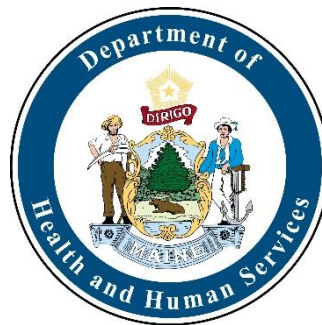


# Maine EBT Retailer Enablement

Ginger Roberts-Scott  
September 19, 2019



# Grant Requests for Proposal

## Maine

- 240 retailers
  - 30-70 not integrated
- 8 local agencies
- 60 clinic locations
- 16 counties

# Disclaimer

- This process is included in a planning document and not yet approved by FNS
- Lots of material from Minnesota and Vermont- Thank you to both states.

# Examples

## Contact Procurement Office in your state

- Public Safety
- Child Development
- Inland Fisheries and Wildlife
- Conservation
- Governor's Bicentennial Celebration 2020
- Education
- Conservation

# Vendor Requirements

## Minimum Requirements:

All stores must meet these requirements:

- Currently WIC authorized
- Not currently capable of integrated eWIC, as determined by the store's VAR or by Solutran
- Proposed system must already be certified with Solutran

# Vendor application

- Does the store have an integrated electronic cash register and point of sale (IECR/POS) system? Yes No
- If yes, please complete the following questions.
- IECR/POS Name: \_\_\_\_\_  
Version: \_\_\_\_\_
- IECR/POS Provider: \_\_\_\_\_  
Store Contact Person Name: \_\_\_\_\_
- Phone, including area code: \_\_\_\_\_
- Email: \_\_\_\_\_

# Vendor application continued

## Stand Alone (SA) Device Details

- Does your store currently process Debit/Credit purchases on a Stand Alone (SA) Device separate from your store's cash register system? Yes No
- Does your store currently process SNAP on this same SA device? Yes No
- Stand Alone Provider Name: \_\_\_\_\_
- Provider Contact Person Name: \_\_\_\_\_
- Phone: \_\_\_\_\_
- e-Mail: \_\_\_\_\_
- If no on #2, Does your store have a separate SA device to process SNAP? Yes No
- Provider Name: \_\_\_\_\_ Provider Contact Person Name: \_\_\_\_\_ Phone: \_\_\_\_\_
- Email: \_\_\_\_\_

## Internet/Phone Connectivity Details

- Does your store currently have a high-speed internet connection? Yes No
- Please describe the type of internet access (example DSL, Satellite, Dial up, etc.)  
\_\_\_\_\_
- If Yes, Internet Provider Name: \_\_\_\_\_
- If No, how do you plan to connect to process transactions? \_\_\_\_\_
- \_\_\_\_\_

# Grant Requests for Proposal

## Determine Eligible Amount

- Needed for participant access, 1 Register – up to \$10,000
- Needed for participant access, 2+ Registers – up to \$15,000
- Not needed for participant access, 1 Register – up to \$3,000
- Not needed for participant access, 2 Registers – up to \$5,000
- Not needed for participant access, 3+ Registers – up to \$15,000



# Questions?

**April Richmond**  
**EBT Project Manager**  
**[April.j.richmond@maine.gov](mailto:April.j.richmond@maine.gov)**

**Ginger Roberts-Scott**  
**Director**  
**[Ginger.Roberts-scott@maine.gov](mailto:Ginger.Roberts-scott@maine.gov)**



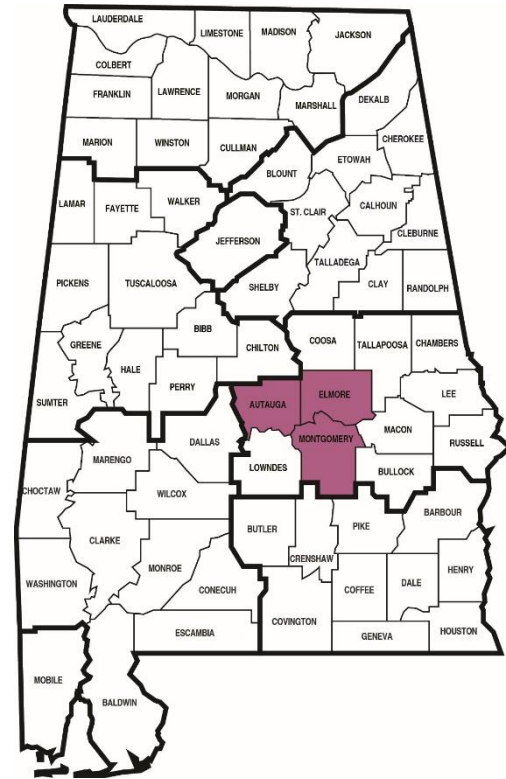
# **Alabama eWIC Implementation Lessons Learned**

