

Virginia WIC Retailer Bulletin | March 2017

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Mike's Message

As you may know, Mike Welch recently retired as State Director for the Virginia WIC Program after six years of dedicated service. We applaud the many accomplishments he led with you and the Virginia WIC team during this time. We remain committed to continuing the energy and momentum that Mike established to serve women and children in Virginia by providing access to healthy and nutritious food.

We'd like to remind you of [Virginia's Plan for Well-Being](#), which serves as a call to action for Virginians to create and sustain the conditions to support health and well-being. Among its four aims and 13 goals, the Plan emphasizes ensuring a strong start for children and supporting Virginians in following a healthy diet. WIC is an essential program related to these aims, assuring nutrition education, resource referrals, and nutritious food access. As you can imagine, this means that WIC vendors play a critical role in achieving the goals of the Plan and ultimately making Virginia the healthiest state in the nation.

Thank you for your continued partnership! Keep up the great work!

Vanessa Walker Harris, MD

Director, Office of Family Health Services

Virginia Department of Health

804-864-7733

vanessa.walkerharris@vdh.virginia.gov

Reauthorization

All existing WIC Retailer Agreements expire as of **September 30, 2017**. In order to become reauthorized under the new retailer agreement (beginning October 1, 2017 ending September 30, 2020), each WIC authorized store must:

- submit a new completed Supplemental Information Form;
- submit a new completed Retailer agreement, and
- have at least one manager attend a mandatory training session.

For stores with a certified WIC trainer: Your certified WIC trainer will receive guidance from the State WIC Office via a webinar about what must be covered during the required training sessions. Details for registering for the Webinar, currently scheduled for June 6 and June 15, 2017, will be provided to each certified trainer. Certified WIC trainers will conduct training sessions for their store personnel. Each WIC authorized store will receive additional details from your certified WIC trainer for meeting the requirements to become reauthorized.

For stores without a certified WIC trainer: At least one store management representative must attend any **one** of the mandatory training sessions listed below. Space is limited at most locations, so please register by contacting the instructor of the session you wish to attend.

Please contact Green-Bolling at Freda.Bolling@vdh.virginia.gov or 804-864-7814 if you have any questions or concerns about training.

Date	Time	Facilitator	Location	Address
Wednesday, April 19, 2017	1:30-4:30	Freda.Bolling@vdh.virginia.gov (804) 864-7814	Eastern Henrico Government Center-Community Room	3820 E Nine Mile Road, Henrico, VA 23223
Wednesday, April 26, 2017	12:30 -3:30	Jennifer.Trower@vdh.virginia.gov (804) 864-7278	Virginia Beach Health Department, 1st Floor Conference Room	4452 Corporation Lane Virginia Beach, VA 23462
Thursday, April 27, 2017	1:30-4:30	Amy.Romero@vdh.virginia.gov (804) 864-7835	Charlottesville Health Dept./Prindle/Moore Conference Room Door # 3 (Environmental Health)	1138 Rose Hill Drive, Charlottesville, VA 22903.
Wednesday, May 2, 2017	9:00-12:00	Jennifer.Trower@vdh.virginia.gov (804) 864-7278	Virginia Beach Health Dept. 1st Floor Conference Room	4452 Corporation Lane Virginia Beach, VA 23462
			Charlottesville Health	

Tuesday, May 9, 2017	8:30-11:30	Amy.Romero@vdh.virginia.gov (804) 864-7835	Dept./Prindle/Moore Conference Room Door # 3 (Environmental Health)	1138 Rose Hill Drive, Charlottesville, VA 22903
Thursday, May 11, 2017	9:00-12:30	Allan.Astley@vdh.virginia.gov (804) 864-7274	Rappahannock Area Health Dept.	608 Jackson Street, Fredericksburg, VA 22401
Wednesday, May 17, 2017	9:00-12:30	Ephraim.Ewing@vdh.virginia.gov (804) 864-7813	Roanoke City Alleghany Health District Second Floor Conference Room	1502 Williamson Road, NE Roanoke, VA 24012
Wednesday, May 24, 2017	11:30-3:30	Ephraim.Ewing@vdh.virginia.gov (804) 864-7813	Roanoke City Alleghany Health District Second Floor Conference Room	1502 Williamson Road, NE Roanoke, VA 24012
Wednesday, May 24, 2017	11:30-3:30	Allan.Astley@vdh.virginia.gov (804)-864-7274	Development Services Building Rooms 107A & 107B	5 COUNTY COMPLEX CT. WOODBIDGE, VA 22192
Wednesday, May 31, 2017	9:30-12:30	Freda.Bolling@vdh.virginia.gov (804) 864-7814	Peninsula Health Center 2nd Floor Conference Room 1,	416 J. Clyde Morris Boulevard Newport News, VA 23601

New Cashier Training Video

An updated cashier training video has been developed and will be a major part of the reauthorization training. The video was designed to be used to train new cashiers on eWIC transactions. The video has five modules of less than five minutes each, with updated information on eWIC transactions. Copies of the video will be made available during reauthorization training.

What To Do If a Participant's eWIC Card Does Not Scan

If an eWIC Card does not scan, the cashier can manually enter the 16-digit Personal Account Number (PAN) directly from the participant's eWIC card. To prevent potential fraud, the cardholder must present the actual eWIC benefit card to the cashier to manually enter the PAN. Additionally, the WIC participant is never allowed to manually enter the PAN. Once the cashier has entered the PAN, the transaction will continue as normal with the eWIC cardholder entering their Personal Identification Number (PIN).

