Maine

- 240 retailers
  - 30-70 not integrated
- 8 local agencies
- 60 clinic locations
- 16 counties
• This process is included in a planning document and not yet approved by FNS

• Lots of material from Minnesota and Vermont- Thank you to both states.
Examples

Contact Procurement Office in your state

• Public Safety
• Child Development
• Inland Fisheries and Wildlife
• Conservation
• Governor’s Bicentennial Celebration 2020
• Education
• Conservation
Vendor Requirements

Minimum Requirements:
All stores must meet these requirements:

• Currently WIC authorized
• Not currently capable of integrated eWIC, as determined by the store’s VAR or by Solutran
• Proposed system must already be certified with Solutran
• Does the store have an integrated electronic cash register and point of sale (IECR/POS) system? ☐ Yes  ☐ No
• If yes, please complete the following questions.
• IECR/POS Name:________________________________________
  Version:_________________________________________________
• IECR/POS Provider:_____________________________________
  Store Contact Person Name: _____________________________
• Phone, including area code:______________________________
• Email: ________________________________________________
Stand Alone (SA) Device Details
• Does your store currently process Debit/Credit purchases on a Stand Alone (SA) Device separate from your store's cash register system?  ☐ Yes  ☐ No
• Does your store currently process SNAP on this same SA device?  ☐ Yes  ☐ No
• Stand Alone Provider Name: _______________________________________________
• Provider Contact Person Name: ____________________________________________
• Phone: _________________________
• e-Mail: __________________________________________
• If no on #2, Does your store have a separate SA device to process SNAP?  ☐ Yes  ☐ No
• Provider Name: ___________________________________________ Provider Contact Person Name:______________________Provider Contact Person Phone: _______________
• Email: __________________________________________

Internet/Phone Connectivity Details
• Does your store currently have a high-speed internet connection?  ☐ Yes  ☐ No
• Please describe the type of internet access (example DSL, Satellite, Dial up, etc.)
  • ___________________________________________________________
• If Yes, Internet Provider Name: ___________________________________________
• If No, how do you plan to connect to process transactions? _________________________
  • ___________________________________________________________
Determine Eligible Amount

• Needed for participant access, 1 Register – up to $10,000
• Needed for participant access, 2+ Registers – up to $15,000
• Not needed for participant access, 1 Register – up to $3,000
• Not needed for participant access, 2 Registers – up to $5,000
• Not needed for participant access, 3+ Registers – up to $15,000
Questions?

April Richmond
EBT Project Manager
April.j.richmond@maine.gov

Ginger Roberts-Scott
Director
Ginger.Roberts-scott@maine.gov
Alabama eWIC Implementation Lessons Learned
# Alabama WIC Program Overview

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caseload</td>
<td>115,000</td>
</tr>
<tr>
<td>Number of Clinics</td>
<td>97</td>
</tr>
<tr>
<td>Authorized WIC Vendors</td>
<td>637</td>
</tr>
<tr>
<td>WIC Management Information System</td>
<td>Crossroads</td>
</tr>
</tbody>
</table>
March 18, 2019: Phase 1
Autauga, Elmore and Montgomery Counties
April 1, 2019: Phase 2
Rest of East Central and Northeastern District
Rollout

June 10, 2019: Northern District

July 1, 2019: West Central District & Jefferson County

August 5, 2019: Southwestern and Southeastern Districts & Mobile County
Alabama’s eWIC Card
<table>
<thead>
<tr>
<th>Requirements Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Know your Interface Control Document (ICD)</td>
</tr>
<tr>
<td>- Verifying requirements took longer than anticipated</td>
</tr>
<tr>
<td>Connectivity Testing</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>• Also took longer than anticipated…</td>
</tr>
<tr>
<td>• Involved multiple schedules</td>
</tr>
<tr>
<td>• Encountered unexpected issues</td>
</tr>
<tr>
<td>• Departmental security requirements</td>
</tr>
</tbody>
</table>
• Know the reasons behind your food setup
• Be prepared to defend your decisions
Clinic Lessons Learned
Smother than Anticipated Rollout

- Branded eWIC through clear messaging
- Provided clinics promotional material 6 and 3 months out from their rollout
- Utilized Facebook and the Alabama WIC App
COMING SOON!

