

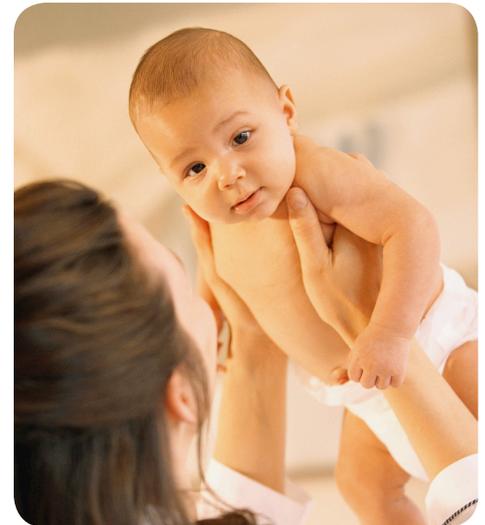


Oregon stores help make WIC a success

Oregon WIC vendors play a key role in the success of the WIC Program. Retailers help Oregon families improve their nutrition by providing healthy foods and a welcoming shopping experience.

In 2015, 155,055 Oregon women, infants, and children were served by WIC. Almost half of all pregnant women in Oregon use WIC! WIC's partnership with Oregon stores brought \$62 million back into Oregon communities.

Thank you!



Troubleshooting eWIC transactions

Here are some tips to help your customer figure out why something didn't ring up for WIC and how to help.

Review the mid-transaction receipt

After the shopper swipes their eWIC card, the POS system will print a mid-transaction receipt. This receipt shows the beginning benefit balance and a list of items that WIC will pay for. This receipt should be reviewed carefully by the shopper before approving the purchase.

Why didn't it go through?

If something is left in the remaining balance that the shopper thought WIC would pay for, check these things:

- Are there enough benefits left to buy it (ounces, size, etc.)?
- Is it the correct benefit (the right size juice or milk fat content)?
- Is the item allowed? Check the Food List or use the WIC Shopper app.

Voiding items

Before the shopper uses another form of payment, offer to remove any items from the order that the shopper doesn't want.

Balance inquiry

If none of the WIC items went through, cancel the transaction and help the shopper check their eWIC balance.

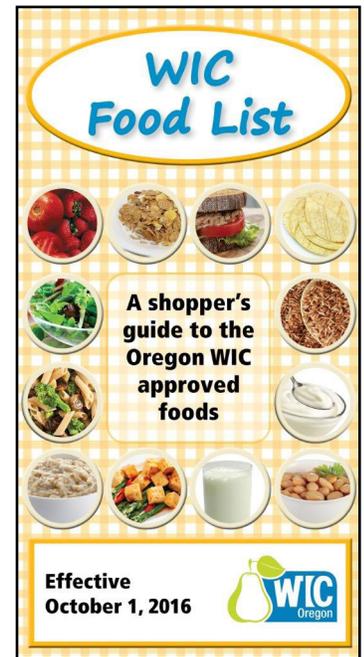


New Oregon WIC Food List - Effective 10/1/16

The new Oregon WIC Food List is coming out October 1, 2016.

Here are the exciting foods being added:

- 32 oz. containers of non-fat, low-fat, and whole milk yogurt (brand-and-flavor-specific)
- More whole grain options
 - Oats
 - Bulgur
 - Whole wheat tortillas (brand-specific)
 - Whole grain pasta (brand-specific)
 - Instant brown rice
- Canned beans
- 16 oz. packages of tofu (brand-specific)
- Additional and organic brands of baby food and infant cereal
- New brands of cereal



New Minimum Stock Requirements - Effective 10/1/16

Please note the changes to the following food categories:

- Low-fat yogurt (will be a part of most WIC food packages)
- Fruits & vegetables
- Whole grain options
- Dry or canned beans, peas and lentils
- Baby food fruits & vegetables
- Baby food meat

Don't forget to update your Oregon WIC Food shelf tags!