# Alabama WIC Program Overview

<b>Caseload</b>	<b>115,000</b>
<b>Number of Clinics</b>	<b>97</b>
<b>Authorized WIC Vendors</b>	<b>637</b>
<b>WIC Management Information System</b>	<b>Crossroads</b>

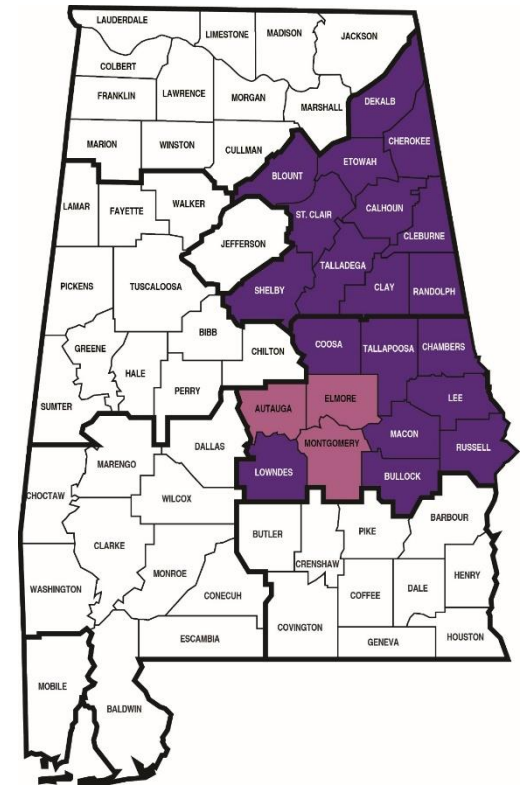
# Phased Pilot

**March 18, 2019: Phase 1**  
**Autauga, Elmore**  
**and**  
**Montgomery Counties**



# Phased Pilot

**April 1, 2019: Phase 2**  
**Rest of East Central**  
**and**  
**Northeastern District**

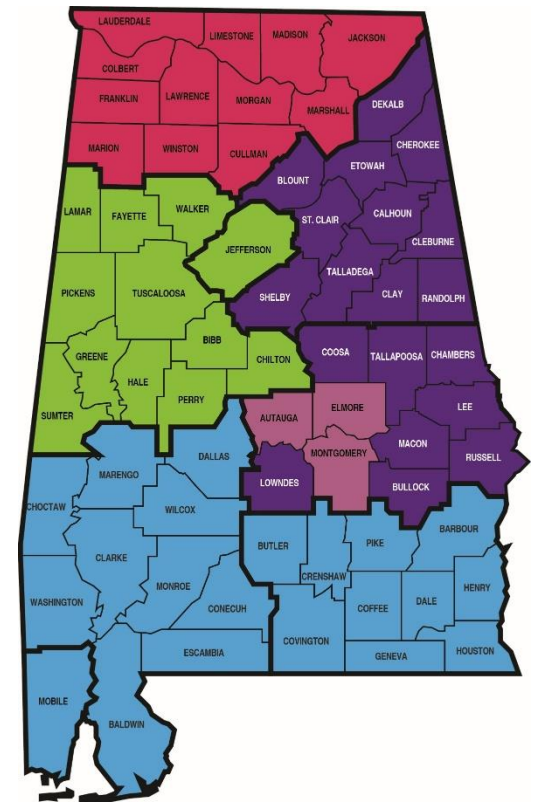


# Rollout

**June 10, 2019:**  
**Northern District**

**July 1, 2019:**  
**West Central District &  
Jefferson County**

**August 5, 2019:**  
**Southwestern and  
Southeastern Districts &  
Mobile County**



# Alabama's eWIC Card



# IT Lessons Learned



# Requirements Development

- Know your Interface Control Document (ICD)
- Verifying requirements took longer than anticipated

# Connectivity Testing

- Also took longer than anticipated...
  - Involved multiple schedules
  - Encountered unexpected issues
  - Departmental security requirements

# APL File Production

- Know the reasons behind your food setup
- Be prepared to defend your decisions

# Clinic Lessons Learned

# Smoother than Anticipated Rollout

- Branded eWIC through clear messaging
- Provided clinics promotional material 6 and 3 months out from their rollout
- Utilized Facebook and the Alabama WIC App

**COMING SOON!**



### SAFE

**No more paper checks!**

Your Alabama eWIC card will replace your food instruments.

### SIMPLE

**Easy Checkout!**

Your Alabama eWIC card will work just like a debit card.

### CONVENIENT

**Buy only the food you need when you need it.**

See your benefits balance on your WIC shopping list or shopping receipt.

### LEARN MORE

Ask about Alabama eWIC at your local WIC office.

[alabamapublichealth.gov/WIC](http://alabamapublichealth.gov/WIC)

This institution is an equal opportunity provider.

