

# **Welcome!**

## **WIC Vendors Forum**

January 18, 2017

The webinar will begin shortly.  
Please stand by...

You must use your phone to hear the audio portion of today's webinar.

Dial 1-877-469-0778 and follow the directions given.  
Conference ID is 21750702.



**Department  
of Health**

# **WIC Vendors Forum**

January 18, 2017  
2:00pm – 3:30pm

**January 18, 2017**

**New York State Department of Health  
Bureau of Supplemental Food Programs**

Have a comment about today's topic(s)?  
Type it into the Chat Box on the lower right  
side of your screen at any time.

**\*\*Send chat messages to HOST only!\*\***

# Questions and Comments?

- Conference call operator assistance for verbal comments
- WebEx chat box for written comments during the webinar
- WIC shared email box for written comments after the webinar [nyswic@health.ny.gov](mailto:nyswic@health.ny.gov)

# Objectives of today's forum:

Share and discuss:

- NYWIC-eWIC Project Status Update
- WIC Vendor Peer Groups
- Monitoring and Price Evaluation
- New WIC Acceptable Food Training Materials

# Status of eWIC

Presented by: Jean Reo

# NYS eWIC Project Timeline

ACTIVITY	SCHEDULE
Design, Development & Testing Testing & Training	January 2017 – December 2017 January 2018 – March 2018
Pilot and Evaluation (4 months) ✓ Pilot Counties: Albany, Schenectady & Rensselaer	April 2018
Statewide Implementation	Completed mid-2019

# eWIC Readiness

- Four Key Tasks:
  1. NYWIC
  2. WIC Authorized Product List (APL)
  3. Equipment and Technology to Accept eWIC
  4. Communication & Training

# WIC Authorized Product List (APL)

- The APL will include between 12,000 – 15,000 food items.
- Collect Universal Product Codes (UPC) and Product Look-up (PLU) codes.

# UPC Collection Status

- More than 11,000 UPCs received
- 6,000 verified UPCs
- Anticipate an additional 3,000 verified UPCs
- Continue to receive UPCs

# UPC Field Collection

- March – July 2017
- In Store Product *Scanning*
- *Teams of 2 State WIC staff*
- Vendor Notification of WIC staff visit

# UPC Maintenance

- Submission of UPCs for New Products
  - Manufacturers
  - Vendors
  - Participants
- Developing Electronic Process

# Equipment & Technology

- eWIC Card Type:
  - Online system
  - Magnetic strip
- eWIC Card Use:
  - Participant set PIN required
  - No signature or WIC ID needed



# Equipment & Technology - 2

- eWIC Transaction:
  1. Card is swiped and cardholder enters their PIN number
  2. System validates the card, PIN and vendor

# Equipment & Technology - 3

- eWIC Transaction:
  3. Cardholder balance obtained
  4. Each food item is compared to APL to determine if it is an allowable WIC item (APL was downloaded to the retail system)
  5. Each food item is then compared to cardholder balance obtained at the start of the transaction to determine if there is sufficient balance to purchase

# Equipment & Technology - 4

- eWIC Transaction:
  6. Store price is captured for each food item
  7. Discounts such as coupons, loyalty cards or other specials are captured
  8. Purchase transaction message is sent to eWIC system
  9. The eWIC system approves/denies the transaction

# Equipment & Technology - 5

- WIC customers will be able to check their benefits balance and expiration date at the bottom of their grocery receipt.

# Equipment & Technology - 6

- Cash Register System Requirements
  - Machine capable of reading the magnetic strip
  - Ability to process multiple cards
  - Systems compatible for EMV (Chip) technology

# Equipment & Technology - 7

- NYS is investigating options to assist vendors with eWIC-compatible hardware and software upgrades.

