IOWA WIC

WIC Vendor Newsletter

Volume 14 Issue 3 January 2013

- EBT Update
- Appreciation
- Purpose of WIC
- 8-Steps for a WIC Transaction
- Infant Formula
- Incentive Items
- Complaint Process
- Approved Foods

WIC Electronic Benefits Transfer (WIC EBT)

What is WIC EBT?

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, was signed into law by President Obama on December 13, 2010. The act expanded several nutrition assistance programs, including WIC. It also mandates that State WIC food issuance migrate from a paper-based benefit delivery system to an EBT system by October 1, 2020.

WIC EBT Improving the Delivery of Benefits

WIC EBT has been successfully implemented in several states, with many other states in the process of migrating to EBT. EBT implementation has brought several improvements to the WIC program.

- Elimination of paper vouchers has improved the shopping experience for WIC participants and WIC Authorized retail vendors
- Electronic approval of WIC items has improved the check-out experience for WIC participants and cashiers
- Electronic payment processing has improved the reconciliation process for retail vendors
- EBT issuance of benefits has streamlined the process in the WIC clinic

WIC EBT for Iowa

Choosing an EBT system that is right for Iowa begins with a close analysis of the current system and processes in use by Iowa Department of Public Health, Iowa WIC clinics, Iowa retail vendors, and Iowa WIC participants. This analysis will guide planning for EBT, with the end result being an EBT solution that is right for Iowa. Implementation will begin in “pilot” areas first, with state-wide expansion to follow.

Iowa WIC Planning for EBT

The Iowa WIC program is in the process of exploring EBT implementation. Analysis and planning activities has been ongoing through 2012 and will continue in 2013. A comprehensive EBT planning and feasibility study has been conducted to determine the feasibility of a WIC EBT system for Iowa. Based on the information gathered from the feasibility study, a two to five year plan has been developed outlining steps to be taken to pursue WIC EBT for the State of Iowa.

Iowa WIC appreciates the support of our Vendor partners

WIC vendors are crucial to the success of the WIC program. We thank you for your commitment to providing nutritious foods for our WIC shoppers. As you know, we provide interactive training when you first become a vendor and then every three years. We also provide you with an annual newsletter of program policies and procedures. The purpose of this newsletter is to ensure that you are familiar with all program requirements and updates, which help you stay in compliance with your vendor agreement and be successful in your important role as a WIC authorized vendor. During the year, please share these newsletters with all store employees. We hope that your experience as a WIC authorized vendor is a rewarding one. Please keep the newsletters for future reference and training purposes.

Thank you for supporting the Iowa WIC Program !

Purpose of WIC

The Women, Infants and Children Program (WIC) is a federally funded nutrition program that helps families by providing nutrition education, breastfeeding support, prescriptions for nutritious food and healthcare referrals. WIC serves pregnant, breastfeeding and postpartum women, who meet income guidelines and infants and children under the age of five, who have a nutritional need. WIC strives to prevent health problems and to improve participants' health during critical times of growth and development. The WIC Program provides Food Instruments (FI) also known as checks to purchase nutritious foods from WIC authorized vendors. Whether you are a cashier, member of management or owner of a store, you help make the WIC Program a success by providing affordable healthy foods and a positive shopping experience to WIC families.

The Iowa WIC Program ensures that children in Iowa are ready to learn and, in turn, make an investment in a future productive work force. As WIC continues to provide quality services to Iowa families, it is with the mission of building a stronger and healthier Iowa, protecting and nurturing the next generation of Iowa leaders.

Steps for a WIC Transaction

1. Request the WIC ID Folder from the WIC shopper.
2. Ask for the Food Instruments (FI's/checks) being used in the transaction.
3. Review the First Date to Use and the Last Date to Use printed in the upper right hand corner .
4. Group the WIC foods by the FIs. Check for authorized foods and correct quantities. Ring/scan the items
5. Enter the purchase price and date on each FI. Cash Value Vouchers may not exceed the prescribed value.
6. Ask the WIC shopper to sign each FI.
7. Compare the shoppers signature on the FI with the signature on the WIC ID folder.
8. Return the ID folder to the shopper. Apply 5-digit WIC stamp and deposit check

Infant Formula

As a WIC authorized vendor, you may only purchase infant formula from wholesalers, distributors, or retailers who are licensed in accordance with Iowa law. You may also buy infant formula directly from one of the following manufacturers:

- Abbott Laboratories
- Applied Nutrition Corporation
- Mead Johnson and Company
- Nestle/Gerber
- Nutricia North America
- Vitaflo, USA

Incentive Items

Grocery and Special Purpose WIC vendors shall not single out WIC participants and offer incentives to only WIC participants using WIC FIs (checks). Examples of incentives would include offering cash, gifts, or using a point system for FIs when redeemed by participants in exchange for free or reduced retail items. Incentives offered to WIC participants must be offered to all customers. The reverse is also true, if an incentive is offered to non-WIC customers, the same incentive must be offered to a WIC participant. Examples such as Buy One/ Get One (BOGO) offers, and the use of national or store generated coupons. If an authorized WIC product is purchased using a WIC checks and a non-WIC authorized item is linked to the purchase, the WIC customer would also get the non-WIC product.

