

# Vendor Innovations: WIC Shelves!

Improving WIC Benefit Redemption & Participant Satisfaction

2018 National WIC Association Annual Education & Training Conference  
April 24, 2018

# Disclosure Statement

No actual or potential declarations in relation to this program

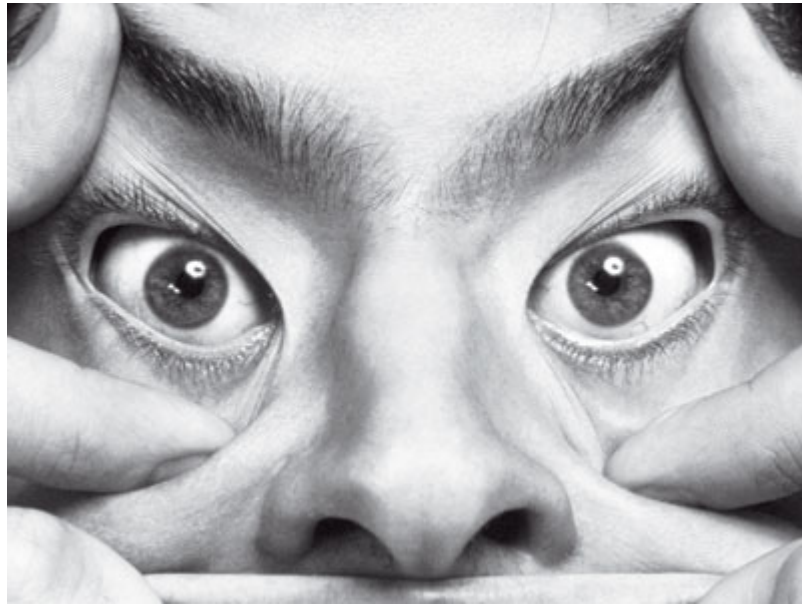






# Walk the Walk

- Perceived vs. Actual WIC Shopping experience



# The Good, the Bad, the Ugly

- WIC Shopping
  - Confusing
  - Time consuming
- Why is food selection so challenging?
  - Shopping lists  $\neq$  Store order/placement

# What Do We Do?

- Understand our “*clients*”
  - WIC participants AND vendors
- *Streamline* the WIC shopping process
- Add “*value*” to the WIC food prescription
- “*Sell*” WIC foods



*“Finding items takes forever”*

*“Have one spot just for the WIC items”*

*“Provide a row just for WIC”*

*“Create it’s own [WIC] aisle”*

**89%**



**NO**

# Making our Case – WIC Shelves!

- Understand vendor perspective
- Promote the immediate benefits
- Address the challenges



