

WIC Grocery Store Tours

Max Painchaud | B.S. Public Health, B.A. Technical and
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Background

Food Lion, Kroger, Walmart, and the Market on Melrose have WIC-eligible items in Roanoke City and Alleghany County.

While these stores carry WIC items, there are **inconsistencies with WIC labeling and unspecific benefit-wording across Virginia**, causing client frustration and misunderstanding.

WIC items in these stores are mainly labeled in English, but roughly 70% of Roanoke City's WIC clients are non-English speakers/readers.

Language Diversity

Over 10 different languages are spoken in the Roanoke City and Alleghany County Health Districts, making the primarily English-written WIC resources unhelpful to many clients.

WIC clients' native languages range from English and Spanish to Haitian Creole and Vietnamese.

Visual resources created for Roanoke City's WIC clients needed to **effectively communicate the same idea to various cultures and educational backgrounds.**

Objectives

1. Identify common WIC participant grocery store issues
2. Create a template curriculum for WIC staff to utilize during in-person classes
3. Create visual aids for participants who struggle to understand the amount or type of items to purchase with their WIC card for tour and clinic usage
4. Create a schedule to continue regularly offered classes

Issues Identified

Unspecific Benefit Sizing Language

- Partial benefit usage due to sizing confusion
- Clients paying out-of-pocket for their food due to misunderstanding their benefits
- American-English measurement terms that non-native English speakers are unfamiliar with

Labeling Inconsistencies

- Most chain and local grocery stores do not have a list of their WIC-eligible food
- Clients do not know what food is eligible due to a lack of WIC-labeling in many stores
- Virginia does not have a WIC app that tells clients what food is WIC eligible
- Some foods may be eligible even if they're not labeled, causing them to not be purchased through WIC

Different WIC labels can also **make it challenging for clients to know what to look for** in various stores



Sustainability Plan

1. Tours will take place on the 2nd Friday of each month at the Melrose Market
2. Tours will be advertised beginning the first week in August, and start again in September
3. Advertise the tours by physically and digitally flyering, as well as informing clients of the classes after clinic appointments
4. After 4 tours, a discussion about their continuation should be scheduled, factoring in attendance, survey feedback, and staff availability

Outputs

WIC Grocery Store Tours

- Hosted 3 in-person WIC tours at a local grocery store to help clients understand their specific benefits
- Visual aids and the website created aim to help clients independently locate WIC items during and after their tour
- **Low attendance was a challenge for all 3 tours**, resulting in the creation of a **sustainability plan** for future classes

Visual Aids

- Made maps and sizing guide visual aids to help clients locate WIC items and shop for their specific food quantities
- WIC clients will be given visual aids during future tours and in the WIC clinic

Scan, Find & Combine: Default Grocery Lists

- Created a website where clients can **scan** the QR code, choose their benefit category and store, and **find** their food using maps while **combining** items aided by sizing guides
- Clients are provided a list of the "default" foods that are likely to be WIC-approved across chain stores



**Scan to view
the website!**



<https://maxpcfwic.github.io>

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