

# California WIC Quarterly Vendor Stakeholder Webinar

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



**Please type your name and company  
information in the Chat.**



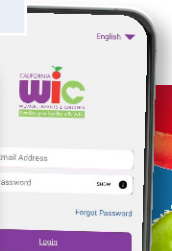


# Today's Agenda

## 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,<br>Communications and Strategic<br>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.

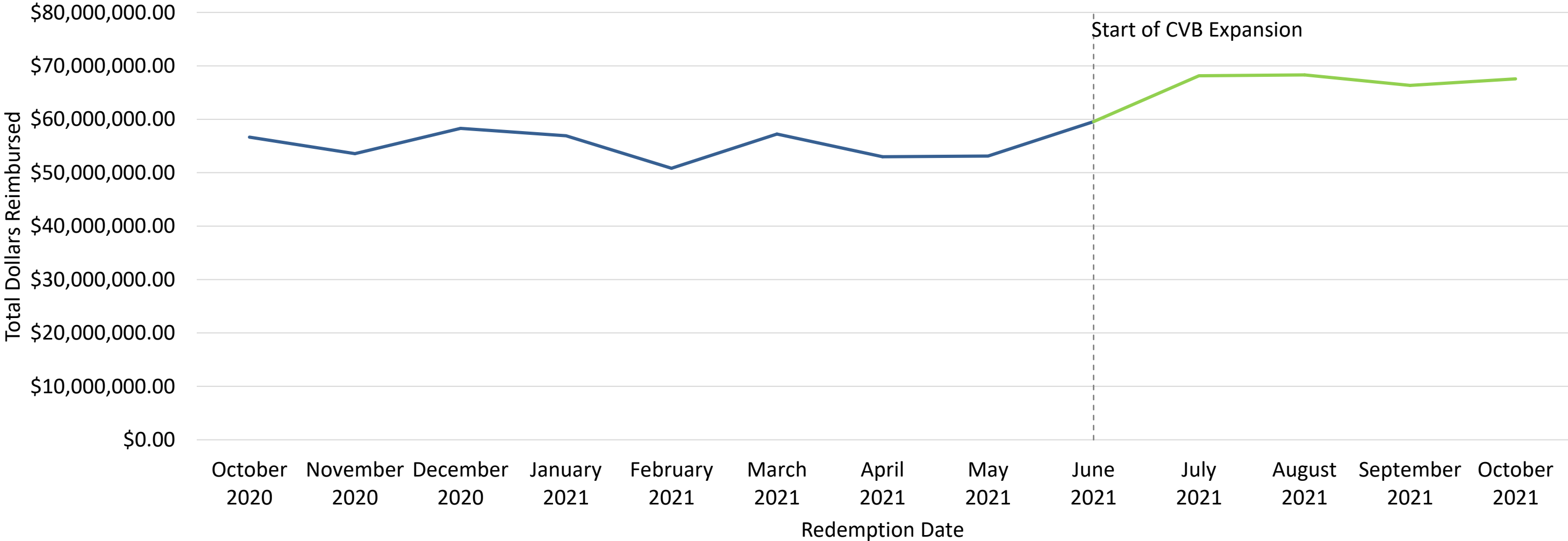
**Family Counts**

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)