# The Immediate Benefits

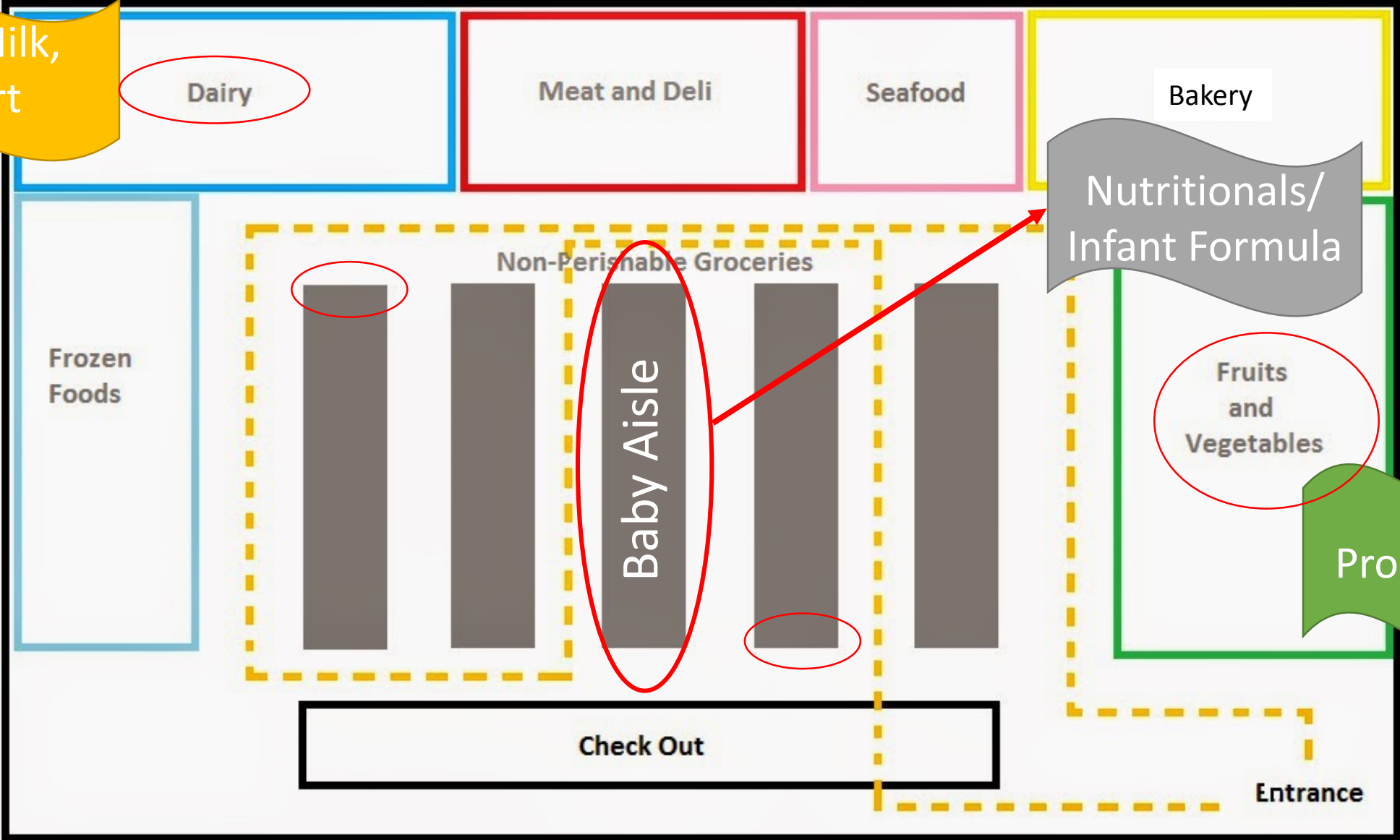
- Increase in staff efficiency/productivity
  - Faster checkout process
- Improved customer service
  - Increased customer loyalty
- Impact on staff satisfaction levels
  - ↓ stress + ↑ available time

# The Challenges

## Marketing and the grocery store layout



Eggs, Milk,  
Yogurt



Dairy

Meat and Deli

Seafood

Bakery

Nutritional/  
Infant Formula

Frozen  
Foods

Non-Perishable Groceries

Baby Aisle

Fruits  
and  
Vegetables

Produce

Check Out

Entrance



Making Our  
Case

*Make it Profitable*

↑ WIC sales

↓ Impact on non-WIC sales

*Make it Easy*

Implementation

Sustainability



## *Location, location, location!*

- ✓ Fit the store's layout

## *Create the best shelf planogram*

Make it  
Profitable

- ✓ Pick the right WIC item
- ✓ Mind the profit margin
- ✓ Visual cues = ↑ WIC redemption
- ✓ Maximize vertical shelf space



Make it Easy

## Implementation

- ✓ WIC assistance

## Sustainability

- ✓ Facilitate restocking
- ✓ ↑ Shelf faces
- ✓ Evaluate



# It's Go Time – WIC Shelves!

- Prioritize
  1. Baby foods + infant formula
  2. Women and Children non-perishables
  3. WIC Nutritionals- Fill in the gaps
- WIC = Shelf-facing
- Vendor = Re-tag + fill the gaps + re-stock

Wondering what  
“shelf facing”  
looks like?



