



WIC'S WORLD

Colorado Department of Public Health & Environment
WIC Program

2014 Issue #2: May to August

In this issue:

A short reference guide published annually to compliment the details in the Retailer Handbook.

WIC Retailer Handbook



Effective Jan 2014



Purpose of the Program

WIC stands for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC was established by Congress in 1972 in recognition of the need for better nutrition during pregnancy and early childhood development.

WIC provides Federal grants to States for supplemental foods, breastfeeding support, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

Supplemental Foods Authorized by Colorado WIC

Supplemental foods are prescribed for WIC clients based on the nutrient content. Food items must meet strict federal nutrient requirements (as outlined in 7 CFR Part 246) in order to be considered for the Program. Checks are issued to WIC clients and list the type of foods and quantities they are authorized to purchase.

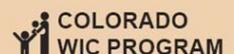
- The specific supplemental foods offered by the Program are listed on the *Colorado WIC Program Allowable Foods List (Allowable Foods List)*.
- The WIC video: "Partnering with WIC for Colorado Kids" provides details on WIC, including the allowed WIC items and the steps in taking a WIC check. Each store employee must see the video prior to working with WIC customers.
- There is also a short video: "A Closer Look: Allowable Foods List" in both English and Spanish that can be found at: www.coloradowic.com under the 'Retailers' section and 'General Information'.
- Only approved WIC foods in the quantities and sizes prescribed on the check may be purchased. Both the WIC customer and retail cashiers should refer to the *Allowable Foods List* during a WIC transaction.
- Your store is responsible for ensuring that each register has the most current Allowable Foods List. Additional copies (in English and Spanish) of the list can be obtained by calling the State Office (303.692.2400) or your Local Agency WIC office.
- Your WIC customers may only purchase the specific approved foods listed on their check and in the foods list in the amounts indicated. Your WIC customers may purchase less than what is prescribed on their checks. The Allowable Foods List shows the specific brand, size, and amounts of the items allowed.
- Please refer your WIC Retailer Handbook for more information on allowable foods.

Colorado WIC Allowable Foods List

As of April 2010



Contact your local WIC Program with questions



Minimum Varieties & Quantities of Authorized Foods that Must be Stocked

Retailers are required to stock certain authorized items at all times in sufficient quantities to meet WIC client demand. Specific Colorado WIC-authorized brands and sizes are defined in the current *Allowable Foods List* and as shown on the WIC check. Failure to meet stocking requirements could lead to sanctions and/or agreement termination.

Please refer to page 7 of your Retailer Handbook to see the specific minimum stocking requirements for the various types of food items.

| Minimum Stocking Requirements | |
|--|---|
| All items must be WIC-authorized. Varieties on specific items must be pre-approved. | |
| Non-Fortified Infant Formula Milk-based contract brand Size: 12 to 16-ounce powder Soy-based contract brand Size: 12 to 16-ounce powder | Infant Cereal Beechnut, Gerber, or Nature's Goodness Two varieties (Rice, Oatmeal, Barley, Whole Wheat, Mixed) Size: 8-ounce box |
| Baby Food: Fruits and Vegetables Any brand Two varieties Size: 4-ounce jar | Baby Food: Meats Any brand Two varieties Size: 2.5-ounce jar |
| Cheese Store Brand Two varieties Size: One pound (16-ounce) package | Eggs Grade A or AA white, Small, Medium, or Large Size: Dozens |
| 100% Fruit Juice One variety Size: 12-oz frozen (Store Brand: Orange Juice) One variety Size: 64-oz container (carton or bottle) | Milk Two varieties of fat content (Must include: whole) Size: Gallon |
| Cereal Two cold cereals (Must include: one whole grain cereal) Size: Any size (larger than single-serving) | Peanut Butter Any brand One variety Size: 16-ounce jar |
| Beans Two varieties Dry or Canned (Must include: one dry) Size: 16-ounce | Canned Fish Two varieties (Tuna, Pink Salmon, or Sardines) Size: Any size |
| Fruits & Vegetables Fruit: Two varieties Vegetables: Two varieties (except potatoes); Fresh or Frozen Size: Any size | Whole Grains Two varieties Bread, brown rice, or corn tortillas (Must include: one bread item) Size: Any size |

Requirement: Vendors Must Obtain Infant Formula Only From Sources Included on List Provided by the State Agency

Retailers must purchase infant formula from approved suppliers. A list of approved formula vendors can be found at www.coloradowic.com under the 'Retailers' section and 'Retailers Authorization' titled: 'Approved Suppliers of Infant Formula'.

Procedures for Transacting and Redeeming Food Instruments and Cash-Value Vouchers

WIC checks are generally issued for up to three months at a time to WIC clients for the purchase of food items prescribed on the check. The specific foods and quantities to be received by each WIC client are determined by WIC based on their specific needs. The WIC clients use the checks at a Colorado WIC-authorized grocery store, pharmacy, farm, or commissary.

In order to receive payment for WIC checks it is important that store staff are trained to follow the correct procedures. The Program contracts with a bank for check processing services.

