
Program Integrity: Solicitation

Effective Date: June 1, 2014

Supersedes: January 1, 2011

These guidelines define limitations associated with authorized retailers soliciting and promoting eWIC food benefit redemption. This section identifies restrictions pertaining to solicitation issues that exist in the relationship between authorized retailers and eWIC cardholders or agency representatives.

I. Solicitation

- A. For the terms “vicinity” and “solicitation”, the following definitions apply:
1. “Vicinity” means any area near, in the neighborhood of, or in the surrounding areas of the local WIC agency. At a minimum, a 20-foot buffer zone shall be observed. Retail stores and their agents cannot make direct or indirect contact with eWIC cardholders within 20 feet of the local WIC agency’s entrances and exits.
 2. “Solicitation” means approaching with information or otherwise enticing any eWIC cardholder in an attempt to influence their choice of authorized retailer.
- B. Authorized retailers and their agents must not distribute flyers, business cards, or any other promotional materials to eWIC cardholders in the vicinity of a local WIC agency.
- C. Authorized retailers must not offer inducements or giveaways to eWIC cardholders or agency representatives.
- D. Authorized retailers must comply with local ordinances that outline acceptable solicitation practices within their communities.

References:

- State WIC Regulation 12VAC5-195-510. Solicitation.
- Retailer Agreement
- WIC Program Policy and Procedure Manual