

# WIC Program – Do's and Don'ts

Do	Don't
eWIC cards need to be swiped by the shopper first- before other types of payment.	There is no minimum purchase for WIC items. Shoppers can buy as little as one item at a time (or up to their limit).
If a customer decides they do not want a WIC item after you have scanned it, void the item before the transaction is complete.	Once a WIC transaction is complete (approved and processed), you cannot void or cancel the WIC portion and put the food items back on to the shopper's eWIC food balance.
Accept eWIC cards and WIC checks. (You'll be seeing paper WIC checks until early 2017.)	Do not ask for the WIC customer's phone number or driver's license for a WIC purchase— the customer's PIN (personal identification number) and eWIC card verify the purchase.
Follow the minimum stocking requirements (page 7 of the Retailer Handbook.)	With eWIC—no more checking signatures, dates or examining each item!
Make sure that store employees are trained and have signed the <i>Training Documentation For WIC Retailers</i> form.	Never give WIC customers cash or change back on a WIC transaction.
Keep a copy of the WIC Allowable Foods List at each register. If the shopper is unsure about what items are WIC-allowed, a look at the Allowable Foods List and their receipt should help.	If the shopper has tried the wrong PIN number four times in a row- the account is frozen until midnight. Online and phone assistance for the shopper are on the back of their eWIC card.
Let WIC know about any changes in UPC/ barcode numbers on allowed items. We will review and add the allowed items so that they are available for your shoppers.	You cannot 'override' a WIC item in your system with eWIC.
Provide the shoppers with a receipt. It shows what is left in their food balance.	Don't forget to find out about updates to WIC on <a href="http://www.coloradowic.com">www.coloradowic.com</a>

## Troubleshooting

The transition to eWIC makes WIC purchases quick, easy, and more secure for both the shopper and the cashier. If items are not going through as expected, try these quick steps:

- 1. Not WIC Approved:** If an item is not in the system as a WIC approved food, reference the Allowable Foods List for approved item options.
- 2. Quantity Not Available:** The shopper may be purchasing more than they were prescribed of an item or a different size than provided. Ask the shopper to check their food balance for exact amounts and sizes of items prescribed to them.

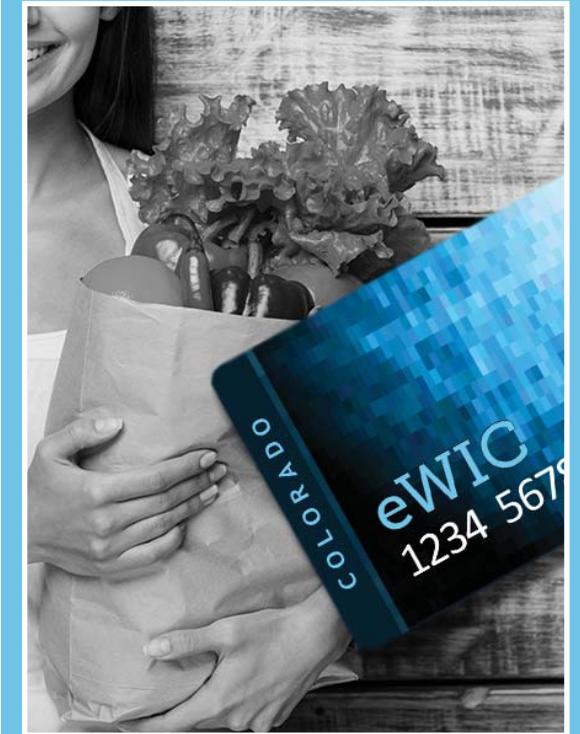


**If an item is not ringing up as a WIC food, is available in the customers eWIC account and you or the shopper believe it should be approved:**

- Text a picture of the label and barcode to the phone number 720-630-3391
- Report barcode/UPC and item details to your store manager or chain representative
- The shopper can provide the item details to the local agency clinic
- Fill out the online *Food Review Form* at [www.coloradowic.com](http://www.coloradowic.com)

## Retailer Guide to Colorado eWIC

The Colorado Special Supplemental Nutrition Program for Women, Infants and Children (WIC)



Working together, grocers and WIC ensure WIC families receive the nutritious foods prescribed for good health.



USDA is an equal opportunity provider and employer.

Colorado Department of Public Health & Environment  
 Nutrition Services/WIC Program  
 4300 Cherry Creek Drive South  
 Denver, Colorado 80246  
 (303) 692-2400 | [www.coloradowic.com](http://www.coloradowic.com)

# WIC Overview

WIC is a supplemental nutrition program that provides nutrition education, breastfeeding support, healthy food and other services to Colorado families who qualify.