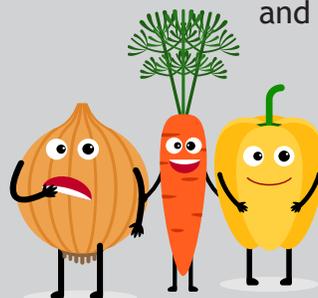


Produce mapping

The Oregon APL contains over 2000 produce PLUs and hundreds of packaged produce UPCs.

Seasonal items or packaged produce items with a store-produced UPC need to be mapped to a PLU in the APL.

If a produce item doesn't ring up for WIC, talk to your POS manager about mapping the item.

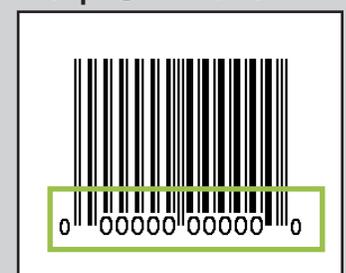


Help us keep our APL up-to-date

The Oregon WIC Program needs your help keeping our Approved Products List (APL) up-to-date.

Let us know about any new foods missing, UPC changes, new products that might be WIC-eligible.

Submit the full 12-digit UPC, product description, and picture (if possible) to wic.upc@state.or.us.





Basic Overview: eWIC transaction

1. eWIC transactions require only a 4-digit PIN. Do not request additional forms of ID.
→ 4 incorrect PIN attempts will lock the eWIC card until midnight
2. Scan the items individually, using the barcode on the product or produce PLU.
3. Review the WIC foods being purchased with the shopper before approving the transaction.
→ Offer to remove any items from the order that were not covered by WIC
4. Allow coupons, discounts, BOGOs, and store loyalty cards.
5. Always give the final receipt to the shopper. It shows what benefits they have left.

Stand-beside POS terminal

1. eWIC transactions must be separate from other purchases.
2. Scan UPCs for non-produce foods first. Then, enter prices for individual produce items under CVB.
3. Enter any discounts or coupons and then finalize the transaction.
4. Review the final receipt with the shopper. If there are any mistakes with quantities or prices, void the last transaction and start over.
5. Always give the final receipt to the shopper. It shows how many benefits they have left.

Did you know?

- Prices for UPCs can be programmed into the terminal. This will make the transaction faster and eliminate cashier errors.
- You can review and edit the purchase before finalizing the transaction by accessing the "List" function.
- If the barcode scanner stops working, try unplugging it and plugging it back in.
- If the terminal is generating errors or not connecting, try unplugging it (from the back of the terminal) and restarting it.
- For technical assistance, equipment replacement, or payment adjustments, call the FIS Help Desk at 1-844-234-4947. You'll need your 4-digit Vendor ID!



**WIC accepted
in this lane**

**WIC aceptado
en esta línea**



57-1018 (9/2015)



Inform the State WIC Office about issues with WIC shoppers you are not able to resolve, repeat offenders, or shoppers that treat store employees rudely. This gives WIC staff an opportunity to address problems directly with the shopper.

Try our online complaint form:

<http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/complaints>.

Here is a real life example of a WIC shopper complaint against a store and tips on how to better handle the situation.

"Shopper states that store told her that she didn't have funds to purchase the milk, although the receipt had milk available."

- 1) *WIC benefits are not issued as funds. They're issued in amounts.*
- 2) *Make sure they are trying to buy the right kind of milk. Do they have whole or fat-free or 1%? Is it lactose-free?*
- 3) *Make sure they have enough benefits left to get the size they're trying to buy.*

Helping the shopper figure out why something wasn't covered by WIC makes their shopping experience better, which brings more money into your store.