## ATTENTION WIC SHOPPERS!



**Your family will get an Alabama eWIC Card Soon!**



Each family will be issued one eWIC card.

(parent/guardian)

must come to the next appointment to sign for the eWIC card.

The eWIC card cannot be issued to proxies.

### At your next visit you will:

- Receive your family eWIC card
- Learn how to select your 4-digit PIN
- Learn how to shop with the eWIC card

### Please allow more time for this visit

Learn more about Alabama eWIC at

[alabamapublichealth.gov/WIC](http://alabamapublichealth.gov/WIC)

or ask about it at your local WIC office.

This institution is an equal opportunity provider.



# Healthy Foods Healthy Future

Alabama WIC Program  
1-888-942-4673

ALABAMA  
PUBLIC  
HEALTH

## How to Read Your eWIC Receipt

FOOD	BENEFIT BALANCE:	IS EQUAL TO:
Milk or Lactose Free Milk (Whole or 1% or Fat-Free)	1 Gallon 0.5 Gallon	1 Gallon or 2 half gallons (specified type) 1 half gallon
Soy Milk	1 Gallon	2 half gallons
Cheese	1 Pound	16 oz package
Yogurt (Whole or Low Fat/Non Fat)	32 Ounces	32 oz package (of specified type)
Eggs	1 Dozen	1 Dozen
Cereal	36 Ounces	36 oz*
Infant Cereal	24 Ounces	Three 8 oz containers or One 8 oz and One 16 oz

**If card is lost, stolen or damaged,**  
**call eWIC Customer Service:**  
**1-855-279-0683**

Buying, selling, or otherwise misusing WIC benefits is a crime.

This institution is an equal opportunity provider.

Alabama **wic**



Parent / Legal Guardian / Participant

Family ID

### Appointments

Date	Time	Bring Child (Names)

**ePASS**

Go to [wichealth.org](http://wichealth.org) before and complete a nutrition lesson of your choice.

Call the clinic that day at \_\_\_\_\_ and tell them you've completed your lesson.

Clinic will verify that you completed the lesson and load more benefits onto your eWIC card.

This institution is an equal opportunity provider.

## Staff Countdown to eWIC

- One Page
- Concise Messages
- 8 Messages
- Sent weekly beginning eight weeks out from their rollout date



## What's New with eWIC?



vs.



Paper	eWIC
Food instruments	eWIC card
Orange card (ID folder)	Not required, can use eWIC Clinic ID
Signature on orange card	No signature
Signature on food instruments (at store)	eWIC card and PIN #
Manual food instruments	None
Proxies ID required when shopping	eWIC card and PIN #

### No More...

- ◆ Completing manual food instrument inventory and reconciliation procedures.
- ◆ Ordering food instrument supplies such as blank stock, printer cartridges, orange cards and plastic sleeves.
- ◆ Tearing food instruments apart for each participant each month.
- ◆ Voiding food instruments in hand, reconciling Food Instrument Void History Report and returning food instruments to the State WIC office will end 3 months after eWIC starts.

### Advantages of eWIC:

- ◆ Easy checkout. The eWIC card will work just like a debit card.
- ◆ Participants buy only the food they need when they need it.
- ◆ Participants may only purchase WIC approved foods that are included in their family's food prescription.
- ◆ Some formula changes may be done over the phone. For example:
  - Contract to contract formula changes after issuance.
  - Enfamil Infant powder (default) is loaded to the eWIC card in error instead of the prescribed infant formula.



### Education is Key!

- ◆ Successful eWIC implementation depends on excellent participant education.
- ◆ Future "Staff to eWIC Countdown" messages will help prepare staff for this.

## Getting Started with eWIC

### First things First...the PIN!

- ◆ Instruct the participant to set their Personal Identification Number (PIN) by calling eWIC Customer Service at 1-855-279-0683. The eWIC card cannot be used without a PIN.
- ◆ Let the participant know that they will need the 16 digit eWIC card number, name of primary cardholder, and the date of birth and zip code of the primary cardholder.
- ◆ Inform the participant that PIN must be a 4-digit number that is easy for them to remember but hard for others to guess.
- ◆ Instruct the participant not to write their PIN on their eWIC card.



Let's get excited, eWIC is almost here!



### Using the Card in the Store:

- ◆ Inform the participant that it is best to know their benefit balance when they go to the store. They can check their benefit balance at [www.WICConnect.com](http://www.WICConnect.com) or by calling eWIC Customer service at 1-855-279-0683.
- ◆ Encourage the participant to separate WIC foods from non-WIC foods.
- ◆ Instruct the participant to **swipe their eWIC card first**. If another form of payment is used first, eWIC cannot be used for that transaction. After the eWIC card is swiped, the participant should enter their 4-digit PIN when asked.
- ◆ Instruct the participant to keep their receipt. It shows their benefit balance.