# eWIC Communication

- eWIC webinar for all vendors
  - Vendor Readiness Checklist
  - Equipment Specifications and Certification Process
  - Regional Timeline for eWIC Implementation
- Feedback or Questions:  
[nyswic@health.ny.gov](mailto:nyswic@health.ny.gov)

# Infant Formula Wholesale Prices

Presented by: MaryEllen Holbrook

# Similac Neosure

- Similac Neosure is a WIC-eligible special medical formula prescribed to premature/low birthweight infants
- WIC authorized Pharmacies, or WIC authorized Grocery stores with Pharmacies inside can redeem WIC checks for this formula
- ~1,700 infants currently participating in the NYS WIC Program are prescribed Neosure

## Similac Neosure - 2

- Effective February 1, 2017, the wholesale price of Similac Neosure will increase
- NYS WIC is adjusting reimbursement amounts for this formula in a timely manner

# Vendor Peer Group Update

**Presented by: Maureen Shanahan**

# Ongoing Analysis

- Monitor redemption data and rejected check rate
- Reassess the maximum allowable pricing levels and make changes based on most current data

# Changes to Peer Group Assignment

- Peer group assignments are based on information the NYS WIC Program has on file for each authorized vendor.
- Since June 2016, a total of 20 requests for vendor peer group reassignments have been received. These change requests were based on differences in the business model, geography, and/or store size of the individual vendor.

## Changes to Peer Group Assignment - 2

- A peer group reassignment may also occur based on information received by the vendor management agency during a vendor monitoring, at vendor reauthorization and/or based on information contained within an Exempt Formula Application.

For example:

**Any change in:**

- Business Model (store type/chain status)
- Geography (zip code)
- Store Size (# of cash registers)

## Changes to Peer Group Assignment - 3

- The VMA will alert the vendor of a change to their VPG, including the rationale for the change via written letter.
- The vendor is encouraged to reach out to the VMA with any questions.

# Electronic Vendor Monitoring

Presented by: Tim Goyette

# eMonitoring

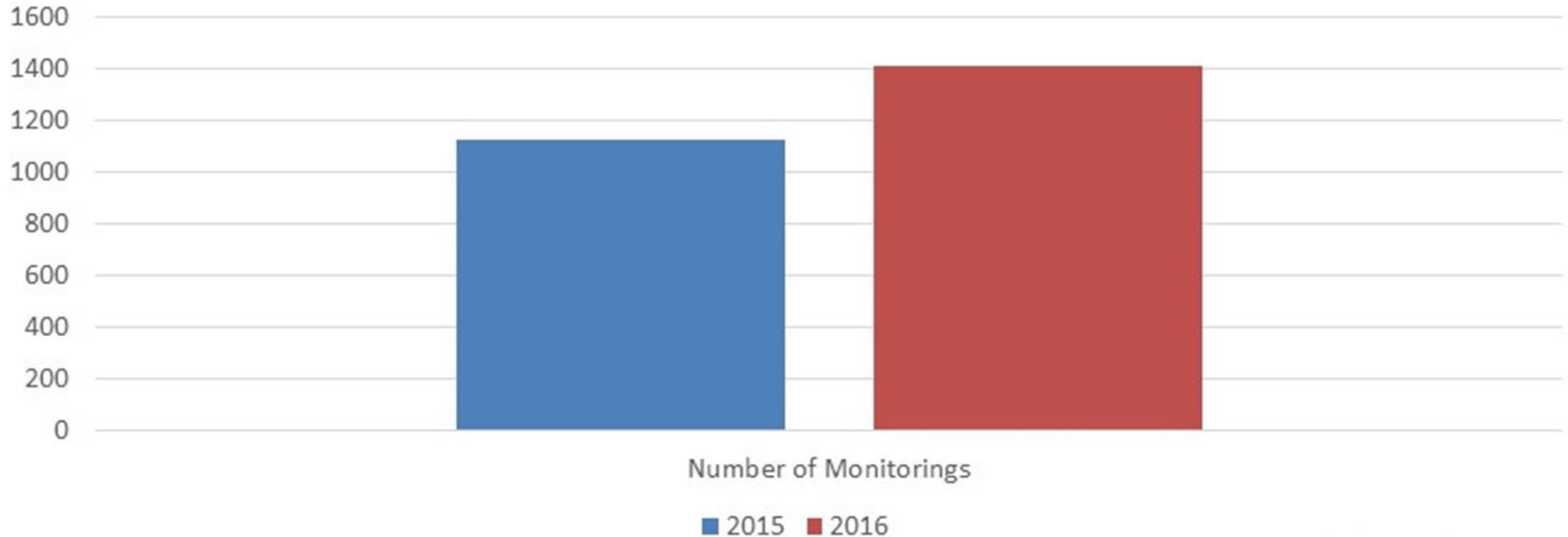
## Statewide Implementation:

- Pilot started on September 26, 2016
  - Completed 511 Monitorings
- Statewide Rollout was complete on October 31, 2016
  - Completed 1183 Monitorings
- Streamlined Monitoring processes



# Paper Monitoring vs eMonitoring

October – January Monitorings



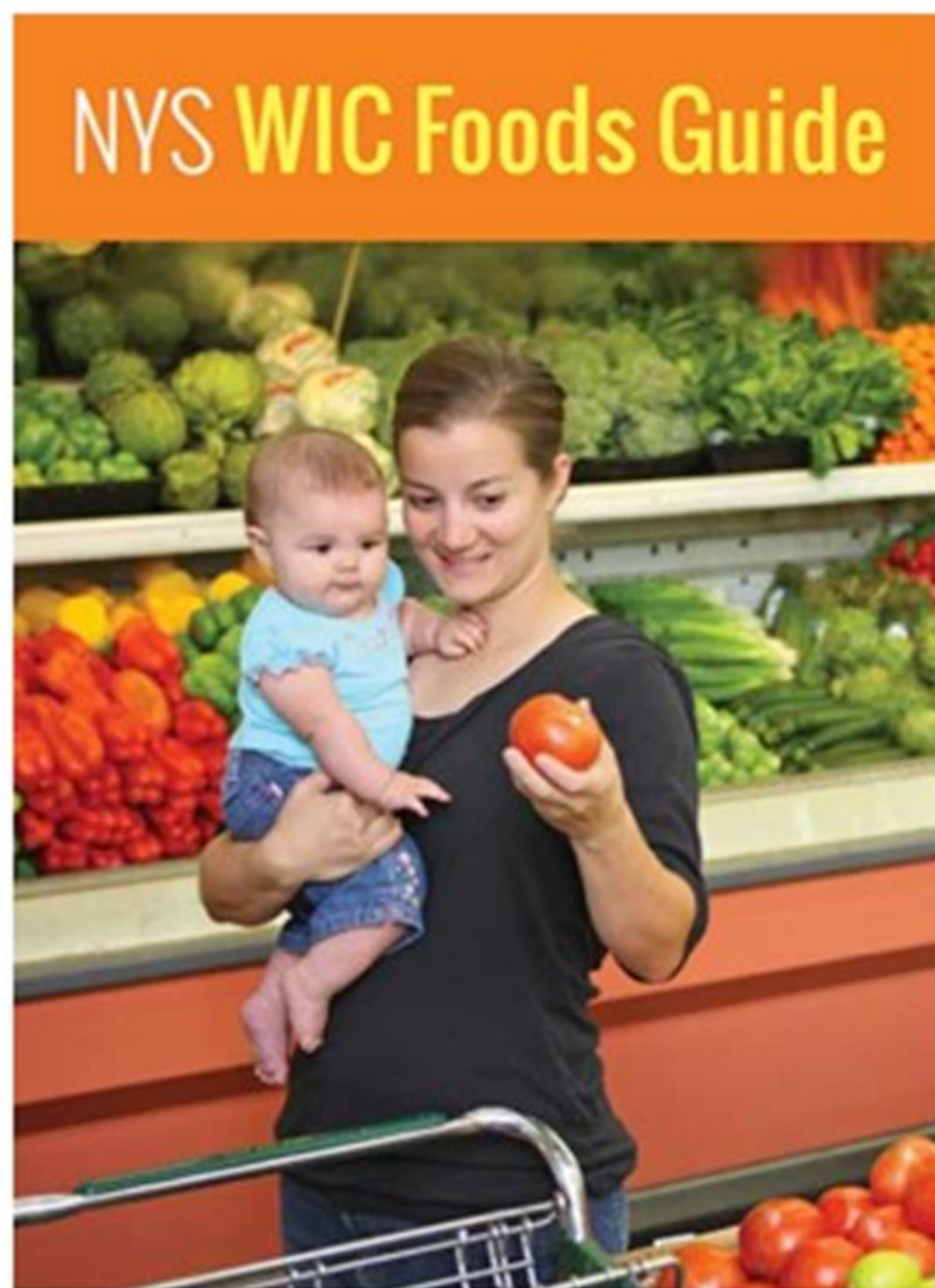
## eMonitoring Summary Report

- A Summary Report is emailed to each vendor once a monitoring is submitted.
- The Summary Report includes
  - The Monitoring Result
  - A description and summary of each violation if any
  - A Price Reasonableness calculation for Enfamil Infant powder, concentrate, and Market Basket.
- If you do not receive this email with 2 business days of your monitoring, contact you VMA.

# Pictorial Foods Guide

Presented by: MaryEllen Holbrook

# Overview



## NYS WIC Foods Guide Includes:

- Images of WIC allowable food items
- Lists of non-allowable food items
- Color coded food categories
- NYS WIC contact information

# Pictorial Foods Guide and Acceptable Foods Card



The Pictorial Foods Guide and Acceptable Foods Card can both be used to determine which foods are WIC Allowable