1.0 GAL =



Gallon

0.5 GAL =



Half gallon

0.25 GAL =



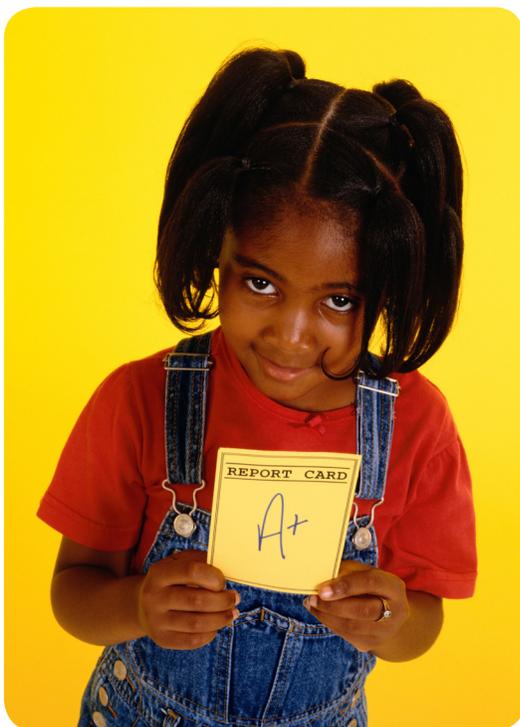
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Vendor violations & sanctions

Saying hello to eWIC meant saying goodbye to voucher rejections for "missing signatures" and "early cashing."

Here are some tips to keep in mind to make sure your store always follows WIC's rules.

- Scan the UPC barcode on the actual product. Scanning from lists of UPCs on a clipboard is not allowed.
- Only use the quantity key for identical items. This ensures that a WIC shopper doesn't get an unauthorized product.
- Review the mid-transaction receipt and correct any errors before finalizing the transaction.
- Always give the shopper a receipt!



Pharmacy-specific rules

If your store has an “in-store” pharmacy, WIC shoppers must be referred there to order any infant, child, or adult formula not available on the grocery shelf.

In-store and stand-alone pharmacies are required to follow the same basic rule for WIC.

72-HOUR RULE: 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.

Stand-alone pharmacies have a second basic rule to follow for WIC.

FORMULA ONLY: Stand-alone pharmacies are only authorized to sell infant, child, and adult formulas and medical foods for WIC. With eWIC, shoppers will only be able to purchase WIC formula at pharmacies.



Only purchase formula from an authorized distributor!



eWIC payment adjustments

The Oregon WIC Program is required to calculate Not-to-Exceed (NTE) amounts for each WIC item your store sells with an eWIC purchase.

If your price exceeds the NTE amount for a specific product or food category, the settled price will be adjusted to the NTE amount.

NTEs are determined by a store’s Peer Group. Peer Groups are designated by store model (single store, small chain, large chain, and pharmacy) and geographic location.

To dispute payment for a WIC item purchased at your store:

- Integrated stores should contact their TPP to submit a dispute via State Support at FIS.
- Stand-beside stores should contact the FIS Merchant Help Desk at 1-844-234-4947. You will need to enter your Vendor ID number (4 digits) in order to reach a customer service representative. They will assist you with your claim.
- Since WIC benefits expire at the end of the month, please submit your payment adjustment request as soon as possible. If needed, participant benefits can be adjusted as well. This can only be done during the current benefit month.
- All disputes will be resolved within 45 days.

Promoting WIC

WIC is a wonderful program that provides healthy food to families and brings money into stores in Oregon communities.



In order to increase business, it is OK to promote WIC in the store. However, contact the State WIC Office before doing any of the following:

- Offering WIC shoppers incentives that are not available to all shoppers
- Setting up WIC displays
- Using the WIC acronym or logo on any store-produced signs (including manufacturer shelf tags)
- Using the WIC acronym or logo in ads
- Using the WIC acronym on signs outside the store



Change of ownership

Owners of WIC-authorized stores are required to give at least 30 days notice of any change in ownership, address, or name.

If you sell your store, WIC authorization is not transferrable. You must notify the State WIC Office of the closure in writing. Inform any new owners that they must apply for a new WIC authorization.

Vendor claims

If your store was paid for a WIC transaction that contains a violation affecting the payment amount, the State WIC Office will initiate a claim against your store for reimbursement in the amount of the full purchase price.

Examples include:

- Cashier scans an item twice when the shopper only purchased one.
- The checker charges the WIC Program for items not purchased.

eWIC updates and training materials can be found on our website.

<https://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/vendorewic.aspx>

Keep eWIC Wise newsletters and WIC notifications in your Vendor Guide for reference.

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Oregon
Health
Authority