



Virginia WIC Program
2020 Reauthorization Training







Objectives

- Gain knowledge on each area required by federal requirements
- Ask and receive answers regarding the WIC program

Expectations

- Watch, listen, and write down questions throughout. We will be pausing the recording to allow for interactive Q&A
- Use this training to refresh your knowledge
- Pass along relevant information to the rest of your staff

Federal Training Requirements for Retailers

- Purpose of the Program
- Approved Foods/Food List
- Minimum Stocking Requirements
- Formula supplier/source
- eWIC Transaction Procedures
- Vendor Sanction System
- Vendor Complaint Process
- Claims Procedures
- Incentive item policies
- Program Changes/Updates




The Purpose of the WIC program

- The Special Supplemental Nutrition Program for Women, Infants & Children
- Federal health program funded by a grant from USDA
- Promotes optimum health and nutrition for pregnant women, new mothers, infants, and children up to age five



Authorized Retailers' Role



- Comply with the WIC Retailer Agreement and the Retailer Procedure Manual
- Provide participants with a variety of WIC approved foods
- Ensure WIC customers receive the correct foods and quantity



Approved Food List



Fruits and Vegetables

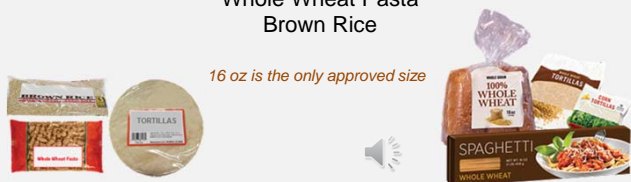
Organic and Non-Organic; Fresh, Frozen, and Canned



Whole Grains

- Whole Wheat Bread
- Tortillas (Whole Wheat and Corn)
- Whole Wheat Pasta
- Brown Rice

16 oz is the only approved size



Legumes & Canned Fish

Legumes:

- Dried Peas, Beans, Lentils
- Canned Beans

Canned Fish:

- Tuna water packed
- Salmon, Alaskan or Pink

And

- Peanut Butter

*Most cardholders are prescribed *all authorized* so may choose any allowed legume variety*



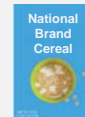
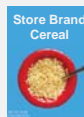
Milk, Eggs, Cheese, Yogurt

- **Milk:** Cow, Specialty milk
- **Eggs:** Large A-AA white one dozen carton
- **Cheese:** 16 oz block or sliced non-wrapped
- **Yogurt:** 32 oz plain or vanilla flavor



Breakfast Cereal

- Cereal Basics:** Wheat, Rice, Corn, Barley, Oats
- Manufactured:** Flaked, Puffed, Shredded, Granular
- WIC Groups:** Whole Grain and Non Whole Grain
- Container Size:** Cold cereal = 12-36 oz
Hot cereal = 11.8 oz or larger



Juice

- Frozen concentrate – 12 oz
- Non-refrigerated - 64 oz
- Refrigerated – 64 oz

Approved varieties: Orange, Grapefruit, Apple, and Grape



Infant Food

- Infant Food (Fruits and Vegetables)
- Infant Cereal
- Infant Food (Meat)



Infant Formula



Powder	12.4 oz.	12.4 oz.	12.0 oz.
Concentrate	13.0 oz.	13.0 oz.	n/a
Ready to Feed	32.0 oz.	32.0 oz.	32.0 oz.



Exempt Infant Formula

Exempt Infant Formula and WIC-Eligible Nutritionals

	Infamil Nutramigen	<ul style="list-style-type: none"> • 12.6 oz. powder with Enfliora LGG* (UPC 300871239418) • 13 fl. oz. concentrate* (UPC 300870498014) • 32 fl. oz. ready-to-feed* (UPC 300875115640)
	Similac Alimentum	<ul style="list-style-type: none"> • 12.1 oz. powder* (UPC 070074647128) • 32 fl. oz. ready-to-feed* (UPC 070074575131)
	Infamil EnfaCare	<ul style="list-style-type: none"> • 12.8 oz. powder* (UPC 300870019448)
	Similac Neosure	<ul style="list-style-type: none"> • 13.1 oz. powder* (UPC 070074574318)
	PediaSure	<ul style="list-style-type: none"> • 8 fl. oz. ready-to-feed, 6 pack* (multiple flavors, multiple UPCs)
	PediaSure with Fiber	<ul style="list-style-type: none"> • 8 fl. oz. ready-to-feed, 6 pack* (multiple flavors, multiple UPCs)



Approved Product List (APL)

SCAN EVERYTHING!

