

Virginia WIC Retailer Bulletin | May 2019

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[Message from Paula](#)

Spring is here!! It is full of opportunities to regenerate and grow.

When we look in the rear view mirror, we survived the 31-day Federal Government Shutdown. Fortunately, the Virginia WIC program never shut down, missed a single reimbursement, nor cancelled a participant appointment due to budget issues, and we are fully funded through Federal Fiscal Year 2019, which ends 9/30/2019; however, the President's budget submission for 2020 shows a decrease in the federal WIC budget by \$275M, or about 4.5%. We will be anxiously awaiting what the final appropriation passed by Congress and signed by the President will be. In addition, we are closely following the proposed changes to the "Public Charge" policy, which determines which federal programs would be denied to illegal immigrants. WIC has always been excluded from the Public Charge because it is a Public Health Program and not an 'entitlement' program.

The Virginia WIC Program has embarked on a Process Improvement Plan to address the downward trend of our WIC participation rate. Last October, we identified internal processes that could be changed and we have already seen a turn-around in the declining participant rate as we continue to work through these process changes. Sometime this fall, we expect to be reaching out to our retail partners to ask for their assistance in additional improvements.

I am also pleased to announce that the long-awaited WIC on Wheels (WOW) van is now fully operational in the Tidewater area. The WOW van is a fully furnished and staffed mobile WIC Clinic, complete with electricity, a flat-screen TV, and breast feeding supplies. The WOW van will be parked at participating WIC retailers to enroll new WIC Participants, provide WIC benefits and to conduct tours of the retail stores to assist our Participants with making their WIC shopping experience more pleasant for them as well as the retail store's staff.

In closing, I want to thank our retail partners for their role in bringing WIC to those Virginians in need. We definitely could not be successful in our mission without your support of the WIC Program.
Sincerely,

Paula N. Garrett, MS, RD
Division Director
Division of Community Nutrition
Virginia Department of Health

[New WIC Program Manager](#)

Megan Nason is currently serving in the role of the Interim Virginia WIC Program Manager. The previous Program Manager (Paula Garrett) was promoted to Director of the Division of Community Nutrition last fall and Megan is now assisting in those duties while the position is vacant.

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Nutrition Liaison. She is a Registered Dietitian (RD) and received her undergraduate degree from Virginia Tech and Master's degree from James Madison University. While serving as the acting Program Manager, Megan also manages the VA/MD WIC Dietetic Internship Director.

Megan is a 2017 graduate from the Emerging New Leaders in Maternal and Child Health Nutrition Training Institute. Please feel free to contact Megan regarding programmatic issues or questions at megan.nason@vdh.virginia.gov or 804-864-7793.

Summer Meals Outreach



FREE SUMMER MEALS
AVAILABLE HERE FOR ALL CHILDREN 18 YEARS AND YOUNGER
No registration required.

COMIDAS GRATIS PARA NIÑOS DURANTE EL VERANO, DISPONIBLES AQUI
NO SE REQUIERE INSCRIPCIÓN PREVIA.

TEXT "FOOD" TO 877-877
ENVIE UN TEXTO "COMIDA" AL 877-877

Visit NoKidHungry.org or
text **FOOD** to 877-877 to find more sites.

NOKID HUNGRY

Virginia needs YOUR help to end summer hunger.

Summer can be the hungriest time of the year for Virginia children who depend on school meals. Kids who suffer from hunger in the summer are more likely to experience the "summer slide," losing what they learned and starting the next school year behind their peers.

The Summer Meals Program fills in the gap by providing free meals to all children and teens 18 years old and younger when school is out. The Program is funded by the United States Department of Agriculture, administered by the Virginia Department of Education, and operated by local organizations throughout the Commonwealth.

In 2018, 149 organizations served over 3.8 million meals at over 1,550 unique locations (such as churches, libraries, schools, and parks).

Below are several ways to get involved in the Summer Meals Program:

- Are you familiar with your community and where students live, learn, and play in the summer months? Help us promote Summer Meals by sharing information with your customers, neighbors, and colleagues. Starting in June, ask them to text "FOOD" or "COMIDA" to 877-877 to receive a list of meal sites and operating times nearest them.
- Do you have the capacity to add text to the bottom of your receipts? Run the following message at the bottom of your receipts from June-August: "No-cost meals for children in your state: text "FOOD" to 877-877"
- Do you have space to hang or distribute promotional materials? Ask for promotional flyers and posters to display in your store. As WIC vendors, you regularly interact with our target audience and can help amplify the message.

