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**Communications and Resources: Contacting the State WIC Office**

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Effective Date: June 1, 2014

Supersedes: January 1, 2011

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These guidelines define the various methods the State WIC Office uses to communicate with authorized retailers.

### **I. General Communications**

- A. Contact information for the WIC Program is available online and in the Emergency Procedures section of this manual. Refer to the Vendor Compliance Team Directory on the WIC Program's website for individual addresses and telephone numbers.
- B. In contacting the State WIC Office, ask to speak to a member of the Vendor Compliance Team. Record the name of the representative, the date and time of the call, the guidance provided, and any other relevant information given in case further action is needed.
- C. Certified letters sent by the State WIC Office typically require follow up action(s) to be taken by either the store owner or manager. Advise store personnel to pass on any certified letters that are sent by the WIC Program.

### **II. Retailer Advisory Meetings**

- A. Attendance at Retailer Advisory Meetings is optional. However, these meetings serve as a communication forum between authorized retailers, corporate contacts, professional trade organizations, major food suppliers, and the WIC Program. Attendees meet at least quarterly with State WIC Office staff to discuss proposed and existing policies and procedures as well as changes or recommendations for performance improvement. Retailer Advisory meetings are exclusively advisory and not policy-making.
- B. Minutes from these meetings can be obtained from the WIC Program's website or by contacting the store's assigned Vendor Liaison.

### **III. Working with WIC Retailer Bulletin**

- A. The Working with WIC Retailer Bulletin is an educational tool used to inform retailers and other interested parties about WIC Program changes, compliance issues, eWIC processing tips, cashier reminders, and alerts. The bulletin is published at least biannually.
- B. A special edition of the Working with WIC Retailer Bulletin is produced and distributed to document that annual training has been provided to retail stores as required by state and federal regulations.

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- C. Retailers are encouraged to take the following actions after receiving this bulletin:
1. Read the bulletin and share relevant articles with others, i.e., managers, cashiers, and bookkeepers;
  2. Post a copy of the bulletin in a central location for others to read;
  3. Place the bulletin in the program binder for future reference; and
  4. Use the bulletin as a resource to conduct cashier and store personnel training.
- D. An electronic version of the Working with WIC Retailer Bulletin is available on the WIC Program's website. Physical copies of recently published Working with WIC Retailer Bulletins may be obtained by contacting the store's assigned Vendor Liaison.

References:

- State WIC Regulation 12VAC5-195-290. Communications.
- State WIC Regulation 12VAC5-195-520. Training and education.