 <b>WIC Program</b> <b>WIC Acceptable Foods Card</b> <span>July 2015</span>	
<b>Milk</b> Your WIC check tells the fat content you must buy. <ul style="list-style-type: none"> <li><b>WILE:</b> Buy the largest container available (gallons, 64 ounces, half gallons, or quarts) or the size listed on the WIC check.</li> <li><b>EVAPORATED/CONDENSED MILK:</b> 12-ounce container only.</li> <li><b>DRY/POWDERED MILK:</b> 25.6-ounce container only.</li> <li><b>LACTOSE FREE MILK:</b> Buy the largest container available or the size on the WIC check.</li> <li><b>KEESER MILK:</b> Buy the largest container available or the size on the WIC check.</li> </ul> <b>NOT ALLOWED:</b> Flavored, organic, or sweetened condensed milk, buttermilk or milk with added calcium, reduced fat (2%) milk.	<b>Eggs</b> <ul style="list-style-type: none"> <li><b>Medium or Large:</b> White or brown.</li> <li><b>NOT ALLOWED:</b> Jumbo and extra large eggs; high-cholesterol eggs including organic, reduced cholesterol, cage-free, free-range, Omega-3.</li> </ul>
<b>Cheese</b> <ul style="list-style-type: none"> <li><b>Processed/Prepack:</b> American, Monterey Jack, Muenster, Cheddar, Colby, Swiss, Mozzarella, Provolone, or blends of any of these cheeses.</li> <li><b>Purchase in blocks or sticks.</b></li> <li><b>Must add up to the number of ounces on check.</b> (Can be 1 or more packages).</li> <li><b>KEESER CHEESE:</b> If printed on your WIC check.</li> </ul> <b>NOT ALLOWED:</b> Imported cheese, cheese blends, products or spreads, cottage cheese, shredded, grated, cubed, string, or stick cheese, flavored or organic cheese, individually wrapped slices.	<b>Peanut Butter</b> 16-18 ounces jar. <ul style="list-style-type: none"> <li><b>Any brand:</b> chunky, chunky creamy smooth, natural and reduced fat varieties are allowed.</li> <li><b>NOT ALLOWED:</b> Peanut spread, freshly ground or whipped peanut butter, peanut butter mixed with jelly, marshmallows, chocolate or honey, organic peanut butter, peanut butter with added vitamins and minerals, or other added ingredients (Omega-3, DHA &amp; EPA, Plant Oil, etc.).</li> </ul>
<b>Yogurt</b> Your WIC check tells the fat content you must buy. <ul style="list-style-type: none"> <li><b>Exactly 32-ounce container:</b> OR any combination of sizes that add up to exactly 32 ounces.</li> <li><b>Any brand:</b> Plain, Plain Greek, Organic Plain, Organic Plain Greek.</li> <li><b>KEESER YOGURT:</b> If printed on your WIC check.</li> </ul> <b>NOT ALLOWED:</b> Flavored (such as vanilla, fruit, etc.) ingredients, drinkable/yogurtine, yogurt, frozen yogurt.	<b>Beans, Peas, and Lentils</b> To lower salt intake, choose canned beans, peas, lentils. <ul style="list-style-type: none"> <li><b>Any brand:</b> 1-pound bag of mature beans, peas, lentils.</li> <li><b>Canned:</b> Any brand, 15.6-ounce can of mature beans, peas, lentils.</li> <li><b>NOT ALLOWED:</b> Flavored beans, peas and lentils; canned beans containing added sugars, salt, meat, or oils. Immature beans/peas (for example: green beans, green peas, snap beans, string beans, wax beans).</li> </ul>
