

MARCH 2019 EDITION

WIC News

For Vendors

CDPH/WIC staff, WIC authorized vendors, local agency staff, and third party contractors are hard at work preparing for the pilot launch in Solano and Napa counties, which Goes Live on May 6, 2019. Starting in August 2019, the rest of the state will begin the transition to the WIC Card in ten rollout waves

In the February edition of WIC News, we discussed changes to the checkout experience with the WIC Card and introduced the new Shopping Guide. In this edition, we will be covering:

- Training on how to accept the WIC Card at the cash register
- Upcoming vendor checkout video and handout for cashiers
- Ways to Stay Informed

WIC Card Process Training

A significant part of transitioning from WIC paper food instruments (FIs) to the WIC Card involves training store staff, such as cashiers and managers, as well as WIC participants and WIC local agency staff. Before the WIC Card is implemented at their store, vendors will receive training on how to process a WIC Card transaction. As a reminder, all WIC authorized vendors must continue to accept valid, non-expired paper FIs from WIC shoppers until notified otherwise by CDPH/WIC.

CDPH/WIC's vendor team is currently developing a cashier tool handout that is designed to help cashiers successfully accept the WIC Card at the register and to provide helpful tips for a smooth transaction. Store management is responsible for training cashiers and store staff. CDPH/WIC understands stores have their own internal business processes and may use CDPH/WIC-produced materials to supplement their own training procedures. Here are some ways cashiers and store staff can learn about accepting the WIC Card:

- Read the upcoming cashier tool handout.
- Review the new WIC Shopping Guide (effective April 2, 2019).
- New and existing vendors who attend an interactive, in-person CDPH/WIC Vendor Training will learn about the new WIC Card checkout process.
- Participate in training provided from their own store's management team and/or corporate office that may have checkout instructions specific to their store's equipment and business processes.
- View the upcoming vendor video that details the checkout process at the cash register using the WIC Card—Coming early Summer 2019

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



Upcoming Vendor Video

CDPH/WIC's Vendor Training Unit is currently working on a new video specifically geared towards cashiers. The video will contain photo stills accompanied with voiceover narration and is approximately 10 minutes long. The Vendor Training Unit plans to show this at all interactive, in-person Vendor Training classes. A link to the video will be posted on the CDPH/WIC website at www.wicworks.ca.gov to allow stores to use it as a visual training tool. We encourage all stores to share the video with cashiers and other store staff as it will help with a successful transition to the WIC Card. The video will be available by early this summer and provide valuable tips on how to conduct a WIC Card transaction. Video topics include:

- The different types of WIC Point of Sale (POS) equipment that are available to stores to accept WIC Card transactions (Stand Beside POS Terminals and Integrated POS Cash Register Systems).
- How the store's POS equipment will guide some transaction steps.
- Troubleshooting tips at the register.
- The California Authorized Product List (APL): an electronic file of CDPH/WIC authorized foods. Stores are required to maintain the most current version of the APL in their WIC POS.
- The WIC Authorized Food List Shopping Guide and how it can be used as a helpful tool during WIC transactions with both paper food instruments (FIs) and the WIC Card.
- Reading the Receipt and WIC Card Food Balance.
- Customer Service Tips and Contact Information for questions and additional help.

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.
- 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**
- **Vendor visits to your store**

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:
April 2, 2019
at 11:00 am

