

## Virginia WIC Program - Retailer Advisory Meeting

**July 30, 2015**

**Time: 10:00 am – 12:00 pm**

Site Facilitator for Norfolk: Lindsey Nichol ([Lindsey Nichol@vdh.virginia.gov](mailto:Lindsey.Nichol@vdh.virginia.gov)) Site Facilitator for Richmond: Allan Astley ([Allan.Astley@vdh.virginia.gov](mailto:Allan.Astley@vdh.virginia.gov)); Site Facilitator for Christiansburg: Ephraim Ewing ([Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov)); and emergency meeting contact (Jessica Owen Day at: 804-389-8020).

<b>What:</b>	<b>Who:</b>
Agenda Review/Rules of the Road*	Allan Astley, Meeting Facilitator
Introductions/Expectations	Allan Astley, Vendor Liaison
Review Next Steps from April 23, 2015 Retailer Advisory Meeting	All
<b>Division Director Update</b> <ul style="list-style-type: none"> <li>• WIC Program Participation</li> <li>• WIC and SNP – Getting the Message Out</li> <li>• Smartphone App for Cardholders - Update</li> </ul>	Michael Welch, Division Director
<b>Administrative issues – Food Application/List Process Update</b> <ul style="list-style-type: none"> <li>• Refrigerated Juices</li> <li>• Formula and WIC Eligible Nutritionals</li> <li>• Canned/dried beans</li> <li>• WIC Shelf Labels (canned beans/peas/lentils and whole wheat bread)</li> <li>• Next Steps and Questions?</li> </ul>	Paula Garrett, WIC Program Manager
<b>Certification Process and eWIC</b> <ul style="list-style-type: none"> <li>• When should an existing/new configuration be certified?</li> <li>• Certification of self checkout lanes</li> <li>• Certification Operating Procedures</li> <li>• Next Steps and Questions?</li> </ul>	Brian Tun, UPC Coordinator
<b>Refresher Training Sessions</b> <ul style="list-style-type: none"> <li>• Schedule</li> <li>• Space Availability</li> <li>• Acknowledgement Form and Due Date</li> <li>• Parking Lot Questions/Answers</li> </ul>	Sheila Brewer, Vendor Compliance Manager
<b>Miscellaneous Issues:</b> <ul style="list-style-type: none"> <li>• Lessons Learned Implementing eWIC (retailers' perspective)</li> <li>• Infant Cereal – Allowable brands</li> <li>• Training resources – eWIC Cashier Handbook</li> <li>• Self Checkout lanes and eWIC Transaction Processing</li> </ul>	Sheila Brewer, Vendor Compliance Manager
Benefits/Concerns/Next Steps	All Site Facilitators

### **Meeting's Objectives:**

1. Update retailers on policy and procedural changes affecting WIC authorized retail stores.
2. Facilitate two-way communications between retailers and the Virginia WIC Program.

When conference line is muted, questions can be sent to: [Jessica.Owen.Day@vdh.virginia.gov](mailto:Jessica.Owen.Day@vdh.virginia.gov)

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### Rules of the Road

- ◆ Start and End on time
- ◆ Participate
- ◆ Stay Focused
- ◆ Be Candid and Open
- ◆ No idea is Bad
- ◆ Headline & build
- ◆ Listen Fully
- ◆ Avoid Killer statements and gestures
- ◆ Share the spotlight with others
- ◆ Respect confidentiality....build trust
- ◆ Avoid side conversations
- ◆ Build Teamwork...while having *FUN*



***\*Note: A break will occur at 11:00 am. Meeting will resume at 11:10 am.***

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### Division Director Update (Michael Welch):

#### eWIC Transaction Profile

<b>Processing Month</b>	<b>Units/Quantity of items sold</b>	<b>WIC Dollars Paid</b>
June 2015	2,136,015	\$7,027,531
April 2015	2,180,421	7,151,726
March 2015	2,263,918	\$7,342,595
February 2015	1,868,730	\$6,196,179
January 2015	2,273,593	\$7,360,273
December 2014	2,278,126	\$7,535,752
November 2014	2,208,241	\$7,196,986
October 1, 2014	2,384,815	\$7,744,299
September 2014	2,300,328	\$7,433,696
August 2014	2,339,580	\$7,593,104
July 2014	2,281,725	\$7,509,620
June 2014	1,812,460	\$6,193,862

As of October 1, 2014 the state fully converted from using paper food instruments to eWIC benefit cards.

