

## Virginia WIC Program - Retailer Advisory Meeting

**October 15, 2015**

**Time: 10:00 am – 11:30 am**

Site Facilitator for Richmond: Allan Astley ([Allan.Astley@vdh.virginia.gov](mailto:Allan.Astley@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 July 30, 2015 Retailer Advisory Meeting	All
<b>Division Director Update</b> <ul style="list-style-type: none"> <li>• WIC Program Participation</li> <li>• WIC Program Budget and Continuing Resolution (CR)</li> <li>• SNP and Kudos</li> <li>• Miscellaneous updates</li> </ul>	Michael Welch, Division Director
<b>Administrative issues – WIC Approved Food Brochure Update</b> <ul style="list-style-type: none"> <li>• Proposed implementation date</li> <li>• Transition to new WIC Approved Food Brochure and Formula flyer</li> <li>• Training – Retail Stores</li> <li>• Training – Local Agency Staff and Cardholders</li> <li>• Working With WIC Retailer Bulletin – special edition</li> <li>• Distribution of printed materials</li> <li>• Next Steps and Questions?</li> </ul>	Sheila Brewer, Vendor Compliance Manager
<b>APL and WIC Approved Foods</b> <ul style="list-style-type: none"> <li>• Listing of WIC Approved Foods (additions and deletions)</li> <li>• Next Steps and Questions?</li> </ul>	Brian Tun, UPC Coordinator
<b>Upcoming Train-the-Trainer Workshops</b> <ul style="list-style-type: none"> <li>• October 22 and 23, 2015</li> <li>• December 10 and 11, 2015</li> <li>• Space Availability</li> <li>• Parking Lot Questions/Answers</li> </ul>	Sheila Brewer, Vendor Compliance Manager
<b>Miscellaneous Issues</b> <ul style="list-style-type: none"> <li>• Monitoring Visits</li> </ul>	All
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)

## Virginia WIC Program - Retailer Advisory Meeting

### 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*



## Virginia WIC Program - Retailer Advisory Meeting

### Division Director Update (Michael Welch):

#### eWIC Transaction Profile

Processing Month	Units/Quantity of items sold	WIC Dollars Paid
September 2015	2,068,012	\$7,002,451
August 2015	2,149,322	\$7,224,904
July 2015	2,207,442	\$7,354,901
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

#### WIC Approved Food Brochure and Infant Formula Flyer (Sheila Brewer)

- Working with an outside graphic company to produce the WIC Approved Food Brochure and Infant Formula Flyer
- Expect to have the finalize layout of both of these resources by November 1, 2015
- Translation of these resources completed November 16, 2015
- Go out for bid to print these resources November 18, 2015
- Printed copies available for distribution by December 15, 2015
- Post PDF on external webpage
- Proposed Implementation date: January 1<sup>st</sup> or February 1<sup>st</sup>

## Virginia WIC Program - Retailer Advisory Meeting

- Distribution of these resources to stores, corporate offices, cardholders and local agencies during the months of December/January.
- Transition to new WIC Approved Food Brochure and Formula flyer – allow one month after printed copies available to fully implement these changes
- Training – Retail Stores: offer webinars for independent stores, corporate contacts and certified trainers on Food changes December and January.
- Training – Local Agency Staff: PowerPoint presentation slides provided to local agencies in October and November.
- Training – Cardholders: November/December 2015.
- Working With WIC Retailer Bulletin – special edition available for distribution (December 2015)
- Distribution of sample WIC Approved Food Brochures and formula flyers to independent stores (3 copies each). Stores will need to order additional supplies, after receiving samples.
- **How to handle distribution of the WIC Approved Food Brochures and Formula Flyers to corporate stores?**
- Next Steps and Questions?

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

- October 22- 23, 2015 (rescheduled date).
- December 10-11, 2015 – space is still available
- Contact Freda Bolling, Vendor Liaison to register for this training session
- Parking Lot questions and answers will be sent to all certified trainers and corporate contacts – beginning of November (2015).

### **Monitoring Visit Update**

- ✓ Monitoring Visits – 620 Monitoring between October 1, 2014 – September 30, 2015
- ✓ 37 Local agency Monitors + 22 new individuals to be trained as of October 22 = 59
- ✓ State WIC Office Staff = 5
- ✓ Outside Contractor = 1

### Materials/Supplies Needed

Easel paper/board

Markers

Tape

Charged cell phone

### Handout Materials:

- Agenda Handout (10 copies)
- July 30, 2015 Retailer Advisory Meeting Minutes (2 copies)
- Train-the-Trainer Workshop Letter

Virginia WIC Program - Retailer Advisory Meeting

***Benefits:***


***Concerns:***


***Next Steps:***