<b>Soy Beverage</b> <ul style="list-style-type: none"> <li><b>BYE (CONCENTRATE):</b> Soybean - Original and Vanilla (32-ounce shelf-stable); Soybean - Original and Vanilla (64-ounce refrigerated).</li> <li><b>PACIFIC NATURAL FOODS:</b> Soybean - Original and Vanilla (32-ounce shelf-stable).</li> <li><b>SILK:</b> Soybean - Original (32 or 64-ounce refrigerated); Soybean - Original (32-ounce refrigerated multi-pack).</li> <li><b>WESTBROOK:</b> Organic Plus Soybean - Plain (32 or 64-ounce shelf-stable); Plain Soybean - Vanilla (32 or 64-ounce shelf-stable).</li> </ul>	<b>Canned Fish</b> To lower fat intake, choose water-packed fish. <ul style="list-style-type: none"> <li><b>Light Tuna:</b> Any brand (5 and 6-ounce cans).</li> <li><b>Pink Salmon:</b> Any brand (5, 6, and 7.5-ounce cans).</li> <li><b>Sardines:</b> Any brand (3.75-ounce cans).</li> <li><b>May be packed in water or oil.</b></li> <li><b>May contain bones and skin.</b></li> <li><b>NOT ALLOWED:</b> Albacore tuna, blueback salmon, red salmon, flavored, with added ingredients.</li> </ul>
<b>Tofu</b> 16-18 ounce package. <ul style="list-style-type: none"> <li><b>ADJUNTA:</b> Japanese Style Tofu - Firm, Extra Firm.</li> <li><b>HOUSE:</b> Premium or Organic Tofu - Soft, Medium Firm, Firm, Extra Firm.</li> <li><b>NATURE'S PROMISE:</b> Organic Tofu - Firm.</li> <li><b>NASDAQ:</b> Organic Tofu - Silken, Lite Firm, Firm, Extra Firm.</li> <li><b>WESTBROOK:</b> Organic Tofu - Firm.</li> <li><b>WESTBROOK:</b> Sun Set or Kaniun Sprinkled Organic - Soft, Firm, Extra Firm.</li> </ul>	
<b>Exclusively breastfeeding women get extra foods that help build the milk supply needed by their growing baby.</b>	

# Purpose

- The Pictorial Foods Guide can be used in addition to the WIC Acceptable Foods Card
- Images of the foods and brand names make the guide easier to read and reference

# Using this Guide

- Vendors should review the Pictorial Foods Guide with cashiers and other store personnel involved with WIC transactions
- Vendors are encouraged to keep a copy of the guide available for cashiers and store staff members to reference
- Staff can use this guide to assist participants in selecting correct food items while shopping, and to provide instructional guidance during the check out process

# Available Online

The Pictorial Foods Guide is available in PDF format online in English and 20 other languages

- Visit the NYS DOH WIC Program page  
[http://www.health.ny.gov/prevention/nutrition/wic/info\\_for\\_vendors.htm](http://www.health.ny.gov/prevention/nutrition/wic/info_for_vendors.htm)
- Guide is located in the 'WIC Acceptable Foods' Section

## WIC Acceptable Foods

- Foods that WIC Participants are [allowed to purchase](#) with their WIC checks.