- APL is a database containing thousands of WIC approved items listed by individual Universal Product Codes (UPCs) or Price Look Up Codes (PLUs)
- Fruits & Vegetables PLU 4469 or 44691
- The APL is updated to your POS daily
- Manual overrides are not allowed
- Reporting Problems

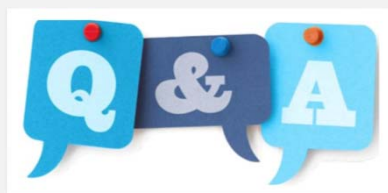


*If an approved item does not scan as an approved item, please report product information including 12-digit UPC code and a picture of the product to store management and ask that they pass along to the State WIC office.



Recap

- **What is WIC:** Federally Funded; promotes optimum health and nutrition and Pregnant and post-partum women, infants, and children up to age 5
- **Retail Stores' Role:** Comply with agreement and manual, offer variety of WIC approved foods
- **Approved food list:** Each section has details on what is approved, what is not allowed, and most sections include pictures of brands
- **Approved Product List (APL):** Contains a list of specific products allowed with their UPC or PLU codes



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Performance Guidelines

- **Minimum Stocking Requirements:** Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels:** Identifies the foods that are allowed
- **eWIC Transaction:** Handling eWIC transactions, eWIC receipts, voids and errors



Minimum Stocking Requirement

- Cereal
- Cheese
- Eggs
- Infant Cereal
- Infant Food
- Infant Formula
- Juice
- Milk
- Legumes: beans, peas, lentils, peanut butter
- Whole Grain Products: Bread, Brown Rice
- Cash Value Benefit: fruits and vegetables canned, fresh, and frozen

Minimum Stocking Requirement must be met at all times



Minimum Stock at a Glance

Item	Type	Size	Variety	Quantity	Shelf Label Required
Milk	1% OR Fat Free	Gallons, ½ gallons, quarts	2 sizes	5 gallons	Yes
Cheese	Sliced American Block Cheddar	16 oz.	-	1 pkg	Yes
		-	-	1 pkg	Yes
Eggs	Large, White A or AA	Dozen	-	2 pkg	-
		16 oz.	-	2 pkg	-
Beans	Canned	15-16 oz.	-	8 cans	-
		-	-	2 containers	Yes
Peanut Butter	Any approved	16-18 oz.	-	24 oz. total	Yes
		12-36 oz.	-	-	-
Cereal	Whole grain	12-36 oz. cold	2 types	48 oz. total	Yes
		11.8-12 oz. hot	-	-	-
Frozen Juice	Single flavored: apple, orange, grapefruit, grape	12 oz.	2 flavors	2 containers total	Yes
Refrigerated/shelf stable juice	Single flavored: apple, orange, grapefruit, grape	64 oz.	2 flavors	2 containers total	Yes
		-	-	-	-
Whole Grains	Whole-wheat bread	16 oz.	-	1 pkg	-
		-	-	1 pkg	-
Infant cereal	Rice	8 oz.	-	3 pkg	-
Infant vegetables	Single ingredient or combination	4 oz.	2 flavors	128 ounces total	-
Infant fruits	Single ingredient or combination	4 oz.	2 flavors	128 ounces total	-
Infant Formula	Similac Advance Powder	12.4 oz.	-	9 containers	-
Fruits and Vegetables (cash value benefit)	Fruit subcategories: canned, fresh, frozen Vegetable subcategories: canned, fresh, frozen	-	4 types of fruit AND 2 subcategories	\$20.00 total	-
		-	4 types of vegetables AND 2 subcategories	\$20.00 total	-

