SHOPPING EXPERIENCE –
Guiding from Our Own Experiences
BACKGROUND
Purpose
Enhance staff knowledge and skills about WIC foods and using WIC cards
Participant Feedback

Checks 27%
Participant Email

I was extremely frustrated with my WIC shopping and sadly it is a common occurrence almost every time I use my WIC checks.

It makes me seriously wonder if the program is worth it for us.

The extra food each month is definitely a blessing, but my children come out feeling defeated and asking why we get treated so badly when we use WIC and not when we buy regular groceries.

It makes me want to cry to see them feeling like they are of less value than other shoppers!
frustrated
wonder if the program is worth it
defeated
treated so badly
makes me want to cry
feeling like they are of less value
Better able to teach what we experience ourselves
Project

Every staff person

Visit Stores

Shop as participants
OPPORTUNITIES
How can we maximize shopping improvements?
How can we help staff support participants?
## Opportunities

<table>
<thead>
<tr>
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<th>State Staff</th>
<th>Local Staff</th>
<th>Stores</th>
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<tbody>
<tr>
<td>1</td>
<td>• Awareness of Client Experience</td>
<td>• Awareness of Client Experience</td>
<td>• Transaction experience</td>
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<td></td>
<td>• Policies Reflect Understanding</td>
<td>• Build Empathy</td>
<td>• Identify missing foods on APL</td>
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<td>• Build Empathy</td>
<td>• First-hand Knowledge</td>
<td>• Helps ensure store systems are set up</td>
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<td>• Informed Material Development</td>
<td>• Informed Card Education</td>
<td>• Tool and training development</td>
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PROCESS
Shopping Experience Process

Shop with participant shopping tools

Foods donated

Staff receive a card loaded with benefits
State staff load limited food package on card

- 36 oz cereal
- 1 lb dry beans/peanut butter
- 32 oz whole grains
- 64 oz juice

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Clinic Packets include:

- WIC Card and Shopping List
- Shopping Guide
- WICShopper App Instructions
- Donation Form
- Washington WIC Shopping Tips
Evaluation
FEEDBACK
“All staff were really happy with their experience overall. We were able to debrief after the fact and learned a lot from how it went for each team. Well worth the work that goes into it.”
The transaction was easiest. Several store staff came to watch and we had a long and very detailed conversation and plan to continue working together. I would highly suggest having local staff meet with their vendors.”
“The checkout experience was really easy once the checker understood what we were doing. The checker was pretty surprised at how easy it was for him as well.”
“Knowing what specifically you could get, there is so much to choose from, had to double check the book a few times...app was helpful for this as well”

“Making sure to get the right sizes to get the most of our WIC benefits.”
“Barcode scanning was very useful and processed quickly. (Less practical when shopping with kids, though.) We shared the tool with cashiers. Shopping tips helped us interpret the receipts since each store had a slightly different version. The shopping list helped us know what which items we needed to buy.”
“I only used the shopping app and shopping tips. Both were helpful, but I don't know about the others as I did not use them. The guide is good though to show different options/flavors of certain foods.”
“I do think that if the shopping app was linked to the client's shopping list, and actually showed what of their benefits was available at any time would be very, very nice. It'd save time of both the WIC staff's end and the client's end.”
“That if they have a smart phone, to download the app as it was very helpful. By scanning we were able to determine that in fact the item we wanted was a WIC food.”

“If you get an item that is not WIC-eligible, you will be charged. Make sure to check the WIC receipt before completing check-out.”
“Having the stores put WIC approved on ALL items that are approved on the items of the shelves.”

“It would be nice to have their benefit balance on the WIC shopper app vs the capture benefits.”

“Make receipts clearer at all stores.”
Vendor recommendation:
Send WIC staff through the process twice. The store felt it would really help them be prepared to help WIC clients when issuing cards. They’d have a much better understanding of the process.
CONCLUSION