SAFE
No more paper checks! Your Alabama eWIC card will replace your food instruments.

SIMPLE
Easy Checkout! Your Alabama eWIC card will work just like a debit card.

CONVENIENT
Buy only the food you need when you need it. See your benefits balance on your WIC shopping list or shopping receipt.

LEARN MORE
Ask about Alabama eWIC at your local WIC office.

alabamapublichealth.gov/WIC

This institution is an equal opportunity provider.

ATTENTION WIC SHOPPERS!

Your family will get an Alabama eWIC Card Soon!

Each family will be issued one eWIC card.

[Image]

As the parent/guardian, you must come to the next appointment to sign for the eWIC card. The eWIC card cannot be issued to proxies.

At your next visit you will:
- Receive your family eWIC card
- Learn how to select your 4-digit PIN
- Learn how to shop with the eWIC card

Please allow more time for this visit
Learn more about Alabama eWIC at alabamapublichealth.gov/WIC or ask about it at your local WIC office.

This institution is an equal opportunity provider.
Healthy Foods Healthy Future

Alabama WIC Program
1-888-942-4673

How to Read Your eWIC Receipt

<table>
<thead>
<tr>
<th>FOOD</th>
<th>BENEFIT BALANCE</th>
<th>IS EQUAL TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk or</td>
<td>1 Gallon</td>
<td>1 Gallon or 1 half</td>
</tr>
<tr>
<td>Lactose Free Milk</td>
<td>0.5 Gallon</td>
<td>1 half gallon</td>
</tr>
<tr>
<td>Whole or 1% or Fat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soy Milk</td>
<td>1 Gallon</td>
<td>1 half gallon</td>
</tr>
<tr>
<td>Cheese</td>
<td>1 Pound</td>
<td>16 oz package</td>
</tr>
<tr>
<td>Yogurt (Whole or</td>
<td>32 Ounces</td>
<td>10 oz package</td>
</tr>
<tr>
<td>Low Fat/Non Fat)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eggs</td>
<td>1 Dozen</td>
<td>1 Dozen</td>
</tr>
<tr>
<td>Cereal</td>
<td>38 Ounces</td>
<td>36 oz</td>
</tr>
<tr>
<td>Infant Cereal</td>
<td>24 Ounces</td>
<td>32 oz</td>
</tr>
</tbody>
</table>

If card is lost, stolen or damaged, call eWIC Customer Service:
1-855-279-0683

This institution is an equal opportunity provider.
Staff Countdown to eWIC

- One Page
- Concise Messages
- 8 Messages
- Sent weekly beginning eight weeks out from their rollout date
**What’s New with eWIC?**

<table>
<thead>
<tr>
<th>Paper</th>
<th>eWIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food instruments</td>
<td>eWIC card</td>
</tr>
<tr>
<td>Orange card (ID folder)</td>
<td>Not required, can use eWIC Clinic ID</td>
</tr>
<tr>
<td>Signature on orange card</td>
<td>No signature</td>
</tr>
<tr>
<td>Signature on food instruments at store</td>
<td>eWIC card and PIN #</td>
</tr>
<tr>
<td>Manual food instruments</td>
<td>None</td>
</tr>
<tr>
<td>Proxies ID required when shopping</td>
<td>eWIC card and PIN #</td>
</tr>
</tbody>
</table>

**No More...**

- Completing manual food instrument inventory and reconciliation procedures.
- Ordering food instrument supplies such as blank stock, printer cartridges, orange cards and plastic sleeves.
- Tearing food instruments apart for each participant each month.
- Voiding food instruments in hand, reconciling Food Instrument Void History Report and returning food instruments to the State WIC office will end 3 months after eWIC starts.

**Advantages of eWIC:**

- Easy checkout. The eWIC card will work just like a debit card.
- Participants buy only the food they need when they need it.
- Participants may only purchase WIC approved foods that are included in their family’s food prescription.
- Some formula changes may be done over the phone. For example:
  - Contract to contract formula changes after issuance.
  - Enfamil Infant powder (default) is loaded to the eWIC card in error instead of the prescribed infant formula.