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### Certification Process and eWIC (Brian Tun)

Where to access a copy of the eWIC Certification Procedures?

<http://www.vahealth.org/DCN/General%20Info/EBT/retailer.htm>

### Infant Cereal – WIC Approved as of July 1, 2015

<u>UPC</u>	<u>Product Description</u>
041163496606	Baby Basics Oatmeal Baby Cereal - 8 oz
041163496590	Baby Basics Rice Baby Cereal - 8 oz
688267081170	Cottontail Single Grain Oatmeal Cereal 8 oz
688267081392	Cottontails Single Grain Rice Baby Cereal - 8 oz
041260364228	Comforts Single Grain Oatmeal Cereal - 8 oz
041260364204	Comforts Single Grain Rice Baby Cereal - 8 oz
036800389199	Tippy Toes Oatmeal Baby Cereal - 8 oz
036800389205	Tippy Toes Rice Baby Cereal - 8 oz
725439968287	Home 360 Baby Single Grain Oatmeal Cereal 8 oz
725439968270	Home 360 Baby Single Grain Rice Cereal - 8 oz
052200004159	Beechnut Single Grain Oatmeal Baby Cereal 8 oz
052200004456	Beechnut Single Grain Rice Baby Cereal 8 oz
01500007027	Gerber 1st Cereal Single Grain Oatmeal – 8 Oz
01500007041	Gerber 1st Cereal Rice Cereal – 8 oz
015000070007	Gerber Boxed Rice Cereal Single Grain – 8 oz
015000070014	Gerber 1st Cereal Single Grain Oatmeal - 8 oz

The minimum stocking requirement for infant cereal has not substantially changed. Please note that stores must have available 3 containers (8 ounces) of any brand of infant cereal (rice) in order to satisfy this WIC Program requirement. If you carry/sell a brand of infant cereal that is not listed in this email note, can you complete an UPC Update Request form so we can review/update our APL?

Remember if you use WIC shelf labels on infant cereals; please use the label under all eligible brands.

### Monitoring Visit and APL Central update (Sheila Brewer)

- In June, State WIC Office trained 38 local agency monitors
- As of June 24, 2015 trained local agency monitors will resume completing store stocking visits.
- Local agency monitors will use customized monitoring app and iPhone devices.
- Stores that have been non compliant in meeting the MSR – more likely to be identified with these additional resources being used.
- What are the penalties associated with non compliance in meeting the MSR?

**Additional Special Contract Formulas and WIC Eligible Nutritionals to be purchased at retail stores** (Sheila Brewer) – see Infant Formula (draft) handout

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### **Train-the-Trainer workshops – new trainers** (Sheila Brewer)

- October 22- 23, 2015 (rescheduled date).
- Space is still available for this session
- Contact Freda Bolling, Vendor Liaison to register for this training session.
- New Certified Trainers – attended the May 20-21, 2015 Training Workshop (12 individuals)
- **Newly certified trainers – do they have to attend the refresher training session?**

### Train-the-Trainer (Refresher sessions):

<b>Session Date:</b>	<b># of Attendees:</b>	<b>Locations:</b>
Wednesday, July 15, 2015	7	Henrico and Prince Williams
Wednesday, July 22, 2015	8	Roanoke
Thursday, July 23, 2015	4	Norfolk
Wednesday, August 5, 2015		Fredericksburg, Roanoke and Winchester
Thursday, August 6, 2015		On-line (webinar)
Thursday, Sept. 3, 2015		Norfolk
Monday, Sept. 21, 2015 (make-up session)		Henrico

- All previously certified trainers must attend a refresher training session.
- **79** certified trainers – only **46** have registered to attend one of the scheduled training sessions.
- Fillable Training Acknowledgement form is available on the external webpage.
- Working with WIC Retailer Bulletin (Training edition) is available on the external webpage.
- All Training Acknowledgement forms must be submitted to the SWO by Sept. 15, 2015.
- Stores that fail to submit Training Acknowledgement form by due date may be required to attend instructor lead training session held (October) in Richmond, VA.
- Parking Lot questions and answers will be sent to all certified trainers and corporate contacts – beginning of October.

