California WIC
Quarterly Vendor Stakeholder Webinar

Thursday, December 2, 2021 | 10:30 A.M.

Please type your name and company information in the Chat.

CDPH

CALIFORNIA WIC
WOMEN, INFANTS & CHILDREN
Families grow healthy with WIC

Today's Agenda

Webinar Topics	
• Welcome and Year-End Summary	Lantrel Stockton, VMB
• Physical Card Presence Reminder	Lantrel Stockton, VMB
• Routine Monitoring Visits	Lantrel Stockton, VMB
• Vendor Annual Training Newsletter	Michael Ash, VMB
• Shelf Price Submission	Jasmine Argo, VMB
• California WIC Program Communications	Fariha Chowdhury, Communications and Strategic Planning Section
• Closing	Lantrel Stockton, VMB

Next Vendor Stakeholder Webinar:
Wednesday, March 16, 2022

Welcome and Year-End Summary

Lantrel Stockton, Chief
Vendor Management Branch

Vendor Fun Facts

Total number of vendors in October 2021: 3,816. Decreased 1.4% from October 2020.

Vendor Counts

Total transactions for October 2021: 1,717,623. Increased 25% from October 2020.

Vendor Transactions

Total reimbursements for October 2021: $67,575,279. Increased 19% from October 2020.

Vendor Reimbursements

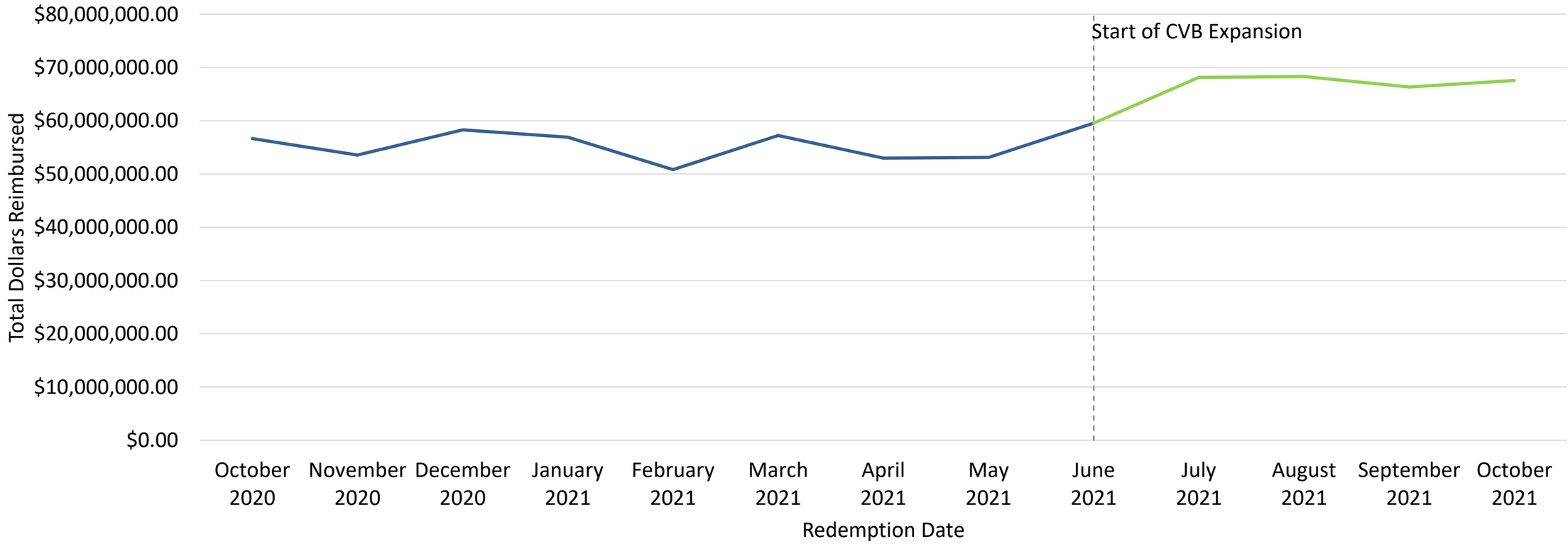
On average, 545,000 families redeemed benefits every month.

Family Counts

Average family expenditures over last FFY: $109/month. Increased 23% to $122 from May 2021 to June 2021 (CVB expansion).