**Education is Key!**

- Successful eWIC implementation depends on excellent participant education.
- Future "Staff to eWIC Countdown" messages will help prepare staff for this.

---

**Getting Started with eWIC**

**First things First...the PIN!**

- Instruct the participant to set their Personal Identification Number (PIN) by calling eWIC Customer Service at 1-855-279-0683. The eWIC card cannot be used without a PIN.
- Let the participant know that they will need the 16 digit eWIC card number, name of primary cardholder, and the date of birth and zip code of the primary cardholder.
- Inform the participant that PIN must be a 4-digit number that is easy for them to remember but hard for others to guess.
- Instruct the participant not to write their PIN on their eWIC card.

**Let’s get excited, eWIC is almost here!**

**Using the Card in the Store:**

- Inform the participant that it is best to know their benefit balance when they go to the store. They can check their benefit balance at www.WICConnect.com or by calling eWIC Customer service at 1-855-279-0683.
- Encourage the participant to separate WIC foods from non-WIC foods.
- Instruct the participant to **swipe their eWIC card first.** If another form of payment is used first, eWIC cannot be used for that transaction. After the eWIC card is swiped, the participant should enter their 4-digit PIN when asked.
- Instruct the participant to keep their receipt. It shows their benefit balance.
On-site Support

- Provided on-site support for the first two days of rollout
- Support included State WIC Staff and District Nutrition Directors
- Assisted local clinic staff with the initial transition
Vendor Lessons Learned
Mapping Price Look Up (PLU) Codes

- New concept for most of our vendors
- Bigger challenge than anticipated
- Continues to cause problems
Training and Point of Sale Systems

- Obtained training guides from POS providers
- Obtained training materials from corporate vendors
Surprises

- Vendors had been allowing “a lot” of incorrect WIC items to be purchased
- Level III went much better than anticipated
- Low call volume to the State WIC Office
Oh No! System Down?
Teamwork = Success

Clinic

IT

Vendor
Questions
eWIC Statewide Since March 2016

- 51,000 families
- 520 vendors
- 31 stand-beside vendors

Notable Characteristics

- Allow issuance of 2 cards per household
- Formula Warehouse
- Card replacement by mail
eWIC Shopping Challenges

- Foods
- PINs
- Checkout
Food List Updates

• Local Agency Staff Survey in 2018

• Asked “What would make the Food List easier to use or understand?”
### Food List Updates

**Updated format and pictures on Yogurt page**

<table>
<thead>
<tr>
<th>Lowfat or Nonfat Yogurt (children 2 years and older, women)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHOBANI</strong> <strong>Greek</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Nonfat, vanilla</td>
</tr>
<tr>
<td>* Nonfat, strawberry</td>
</tr>
<tr>
<td>* Nonfat, peach</td>
</tr>
<tr>
<td>* Lowfat, plain</td>
</tr>
<tr>
<td><strong>DANNON</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Lowfat, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td><strong>MOUNTAIN HIGH</strong></td>
</tr>
<tr>
<td>* Fat free, plain</td>
</tr>
<tr>
<td>* Fat free, vanilla</td>
</tr>
<tr>
<td>* Lowfat, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td><strong>Nancy’s</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Nonfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, plain</td>
</tr>
<tr>
<td><strong>TILLAMOOK</strong></td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td>* Lowfat, peach</td>
</tr>
<tr>
<td><strong>Yoplait</strong></td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td>* Lowfat, blueberry</td>
</tr>
<tr>
<td><strong>Food Club</strong></td>
</tr>
<tr>
<td>* Fat free, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td><strong>Great Value</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td><strong>Kroger</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, strawberry-banana</td>
</tr>
<tr>
<td>* Lowfat, peach</td>
</tr>
<tr>
<td><strong>Lucerne</strong></td>
</tr>
<tr>
<td>* Fat free, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, peach</td>
</tr>
<tr>
<td><strong>Market Pantry</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Nonfat, vanilla</td>
</tr>
<tr>
<td><strong>WINCO FOODS</strong></td>
</tr>
<tr>
<td>* Nonfat, plain</td>
</tr>
<tr>
<td>* Lowfat, vanilla</td>
</tr>
<tr>
<td>* Lowfat, strawberry</td>
</tr>
<tr>
<td>* Lowfat, peach</td>
</tr>
<tr>
<td><strong>DON’T BUY</strong></td>
</tr>
<tr>
<td>* No organic</td>
</tr>
<tr>
<td>* No “light” yogurts</td>
</tr>
<tr>
<td>* No yogurts with artificial sweeteners, like aspartame or sucralose</td>
</tr>
</tbody>
</table>
Applied the Yogurt page changes to Cereal and Juice
Food List Updates

