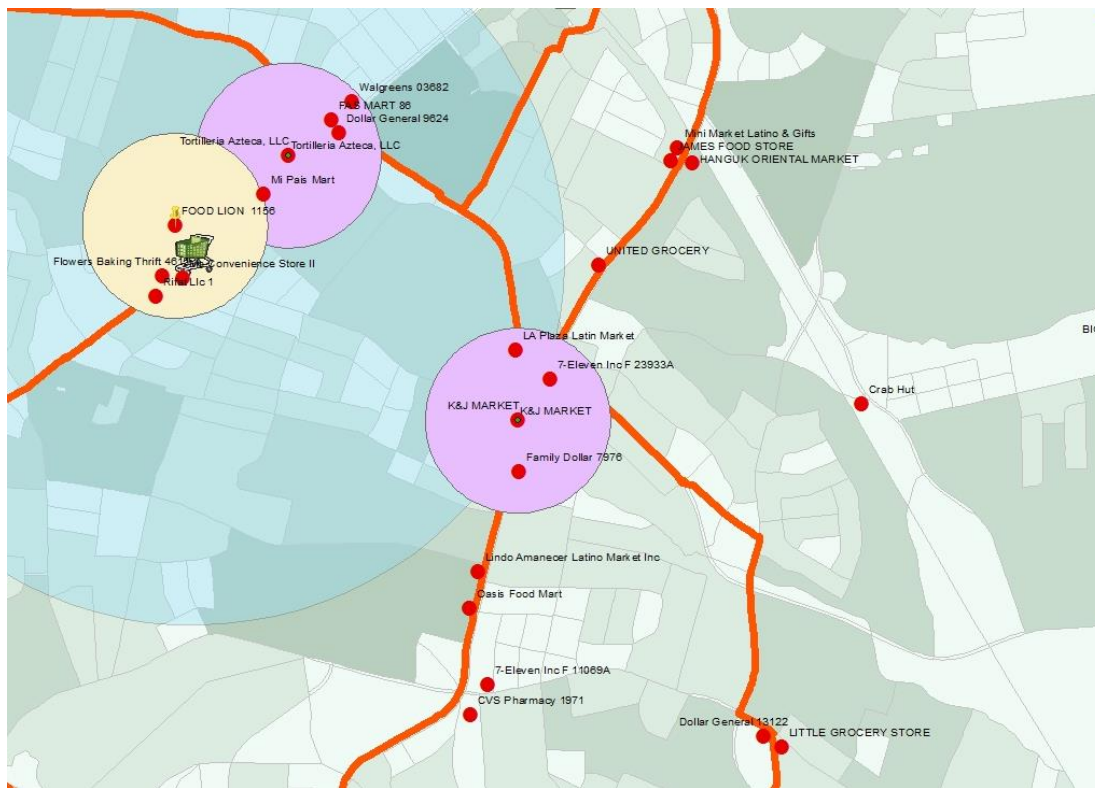


INCREASING WIC VENDORS IN RICHMOND, VA



Context: Food Deserts in Richmond



- 250 SNAP vendors v. 16 WIC vendors
- Vendors are large retailers that not located near to where WIC eligible populations live.
- A substantial portion of our WIC clients have limited transportation options.
- Clients frequently tell us that WIC is not available in stores they can regularly visit.

EATING HEALTHY IS TOO DIFFICULT

EATING HEALTHY IS TOO DIFFICULT.

A number of participants shared that life was demanding and exhausting enough to leave people with little energy to think about healthy eating. Even if they were inclined, participants mentioned that the stores that were nearby and convenient had mostly unhealthy food options.