## On-site Support

- Provided on-site support for the first two days of rollout
- Support included State WIC Staff and District Nutrition Directors
- Assisted local clinic staff with the initial transition

# Vendor Lessons Learned

# Mapping Price Look Up (PLU) Codes

- New concept for most of our vendors
- Bigger challenge than anticipated
- Continues to cause problems



# Training and Point of Sale Systems

- Obtained training guides from POS providers
- Obtained training materials from corporate vendors

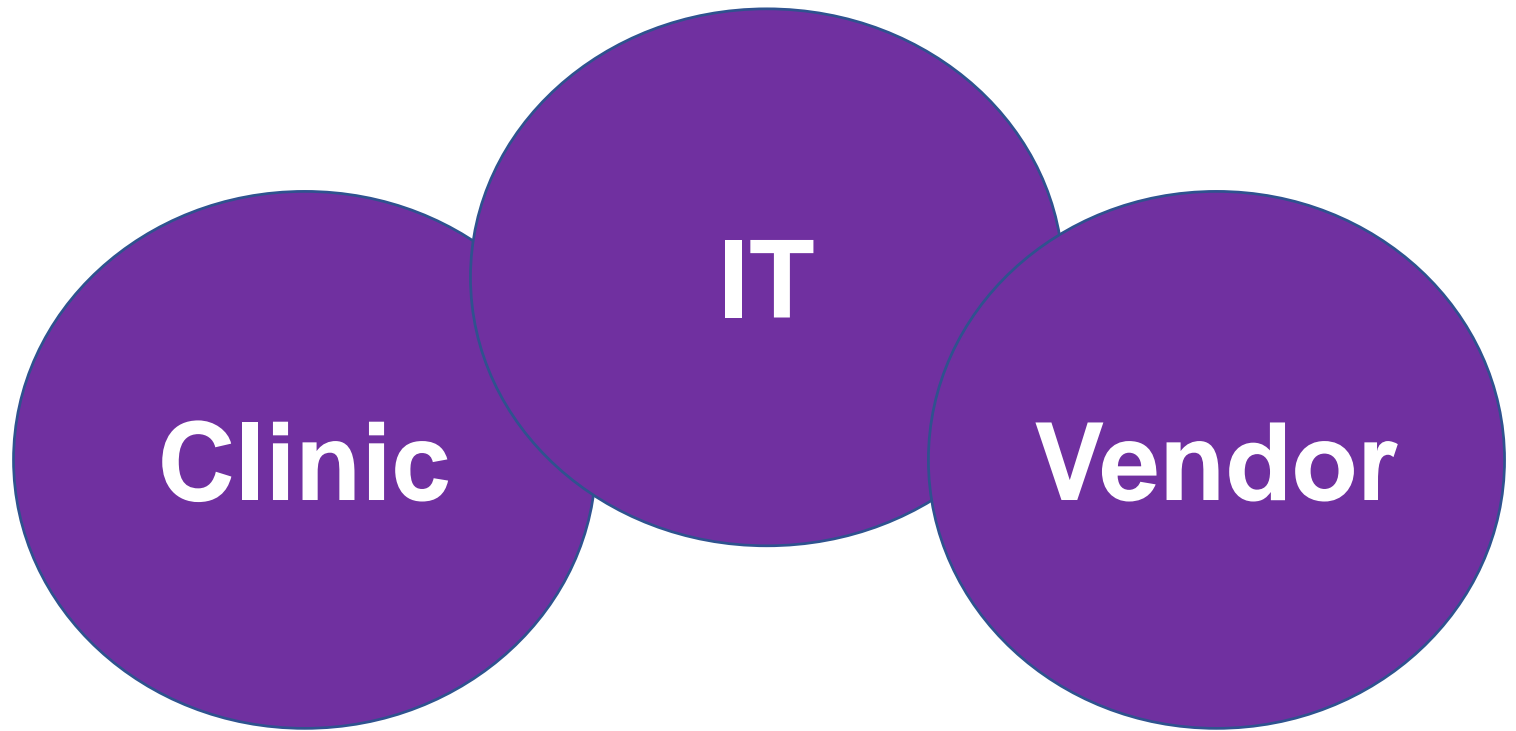
# Surprises

- Vendors had been allowing “a lot” of incorrect WIC items to be purchased
- Level III went much better than anticipated
- Low call volume to the State WIC Office

Oh No! System Down?