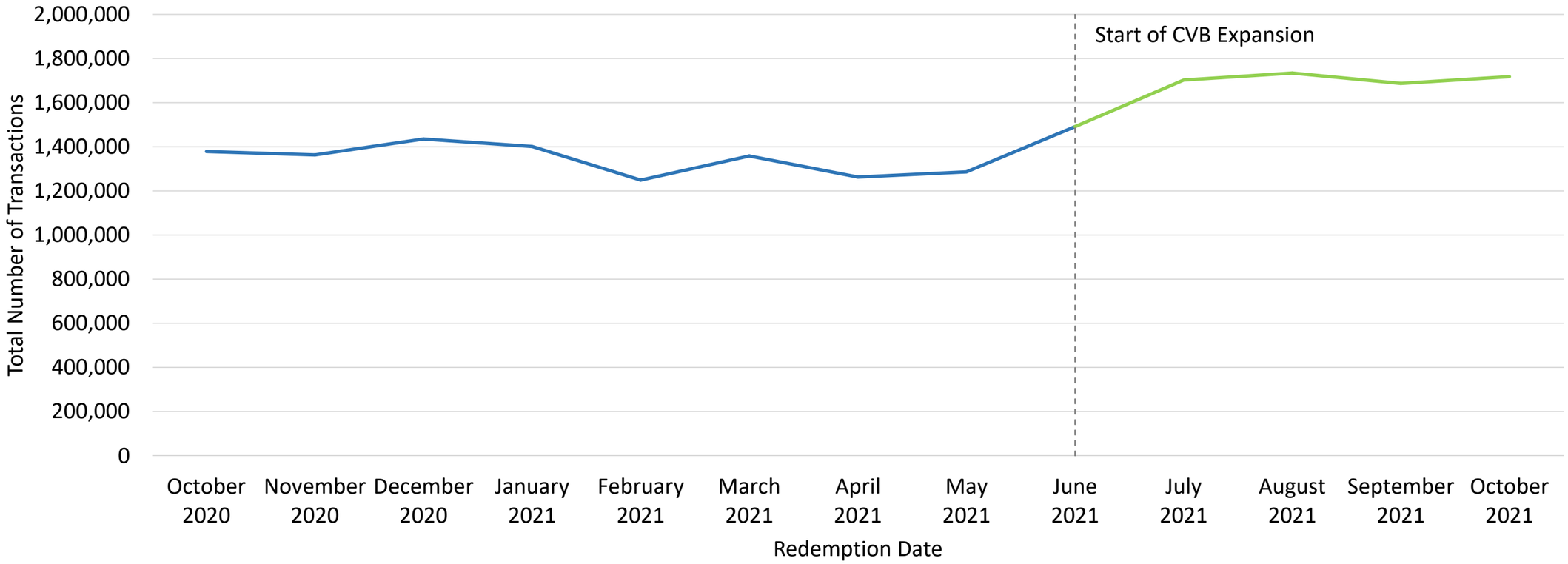
Family Expenditures

California WIC Vendors: Total Dollars Reimbursed (October 2020 – October 2021)



Data Sources: *CDPH/WIC Division, WIC WISE Reporting Server, WIC Reporting, Analytics, and Reporting (WRAD)*
Prepared By: *CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 11/9/2021*

California WIC Vendors: Number of Transactions (October 2020 – October 2021)



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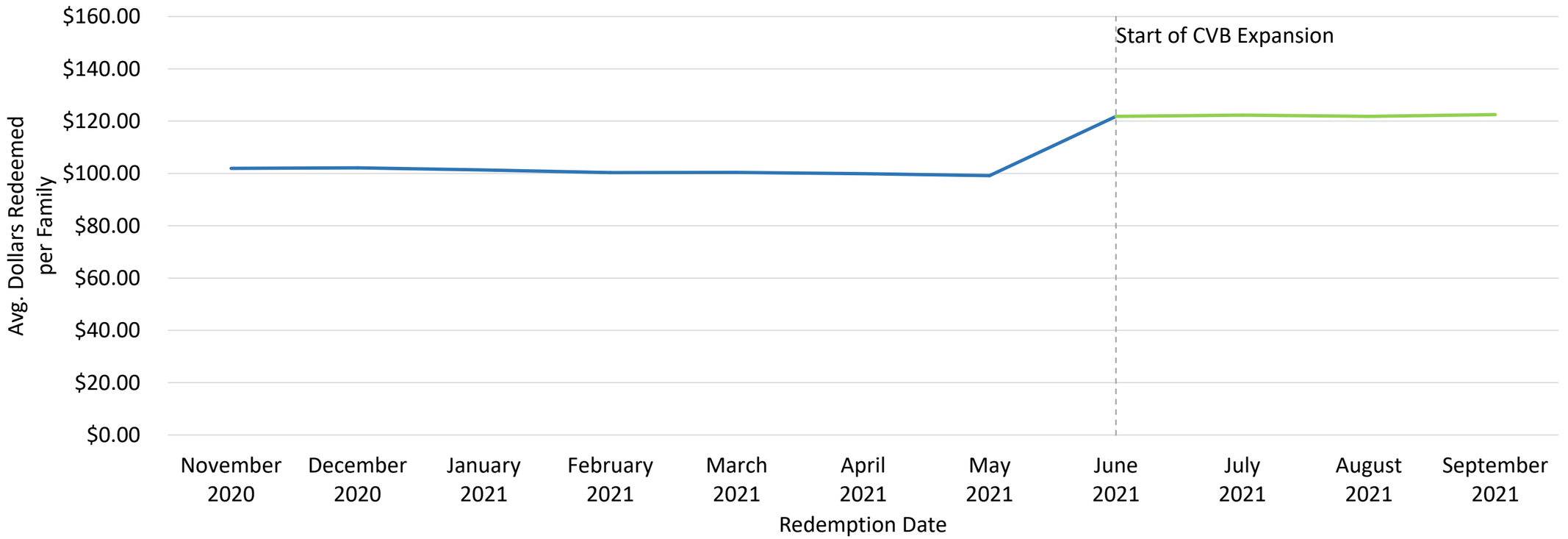
California WIC: Average Dollars Redeemed per Family (November 2020 – September 2021)