➡ Check out a [pictorial version of the WIC Foods Guide!](#) (PDF)

- [Arabic](#), [Bengali](#), [Burmese](#), [Chinese](#), [Farsi](#), [French](#), [Haitian Creole](#), [Hindi](#), [Italian](#), [Karen](#), [Korean](#), [Nepali](#), [Polish](#), [Russian](#), [Somali](#), [Spanish](#), [Turkish](#), [Urdu](#), [Vietnamese](#) [Yiddish](#)



# Access to PDF on Smartphones

1. Go to NYSDOH WIC page



2. Click Information for Vendors under Section Menu



3. Locate pictorial version under WIC Acceptable Foods



4. Click 'Open in' and save it to your phone



# Distribution

The printing and distribution of the Pictorial Foods Guide is taking place.

- Local Agencies have already received copies and are distributing them to participants
- Vendors will be mailed English versions of the guide throughout the month of February

# Acceptable Foods Card Training Module

**Presented by: MaryEllen Holbrook**

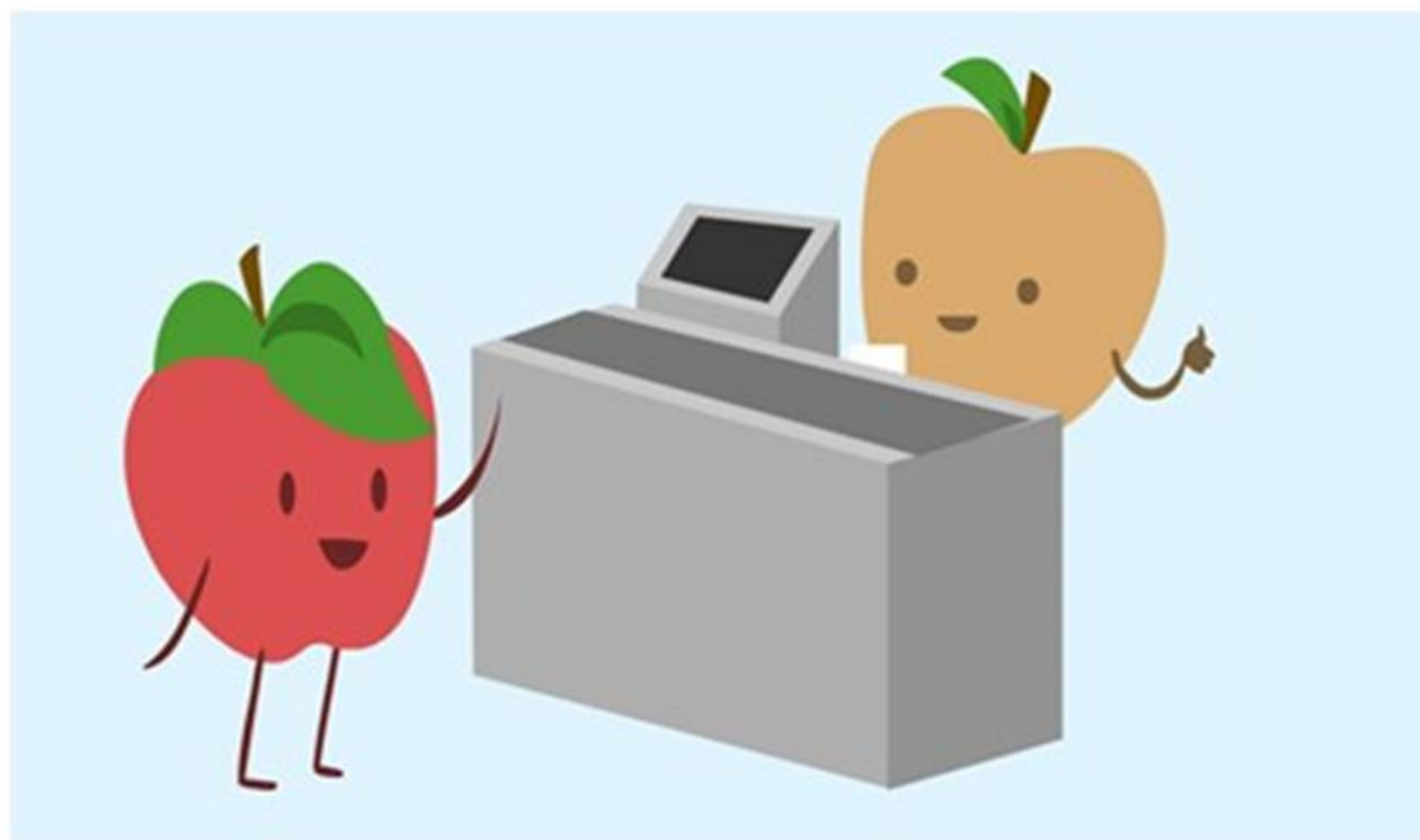
# Online Cashier Training



Available at [www.nyswicvendortraining.com](http://www.nyswicvendortraining.com)

# Acceptable Foods Card Training

- Training resource to assist cashiers and vendor staff with identifying WIC eligible foods
