The client kitchen is often where she prepares the WIC-approved foods for her family to ultimately consume. It is important that the client has the knowledge, in RL, and confidence to prepare healthy meals and snacks that her family will enjoy.

**Purpose of Journey Map**

Provide a training tool for WIC staff to help them better empathize with their clients.

Provide a framework for identifying opportunities to make the WIC client journey easier and a more pleasant experience. Ultimately, this would improve the redemption and consumption of healthy WIC foods, particularly the Cash Value Benefits (CVB) for fruits and vegetables.

**Clinic**

The clinic is where the WIC client obtains the “tools” to keep her family healthy. She learns about nutrition, her family’s food package(s), and how to redeem those food items at a retail outlet. At the clinic, she acquires the skills necessary to shop for and prepare healthy WIC foods for the family. Client goes to the clinic for follow-up visits to participate in nutrition education and pick up check(s)/EBT card(s), including CVB.

**Retail Outlet**

The retail outlet is where the WIC client shops for and obtains WIC-approved foods. It is important for the client to feel confident in her ability to redeem and use WIC-approved foods to her family. Client may feel overwhelmed and confused when shopping for WIC-approved foods and that doing so is an easy and pleasant experience.

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