Updated Milk section to provide shopping help

- Type of milk by age
- Partial gallons
Added summary to beginning of Whole Grains section

Whole grains
Whole wheat bread

Shopping for whole grains

Enjoy a variety of whole grains! WIC offers:
- 100% whole wheat bread
- Soft corn tortillas
- Whole wheat tortillas
- Whole wheat pasta
- Oats
- Brown rice
- Bulgur

- The total amount of grains you can buy is shown on your benefit list.
- If you have enough whole grain benefits, you can buy more than one type of grain at a time. For example, if your benefit list says you have **32 oz. of whole grains**, you could buy:

  16 oz. 100% Whole Wheat Bread

  AND

  16 oz. 100% Whole Wheat Pasta
**BUY**

- Any brand
- Quick, rolled, and old-fashioned oats are OK
- Gluten-free oats are OK

**DON’T BUY**

- No instant (when buying as a whole grain)
- No organic or bulk
- No steel-cut, Irish, or Scottish oats
- No added sugar, fat, oil, or salt

---

**With WIC benefits, is oatmeal a cereal or a whole grain?**

- Oats in a box, bag, or tub are a whole grain benefit
- Instant oatmeal in single-serving packets are a cereal benefit

---

**Updated explanation of Oats as a cereal vs. a whole grain**
### Changed order of foods on MIS Benefits List to match Food List

#### WIC Benefits List
Benefits Available as of 09/04/2019 1:17 PM

**WIC Family ID:** 782106

**First Cardholder:** Sample, Sara  
**Second Cardholder:** Sample, Steve

**Family Member/s:** Sample, Sara - WP  
Sample, Suzy - IB7-12  
Sample, Sam - C1

**Benefits for:** 09/04/2019 through 09/30/2019

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit</th>
<th>Food Item Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>$$$</td>
<td>Fruit and vegetables - fresh / frozen</td>
</tr>
<tr>
<td>48</td>
<td>OZ</td>
<td>Whole grains</td>
</tr>
<tr>
<td>4.5</td>
<td>GAL</td>
<td>Fat free or 1% milk</td>
</tr>
<tr>
<td>3.25</td>
<td>GAL</td>
<td>Whole milk</td>
</tr>
<tr>
<td>2</td>
<td>LB</td>
<td>Cheese</td>
</tr>
<tr>
<td>1</td>
<td>CTR</td>
<td>Lowfat or nonfat yogurt</td>
</tr>
<tr>
<td>2</td>
<td>DOZ</td>
<td>Eggs - large</td>
</tr>
<tr>
<td>2</td>
<td>CTR</td>
<td>Peanut butter / dry or canned beans</td>
</tr>
<tr>
<td>1</td>
<td>CTR</td>
<td>Beans, dry or canned</td>
</tr>
<tr>
<td>72</td>
<td>OZ</td>
<td>Cereal - hot / cold</td>
</tr>
<tr>
<td>2</td>
<td>CTR</td>
<td>64 oz bottle juice</td>
</tr>
<tr>
<td>3</td>
<td>CTR</td>
<td>11.5 to 12 ounce frozen juice</td>
</tr>
<tr>
<td>128</td>
<td>OZ</td>
<td>Baby food - fruit / vegetables</td>
</tr>
<tr>
<td>24</td>
<td>OZ</td>
<td>Baby cereal</td>
</tr>
</tbody>
</table>

