

Attachment: What successful shoppers need to know

Local WIC staff must educate new eWIC cardholders on the correct use of the eWIC card in order for them to successfully access WIC food benefits and make the most effective use of programs. WIC staff can use their Participant Centered Services (PCS) skills to explore with the eWIC cardholder what they already know and which of the following information they need. Consider using the Explore – Offer – Explore technique to narrow down what the cardholder feels is most important to learn.

What Successful Shoppers Need To Know

No.	eWIC Objectives for Cardholders	Ensure that they know this:	Materials to help
1.	Cardholder can describe how they receive food benefits and where to spend them.	a. Food benefits for all family members on WIC will be combined (aggregated) into a single benefit balance.	Benefits list
		b. How to find out which stores, farm stands and farmers' markets in their area accept the eWIC card.	Find a WIC Clinic or Store website
		c. Foods purchased with eWIC will be debited from their benefit balance.	Benefits list
		d. How many and which month's benefits are being issued at this visit.	Benefits list
		e. The current month of benefits is the only one available for use.	Benefits list
		f. Unused benefits do not roll over to the next month.	Benefits list
		g. Benefit list will indicate when benefits become available and expire.	Benefits list

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		h. Benefits are available at 12:01 a.m. Pacific Time on the first date available and expire at 11:59 p.m. Pacific Time on the last date.	Using your Oregon eWIC card brochure, when applicable
2.	Cardholder is able to list the options for checking their current benefit balance.	a. Benefit balance will always print on their cash register receipt and can be saved for later reference.	Using your Oregon eWIC card brochure, Shopping with your eWIC card brochure and video
		b. The different options for checking their benefit balance include: <ul style="list-style-type: none"> • Last store receipt; • WICShopper App; • 24/7 Customer Service Phone line; • ebtEDGE website; • Printing benefit balance in store at identified register(s) or customer service desk; • Benefits List can be printed by the WIC office. 	Website and customer service number are on the back of the eWIC card, Using your Oregon eWIC card brochure, Shopping with your eWIC card brochure and video
		c. Check your balance before you get to the check stand and throughout the month.	Shopping with your eWIC card brochure, Checking your food balance video, Using your Oregon eWIC card brochure
3.	Cardholder is able to describe the	a. Brands and kinds of foods that are allowed or not allowed.	Food List

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	foods they can purchase with their WIC food benefits.	b. No substitutions are possible. The cash register will only allow specific authorized foods or brands to be purchased with the eWIC card.	Shopping with your eWIC card brochure and video
		c. Not all stores stock all the brands on the Food List or all kinds of formula.	Explained by WIC staff, when applicable
		d. Shelf tags used by stores to identify WIC foods may not always be accurate or on all eligible foods. When in doubt, check the Food List to decide what you can buy.	Food List
		e. When applicable, explain the details of any special food benefit the participant is receiving (i.e. soy beverage or formula).	Benefits list, Food List when applicable
		f. When applicable, explain that only infant, child, and adult formulas and medical foods can be purchased at a pharmacy (like Walgreens). Pharmacies cannot accept eWIC for any other foods, including milk.	Explained by WIC staff when applicable
4.	Cardholder is able to identify the approved product package sizes of each food they can purchase with their food benefits or understands that certain foods must be purchased in	a. Explain which foods have a minimum package size (e.g. cereal; canned fish) and which must be purchased in a specific size container (e.g. juice, peanut butter, baby food).	Food List
		b. Foods will be debited from the balance in the units listed on the benefit balance. (ounces, ctrs, etc.)	Benefits list, , Checking your food balance video

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	specific sizes.	c. Each food is listed in the units they can be purchased. Explain the units and abbreviations for the foods on the Benefits list. e.g.: CTR for PB or beans means a 16-18 oz. jar of beans or 16 oz. bag of beans.)	Shopping with your eWIC card brochure
		d. How to interpret gallons and fractions of gallons for fluid milk, e.g.: .5 gallon = ½ gallon.	Shopping with your eWIC card brochure
5.	Cardholder is able to state the correct use of the eWIC card at the store.	a. eWIC must be the first tender that will be debited, before SNAP, personal cards or cash.	Shopping with your eWIC card brochure and video
		b. Ask the store how to use your eWIC card the first time you shop there. Stores may process WIC transactions differently.	Shopping with your eWIC card brochure and video
6.	Cardholder is able to explain how to keep the eWIC card secure.	a. How to activate their card and set their PIN by calling the Customer Service line or logging in to the ebtEDGE website and using the cardholder data provided to the clinic (name, DOB, address including ZIP code).	Using your Oregon eWIC card brochure, Setting Your PIN video
		b. Keep the card in a safe place.	Using your Oregon eWIC card brochure, Protecting your eWIC card video
		c. Do not share the PIN with anyone and do not write the PIN on the card or in other places where it can be found.	Using your Oregon eWIC card brochure, Protecting your eWIC card video

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		d. Change the PIN if it has been compromised.	Using your Oregon eWIC card brochure, Protecting your eWIC card video
		e. If a PIN is entered wrong four times, the card will be locked. The card can be unlocked at midnight. by calling Customer Service.	Using your Oregon eWIC card brochure, Protecting your eWIC card video
		f. Call the Customer Service line immediately to report a card lost or stolen or to deactivate a second card.	Using your Oregon eWIC card brochure, eWIC card, Protecting your eWIC card video
		g. Replacement cards can be requested and mailed from the Customer Service phone line or ebtEDGE website. Replacement cards can also be obtained in person at the WIC office.	Using your Oregon eWIC card brochure, Protecting your eWIC card video
7.	Participant is able to explain how to use the fruit and veggie benefit at the store or authorized eWIC farmers.	a. Benefit is for a specific dollar amount listed on the benefit balance.	Benefits list
		b. Can purchase more than the value of the benefit and pay the difference with another form of payment.	Shopping with your eWIC card brochure
8.	Participant is able to identify appropriate actions relating to WIC food benefit use.	a. Does not sell or attempt to sell eWIC card or foods.	Rights and Responsibilities
		b. Does not return foods purchased with the eWIC card to store for money or a different product.	Rights and Responsibilities

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		c. Can't ask for or accept rain checks or IOUs.	Shopping with your eWIC card brochure
		d. Can use coupons, loyalty cards or buy one, get one specials.	Shopping with your eWIC card brochure
9.	Participant knows what to do when they have a problem at the check stand.	a. Knows where to call: <ul style="list-style-type: none"> • Call the WIC clinic if you weren't allowed to purchase a food that you think is WIC eligible, if you have questions about your food benefits or if you received poor customer service at the store; • Call the Customer Service line if you had trouble using your card, need to reset your PIN, or need to dispute a transaction. 	Using your Oregon eWIC card brochure and Shopping with your eWIC card brochure
		b. Cardholder understands that any purchase of a food not authorized will automatically be rejected by the system and that the checker cannot override this.	Shopping with your eWIC card brochure and video
		c. If the system goes down, stores will not be able to do a manual eWIC transaction. Shopper will have to go to another store or come back when the system is up.	By WIC staff, as needed
10.	Participant is able to describe the functions of the second cardholder.	a. The first cardholder can designate someone to be a second cardholder for shopping, or bringing children to certifications or attending second NE. The first cardholder must provide WIC the second cardholder name, DOB, and address (including ZIP code) to be issued a card for them.	By WIC staff at card issuance

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		b. The first cardholder is responsible for teaching the second cardholder how to use the card.	By WIC staff at card issuance and Protecting Your eWIC card video