WIC checks may either list: a) the specific, prescribed WIC food items and quantities to be purchased (for example: one jar of peanut butter, 16-ounces of whole grains) or b) a fixed-dollar amount used by a WIC customer to purchase authorized fruits and/or vegetables. The WIC checks that list a fixed dollar amount of fruits and/or vegetables are sometimes referred to as cash value vouchers. Retailers are under the same obligations for cash value vouchers as for other WIC checks including redemption procedures, violations and sanctions, and appeal procedures. WIC customers may use other forms of payment (such as cash, personal check, credit, SNAP benefits, and/or gift cards) for produce purchases over the amount of their WIC fruit and vegetable check.

| Colorado WIC Program Shelf Price List | | | |
|---|----------------|-------|---------|
| WIC ID # | Store Name & # | Date | Phone # |
| Required WIC Stock * Please enter the HIGHEST cost WIC ALLOWED item that your store stocks. * Certain items need additional information and are highlighted. Specifically, the brand name is needed for cereal and the number of ounces are needed for the cereal, bread, sandwiches and tortillas. * Providing the brand names (unless highlighted) is optional. * WIC uses the prices that stores provide to calculate the allowed amounts and determine payment of WIC checks. Please complete as thoroughly as possible so there is WIC check success. * Page 2 lists optional formula items, provide prices for items that your store stocks. * By federal regulations, a shelf price list is required to be completed AT LEAST every six months. * Please remember to enter the correct information and fill all. | | | |
| Brand Name (WIC Number) | Size | Price | |
| Infant (Premature Infant) Formula | 12.5 oz | \$ | |
| Infant (Preemie) Formula | 12.5 oz | \$ | |
| Infant (Standard) Formula | 12.5 oz | \$ | |
| Milk: Whole, Skim, 1%, or 2% | Gallon | \$ | |
| Cheese: Cheddar | 8-oz | \$ | |
| Baby Food: Fruit & Vegetables | 4-oz | \$ | |
| Baby Food: Meat | 2.5-oz | \$ | |
| Eggs: Large | Dozen | \$ | |
| Dry Cereal: Frosted Flakes | 16-oz | \$ | |
| Cereal: Bran | 16-oz | \$ | |
| 100% Juice: Apple | 12-oz | \$ | |
| 100% Juice: Orange | 12-oz | \$ | |
| Breakfast Cereal: Highest cost per ounce | 16-oz | \$ | |
| * Fill in number of ounces | | | |
| Bread: Raisin, or Other: 12-14 ounce | 12-14 oz | \$ | |
| * Fill in number of ounces | | | |
| WIC: Canned - Chunk Light Tuna | 5-oz | \$ | |
| General | | | |
| Fish, Canned: Pink Salmon or Sardines | 5-oz | \$ | |
| * Fill in number of ounces, 7.5, 14, 18 oz | | | |
| From Tortilla | | | |
| * Fill in number of ounces, 8 or 16 | | | |
| Chicken: Roast, 1/2 or 3/4 | 1/2 or 3/4 | \$ | |
| Chicken: Roast | 1/2 or 3/4 | \$ | |
| Ham | 1/2 or 3/4 | \$ | |
| Beef: Roast | 1/2 or 3/4 | \$ | |
| Beef: Ground | 1/2 or 3/4 | \$ | |
| Milk: Whole, Skim, 1%, or 2% | 1/2 Gallon | \$ | |
| Milk: Whole, Skim, 1%, or 2% | 1/2 Gallon | \$ | |
| Milk: 1/2 Gallon, 2% | 1/2 Gallon | \$ | |
| Milk: 1/2 Gallon, 1% | 1/2 Gallon | \$ | |
| Milk: Lactose Free | 1/2 Gallon | \$ | |
| Milk: Lactose Free | 1/2 Gallon | \$ | |
| Milk: Sterilized UHT Long Life Milk | 1/2 Gallon | \$ | |
| Milk: Sterilized | 1/2 Gallon | \$ | |
| Soy Beverage | 1/2 Gallon | \$ | |
| Soy Beverage | 1/2 Gallon | \$ | |

Shelf Price List:

The *Shelf Price List* (in the Retailer Handbook, Exhibit E) must be submitted to CO WIC at least every six months. (Many chain stores submit the Price List for all their stores through their Headquarters office.) Retailers are encouraged to submit an updated price list when prices change significantly. Prices must reflect the full shelf price—sales or promotions should not be included. Grocery stores and commissaries must mark the prices clearly on the product or shelf at all times. Violations will be assigned to retailers that do not submit a price survey at least once every six months.

Shelf prices must be found at application and remain competitive with other Retailers in the peer grouping to within 10%. A peer group is based on criteria that classifies the store type (i.e., supermarket, small grocery, supercenter, pharmacy, commissary), the geographic area (based on US Census Bureau), and the number of WIC-authorized stores owned and operated in Colorado.

The Program will evaluate Retailers' prices throughout the agreement period. If Retailers' prices are not competitive, one request will be made to

the Retailer asking for a reevaluation of their prices and resubmission of an updated *Shelf Price List*.