Shelf Labels

- Required for some Food Categories
 - Required for all WIC approved items within a category
- Optional for other Food Categories, but
 - Label all items in the category OR
 - Label no items in the category
- Must use either :
 - SWO supplied shelf label, or
 - State approved store labels
 - Not both



Approved Store Examples



Shelf labels required on:

- Milk
- Cheese
- Eggs
- Peanut Butter
- Cereal
- Juice



Window Decals & Lane Signage Requirements




Window decal required at front entrance of store

Lane signage required if only **some** checkout lanes are able to accept eWIC

Conduent Help Desk – 1.877.436.6057




Retailer Resources





Each store is required to have:


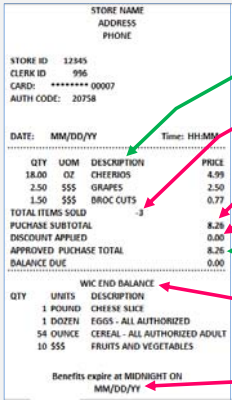
- A Retail Store Manual
- WIC Food Lists
- Formula Flyers
- Cashier Handbook



Handling the eWIC Transaction

- Coupons and customer loyalty cards
- Cardholder swipes card and enters pin
- eWIC Benefit Balance Inquiries
- Cashier scans foods/formulas
- UPCs and the APL
- System approves/denies transaction
- Receipt information
- eWIC Cashier Handbook

- List of WIC items purchased
- Total number of WIC items sold
- WIC purchase subtotal
- Any discounts that have been applied
- Total price of all items purchased
- List of WIC benefits left for the customer, including type, quantity and package units allowed
- The last date WIC food items are available to the shopper

1 Beginning Benefit Balance
Benefits customer **CAN** use for this purchase

2 WIC Foods Purchased
Benefits customer **USED** for this purchase

3 Ending Benefit Balance
REMAINING benefits available next time customer shops

My Graduation Quick Mail
1/28/2020 10:00 AM
MAYNARD, NC

DATE: 01/28/2020 Time: 10:00 AM
Retailer: 00000000000000000000
Terminal: 00000000000000000000

Card Account: 00000000000000000000
No. Index: 00000000000000000000
Reference Code: 00000000000000000000
Reference Number: 00000000000000000000

Cardholder Initials: _____
Signature: _____

WIC PURCHASE
Reference Code: 00000000000000000000
Reference Number: 00000000000000000000

Total Purchased: 14.00

Benefits Summary:
2.00 04L FARMER'S MARKET MEAT Item #: 00000000000000000000
2.00 07R 1/2 LB BEEF Item #: 00000000000000000000
90.00 000 0000 WIC CASH Item #: 00000000000000000000
2.00 000 0000 WIC CASH Item #: 00000000000000000000

ITEMS PURCHASED: 5
REMAINING WIC BENEFITS:
2.00 04L Eggs/Strawberries/Large White
2.00 07R Bananas/Pears or Peaches
0.00 000 Bananas/Cash
2.00 07R Juice 48 oz 100% OJ
0.00 000 Fruits and Vegetables

WIC BENEFITS EXPIRE ON: 01/28/2021
APPROVED
WIC NUMBER: 00000000000000000000
TRACE NUMBER: 00000000000000000000

CARDHOLDER COPY

Split Tender Transactions

eWIC cardholders may use other forms of payment with Cash Value Benefit transactions!