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### Parking Lot Questions from certified training sessions:

Q. 1.	What is required by WIC as far as receipts go for POS systems? Is it required to have a balance for each item on the receipt after it is taken off of the card? (Some transactions have 5+ receipts) Is there a way to consolidate this and use less paper? When will trainers be notified about the new food list and publication date?
R.2.	<i>There is no federal requirement that certified POS system must print a balance inquiry receipt. From a customer service perspective, it is extremely helpful that cardholders have this option to assist shoppers in making their eWIC purchases. How receipts are printed for eWIC transactions is not determined by the State WIC Office. Each POS system defines how the receipt is printed.</i>  <i>The SWO agrees that in using eWIC benefit cards the volume of receipts has greatly increased. Typically a POS system prints the following receipts: 1) balance inquiry, 2) actual receipt of items purchased and 3) ending balance receipt.</i>
Q. 2.	Is there a way to get more eWIC cards to use for training purposes?
R. 2.	<i>The SWO does not provide any eWIC cards that can be used for training purposes. Trainers should check with their corporate office what options, if any, are available to use their system in training mode.</i>
Q. 3.	Where do we go to locate all training materials online?
R. 3.	<a href="http://www.vahealth.org/DCN/Vendor/retailstorepubs.htm">http://www.vahealth.org/DCN/Vendor/retailstorepubs.htm</a>
Q. 4.	When will the MSR guidelines be revised to reflect that Gerber infant rice cereal is no longer required?
R. 4.	<i>There are no plans to update the MSR guidelines to reflect this change. The SWO is currently working to secure another infant cereal rebate contract. Gerber infant cereal is still the most common infant cereal brand found on store shelves. Once a new contract has been implemented (target date 1/1/2016), then the MSR guidelines will be updated accordingly. Authorized stores may have <u>any brand</u> of rice infant cereal (8 ounces) in order to meet the MSR.</i>
Q. 5.	Can stores use the option to label whole milk (customer service issue) and 1% milk without being issued a warning?
R. 5.	<i>Stores can use the optional shelf label on store brand whole milk and not be issued a warning. It is a requirement to use the WIC shelf labels on store brand 1% and fat free milk. Failure to use shelf labels on store brand 1% or fat free milk is a chargeable violation, if documented during a compliance investigation only. This type of observation documented during a monitoring visit does not necessarily result in further administrative actions being taken by the SWO.</i>
Q. 6.	Will there be a comprehensive handout (at a glance) that identifies MSR, labeling requirement for store eligible brands and selected brands?
R. 6.	<i>The SWO will look into this suggestion for possible implementation in 2016.</i>
Q. 7.	Why are certified trainers) required to hold annual training before the Program updates/requirements are completed?
R. 7.	<i>It is a federal requirement that authorized stores participate in annual training once a year. A new federal fiscal year begins as of October 1st. The SWO attempts to implement any major program changes at the beginning of the federal fiscal year, when feasible.</i>
Q. 8.	Why can't the program change be concurrent with the annual training requirement?
R. 8.	<i>The SWO attempts to implement any major program changes at the beginning of the federal fiscal year, when feasible. Some program changes are determined by other functional areas within the Division or even by USDA mandates. The SWO attempts to provide resources to certified trainers and store owners</i>

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	<p><i>to lessen the impact of implementing program changes on store operations.</i></p> <p><i>Please note certified trainers and store management staff is the primary target audience to participate in any mandatory training held. Certified trainers are not be required to hold an additional (interactive) training to review WIC Approved Food List changes, once implemented. The SWO will send out a summary to all interested parties that outlines significant program changes to the WIC Approved Food List. This information can be used a tool to update staff on the food list changes being made. It is not anticipated that any major changes will be made in the new WIC Approved Food List.</i></p>
<p><b>Q. 9.</b></p>	<p><b>Is there a list of stores that border Virginia (that have dual WIC authorization) requiring annual training in both states?</b></p>
<p><b>R. 9.</b></p>	<p><i>There are only three stores (one independent store and two corporate sponsored) that are authorized to accept eWIC transactions outside of the Commonwealth of Virginia. These stores are located in Kentucky, Maryland and West Virginia. Contact your corporate office to determine if you have any stores in these states that also participate in the Virginia WIC Program.</i></p>

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### Materials/Supplies Needed

Easel paper/board

Markers

Tape

Charged cell phone

### Handout Materials:

- Agenda Handout (10 copies)
- Working with WIC Retailer bulletin (July 2015 edition) (5 copies)
- April 23, 2015 Retailer Advisory Meeting Minutes (2 copies)
- Infant formula flyer (draft) (5 copies)
- eWIC Cashier Handbook (5 copies)
- eWIC Certification and Recertification Process Guidelines (2 copies)

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***Benefits:***


***Concerns:***


***Next Steps:***