# The “Baby” Shelf



# The “Women & Children” Shelf



# The “Women & Children” Shelf



# The Register



# The “Baby” Aisle



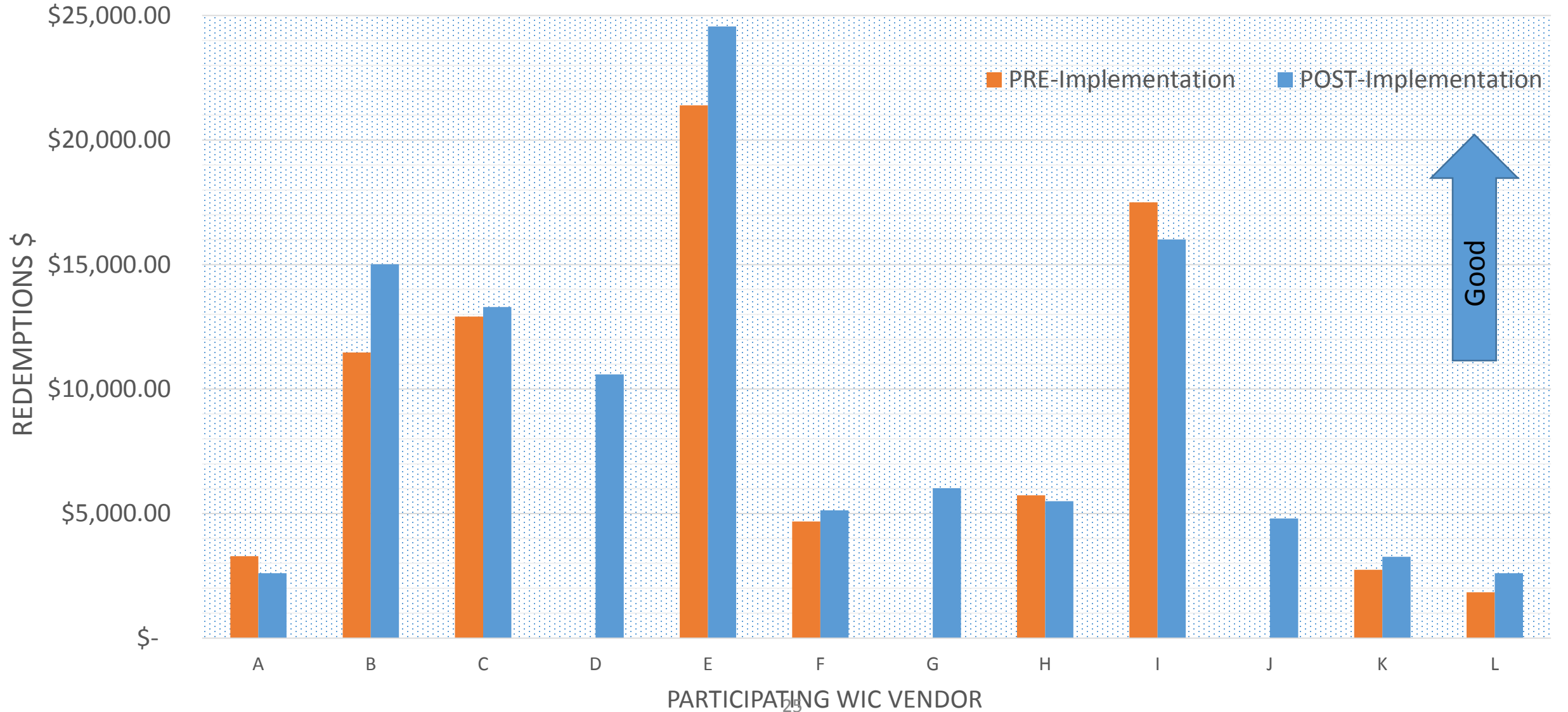
# Miami WIC Shelves! (Video Testimonial)

Dervin Jimenez

Miami-Dade WIC Vendor Manager



# Average Monthly WIC Redemptions by Participating *WIC Shelves!* Vendors



# Next Steps

- PDCA
- Nurture vendor relationships
- Feedback from customer base
- More than redemption?
  - Caseload
  - Retention rates





# Thank you!!!!

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