**Teamwork = Success**





# Questions



# eWIC Statewide Since March 2016

- **51,000 families**
- **520 vendors**
- **31 stand-beside vendors**

## Notable Characteristics

- Allow issuance of 2 cards per household
- Formula Warehouse
- Card replacement by mail



# eWIC Shopping Challenges



# Food List Updates

- **Local Agency Staff Survey in 2018**
- **Asked “What would make the Food List easier to use or understand?”**



## FOOD LIST

A guide to the Oregon WIC approved foods



**GROWING HEALTHY FUTURES**

EFFECTIVE FEBRUARY 1, 2019



# Food List Updates

## Updated format and pictures on Yogurt page

Lowfat or Nonfat Yogurt (children 2 years and older, women)		
 <ul style="list-style-type: none"> <li>• Nonfat, plain</li> <li>• Nonfat, vanilla</li> <li>• Nonfat, strawberry</li> <li>• Nonfat, peach</li> <li>• Lowfat, plain</li> </ul>	 <ul style="list-style-type: none"> <li>• Nonfat, plain</li> <li>• Lowfat, plain</li> <li>• Lowfat, vanilla</li> <li>• Lowfat, strawberry</li> <li>• Lowfat, strawberry-banana</li> </ul>	 <ul style="list-style-type: none"> <li>• Fat free, plain</li> <li>• Fat free, vanilla</li> <li>• Lowfat, plain</li> <li>• Lowfat, vanilla</li> </ul>
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# Applied the Yogurt page changes to Cereal and Juice

## Cold cereal

**BUY** 12 oz. size or larger

Kellogg's		
 <b>W</b>		 <b>F</b>
All-Bran Complete Wheat Flakes	Corn Flakes (original)	Special K (original)
 <b>W</b>	 <b>W</b>	
Frosted Mini Wheats (original)	Frosted Mini Wheats (Little Bites)	Rice Krispies (original)
General Mills		
 <b>G</b>	 <b>G</b>	 <b>G</b>
Rice Chex	Corn Chex	Vanilla Chex
 <b>G</b>	 <b>G</b>	 <b>F</b> <b>W</b> <b>G</b>
Blueberry Chex	Cheerios (plain)	Multi Grain Cheerios (original)

## Bottled juice

**BUY 100% JUICE**

- 64 oz. plastic bottles only
- Added fiber, vitamins, and minerals are OK
- Choose from these brands and flavors only:

1 CTR =  
64 oz.  
bottle



Juicy Juice  
Any flavor



Campbell's  
Tomato (regular  
and low sodium)



Langers  
Any flavor  
100% juice



Tree Top  
Any flavor  
(except  
3 Apple Blend  
or Honey Crisp)



Cranberry,  
cran-grape  
and  
cran-raspberry

Best Yet, Essential  
Everyday, Food Club,  
Great Value, Kroger,  
Signature Select



Orange  
Any brand



Grapefruit  
Any brand



Apple  
Best Yet, Essential



Vegetable



Grape (purple or white)  
Best Yet, Essential

# Food List Updates

## Updated Milk section to provide shopping help

- Type of milk by age
- Partial gallons

### Milk

#### Shopping for milk

All WIC milk is pasteurized and has Vitamin D added.

#### ☑ BUY

- Any brand
- Skim Delux, Ultra, Creamy, Royale, Supreme, etc. are OK

Buy the type of milk listed on your benefit list:

- **1% Lowfat or Fat Free Milk** - for women and children 2 years and older (Fat free and skim milk are the same)
- **Whole milk** for children 1 year of age

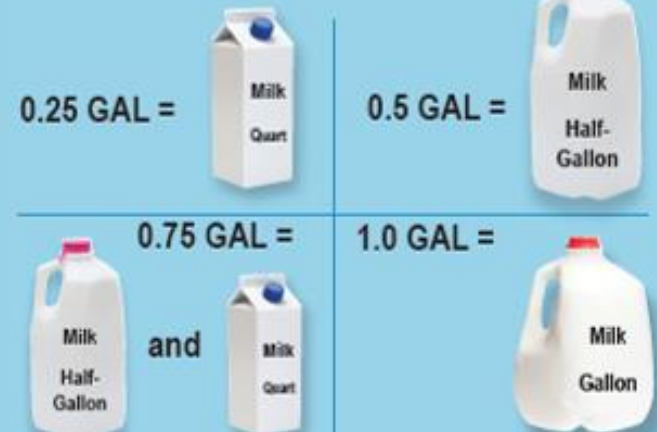
#### ⊘ DON'T BUY

- No rice milk, almond milk, buttermilk, flavored milk, raw milk, or A2 milk
- No organic
- No added Omega-3 or Vitamin E
- No specialty items like glass bottles

**Talk with your WIC clinic to get these items instead of milk (any brand):**

- Acidophilus milk
- Dry non-fat milk (25.6 oz. size)
- Lactose-free milk
- Evaporated milk (12 oz. can)

#### Examples of ways you can combine milk container sizes





# Whole grains Whole wheat bread

## Shopping for whole grains

Enjoy a variety of whole grains! WIC offers:

- 100% whole wheat bread
- Soft corn tortillas
- Whole wheat tortillas
- Whole wheat pasta
- Oats
- Brown rice
- Bulgur

- The total amount of grains you can buy is shown on your benefit list.
- If you have enough whole grain benefits, you can buy more than one type of grain at a time. For example, if your benefit list says you have **32 oz. of whole grains**, you could buy:



16 oz.