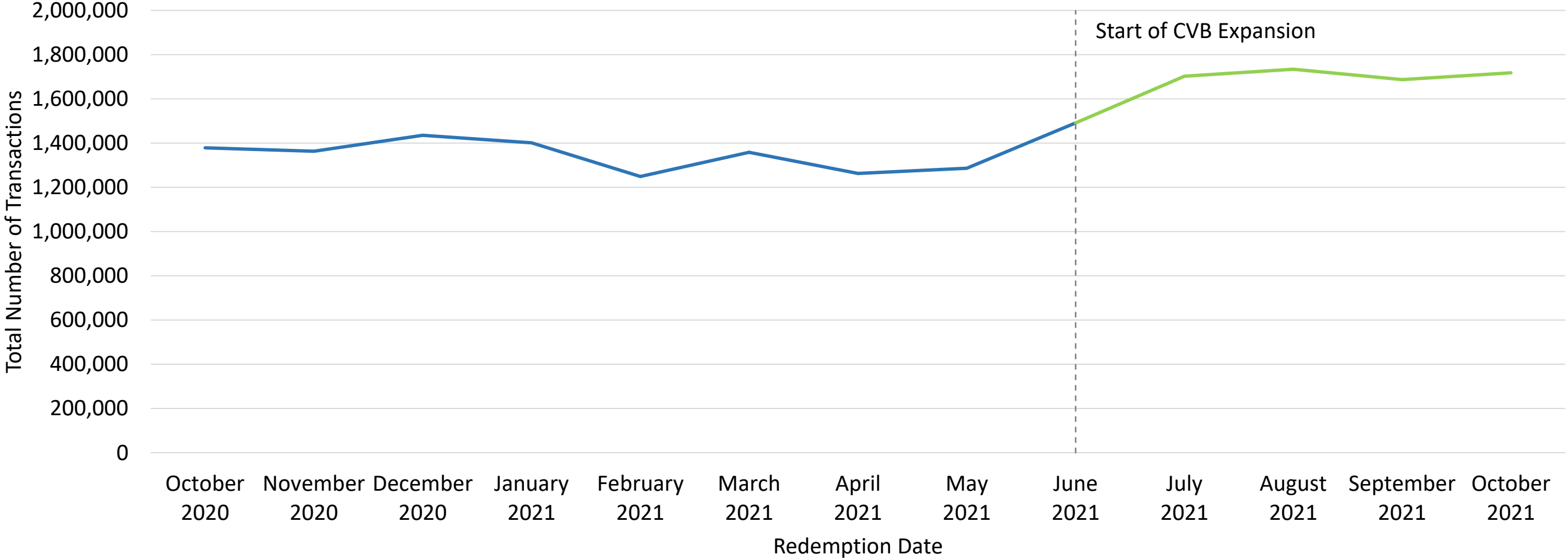


**Data Sources:** CDPH/WIC Division, WIC WISE Reporting Server, WIC Reporting, Analytics, and Reporting (WRAD)

**Prepared By:** CDPH/WIC Division/Data Analysis, Research and Evaluation Section; 11/9/2021



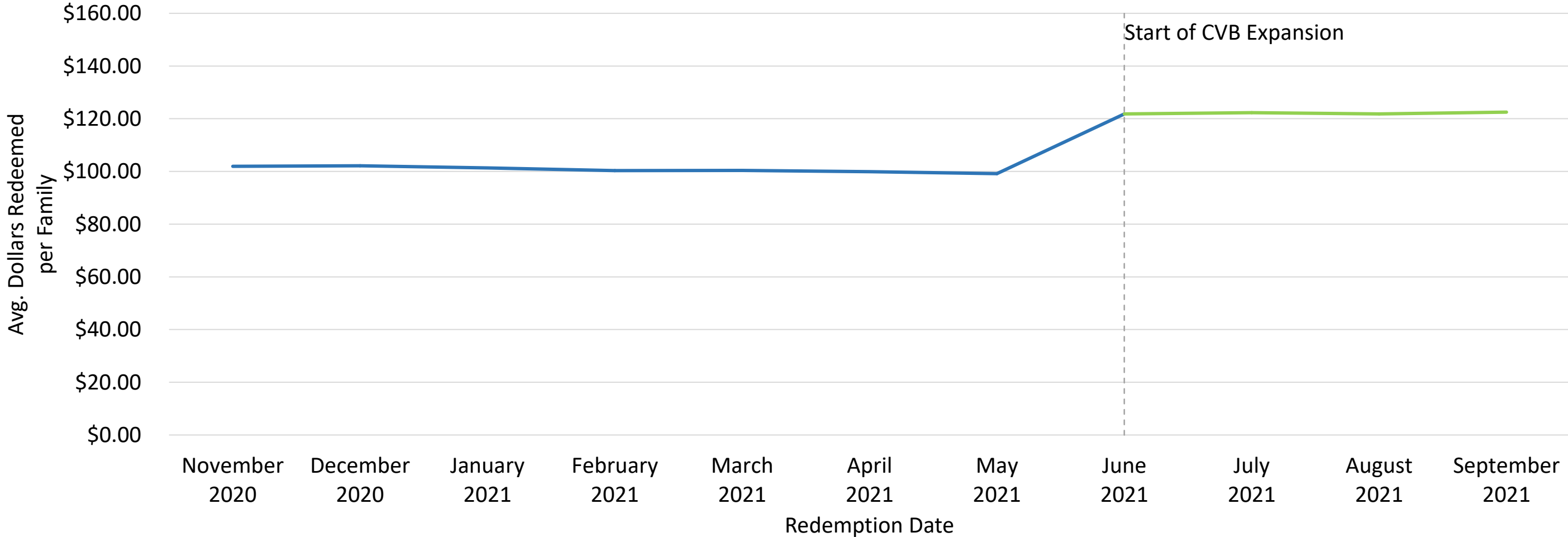
# California WIC Vendors: Number of Transactions (October 2020 – October 2021)