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Physical Card Presence Reminder

Lantrel Stockton, Chief
Vendor Management Branch

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Physical Card Presence

- On September 22, 2021, CDPH/WIC published Vendor Alert 2021-05, which reminded vendors that the physical WIC Card must be present at the time of purchase for all WIC Card transactions and that the card must be swiped by the store's Point of Sale card reader to process the WIC Card transaction.

- If the store's Point of Sale system is unable to read the card's magnetic stripe, the cashier may manually enter the WIC Card number, but the card still must be physically present.

- The WIC App may not be used in place of a physical card, and under no circumstances should a cashier enter a PIN on behalf of a shopper.

- Vendors with questions should contact their WIC Vendor Consultant or call the Vendor Help Desk at (855) 942-7867, or WICVendorInfo@cdph.ca.gov.

Routine Monitoring Visits

Lantrel Stockton, Chief
Vendor Management Branch

Routine Monitoring Visits (RMVs)

- All WIC state agencies are required to conduct RMVs at WIC authorized stores.
- Thank you to those vendors who participated in the Virtual RMV process.
- CDPH/WIC will now be conducting on-site RMVs statewide. The Vendor Management Team will start the process with a Courtesy Call.
- Items for review during an RMV include a valid Health Permit, Infant Formula Invoices, and Minimum Stocking Requirements.
- During RMVs, WIC Staff may observe WIC Card transactions to ensure they are being completed properly, along with conduct additional reviews, such as verifying that WIC authorized products for sale are not expired.

Vendor Annual Training Newsletter

Michael Ash, Chief
Vendor Training Unit

2021 Vendor Annual Training Newsletter

It’s Coming!

Shelf Price Submission

Jasmine Argo, Chief
Vendor Support Unit

Shelf Price Submission

- Vendor Alert 2021-07 is a 30-Day Notice for the Mandatory Vendor Shelf Price Submission Period. The Vendor Alert was published and emailed to vendors on October 29, 2021.
- Vendors must submit shelf prices for the 11 Market Basket Items for the period November 29, 2021, through December 12, 2021.
- Prices must be submitted into VWIX no later than 11:59 P.M. on December 28, 2021.
- For assistance with VWIX logins, contact the WIC Vendor Help Desk at (855) 942-7867, or WICVendorInfo@cdph.ca.gov.

California WIC Program Communications

Fariha Chowdhury, Chief
Communications and Strategic Planning Section

What Does the CDPH/WIC Communications and Strategic Planning Section Do?

Social media

Videos

Communication toolkits

Website development

Outreach and educational materials

Translations

Grocer materials


How Do I Use the Nutrition Facts Label?
Nutrition Facts
Calories 230


Stock up on even more fruits and veggies!


Get cage-free eggs with #CaliforniaWIC!