AND



16 oz.

## Added summary to beginning of Whole Grains section



## ☑ BUY

- Any brand
- Quick, rolled, and old-fashioned oats are OK
- Gluten-free oats are OK

## ⊘ DON'T BUY

- No instant (when buying as a whole grain)
- No organic or bulk
- No steel-cut, Irish, or Scottish oats
- No added sugar, fat, oil, or salt

# Oats



## With WIC benefits, is oatmeal a cereal or a whole grain?

- Oats in a box, bag, or tub are a whole grain benefit
- Instant oatmeal in single-serving packets are a cereal benefit

**Updated  
explanation  
of Oats as a  
cereal vs. a  
whole grain**

# Changed order of foods on MIS Benefits List to match Food List

## WIC Benefits List

Benefits Available as of 09/04/2019 1:17 PM

WIC Family ID: 782106

First Cardholder: Sample, Sara

Second Cardholder: Sample, Steve

Benefits for: 09/04/2019 through 09/30/2019

Family Member/s: Sample, Sara - WP

Sample, Suzy - IB7-12

Sample, Sam - C1

Quantity	Unit	Food Item Description
20	\$\$\$	Fruit and vegetables - fresh / frozen
48	OZ	Whole grains
4.5	GAL	Fat free or 1% milk
3.25	GAL	Whole milk
2	LB	Cheese
1	CTR	Lowfat or nonfat yogurt
2	DOZ	Eggs - large
2	CTR	Peanut butter / dry or canned beans
1	CTR	Beans, dry or canned
72	OZ	Cereal - hot / cold
2	CTR	64 oz bottle juice
3	CTR	11.5 to 12 ounce frozen juice
128	OZ	Baby food - fruit / vegetables
24	OZ	Baby cereal

## Approved Food List

Fruit & Vegetables .....	3
Whole Grains .....	4
100% whole wheat bread .....	4
Corn tortillas .....	5
Whole wheat tortillas .....	5
Whole wheat pasta .....	6
Oats .....	6
Brown rice .....	7
Bulgur .....	7
Milk .....	8
Soy beverage .....	9
Goat milk .....	9
Cheese .....	10
Yogurt .....	10-11
Tofu .....	12
Eggs .....	12
Peanut butter .....	13
Dry peas, beans, and lentils .....	13
Canned beans .....	13
Canned fish .....	14
Cold cereal .....	15-17
Hot cereal .....	18
Bottled juices .....	19
Frozen juices .....	20
Baby food .....	21
Fruit & vegetables .....	22
Meat .....	23
Cereal .....	23

# Food List Updates

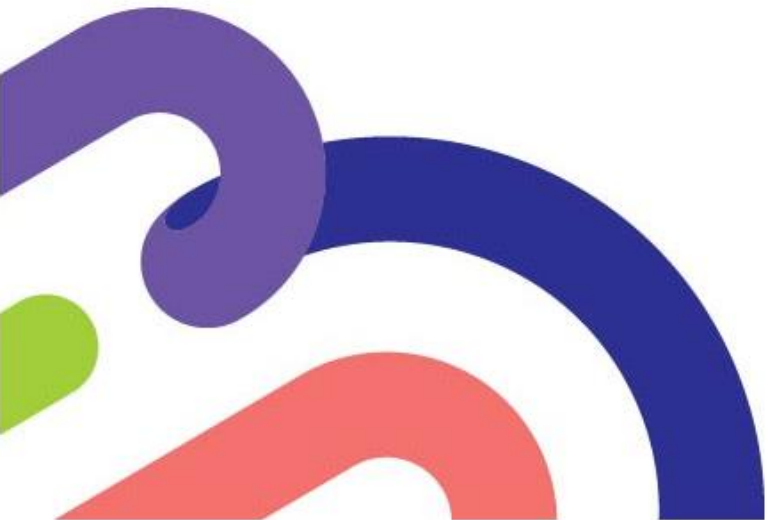
**Added picture  
and description  
of WICShopper  
app**

Dry peas, beans, and lentils .....	13
Canned beans .....	13
Canned fish .....	14
Cold cereal .....	15-17
Hot cereal .....	18
Bottled juices .....	19
Frozen juices .....	20
Baby food .....	21
Fruit & vegetables .....	22
Meat .....	23
Cereal .....	23