Cashiers should encourage the cardholder to contact the Xerox customer service line listed on the back of their eWIC card to have a malfunctioning benefit card replaced.

Quick Reminders

- The next Retailer Advisory Teleconference will be held on Thursday, April 20, 2017 from 10:00 AM until Noon. If you haven't received an invitation and would like to call in, please send a request to WIC_retailer@vdh.virginia.gov.
- Retailers are reminded that the sales price must be clearly displayed for all WIC products.
- WIC Shelf labels are required on the following varieties of dry (1 lbs. container) and canned (15-16 oz. cans) legumes: Black Beans, Black-eyed Peas, Butter/Lima Beans, Chickpeas/Garbanzo Beans, Kidney Beans, Lentils, Navy Beans, Pinto Beans, Red Beans, and **Great Northern Beans**.

Staff Updates

As you all know, the Vendor Compliance Manager position at the State WIC office has been vacant since Sheila Brewer's passing. We are excited to announce that Alex Acharya has accepted this position and has hit the ground running. Please join us in congratulating Alex, who is looking forward to the future of the WIC program and working with you all. The position he vacated will be listed for applications in the coming weeks.

John Stadjuhar, Prevention Specialist, will be retiring from the WIC program on April 1, 2017. We wish John well in his retirement and thank him for his many contributions to the Virginia WIC Program.

Lastly, we said goodbye to Dr. Mike Welch, whose last day was February 14, 2017. His time with the VA WIC program has been impactful -- he will be greatly missed. Dr. Vanessa Walker Harris, is serving as the Acting Director until Dr. Welch's successor is named. Dr. Walker Harris can be reached at Vanessa.WalkerHarris@vdh.virginia.gov or 804-864-7733.

New Webpage Design/ Links & Phone Numbers

The VDH Website has been redesigned and was updated on February 16, 2017. Please note that many links from previous editions of the Retailer Bulletin have been changed. Please check out the new WIC Retailer pages at the links below.

I. Contacts

A. WIC office email for retailers to use: WIC_Retailer@vdh.virginia.gov

- Use to contact Vendor Liaisons, Vendor Manager, or UPC Coordinator

B. To identify your Vendor Liaison and/or to contact them directly:

- <http://www.vdh.virginia.gov/content/uploads/sites/44/2017/02/VendorComplianceTeamDirectory.pdf>

C. State WIC office receptionist: 804-864-7800

- Use to contact Vendor Liaisons, Vendor Manager, or UPC Coordinator

D. Xerox Vendor Helpdesk: 877-436-6057

- Use to contact Xerox regarding stand-beside equipment used for processing eWIC transactions

II. Links

A. <http://www.vdh.virginia.gov/wic-retailers/resources/>

- Use to find the most up-to-date versions of these items:
 - Retailer Bulletins
 - Approved Food List
 - Approved Formula Suppliers List
 - Formula Flyer
 - Minimum Stocking Requirement
 - Retailer Supply Request Form
 - UPC Update Request Form
 - Retailer Complaint and Incident Form
 - Other training materials and manuals

III. Address

A. Send hard copy correspondence to:

Vendor Compliance Manager
Virginia Department of Health
109 Governor Street, 8th floor
Richmond, VA 23219

New Formula Rebate Contact

In October 2016, Abbott Nutrition was awarded the infant formula rebate contract that went into effect on November 1, 2016. The Virginia WIC Program will continue to prescribe the various primary infant formula products, i.e., Similac Advance powder, concentrate and ready -to-feed formulas.

Formula Audit

Seventeen stores were chosen for the 2017 WIC Inventory Audit based on their sales volumes. All stores being audited will be visited twice: the first visit establishes beginning inventory levels; the second visit will determine ending inventory levels of predetermined WIC Food Items. The stores are also asked to supply purchasing records for the WIC items being audited. The first visit has been completed for all seventeen stores, and the ending inventory visits will be completed by the end of March 2017. Stores can expect their audit results by the end of April 2017.

WIC on Wheels

In partnership with the seven health districts in the Tidewater area of Virginia, the Virginia WIC Program, Virginia Cooperative Extension, and Old Dominion University will launch mobile WIC clinics in Chesapeake, Peninsula/Newport News, Poquoson/Williamsburg, Hampton, Portsmouth, Western Tidewater/Suffolk, and Norfolk. The **WIC on Wheels** mobile clinic will rotate between selected neighborhood WIC retailers, enrolling new participants and encouraging them to participate in the Virginia Cooperative Extension's "Cooking Matters at the Store Tours". The tours will introduce these new WIC cardholders to the WIC eligible foods prescribed, and also provide "how to" guidance for reading food labels, converting units of measurement and preparing a variety of nutritious foods.

The goals of the **WIC on Wheels** grant are:

- To develop a mobile WIC clinic that will provide the same level of service to participants that they would receive at a traditional WIC clinic.
- To develop a predictive model of dropout risks for WIC infants, which will assist local clinics in their quest to increase WIC participation rates of the 12-18 month old infants.
- To encourage WIC participants to redeem their benefits in a timely manner while providing additional nutrition education.

The pilot for **WIC on Wheels** will begin in mid/late March 2017 in the Norfolk Health District, followed by the roll-out of the other sites one at a time. Stay tuned for more on this exciting initiative.



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Our mailing address is:

Virginia Department of Health
Division of Community Nutrition | WIC
Vendor Compliance Unit, 8th Floor
109 Governor Street
Richmond, VA 23219-3623
804-864-7800

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(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
(2) fax: (202) 690-7442; or
(3) email: program.intake@usda.gov.

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