



# SHOPPING EXPERIENCE – Guiding from Our Own Experiences



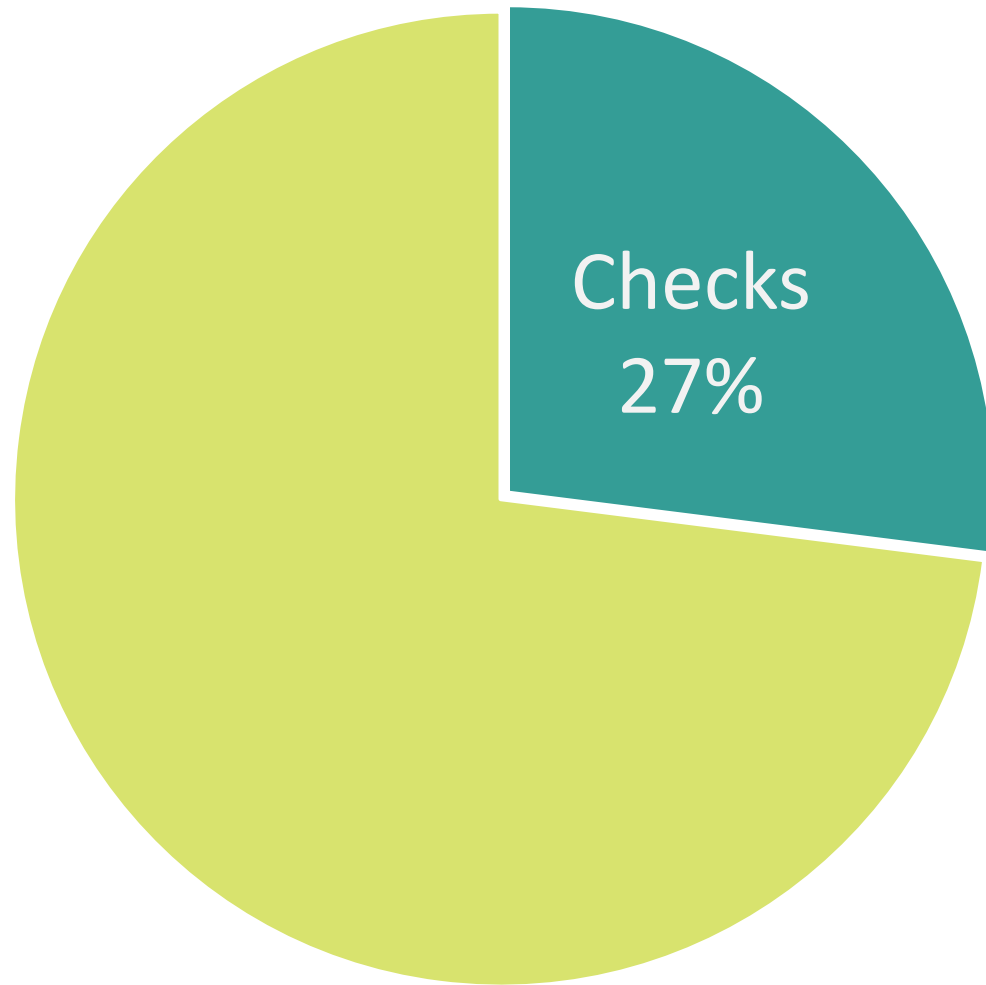
BACKGROUND



## Purpose

Enhance staff knowledge and skills about WIC foods and using WIC cards

# Participant Feedback



## Participant Email

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I was extremely **frustrated** with my WIC shopping and sadly it is a common occurrence almost every time I use my WIC checks.

It makes me seriously **wonder if the program is worth it** for us.

The extra food each month is definitely a blessing, but my children come out feeling **defeated** and asking why we get **treated so badly** when we use WIC and not when we buy regular groceries.

It **makes me want to cry** to see them **feeling like they are of less value** than other shoppers!



frustrated

wonder if the program is worth it

defeated

treated so badly

makes me want to cry

feeling like they are of less value





Better able to teach what  
we experience ourselves



# Project

Every staff person

Visit Stores

Shop as participants





OPPORTUNITIES



How can we maximize shopping improvements?