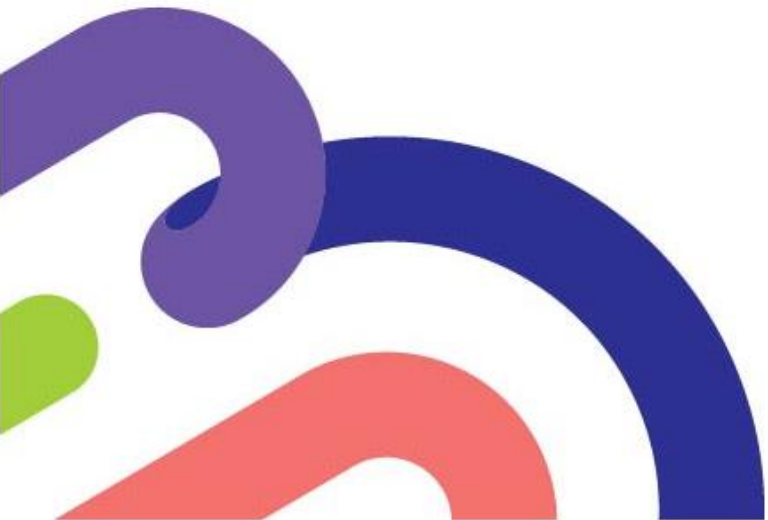
**If you have a smartphone, use  
the FREE WICShopper app!**

Use the app to scan foods as you shop, check your balance, access the Approved Food List, get recipes, and more! Be sure to register your eWIC card with the app so you can check your benefits from your phone.





# WICShopper App

Worked with  
manufacturers and  
JPMA to populate  
app with yogurt  
pictures









Verizon LTE 8:46 AM

[Back](#)  

**Available WIC Items**  
**1 CTR Low or nonfat yogurt**

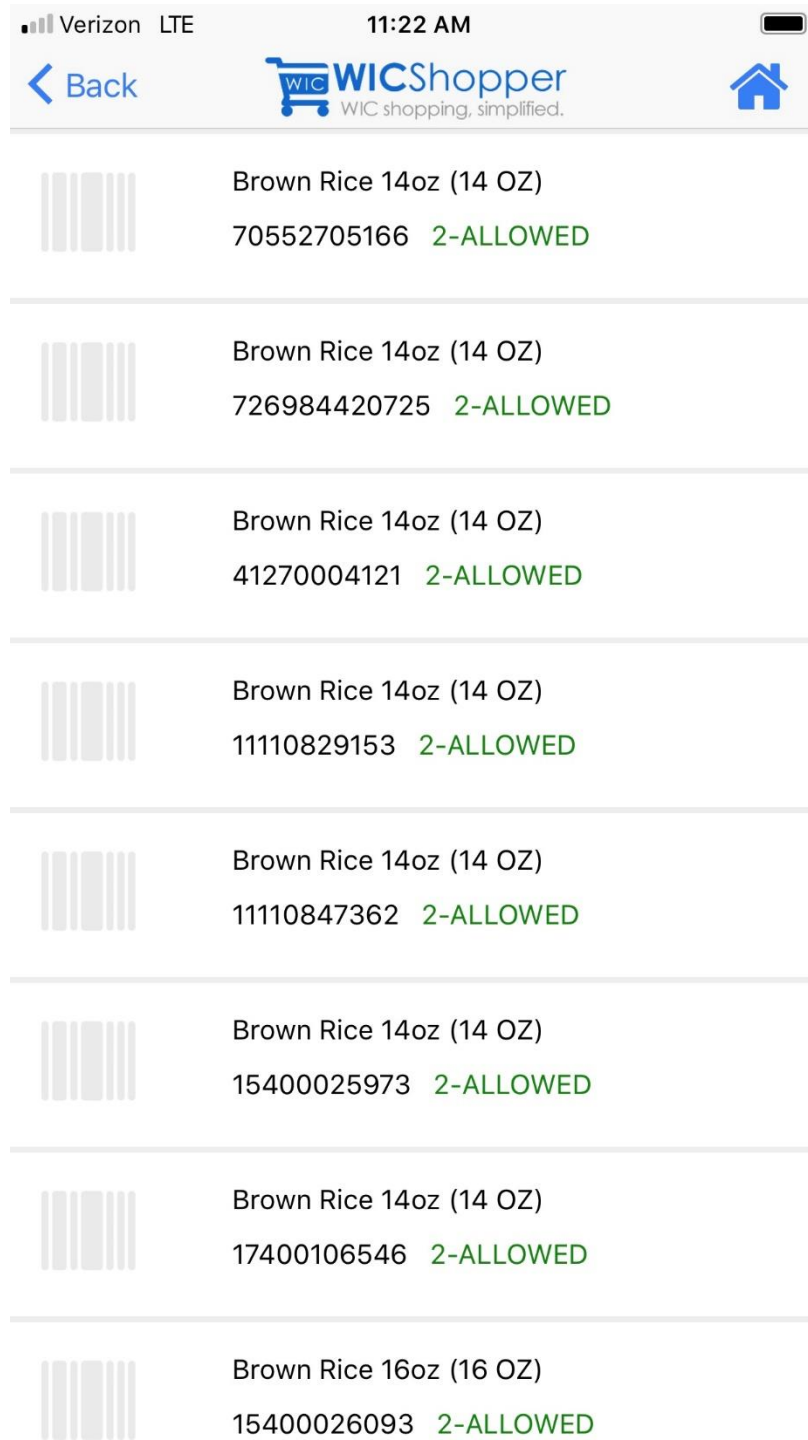
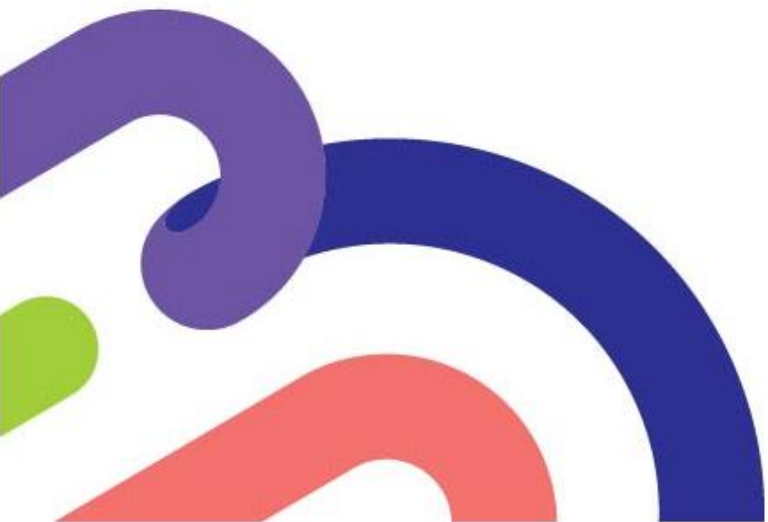
Search by item number or name...

