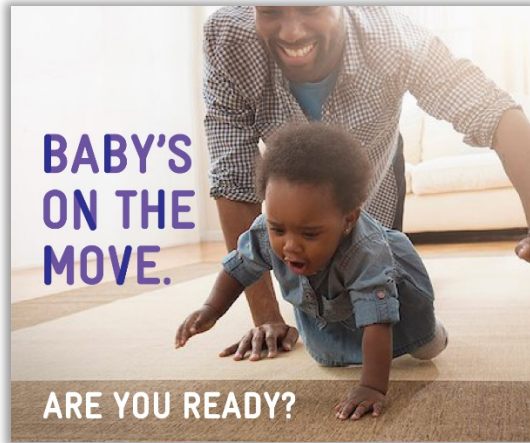


WIC: A Heathy Start for Every Child

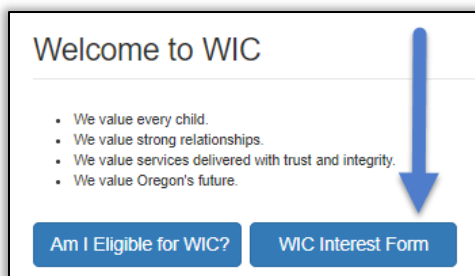


WIC believes every child deserves equal access to food, nutrition, and healthcare. Kids, their well-being, and their future are why WIC exists.

WIC families spend more time at the store than at the WIC clinic. A positive experience buying WIC foods helps ensure families get the foods they need and continue receiving the many benefits of WIC. WIC supports families by offering healthy food, nutrition counseling, health screenings, connections to many community resources and more. With your help, WIC can continue to provide a healthy future for Oregon's children.

WIC has a fast and easy way for Medicaid-eligible pregnant, breastfeeding women, or children under 5 years, to sign up.

Encourage anyone interested in connecting with WIC to go to www.healthoregon.org/wic and click the "WIC Interest Form" button to get started.



Customer Service Focus

Here are three tips that you can do at your store to provide great customer service to WIC shoppers.

- 1) Use the WIC Food List and Beginning Benefit Balance printed on the receipt to troubleshoot foods that don't ring up as WIC.
- 2) Offer to remove any foods not covered by WIC from the shopper's remaining balance.
- 3) Use "WIC Food" shelf tags under all WIC-approved foods in the store. Accurate and consistent shelf tag placement helps shoppers find WIC foods and help ensure a smooth check-out process.



eWIC Transaction Basics



eWIC Balance Inquiry

An eWIC Balance Inquiry prints a list of a WIC shopper's current benefits so they know what they can buy.

- You must print a Balance Inquiry for a WIC shopper if they ask for one.
- Doing a Balance Inquiry can help determine what WIC foods were deducted from a previous transaction if something went wrong.

eWIC Purchase

Stores using "stand-beside" WIC terminals must keep WIC transactions separate from other purchases.

At stores using an "integrated" POS system, eWIC must be the first form of payment.

- After the eWIC card is swiped, a mid-transaction receipt prints which shows the shopper's Beginning Benefit Balance and a list of foods that will be deducted from their benefits.
- Before approving the eWIC purchase, have the shopper review the foods listed on the mid-transaction receipt to make sure everything was covered by WIC.
- Offer to remove any foods not covered by WIC from the remaining balance.

eWIC Tender Reversal/Void

It is possible to void the transaction if the eWIC part of the transaction has been approved but there are items in the remaining balance. In this situation, when the transaction is voided, the benefits are put back on the card immediately.

Oregon WIC Food List

Do you ever find yourself asking these questions during a WIC transaction?

- Why isn't this juice allowed?
- How do I know what baby foods WIC shoppers can buy?
- Can someone buy canned beans with WIC?
- How do I know which types of oatmeal are cereals and which are whole grains?

You can find the answers to these questions and more in the WIC Food List.

Keep copies of the Food List at each register. It's an important troubleshooting tool for cashiers and WIC shoppers.

