresh. Stores will then be responsible for training their staff and cashiers.

CDPH/WIC understands stores have their own internal business processes and we are here to help support vendors with a variety of resources and methods they may use to supplement their own training procedures.

CDPH/WIC's Vendor Training Unit is currently developing additional resources to support you, such as:

- An updated lesson plan and materials, that will include:
  - » Important information on how the WIC Card will change the checkout process;

### DID YOU KNOW?

When shopping with the WIC Card, participants can get as little or as much of their WIC foods as they need at each shopping trip. No more having to get all foods at one time!

- » Capabilities and features of the WIC Card;
- » Equipment requirements;
- » Helpful steps to process a transaction;
- » Troubleshooting tips at the register,
- » and more
- A new video for cashiers is currently in development to highlight these upcoming changes.

## Ways to Stay Informed about the WIC Card

As we prepare for the WIC Card roll out, CDPH/WIC is working on a number of methods and tools to ensure store staff will be informed that the WIC Card is coming.

- It's Coming poster for vendors to post in breakrooms 6 months prior to their Go Live date
- Ongoing **Vendor Alerts**
- The **California WIC Card Vendor Kickoff Session** PowerPoint Presentation posted now on the **wicworks website**
- It's Here posters for vendors to post in the breakroom at the time of their Go Live date
- Social media messaging that vendors can use on their social media platforms
- **Monthly WIC News Publications**
- **Monthly Vendor Stakeholder Webinars**
- Vendor visits to your store by CDPH/WIC Staff

We always encourage you to email us with any questions about the WIC Card at [WICcard@cdph.ca.gov](mailto:WICcard@cdph.ca.gov), and visit our website at [www.wicworks.ca.gov](http://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:**  
**February 4th**  
**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>

