Mobile Technology for WIC

2017 NWA WIC Technology Conference

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Why an app?

It is really, really hard to shop for WIC foods.

And eWIC only solves part of the problem.
The eWIC Revolution

✓ No more paper checks
✓ Redeem food as needed
✓ Shop at multiple stores
✓ Streamlined Checkout
✓ Less Stigma
Nobody wants this.
It can be more frustrating to shop using eWIC than with checks

- What benefits do I have left?
- The Point of Sale enforces precision
- No more “Gray Area”
“I always keep my last receipt!”

Said no Millennial ever...
Objective we started with:

Simplify the shopping experience.
Locate Stores...

- Where to shop
- WIC Office Locations
And clinics

- Where to shop
- WIC Office Locations

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What do I have?

Download and display participant benefits.
Once at the store...

Display the products that are available for your prescription.
Scan products to verify WIC eligibility.
Possible results...

**S2 CHIQUITA BANANAS - BEECH NUT**

- **05250721**
- **64 - ALLOWED**

**Other Allowed Items:**
- S2 BANANA & MIXED BERRY - BEECH NUT (64 - ALLOWED)
- S2 APPLE & BANANA - BEECH NUT (64 - ALLOWED)
- S2 Apple & BLUEBERRY - BEECH NUT (64 - ALLOWED)

**S2 CHIQUITA BANANAS - BEECH NUT**

- **05250721**
- **INSUFFICIENT BENEFITS**

**Other Allowed Items:**

**Product Code: 639277178725**

**NOT A WIC ITEM**

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Notifications

“Pssst - Your benefits are about to expire...”
Reactions to these features?
Participants use WIC Shopper each time they shop.

On average, over 3 shopping trips per month per family.
650,000 Registered Families

1,150,000 Shopping trips per month

35,000 - 55,000 unique families use WIC Shopper daily.
Over a million opportunities each month for WIC to engage participants.
GET HELP!

Videos from WIC agencies to teach Participants how to shop with eWIC and what to do if you lose your card.
I can’t buy this!

Crowdsource APL corrections
Interactive Food Lists

We redesign food lists to look beautiful on mobile and make sure participants have it every time they shop.
Recipes

Educate participants on ways to prepare their WIC foods
Life Hacks

Fun tips to help and engage clients

Sow your seeds
Baby food jars are the perfect vessel for starting your own seeds. Whether you have a beautiful space for an outdoor garden or are planning to fill your pantry with the fruits on your
Launch 3rd party services
Frozen Vegetable Recall

National Frozen Foods is voluntarily recalling frozen peas and frozen mixed vegetables because they have the potential to be contaminated with Listeria monocytogenes, an organism which can cause serious and sometimes fatal illness in vulnerable populations, including infants, the elderly and persons with immune deficiencies. It is very rare to win a lottery, making it difficult to predict who might be affected.
Mobile devices can be used as a ‘Palette’

- Food Packages
- Announcements
- Recall Notices
- Family Health
- Survey Participants
- Life Hacks, etc.
- Domestic abuse

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**Coming Soon**

**Produce Calculator**

<table>
<thead>
<tr>
<th>Name</th>
<th>$/lb</th>
<th>Lb</th>
<th>$</th>
<th>Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomato</td>
<td>0.99</td>
<td>2.00</td>
<td>$1.99</td>
<td>✓</td>
</tr>
<tr>
<td>Product 2</td>
<td>2.49</td>
<td>1.50</td>
<td>$3.73</td>
<td>✓</td>
</tr>
<tr>
<td>Product 2</td>
<td>1.49</td>
<td>2.00</td>
<td>$2.98</td>
<td>✓</td>
</tr>
</tbody>
</table>

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Coming Soon

Off-line functionality
Future Benefits
Lost card / PIN Reset
Appointment Reminders
Too Small To Fail

TORTILLAS COME IN LOTS OF SIZES!
Do you know what shape a tortilla is?

WHERE IS A BIG ONE?
A SMALL ONE?

Talk!
Read!
Sing!

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Objectives then:

Simplify WIC shopping.
Objectives now:

Deliver the tools participants need to thrive in the WIC program.
Resulting in:

- **Increased** redemption.
- **Reverse** declining participation by making WIC less complex.
- **Retain** participant long enough to meet nutritional objectives WIC has prescribed.
Thank you!

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