To order English and Spanish Food Lists, contact the Oregon WIC Vendor Team.



[Food Lists in Arabic, Chinese, Russian, Somali, and Vietnamese are available on the Oregon WIC website.](#)

Or download the WICShopper app to access the Food List and scan barcodes to see if a food is WIC-approved. Look for this icon in the app store.



Minimum Stock Requirements

All grocery stores that accept WIC must stock a minimum amount of WIC foods.

- The required amounts of WIC foods must always be stocked.
- Keep extra amounts of things like formula in case someone buys everything on the shelf.

The current [Minimum Stock Requirements](#) are posted on the Oregon WIC website.

Oregon WIC now requires all stores to stock at least 6 cans of 12.4 oz. Similac Advance powder.

Having a problem selling some WIC foods?

- Apply for a Stock Exception if some required foods are not selling due to customer preference or lack of community need.
- Contact the Oregon WIC Vendor Team to request a Stock Exception Form.

Did you know about these WIC rules?

Incentive Items

- Stores that accept WIC may not offer incentive items to only WIC shoppers.

Formula Distributors

- WIC requires all infant formula to be purchased from "authorized distributors." A [list of authorized distributors](#) is posted on the WIC website.

WIC Program Regulations

Store owners, managers, and cashiers all need to ensure compliance with WIC rules.

WIC Federal Regulations, Oregon Administrative Rules for WIC vendors, and a list of store violations and sanctions are posted on the WIC website.

<https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/WIC/Pages/rules.aspx>



Common Store Violations

Failure to meet Minimum Stock Requirements

- Make sure your store always meets Minimum Stock Requirements.
- Apply for a Stock Exception for any WIC foods that aren't selling at your store.

Poor customer service or untrained cashiers

- All cashiers must be trained on completing WIC transactions.
- Good customer service ensures Oregon babies, children, and families get the healthy foods they need.
- Treat WIC shoppers with courtesy and respect.
- Never call attention to a WIC transaction. If you need help from a manager or another cashier, ask for it discreetly.

WIC Approved Products List (APL) out-of-date on registers

- Store POS systems should download the current WIC APL *nightly*.
- If a shopper's benefits show "UNKNOWN CAT/SUBCAT" or if WIC-approved foods are not ringing up, update the APL on that register.
- Integrated stores contact their store IT support or ECR Provider to update the APL.
- Stand-beside stores can update the APL on a terminal manually or call FIS for help: 844-234-4947.

Complaint Process



Oregon WIC has an [online complaint form](#). This form can be used by WIC participants, WIC vendors, and the public.

WIC vendors may submit complaints against WIC shoppers for things like:

- Rude behavior
- Trying to buy unauthorized foods
- Program fraud, such as trying to sell their WIC benefits

Common complaints against WIC vendors include:

- Rude or untrained cashiers
- Not being able to buy a specific food
- Stores not carrying a product they want to buy

eWIC Payment Adjustments and Claims

WIC participants can call the customer service number on the back of their eWIC card to request changes to a completed WIC transaction (e.g. they were charged the wrong price, or a cashier double-scanned a food by accident). This can only be done during the current benefit month.

Stores may ask for a payment adjustment by contacting the State WIC Office or their Third-Party Processor (TPP).

Please note that the State WIC Office will initiate a claim against a vendor for excessive or fraudulent overcharging. This could result in the withholding of future WIC payments.

Rules for Pharmacies

72-hour rule

Pharmacies (including in-store pharmacies) are required to obtain formula and medical foods within 72 hours of a participant or WIC Program request. This often means ordering from a 3rd party distributor such as McKesson, Cardinal, or ABC.



Formula only

Pharmacies are only authorized to sell infant, child, and adult formulas and medical foods for WIC.



Owners of WIC-authorized stores are required to give at least 15 days' notice when terminating their WIC Vendor Agreement.

This includes termination due to store closure or change of ownership. **If you sell your store, WIC authorization is not transferrable to the new owner.** Inform any new owners that they must apply for a new WIC authorization.