How can we help staff support participants?

# Opportunities

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## 1 State Staff

- Awareness of Client Experience
- Policies Reflect Understanding
- Build Empathy
- Informed Material Development

## 2 Local Staff

- Awareness of Client Experience
- Build Empathy
- First-hand Knowledge
- Informed Card Education

## 3 Stores

- Transaction experience
- Identify missing foods on APL
- Helps ensure store systems are set up
- Tool and training development



PROCESS

# Shopping Experience Process

Shop with participant shopping tools



Foods donated



Staff receive a card loaded with benefits





## State staff load limited food package on card

36 oz cereal

1lb dry beans/peanut butter

32 oz whole grains

64 oz juice

Date: 99999999  
 Family ID: 12049878931  
 Head of Household: Jones, Jennifer S  
 Participant Names: Jones, Jennifer S  
 Jones, Jamie L

Benefit Balance:

Benefit Month	Serial Number	Quantity	UOM	Food Item Description
10/14/2019	thru			
10/14/2019	100057901	64 oz	1 lbs	Juice - All categories - 16 oz frozen or 64 oz carton
		36 oz	2 lbs	Dry legumes or dry peas (pre-humidified)
		36 oz	2 lbs	Cereal (Adult) - all authorized hot and cold
		2 lbs		Whole Wheat Bread or Whole Grains



Washington State Department of Health  
 WIC Nutrition Programs  
 1700 Box 47025 - Building 1112  
 Olympia, WA 98504-7800

Information About the Organization Receiving the Donation

Name of Organization: \_\_\_\_\_  
 Address of Organization: \_\_\_\_\_  
 Phone # of Organization: \_\_\_\_\_

Qty	Weight/Size	Description Product name & expiration	Check Expiry date
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Signatures

Organization Representative's Signature: \_\_\_\_\_  
 Organization Representative's Printed Name: \_\_\_\_\_  
 WIC Investigator's Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

- Clinic Packets include:
- WIC Card and Shopping List
  - Shopping Guide
  - WICShopper App Instructions
  - Donation Form
  - Washington WIC Shopping Tips



# Evaluation





FEEDBACK



“All staff were really happy with their experience overall. We were able to debrief after the fact and learned a lot from how it went for each team. Well worth the work that goes into it.”

The transaction was easiest. Several store staff came to watch and we had a long and very detailed conversation and plan to continue working together. I would highly suggest having local staff meet with their vendors.”





“The checkout experience was really easy once the checker understood what we were doing. The checker was pretty surprised at how easy it was for him as well.”

“Knowing what specifically you could get, there is so much to choose from, had to double check the book a few times...app was helpful for this as well”

“Making sure to get the right sizes to get the most of our WIC benefits.”





“Barcode scanning was very useful and processed quickly. (Less practical when shopping with kids, though.) We shared the tool with cashiers. Shopping tips helped us interpret the receipts since each store had a slightly different version. The shopping list helped us know what which items we needed to buy.”

“I only used the shopping app and shopping tips. Both were helpful, but I don't know about the others as I did not use them. The guide is good though to show different options/flavors of certain foods.”







“I do think that the if the shopping app was linked to the client's shopping list, and actually showed what of their benefits was available at any time would be very, very nice. It'd save time of both the WIC staff's end and the client's end.”

“That if they have a smart phone, to down load the app as it was very helpful. By scanning we were able to determine that in fact the item we wanted was a WIC food.”

“If you get an item that is not WIC-eligible, you will be charged. Make sure to check the WIC receipt before completing check-out.”





“Having the stores put WIC approved on ALL items that are approved on the items of the shelves.”

“It would be nice to have their benefit balance on the WIC shopper app vs the capture benefits.”

“Make receipts clearer at all stores.”

Vendor recommendation:  
Send WIC staff through  
the process twice. The  
store felt it would really  
help them be prepared to  
help WIC clients when  
issuing cards. They'd have  
a much better  
understanding of the  
process.





CONCLUSION

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<https://www.doh.wa.gov/YouandYourFamily/WIC>



@WADeptHealth