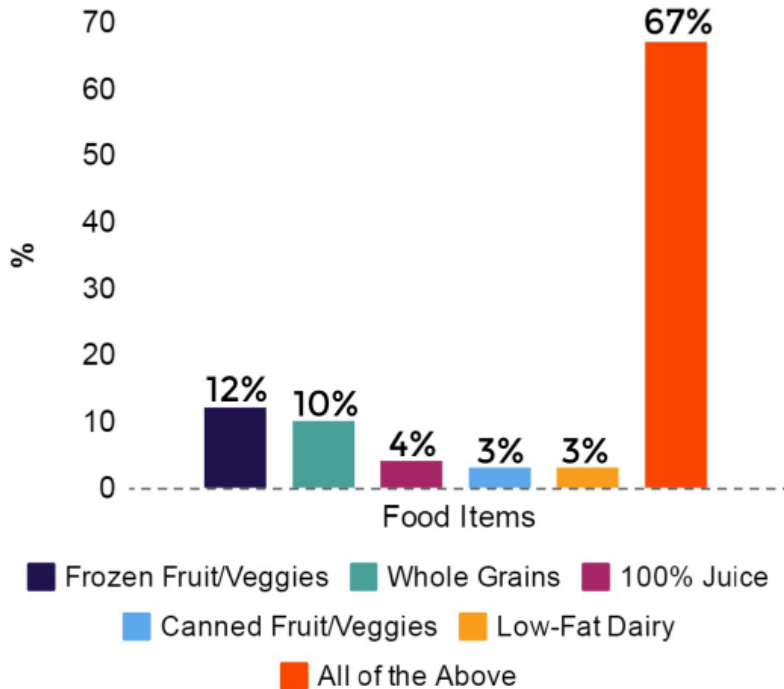
THE DESIRE FOR BETTER AND MORE ACCESSIBLE FOOD RESOURCES.

Participants expressed a moderate amount of trust in the quality of food available at the larger supermarket chains. These establishments, however, tend to be located at such a distance that makes it difficult for people without cars to have access.

Convenience stores in most neighborhoods garnered a very low amount of trust due to poor quality food, high prices, and price gouging that happens in some cases surrounding food stamp cycles.

DESIRE FOR HEALTHIER CHOICES

OTHER ITEMS YOU WANT:



60% of WIC clients stated that if their local corner store offered WIC, they would redeem their WIC benefits there.



100%

want more healthy food choices



71%

shop at your local corner stores



86%

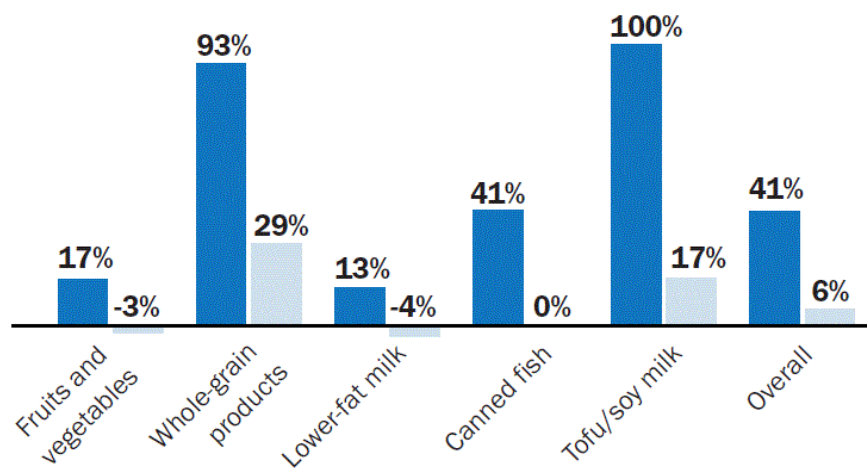
WOULD buy healthy foods from their corner store if it offered them

POTENTIAL FOR POSITIVE IMPACT

Revised Food Packages Improved Availability and Variety of Healthy Foods in Small Grocery and Convenience Stores in Connecticut

CHANGE IN "HEALTHY FOOD SUPPLY" SCORE*

■ WIC-authorized stores ■ Other stores



- Growth in WIC benefit redemption, especially the fruit and vegetable voucher.
- Improved WIC enrolment rates, especially for children and pregnant women.
- Overall, better client service and satisfaction.
- Healthier food environments for the community, as a whole. If a store is a WIC vendor, the healthy foods options offered to meet WIC eligibility, will be now be available to all patrons.

PARTNERING WITH THE HEALTHY CORNER STORE INITIATIVE

BEFORE



AFTER



BARRIERS



- WIC vending team & storeowner capacity
- Storeowners unfamiliar with the program
- Limited training and technical assistance available
- WIC reimbursement scheme
- Penalties
 - \$ for inspection failure
 - 6 months to reapply
- Food distribution system
- Changing brands and sizes
- Limited profit for storeowners
- Mismatched perceptions of program value

MAKING THE HEALTHY CHOICE THE EASY CHOICE

POLICY CHANGE



ENVIROMENTAL CHANGE



SYSYTEM CHANGE



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