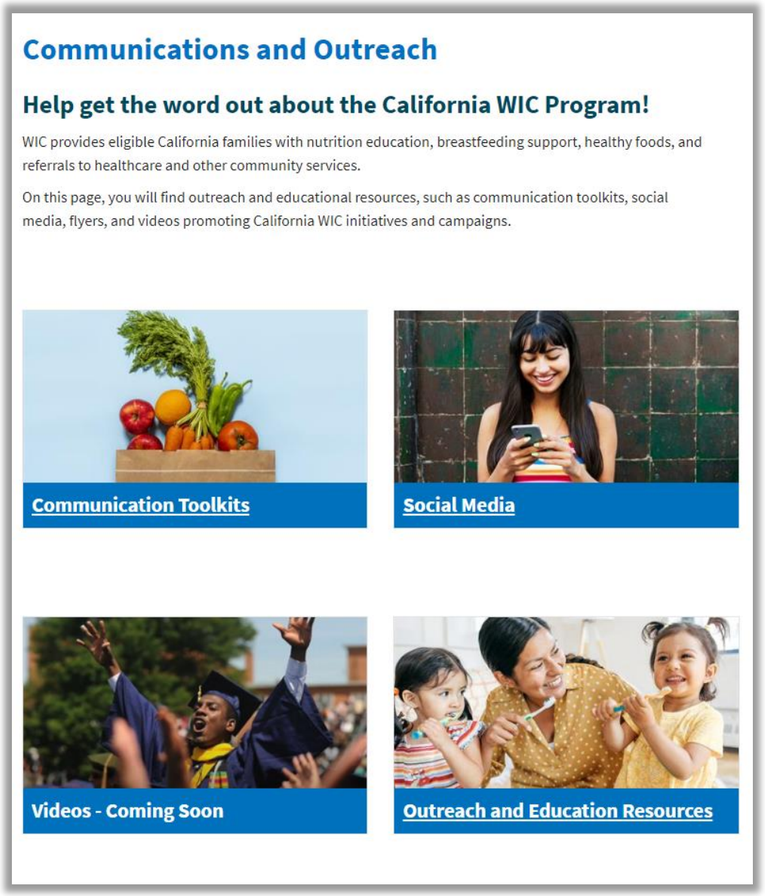

Use your extra fruits and vegetables benefits!

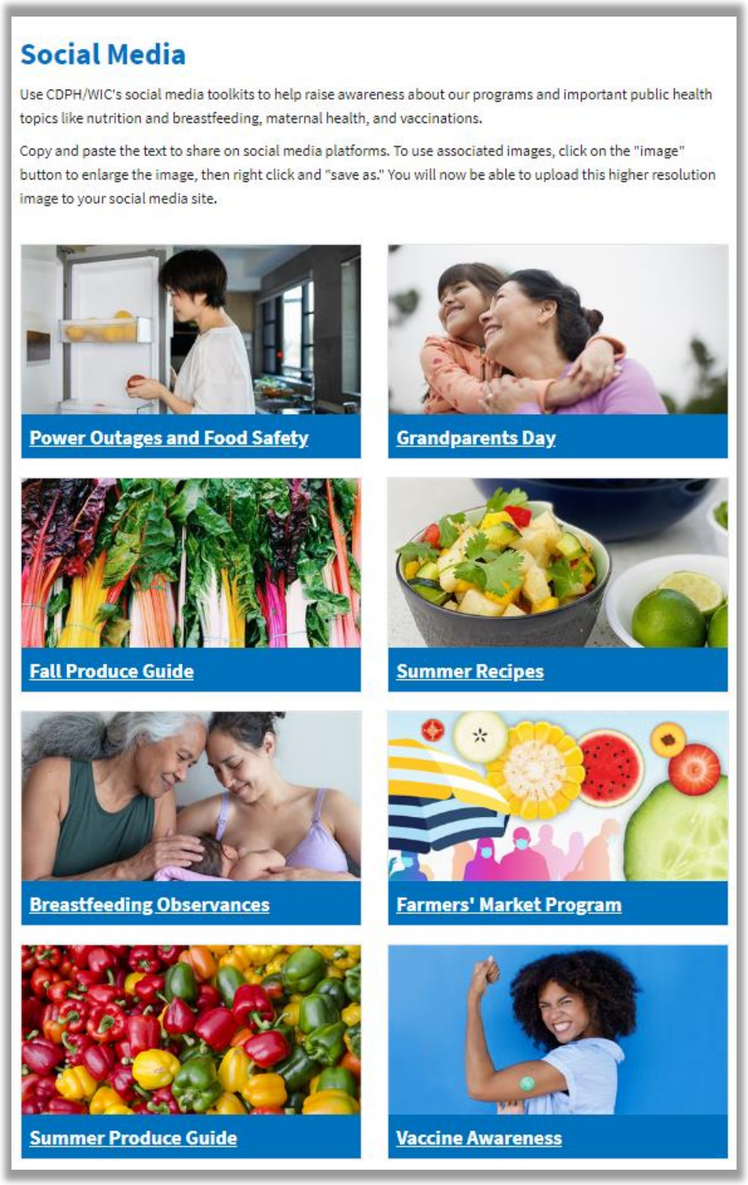

Get more fruits and vegetables this summer at California WIC!
0:03 / 0:31
California WIC Program
MyFamilyWIC.ca.gov