**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: Average Dollars Redeemed per Family (November 2020 – September 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





# Physical Card Presence Reminder

Lantrel Stockton, Chief  
Vendor Management Branch





# 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](mailto: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

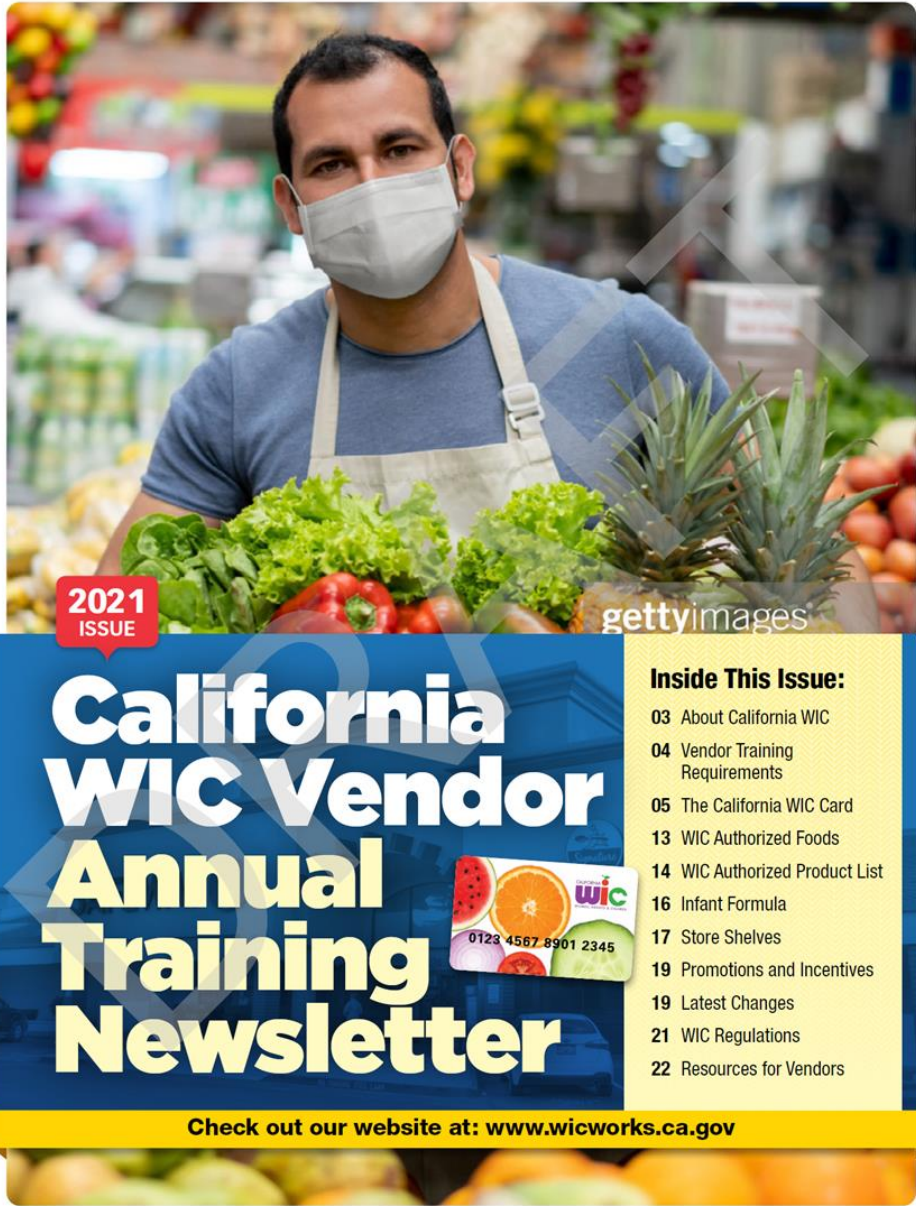
Michael Ash, Chief  
Vendor Training Unit





# 2021 Vendor Annual Training Newsletter

It's Coming!