- Game module – staff use the WIC Acceptable Foods Card to determine if a food item is allowable



# Acceptable Foods Card Training - 2

Game module displays food item and relevant section of Acceptable Foods Card

**NOT ALLOWED:** Peanut spread, freshly ground or whipped peanut butter; peanut butter mixed with jelly, marshmallow, chocolate or honey; organic peanut butter, peanut butter with added vitamins and minerals, or other added ingredients (Omega 3, DHA & EPA, Palm Oil, etc.)

**Beans, Peas, and Lentils** To lower salt intake, rinse canned beans, peas, lentils

- ✓ **Dry:** Any brand, 1-pound bag of mature beans, peas, lentils
- ✓ **Canned:** Any brand, 15-16-ounce can of mature beans, peas, lentils

**NOT ALLOWED:** Baked beans, pork and beans; canned beans containing added sugars, fats, meat, or oils. Immature beans/peas (for example: green beans, green peas, snap beans, orange beans, wax beans).

**Canned Fish** To lower fat intake, choose water-packed fish

- ✓ **Light Tuna:** Any Brand (5 and 6-ounce cans)
- ✓ **Pink Salmon:** Any Brand (5, 6, and 7.5-ounce cans)
- ✓ **Sardines:** Any Brand (3.75-ounce cans)
- ✓ May be packed in water or oil

