

## WIC Program – Do’s and Don’ts

Do	Don’t
eWIC cards need to be swiped first, before other types of payment.	There is no minimum purchase for WIC items. Shoppers can buy as little as one item at a time (or up to their limit).
If a customer decides they do not want a WIC item after you have scanned it, void the item before the transaction is complete. Offer to remove items not covered by WIC.	Once a WIC transaction is complete (approved and processed), you cannot void or cancel the WIC portion and put the food items back on to the shopper’s eWIC account.
Contact your local WIC representative with input and questions.	Do not ask for the WIC customer’s phone number or driver’s license for a WIC purchase— the customer’s PIN (personal identification number) and eWIC card verify the purchase.
Follow the minimum stocking requirements (page 6 of the Retailer Handbook.)	Do not ask for the WIC customer’s PIN.
Make sure that store employees are trained and have signed the Training Documentation for WIC Retailers Form.	Never give WIC customers cash or change back on a WIC transaction.
Keep a copy of the WIC Allowable Foods List at each register. If the shopper is unsure about what items are WIC-allowed, a look at the Allowable Foods List and their receipt should help.	If the shopper has tried the wrong PIN four times in a row, the account is frozen until midnight. Online and phone assistance for the shopper are on the back of their eWIC card.
Let WIC know about any changes in UPC/ barcode numbers on allowed items. We will review and add the allowed items so that they are available for your shoppers.	You cannot “override” a WIC item in your system with eWIC.
Provide the shoppers with a receipt. It shows what is left in their food balance.	Don’t forget to find out about updates to WIC on <a href="http://www.ColoradoWIC.com">www.ColoradoWIC.com</a>

## Troubleshooting

The transition to eWIC makes WIC purchases quick, easy, and more secure for both the shopper and the cashier. If items are not going through as expected, try these quick steps:

- 1. Not WIC Approved:** If an item is not in the system as a WIC-approved food, reference the Allowable Foods List for approved item options.
- 2. Quantity Not Available:** The shopper may be purchasing more than they were prescribed of an item or a different size than provided. Help the shopper check the food balance on their receipt for exact amounts and sizes of items prescribed to them.



**If an item is not ringing up as a WIC food, is available in the customers eWIC account and you or the shopper believe it should be approved:**

- Text a picture of the label and barcode to the phone number (720) 630-3391.
- Report barcode/UPC and item details to the store manager or the chain representative.
- The shopper can provide the item details to the local agency clinic.
- Fill out the online Colorado UPC Request Form at [www.ColoradoWIC.com](http://www.ColoradoWIC.com).



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**wIC COLORADO**

The Colorado Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

# RETAILER GUIDE TO COLORADO EWIC

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 Nutrition Services/WIC Program  
 4300 Cherry Creek Drive South  
 Denver, Colorado 80246  
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# WIC Overview

WIC is a supplemental nutrition program that provides nutrition education, breastfeeding support, healthy food and other services to Colorado families who qualify.

WIC works! WIC continues to be effective in the prevention of immediate health problems and the improvement of long-term health outcomes:

- Women participating in WIC have improved diets and give birth to healthier babies.
- Children in WIC are more likely to have regular medical care and immunizations.
- Medicaid and other health care costs are reduced due to the decrease in the number of low birth weight babies. WIC combats poor nutrition at an early stage, rather than treating effects once they become more serious. For every dollar spent on WIC, up to \$3 is saved in medical costs.
- WIC customers spend \$3 to \$4 of their own money for every dollar of WIC food they buy.
- WIC purchases bring more than \$60 million to communities across the state.

Authorized stores are monitored by local WIC staff. Compliance investigations (or secret shopping buys) are conducted to ensure compliance with WIC procedures.

Disqualification from the WIC Program can result in disqualification from SNAP.