**2021 ISSUE**

## California WIC Vendor Annual Training Newsletter

0123 4567 8901 2345

**Inside This Issue:**

- 03 About California WIC
- 04 Vendor Training Requirements
- 05 The California WIC Card
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- 16 Infant Formula
- 17 Store Shelves
- 19 Promotions and Incentives
- 19 Latest Changes
- 21 WIC Regulations
- 22 Resources for Vendors

Check out our website at: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)





# 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](mailto: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	
2 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
<b>Calories 230</b>	
Total Fat 1g	% Daily Value*
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 52g	12%
Dietary Fiber 4g	8%
Total Sugars 10g	20%
Includes 10g Added Sugars	20%
Protein 1g	2%
Vitamin D 0mg	0%
Calcium 200mg	40%
Iron 10mg	20%
Potassium 200mg	40%

\*Percent Daily Values are based on a diet of other people's secrets.

**CALIFORNIA wic WOMEN, INFANTS & CHILDREN**

# Stock up on even **more** fruits and veggies!

**CALIFORNIA wic WOMEN, INFANTS & CHILDREN**

# Get cage-free eggs with **#CaliforniaWIC!**

**CALIFORNIA wic WOMEN, INFANTS & CHILDREN**

# Use your **extra** fruits and vegetables benefits!

**CALIFORNIA wic WOMEN, INFANTS & CHILDREN**

# Get more fruits and vegetables this summer at **California WIC!**

**CALIFORNIA wic WOMEN, INFANTS & CHILDREN**

**California WIC Program**  
MyFamilyWIC.ca.gov

0:03 / 0:31



# CDPH/WIC Communications & Outreach Webpage

wicworks.ca.gov



## Communications and Outreach

### Help get the word out about the California WIC Program!

WIC provides eligible California families with nutrition education, breastfeeding support, healthy foods, and referrals to healthcare and other community services.

On this page, you will find outreach and educational resources, such as communication toolkits, social media, flyers, and videos promoting California WIC initiatives and campaigns.



[Communication Toolkits](#)



[Social Media](#)



[Videos - Coming Soon](#)



[Outreach and Education Resources](#)

## Social Media

Use CDPH/WIC's social media toolkits to help raise awareness about our programs and important public health topics like nutrition and breastfeeding, maternal health, and vaccinations.

Copy and paste the text to share on social media platforms. To use associated images, click on the "image" button to enlarge the image, then right click and "save as." You will now be able to upload this higher resolution image to your social media site.



[Power Outages and Food Safety](#)



[Grandparents Day](#)



[Fall Produce Guide](#)



[Summer Recipes](#)



[Breastfeeding Observances](#)



[Farmers' Market Program](#)



[Summer Produce Guide](#)



[Vaccine Awareness](#)





# 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**

**California WIC Program**  
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH • WOMEN, INFANTS AND CHILDREN DIVISION

Communications and Outreach

## New Temporary WIC Fruits and Vegetables Benefit increase through December 2021!

Dear Friends:

Exciting news! From October to December 2021, California WIC families will see a new temporary increase in their monthly WIC Cash-Value Fruits and Vegetables Benefit to:

- \$24 for children age one to five
- \$43 for pregnant and postpartum individuals
- \$47 for breastfeeding individuals

The new temporary increase to the WIC Fruits and Vegetables Benefit was approved by Congress and signed into law in September. Under normal circumstances, the monthly WIC Fruits and Vegetables Benefit is \$9 for children and \$11 for pregnant, postpartum, and breastfeeding individuals.

Fruits and vegetables are a rich source of a variety of nutrients critical to improving maternal and child health outcomes. Eating fruits and vegetables as part of an overall healthy diet reduces the risk of chronic disease, such as diabetes and cardiovascular disease, and strengthens the immune system. The new increase to the WIC Fruits and Vegetables Benefit will significantly support WIC families in reaching their nutrition goals and advancing their health and well-being.

The California Department of Public Health/Women, Infants, and Children Division (CDPH/WIC) is sharing a communications toolkit designed to help get the word out about the new WIC Fruits and Vegetable Benefit increase. The toolkit includes social media posts, mobile-friendly flyers, sample talking points, and sample text messaging.

[Share the Communications Toolkit](#)

Feel free to use or share the resources in this toolkit with friends, family, coworkers, or program stakeholders.

If you have any questions, you can contact: [WICOutreach@cdph.ca.gov](mailto: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](mailto:WICVendorInfo@cdph.ca.gov)

Phone: (855) 942-7867

[www.wicworks.ca.gov](http://www.wicworks.ca.gov)

## Next Vendor Stakeholder Webinar

Wednesday, March 16, 2022