### Approved Food List

- **Fruit & Vegetables** ........................................ 3
- **Whole Grains** ........................................... 4
  - 100% whole wheat bread ................................ 4
  - Corn tortillas ............................................ 5
  - Whole wheat tortillas .................................. 5
  - Whole wheat pasta ........................................ 6
  - Oats ......................................................... 6
  - Brown rice ................................................ 7
  - Bulgur ....................................................... 7
- **Milk** ......................................................... 8
- **Soy beverage** .............................................. 9
- **Goat milk** .................................................. 9
- **Cheese** ...................................................... 9
- **Yogurt** ..................................................... 10
- **Tofu** ......................................................... 11
- **Eggs** .......................................................... 12
- **Peanut butter** ............................................. 13
- **Dry peas, beans, and lentils** ......................... 13
- **Canned beans** .............................................. 13
- **Canned fish** ............................................... 14
- **Cold cereal** ............................................... 15
- **Hot cereal** .................................................. 18
- **Bottled juices** ........................................... 19
- **Frozen juices** ............................................. 20
- **Baby food** .................................................. 21
  - Fruit & vegetables ....................................... 22
  - Meat .......................................................... 23
  - Cereal ......................................................... 23
Food List Updates

Added picture and description of WICShopper app

<table>
<thead>
<tr>
<th>Item</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dry peas, beans, and lentils</td>
<td>13</td>
</tr>
<tr>
<td>Canned beans</td>
<td>13</td>
</tr>
<tr>
<td>Canned fish</td>
<td>14</td>
</tr>
<tr>
<td>Cold cereal</td>
<td>15-17</td>
</tr>
<tr>
<td>Hot cereal</td>
<td>18</td>
</tr>
<tr>
<td>Bottled juices</td>
<td>19</td>
</tr>
<tr>
<td>Frozen juices</td>
<td>20</td>
</tr>
<tr>
<td>Baby food</td>
<td>21</td>
</tr>
<tr>
<td>Fruit &amp; vegetables</td>
<td>22</td>
</tr>
<tr>
<td>Meat</td>
<td>23</td>
</tr>
<tr>
<td>Cereal</td>
<td>23</td>
</tr>
</tbody>
</table>

If you have a smartphone, use the FREE WICShopper app!

Use the app to scan foods as you shop, check your balance, access the Approved Food List, get recipes, and more! Be sure to register your eWIC card with the app so you can check your benefits from your phone.
WICShopper App

Worked with manufacturers and JPMA to populate app with yogurt pictures
Next up:
Improving our UPC descriptions to include brand names, be more specific
PINs

- Can be problematic
- Cardholder’s DOB vs. child’s
- Our MIS cardholder screen requires hand entry of DOB
PINs

- Further complicated by offering 2 cards per family (still worth it though!)
- In the process of purchasing PIN devices for clinics
Issues at Checkout

- APL downloads
- WIC “flag” in store system
- Produce mapping
- Mid-transaction receipt
- Issues with coupons, discounts, promotions
Updated Vendor Trainings

• Offer additional in-lane training for cashiers

• Customized based on type of system

• Improves collaboration between WIC and vendors

• Evaluation in the works
Staff Shopping

• Extremely valuable!

• Ideally before Rollout

• Adding to new staff training (State and Local Agency)
Shopper Answer Line (SAL)

- To assist with shopping issues as they are occurring
- Staffed by State WIC Vendor Team
- Piloted in one local agency
  - May–December 2018
Shopper Answer Line (SAL)

- Pilot showed need for improved shopper ed for participants and local staff
- Plan to roll out statewide
- SAL data will be used to update Intro to WIC and shopper ed resources
New Pregnant Shopper Research Project

To assess:

• Shopping education received at the clinic
• How they prepared for their first shopping trip
• What their experiences were
New Pregnant Shopper Research Project

To identify:

- Common challenges
- Successful strategies

And apply them to:

- Trainings, materials, etc.
- Clinic QI projects
Shopping Tips

• Use Food List, shelf tags, app to confirm eligible WIC foods

• Pick out just a few items on first shopping trip

• Separate WIC foods from other shopping, at least initially
Shopping Tips

• Use employee discounts, $ off your total purchase, Bottledrop, Coinstar, etc. after eWIC is tendered

• If something does goes wrong, check balance to see if items have been removed