Need more information, or want to brainstorm ideas about how to promote the program? Contact Sarah Steely (sarah.steely@doe.virginia.gov or (570) 854-5023).

Can I Sell This Formula to a WIC Cardholder?

WIC retail stores are authorized to sell various primary infant formulas manufactured by Abbott Nutrition. These primary formulas are considered "contract formulas". Special formulas, Nutramigen Enflora LGG (powder, concentrate and ready to feed), Similac Alimentum (powder), Enfamil EnfaCare (powder) and Similac Neosure (powder) can be purchased at retail stores. Additionally, medical foods such as PediaSure six packs and PediaSure with Fiber (all flavors) can be purchased at retail stores.

If an eWIC cardholder requests a contract formula, special formula, or medical food approved for purchase through an authorized retailer, the retailer is expected to procure the formula within 48 hours. If an eWIC cardholder requests formula that the retailer does not have access to, the retailer should refer the eWIC cardholder to another authorized retailer.

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identified on the Infant Formula Flyer. Please complete the [Retailer Supply Request web form](#) to order more Infant Formula Flyers. A copy of the [Infant Formula Flyer](#) is also available for download from the WIC Program website.

[A New Food List is Coming](#)

Planning has begun for a new WIC food list, which is expected to be distributed in early 2020. Applications for the 2020 WIC food list will be open from May 1, 2019 to July 1, 2019. New food items that are not currently authorized will be accepted for consideration during this food submission period.

With the exception of breakfast cereals (hot and cold) and whole grains, WIC items currently authorized in the Virginia Approved Product List (VA APL) are not required to be re-submitted. All breakfast cereals (hot and cold) and whole grains (whole wheat breads, pastas and tortillas) will need to be submitted regardless of their WIC approval status. In addition, food items in these categories must include a "camera ready" front package image (PDF or JPG format) for food list graphics. The Virginia WIC Program does not plan to add new or change existing food categories.

A notification will be sent out via email when the new food application is open. In order to keep the contact information up-to-date, the Virginia WIC Program recommends that new food applicants update their contact information by completing the online [Food Application Contact Form](#).

Should you have any questions about the upcoming food application process, please email Brian Tun, WIC UPC coordinator, at brian.tun@vdh.virginia.gov.

[Yogurt Issues](#)

As an update to the December 2018 article about the issues with redemption of yogurt, please note that the issue is not fully resolved. We believe the system error has been corrected, but we will need to test internally for several weeks. Thank you for your patience.

[Vendor Team Personnel Changes](#)

The Vendor Team will lose two of its five Vendor Liaisons this summer. Freda Bolling will be retiring in June 2019 after being with the WIC Program for 22 years. Al Astley will also be leaving in May 2019 after seven years with the Program. We appreciate their service and wish them good fortune in the next phase of their lives.

[Annual Training Edition](#)

The next edition of the Retailer eBulletin will be the Annual Training Edition. This special edition will contain the information USDA requires each authorized WIC Retailer to review each year. Instructions will be provided in the next edition, but a management representative from each authorized WIC Retailer is required to certify that they have read the entire eBulletin. This **mandatory** training is required in order for a store to retain its WIC Authorization, and will be offered electronically in lieu of face-to-face training. Please be on the lookout for the next edition that should be coming out in early July so that your store will be able to continue to offer WIC after October 1, 2019.

[Next Retailer Advisory eMeeting](#)

The next Retailer Advisory eMeeting is scheduled for Thursday July 18, 2019 at 2:00 PM (1:50 PM Roll Call). Invitations are being sent via email, but if you don't get one and want to be added to our invitation list, please send an email request to WIC_Retailer@vdh.virginia.gov. The meetings are scheduled quarterly, generally last less than an hour, and provide an opportunity for State WIC employees to have two-way, direct communication with our Retailer partners. Minutes from previous meetings are available at the top of our Retailer [Resources](#) webpage.

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