Vendor Sanction System

The Program has designed systems to detect Retailers who abuse or defraud the Program. These systems also identify Retailers who, through misinformation or lack of training, may intentionally or unintentionally violate Federal regulations, Program policies and procedures, or the terms of the Retailer Agreement. Violations that trigger sanctions do not require the Program to distinguish between fraudulent (intentional) and abusive (unintentional) violations because both types of violations result in loss of Program funds.

The Program determines the type and level of sanctions to be applied against Retailers based upon the severity, nature, and pattern of the Program violations observed, and such other factors as appropriate (for example: whether the offenses represented Retailer policy or whether they represent the actions of an individual employee who did not understand the Program rules). The objectives of the Program can best be met through education, training, and the voluntary cooperation of Retailers, your WIC customers, and the state and local WIC Programs.

To ensure the integrity of the Program it is necessary to impose sanctions consistently against Retailers who are in violation of Program policies and procedures. There are five types of sanctions/actions:

1. Nonpayment of WIC checks,
2. Corrective action plans (CAP),
3. Mandatory training,
4. Civil Money Penalty (may be imposed if the Program determines that disqualification would result in inadequate WIC client access), and
5. Disqualification.

Vendor Complaint Process

If you have questions, comments or concerns, contact your Local Agency Retailer Coordinator (LARC). If you are calling about a WIC customer, please try to have their name, check and ID number. This information assists WIC to identify the correct individual. This information is listed on the WIC check, along with the clinic number.

Colorado WIC Program
Colorado Department of Public Health & Environment
4300 Cherry Creek Drive South
Denver, Colorado 80248-1530
(303) 692-2400

Act #: 805116

98765432 Check Number

Name

Herndy State Bank
10000 E. Hampden Ave.
Denver, CO 80231

75-1284
919

Clinic ID: 01 - 0001 Name: Jane Doe Family ID: 1234

Up To \$10.00 Fruits and Vegetables

Family ID Number

ONLY THE AUTHORIZED WIC FOODS LISTED MAY BE PURCHASED

Vendor Must Deposit Within 60 Days From First Date To Use

Authorized Signature (Must Be Signed & Read Correctly)
Signature Must Match Signature On WIC ID Card

98765432 805116

Claims Procedure

Checks are reviewed before payment to determine if Program policies and procedures have been met. Checks that meet Program policies and procedures are approved and paid. Checks that do not meet Program policies and procedures are rejected and are not paid.

A retailer that has a high percentage of rejected WIC checks is considered a high-risk retailer. Compliance investigations may be conducted on high-risk retailers, as well as randomly, to document compliance with Program policies and procedures.

Checks will not be paid by the Program's bank if they are:

- Accepted outside the valid dates,
- Submitted for payment later than sixty (60) days after the "First Date to Use",
- Over-the-maximum dollar amount,
- Unsigned/missing WIC customer signature,
- Altered, or
- Stamped incorrectly (missing or unreadable WIC vendor ID stamp imprint).

WIC checks accepted outside the valid dates or submitted for payment later than sixty (60) days after the "First Date to Use" will not be paid. However, in the other four cases listed above, WIC may be able to assist your store with the check. Please refer to Section V of the Retailer Handbook for more detailed information.

Policies and Procedures Regarding the Use of Incentive Items

Incentive items are not to be offered solely to WIC customers by any WIC-authorized vendor. Stores must offer WIC customers the same courtesies as offered to other customers, e.g., no separate lines or hours. Any practice that singles out your WIC customers from other customers is prohibited. Such practices include keeping lists of your WIC customers, having them sign cash register receipts, having specific register lines WIC customers must use, keeping folders for each WIC customer, keeping WIC customer receipts, or the offering or denial of incentives solely to WIC customers. In accordance with Federal law and U.S. Department of Agriculture policy, all authorized Retailers are prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

Changes to Program Requirements

WIC authorized retailers went through the re-authorization process to renew their three year agreement period this past fall. The new agreement period goes from January 1, 2014—December 31, 2016. During the re-authorization process, the Colorado WIC Retailer Unit took the opportunity to update and improve retailer procedures. Below are some of the highlighted changes to the Program requirements.

- Retailers must have a process to put both the date of the transaction and the location (store name and/or number) on the back of WIC checks.
- WIC will no longer offer to stores a process to contact clients about WIC checks that are missing a signature. This option will no longer be available to retailers. As always, retailers are not to contact clients directly about missing signatures. Checks rejected for missing the customer's signature are rejected and cannot be negotiated or replaced. Retailers are required to obtain the customer's signature at the time of transaction.
- The definition and terms of being a full-service retailer have been expanded. Please refer to page 41 of the Retailer Handbook for more information.
- Required Training Topics for stores: To ensure the uniformity and quality of vendor training, federal regulations provide frequency and content requirements regarding the training provided by WIC to retailers. The list of required training topics was augmented and are shown in the Handbook.

Thank you for being an integral part of the Colorado WIC Program!!!

Because of you....

- **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.**
- **Up to \$3 is saved in medical costs per every dollar spent on WIC foods.**