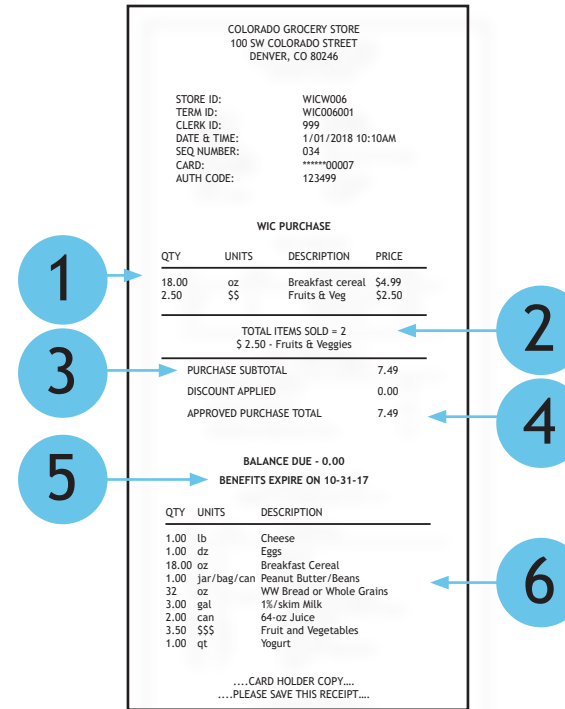
**Thank you for all that you do for Colorado kids!**



## Steps in eWIC Transaction

- **Swipe:** The shopper swipes their card and enters their PIN to link the purchase to their food balance. Never ask for a second form of identification for a WIC purchase.
- **Food:** The point-of-sale (POS) system determines if a food is WIC-approved and available for the shopper. The system will either deny or allow an item. Cashiers cannot perform overrides. Reference the most current Allowable Foods List to assist customers with their choices.
- **eWIC First:** If the shopper is using multiple forms of payment (cash, credit, SNAP), the eWIC card must be used first.
- **Apply Other Payments:** After the eWIC card, you can then apply other methods of payment (cash, credit, SNAP) if the shopper is buying items that are not WIC approved. Coupons and discount cards must be allowed with eWIC purchases.
- **Approval:** The shopper is given the chance to approve or reject the WIC purchase.
- **Receipt:** Give the WIC customer a receipt. The receipt shows them what was purchased by WIC and what items remain in their balance.

**Note:** After eWIC purchase is complete and the final receipt prints, you cannot void the transaction and put the items back into the account.



## Reading Customer Receipt

Your cash register receipt provides lots of information for the shopper.

1. WIC Purchase: List of WIC items purchased.
2. Number of WIC Items: Total number of WIC items sold.
3. WIC Subtotal: WIC purchase subtotal and any discounts that have been applied (gift card, coupon, store discount, etc.).
4. Approved Purchase Total: If this value is different from the subtotal, non-WIC items were included in the purchase.
5. Benefit Expiration Date: The last date the items are available to the shopper that month.
6. Remaining Food Balance: List of foods left for the shopper- including type, quantity and package units allowed.

## Frequently Asked Questions

**Do WIC customers have to buy all of their WIC foods in one trip with eWIC?**

No. Shoppers can purchase as much (or as little) as they want. Shoppers use the same card month after month. Their food benefits are added to their account on the first day of the month and expires midnight the last day of the month. Food items not purchased do not carry over to the next month.

**Can a customer still purchase WIC items if they do not know their PIN?**

No. If they forget their PIN, direct them to the phone number or website on the back of the card for PIN assistance.

**Who do I call for technical help or questions (i.e., register error messages, etc.)?**

Contact your chain's WIC liaison or the store POS provider for assistance. Retailers using a stand-beside system can contact the FIS Help Desk listed in the system manual.

**Can "Buy One, Get One Free" coupons be used with WIC purchases?**

Yes. As long as the item being purchased with eWIC is WIC-approved.

**What can I do if an item is on the shoppers receipt and allowed in the Foods List but is rejected by the store's cash register?**

Cashiers cannot override an item in the system with eWIC. As always, the Allowable Foods List holds a lot of the answers.