

Division of Community Nutrition

<i>Subject:</i> Retailer Complaint Handling		<i>Policy:</i> VEN 07.0
<i>Reference:</i> CRT §246.12(h)(iii)	<i>Effective:</i> August 12, 2013	<i>Supersedes:</i> September 26, 2005

I. Policy:

It is the policy of the Division of Community Nutrition that local agencies play an active role in the processing of all complaints submitted by participants / proxies / legal guardians and / or local agency personnel regarding retail stores.

II. Procedure(s):

A. Determine if the incident is a valid complaint.

1. Common types of complaints

- a. Store personnel refuses to sell eligible WIC approved food(s) to participants
- b. Participant feels s/he was not treated with courtesy and respect
- c. Cashier requires additional identification to use their eWIC card
- d. Participant is required to purchase a store brand or the store limits the purchasing choice of WIC approved foods and/or formula, and
- e. Cashier or store personnel refuse to allow participant to leave store with purchase, charges cash or takes the cardholder's eWIC card.

B. Local agency personnel shall screen *all* participant complaints and assist when necessary in completing the Complaint Against a Store form, WIC-345A. Local agency personnel shall send the completed form and related attachments to the WIC Coordinator within two (2) days of receipt for review. The WIC Coordinator will fax or e-mail the complaint and attachments to the State WIC Office for follow-up within five (5) days.

C. For verbal complaints (*over the phone*), local agency personnel shall complete a WIC-345A Complaint Against a Store form, and obtain as much information as possible from the participant. Whenever practical, include the receipt(s) and participants daytime phone number. The same processing timeframes apply to verbal complaints (see B).

D. Urgent complaints by local agency personnel *only*, may be called in directly to the State WIC Office. The assigned Vendor Liaison will contact the store and inform the local agency of the outcome within 24 hours. When necessary the State WIC Office may need to contact the participant to aid in resolving the issue and / or advise them of the outcome.

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- E. Complaints against retailers shall be pre-screened by local agency personnel. Do not refer participant(s) directly to the State WIC Office.