1234 5612 3456 7890
CARDHOLDER AUTHORIZED REPRESENTATIVE

Voiding eWIC Transactions

A. Retailers can cancel at the WIC customer's request:

- a single WIC food item
- a method of payment
- the entire transaction

All rules of voiding transactions must be followed

B. A void must be performed:

- prior to completing the transaction and tendering WIC
- prior to the next transaction

When this process is completed, the WIC customer's benefits will remain on the card

C. Cash back can never be given to a WIC customer, even if a void is unsuccessful

Possible POS Problems

A food item can be declined if:

- It is not an authorized WIC food item
- It is not available on the WIC customer's benefit balance
- Insufficient quantities of the WIC food item on the WIC cardholder's benefit balance
- The current WIC benefit period has ended
- Retailer POS software has out of date APL records (not flagged as WIC item)

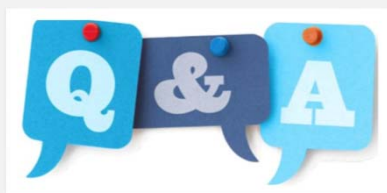
Handling POS Problems

- Understanding Error Messages
- Points of Contact
- Report Reimbursement Issues to State WIC Office
- Communications and Reporting



Recap

- **Minimum Stocking Requirements:** Identifies which foods and in what quantities are required by all approved retailers to have in stock at all times
- **Signage & Shelf Labels:** Identifies the approved foods and types of foods allowed
- **eWIC Transactions:** Handling eWIC transactions, eWIC receipts, voids and errors



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Complaints & Incidents

The Complaint and Incident form should be used for any WIC issues related to WIC participants and their transactions. The form can be found on our retailer website: www.VirginiaWICRetailers.com



Program Integrity and Monitoring

- On-Site Monitoring Reviews
- Formula Audits
 - Required to purchase from approved supplier
 - Approved suppliers are on the WIC retailer resources webpage
 - Keep records for 12 months
- Compliance Buys
- Vendor Sanctions – review vendor manual






Customer Service 1.877.TELL.WIC



Vendor Claims


- A Vendor Claims assessment is a requirement for a retailer to repay the Virginia WIC Program for an erroneous or unauthorized reimbursement






Incentive Items

- Virginia WIC retailers will not offer or provide any incentives to lure eWIC customers





Conflict of Interest


Definition


- “Circumstances that create a risk that professional judgments or actions regarding a primary interest can be unduly influenced by a secondary interest”
- “It is a *risk*, a condition... not necessarily a behavior or the existence of a biased judgment or action”

Richard Smith, Editor, BMD

Conflict of interest

A conflict of interest is deemed as where any employee of ABC Ltd. receives any gift from either a partner, customer, supplier or competitor whether that is in goods, money or kind.





Access to Resources

- Access retailer resources web page using mobile device
- Accompanied store representative can use their mobile device

www.virginiaWICretailers.com

VDH VIRGINIA DEPARTMENT OF HEALTH

Training Resources

www.VirginiaWICRetailers.com

VDH VIRGINIA DEPARTMENT OF HEALTH

Virginia WIC Retailer Liasons Regions, Districts and Counties

Region Key

- 1 Amy Romero: 804-864-7835
Amy.Romero@vdh.virginia.gov
- 2 Ephyraim Ewing: 804-864-7813
Ephyraim.Ewing@vdh.virginia.gov
- 3 Jennifer Fowler: 804-864-7278
Jennifer.Fowler@vdh.virginia.gov

VDH VIRGINIA DEPARTMENT OF HEALTH

Communication Requirements

WIC_Retailer@vdh.virginia.gov

VDH VIRGINIA DEPARTMENT OF HEALTH

2020 Contract Reauthorization Documentation and Reporting


- Each store will need to submit a training reporting form documenting today's training, and must include the attending store representative's full name, position, store name, and WIC ID
- Each independent store and each corporate entity will need to complete and return a newly signed retailer agreement.


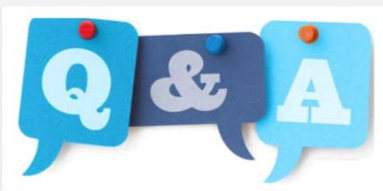
New agreements will be emailed/mailed later this summer






summary

- Review Objectives
- Review Expectations
- Next Steps



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THANK YOU!

CONTACT US IF YOU HAVE ANY QUESTIONS

WIC_Retailer@vdh.virginia.gov