Beans

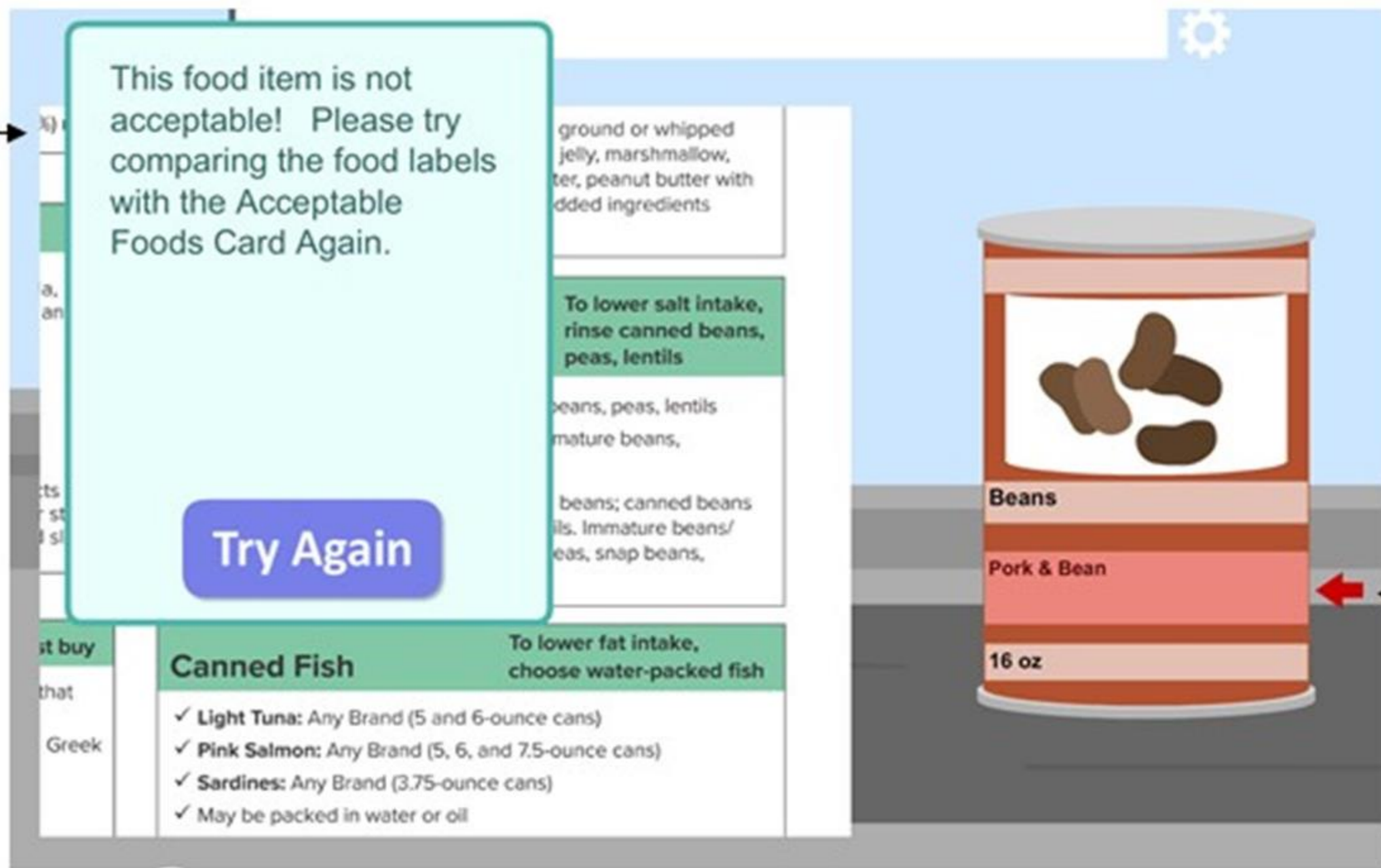
Pork & Bean

16 oz

Choose whether the food is acceptable or not.

# Acceptable Foods Card Training - 3

Multiple opportunities to choose whether the food item is WIC acceptable



If a non-acceptable item is incorrectly scanned, the game provides hints

# Complete!

## AFC Complete!



Okay

- Once all items have been scanned correctly, the game is complete

# Reminders

**Presented by: MaryEllen Holbrook**

# Reminders

- Vendors should notify their Vendor Management Agency of any changes to their email address immediately
- Vendor communications including upcoming WIC Vendor Forum Information will be shared through the Vendor Listserv
- Vendors Should contact their contracted Vendor Management Agency with any questions about WIC

# Resources

- NYS WIC Vendor Training Module:  
[www.nyswicvendortraining.com](http://www.nyswicvendortraining.com)
- WIC Strong: [www.wicstrong.com](http://www.wicstrong.com)
  - Vendors should contact their Vendor Management Agency to fix incorrect address information
- WIC Vendor Website – under development

# Save the dates!

## 2017 WIC Vendor Forum Schedule:

DATE:	TIME:
Wednesday April 19, 2017	11:00 AM – 12:30 PM
Tuesday July 11, 2017	2:00 PM – 3:30 PM
Tuesday October 17, 2017	11:00 AM – 12:30 PM

# Questions and Comments?

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[nyswic@health.ny.gov](mailto:nyswic@health.ny.gov)

**Thank you for  
joining us!**