WIC works! WIC continues to be effective in the prevention of immediate health problems and the improvement of long-term health outcomes:

- Women participating in WIC have improved diets and give birth to healthier babies.
- Children in WIC are more likely to have regular medical care and immunizations.
- Medicaid and other health care costs are reduced due to the decrease in the number of low birth weight babies. WIC combats poor nutrition at an early stage, rather than treating effects once they become more serious. For every dollar spent on WIC, up to three dollars is saved in medical costs.
- At authorized stores, WIC customers spend three to four dollars of their own money for every dollar of WIC food they buy.

Authorized stores are monitored by local WIC staff. Compliance investigations (or secret shopping buys) are conducted to ensure compliance with WIC procedures.

Disqualification from the WIC Program can result in disqualification from SNAP.

The specific foods that WIC provides are shown in the Colorado WIC Allowable Foods List.

**Thank you for all that you do for Colorado kids!**



## Steps in eWIC Transactions

- **Swipe:** The shopper swipes their card and enters their PIN to link the purchase to their food balance. Never ask for a second form of identification for a WIC purchase.
- **Food:** The point-of-sale (POS) system determines if a food is WIC approved and available for the shopper. The system will either deny or allow an item. Cashiers no longer perform overrides. Reference the most current *Allowable Foods List* to assist customers with their choices if they have questions.
- **eWIC First:** If the shopper is using multiple forms of payment (cash, credit, SNAP), the eWIC card must be used first.
- **Apply Other Payments:** After the eWIC card, you can then apply other methods of payment (cash, credit, SNAP) if the shopper is buying items that are not WIC approved. Coupons and discount cards must be allowed with eWIC purchases.
- **Approval:** The shopper is given the chance to approve or reject the WIC purchase.
- **Receipt:** Give the WIC customer a receipt. The receipt shows them what was purchased by WIC and what items remain in their balance.

**Note:** After eWIC purchase is complete and the final receipt prints, you cannot void the transaction and put the items back into the account.

STORE NAME ADDRESS			
STORE ID:	WICW006		
TERM ID:	WIC006001		
CLERK ID:	999		
DATE & TIME:	07/01/2015 10:10AM		
SEQ NUMBER:	034		
CARD:	*****00007		
AUTH CODE:	123499		
WIC PURCHASE			
QTY	UNITS	DESCRIPTION	PRICE
18.00	oz	Cheerios 18 oz.	4.99
2.50	\$\$	Fruits & Veg	2.50
TOTAL ITEMS SOLD = 2			
\$ 2.50 - Fruits & Veggies			
PURCHASE SUBTOTAL			7.49
DISCOUNT APPLIED			0.00
APPROVED PURCHASE TOTAL			7.49
BALANCE DUE - 0.00			
BENEFITS EXPIRE ON 7-31-16			
QTY	UNITS	DESCRIPTION	
1.00	lb	Cheese	
1.00	dz	Eggs	
18.00	oz	Breakfast Cereal	
1.00	jar/bag/can	Peanut Butter/Beans	
32	oz	WW Bread or Whole Grains	
3.25	gal	Fat Reduced Milk	
2.00	can	64-oz Juice	
3.50	\$\$\$	Fruit and Vegetables	
...CARD HOLDER COPY...			
...PLEASE SAVE THIS RECEIPT...			

## Reading Customer Receipts

Your cash register receipt provides lots of information for the shopper.

1. WIC Purchase: List of WIC items purchased.
2. Number of WIC Items: Total number of WIC items sold.
3. WIC Subtotal: WIC purchase subtotal and any discounts that have been applied (gift card, coupon, store discount, etc.).
4. Approved Purchase Total: Total price of the WIC and non-WIC items purchased.
5. Benefit Expiration Date: The last date the items are available to the shopper that month.
6. Remaining Balance: List of WIC foods left for the shopper- including type, quantity and package units allowed.

## Frequently Asked Questions

**Do WIC customers have to buy all of their WIC foods in one trip with eWIC? No.** Shoppers can purchase as much (or as little) as they want. Shoppers use the same card month after month. Their food balance is added to their account on the first day of the month and expires midnight the last day of the month. Food items not purchased do not carry over to the next month.

**Can a customer still purchase WIC items if they do not know their PIN? No.** If they forget their PIN, direct them to the phone number or website on the back of the card for PIN assistance.

**Who do I call for technical questions (i.e., register or point-of sale (POS) will not work, error messages, etc)** Contact your chain's WIC liaison or the store POS provider for assistance. Retailers using a stand-beside system can contact the FIS Help Desk listed in their system manual.

**Can "Buy One, Get One Free" coupons be used with WIC purchases? Yes.** As long as the item being purchased with eWIC is WIC-approved.

**What can I do if an item is on the shoppers receipt and allowed in the Foods List but is rejected by the store's cash register? Cashiers cannot override an item in the system with eWIC. As always- the Allowable Foods List holds a lot of the answers.**

**If you believe you found an item that should be approved that is not ringing up, send a request to WIC to review the item (directions on the back). If allowed, we'll add it to the system.**