0123 4567 8901 2345

CDPH/WIC Communications & Outreach Webpage

wicworks.ca.gov





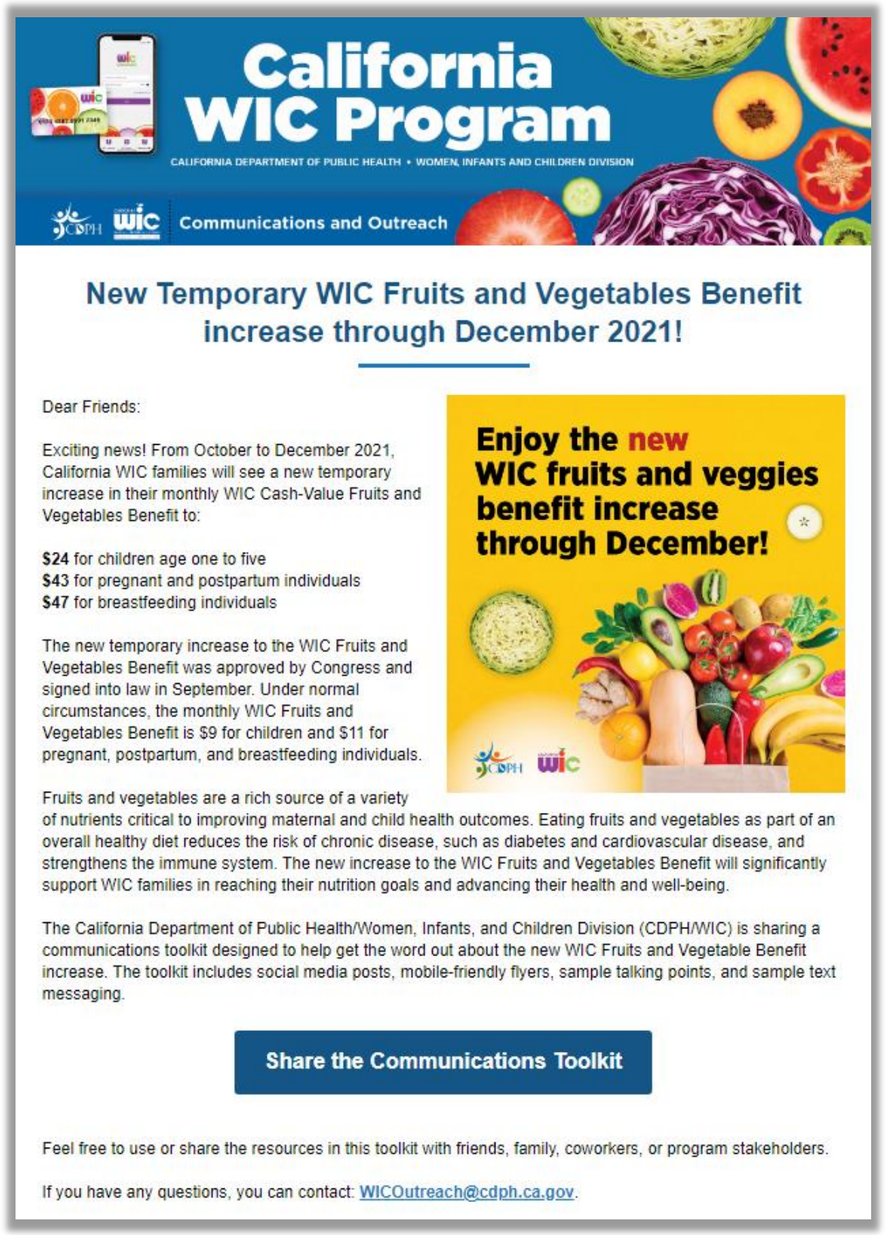
Email Blasts

Updates about or relevant to the California WIC program

Distribution of WIC communications toolkits or outreach materials

Subscribe to our E-Blasts!

Email:
WICOutreach@cdph.ca.gov



Today’s webinar slides will be posted on the CDPH/WIC website.

CA WIC Vendor Help Desk

Email: WICVendorInfo@cdph.ca.gov

Phone: (855) 942-7867

www.wicworks.ca.gov

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