1. Overview
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**What is WIC?**

- A public health nutrition program for *Women, Infants* and *Children*.

- A program of the US Department of Agriculture

- Operated by the Vermont Department of Health through 12 Local Health Offices
1. Overview

**Who can be a VT WIC participant?**

- Must belong to a specific category:
  - Pregnant, breastfeeding, and postpartum women
  - Infants
  - Children up to the age of 5

- Vermont resident

- Meet income guidelines
1. Overview

What does WIC provide?
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What does WIC provide?

- Nutrition & health counseling and education
1. Overview

What does WIC provide?

• Nutrition & health counseling and education
• Breastfeeding support
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• Nutrition & health counseling and education

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• Referrals to health care and other programs
1. Overview

What does WIC provide?

• Nutrition & health counseling and education
• Breastfeeding support
• Referrals to health care and other programs
• Healthy foods
2. What is the role of VT WIC grocers?
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VT WIC grocers must:

1. Stock WIC-Approved foods and ensure the Minimum Inventory is always available. Families will shop all month.

2. Keep UPC data current. Download it daily.

3. Train staff and properly conduct transactions. Keep a training log.

4. Provide excellent customer service.

5. Report any problems to WIC.
Document training sessions

- All WIC Grocers must have training documented on the Vermont WIC Training Log
- Documentation must include:
  - Trainer name or title
  - Date of training
  - Subject of training (i.e. Annual Training, New Cashier Training, etc.)
  - Trainee signature and position/title
2. What is the role of VT WIC grocers?

WIC review

• WIC staff will review grocer training logs during announced or unannounced site visits.

• Please keep them readily available upon request.
3. Resources for grocers
3. Resources for grocers

Grocer Handbook

- For store managers, store owners, corporate office
- Summary / What’s in the handbook

Download the PDF
3. Resources for grocers

Training Modules

1. Vermont WIC and Grocers: Overview
2. Know the WIC Foods
3. Provide Excellent Customer Service
4. Process Transaction…and Get Paid
5. Monitoring and Compliance
6. What’s New with VT WIC
3. Resources for grocers

**Live Training Card**

- Requested from WIC Grocer Manager
- Specific Benefits
- Use for new cashier training with a Vermont WIC Foods Guide

Visit [healthvermont.gov/wicgrocers](http://healthvermont.gov/wicgrocers)
3. Resources for grocers

**Window Decal and Lane Sign**

- For VT WIC-Approved grocers
- Shows WIC customers where their card is accepted
- Use sign at Customer Service and to specify specific checkout lanes
3. Resources for grocers

**VT WIC Foods Guide**

- For each checkout lane and customer service point
- Details all the Vermont WIC-Approved food products
- Includes sizes, packaging, brands, varieties, and any restrictions for each WIC food category
- Updated Annually (effective October 1)
3. Resources for grocers

Cashier Tip Card

• Accompanies the WIC Foods Guide

• Includes general WIC transaction tips and common checkout issues.
3. Resources for grocers

WICShopper App

- Free smartphone app
- Scan barcodes or key in UPC
- Check current balance
- Vermont WIC Foods guide
- Recipes
3. Resources for grocers

**Shelf Tags**

- For grocers without integrated WIC-Approved shelf tags
- Use to identify approved foods for WIC customers
- Also promotes healthy choices for non-WIC customers
- Move with products after store re-set
3. Resources for grocers

Information online

- Selection criteria
- Approved Products List
- Minimum Inventory Requirements
- UPC Database
- Grocer Handbook
- Technology Requirements
- Shopping Videos for Customers

Visit healthvermont.gov/wicgrocers
4. Stay in touch with WIC
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WIC is here to help

• Email notices about change to POS or ECR system
  *(Share your contact information with the WIC Grocer Manager)*

• Updates on WIC EBT, Approved Product List, UPC database

• Quarterly Grocer Advisory meetings
4. Stay in touch with WIC

**Important contact information**

- **WIC Grocer Manager:** Tamela Ross-Little  
  - 802-652-4183  
  - Tamela.Ross-Little@Vermont.gov

- **WIC Participant Customer Service:**  
  1-855-769-8890 (printed on the back of each WIC EBT card)

- **Retailer EBT Customer Service Stand-Beside:**  
  1-855-769-8857

- Vermont WIC: 800-649-4357 or wic@vermont.gov

- healthvermont.gov/wicgrocers
Thank you for being our partner in providing healthy foods to young families across Vermont.