Vendor Complaint Process

To report Program abuse or fraud, or to file a complaint against another vendor, local WIC agency or WIC shopper you may use one of the following- options:

- **Call:** State WIC Program, Vendor Section at 515-281-6650 or toll free within Iowa 1-800-532-1579
- **Write:** Submit stamped/addressed Vendor Comment Card or write to
  Iowa Department of Public Health
  Attn: WIC Vendor Section
  321 East 12th Street
  Des Moines, Iowa 50319-0075
- **FAX:** Submit Vendor Comment Card via FAX at 515-281-4913
- **Email**: Donald.Gourley@idph.iowa.gov

When filing a complaint please include as many details as possible: when, where, who was involved and how the activity was inappropriate.

Iowa WIC Approved Food List

The Iowa WIC Approved List is the official document that outlines the foods approved on the Iowa WIC Program. The most recent version is effective October 1, 2012 through September 30, 2015. We recommend you keep a copy at each register to refer back to during a WIC transaction. Additional copies of the Iowa WIC Approved Food List are available by calling the State WIC office at the following in-state toll free number 1-800-532-1579 or by calling Sherry Smith at 515-281-6650.

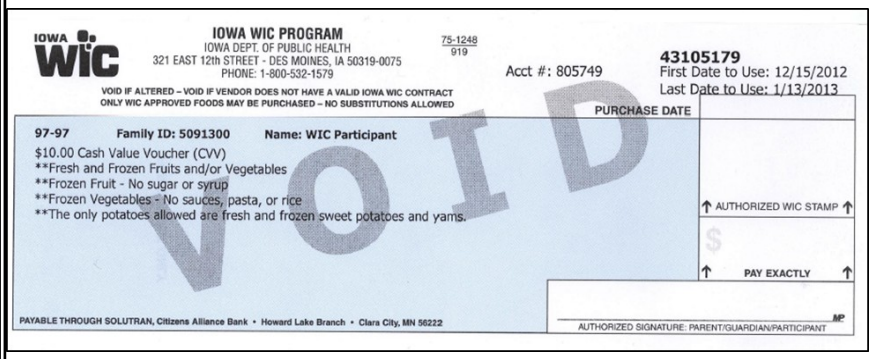
The Approved Food list is also available on the Iowa WIC website **www.idph.state.ia.us/wic.**

Iowa Department of Public Health
WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management
January 2013 WIC Newsletter Vol 14 Issue 3

Iowa Program Contacts

WIC Vendor Coordinator—Don Gourley donald.gourley@idph.iowa.gov	515-281-6205
WIC Vendor Representative—Ken Kane kenneth.kane@idph.iowa.gov	515-281-3929
WIC Vendor Nutritionist—Nikki Davenport nikki.davenport@idph.iowa.gov	515-725-2642
WIC Bureau Secretary — Sherry Smith sherry.smith@idph.state.gov	515-281-6650


IOWA WIC
IOWA WIC PROGRAM
IOWA DEPT. OF PUBLIC HEALTH
321 EAST 12th STREET - DES MOINES, IA 50319-0075
PHONE: 1-800-532-1579
75-1248
919
Acct #: 805749
43105179
First Date to Use: 12/15/2012
Last Date to Use: 1/13/2013
VOID IF ALTERED – VOID IF VENDOR DOES NOT HAVE A VALID IOWA WIC CONTRACT
ONLY WIC APPROVED FOODS MAY BE PURCHASED – NO SUBSTITUTIONS ALLOWED
PURCHASE DATE
97-97 Family ID: 5091300 Name: WIC Participant
$10.00 Cash Value Voucher (CVV)
**Fresh and Frozen Fruits and/or Vegetables
**Frozen Fruit - No sugar or syrup
**Frozen Vegetables - No sauces, pasta, or rice
**The only potatoes allowed are fresh and frozen sweet potatoes and yams.
VOID
AUTHORIZED WIC STAMP
$
PAY EXACTLY
PAYABLE THROUGH SOLUTRAN, Citizens Alliance Bank • Howard Lake Branch • Clara City, MN 56222
AUTHORIZED SIGNATURE: PARENT/GUARDIAN/PARTICIPANT

No WIC ID = No Purchase

In-State Toll Free # 800-532-1579
State Office Direct # 515-281-6650
FAX#: 515-281-4913
Website www.idph.state.ia.us/wic
We are now on Facebook

WIC Transaction Steps

1. Participant presents WIC ID and check
2. Confirm dates are valid
3. Confirm correct items are purchased
4. Participant or store associate enters transaction date and transaction value
5. Participant signs check after items have been rung up and above information has been entered
6. Compare signature to signature on ID
7. Return WIC ID folder to participant
8. Store applies 5-digit WIC stamp prior to depositing check.