	Chobani Greek Yogurt Non-Fat Plain 894700010137 1-ALLOWED
	Chobani Greek Yogurt Strawberry Blended 894700010267 1-ALLOWED
	Chobani Greek Yogurt Vanilla Blended 894700010144 1-ALLOWED
	Dannon Lowfat Yogurt Plain 32 Oz 36632002020 1-ALLOWED
	Dannon Lowfat Yogurt Vanilla 32 Oz 36632002105 1-ALLOWED
	Dannon Nonfat Yogurt Plain 32 Oz 36632002518 1-ALLOWED

# WICShopper App

Next up:

Improving our  
UPC descriptions  
to include brand  
names, be more  
specific





# PINs

- **Can be problematic**
- **Cardholder's DOB vs. child's**
- **Our MIS cardholder screen requires hand entry of DOB**





# PINs

- **Further complicated by offering 2 cards per family (still worth it though!)**
- **In the process of purchasing PIN devices for clinics**





# Issues at Checkout

- **APL downloads**
- **WIC “flag” in store system**
- **Produce mapping**
- **Mid-transaction receipt**
- **Issues with coupons, discounts, promotions**



# Updated Vendor Trainings

- **Offer additional in-lane training for cashiers**
- **Customized based on type of system**
- **Improves collaboration between WIC and vendors**
  - **Evaluation in the works**



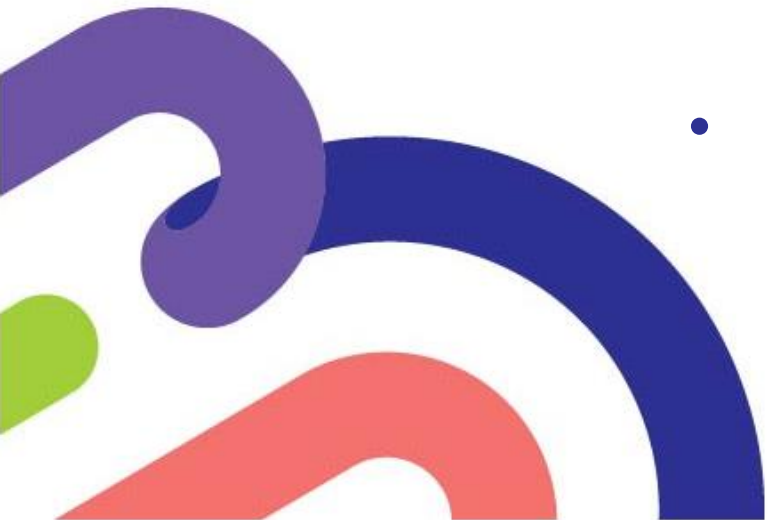
# Staff Shopping

- **Extremely valuable!**
- **Ideally before Rollout**
- **Adding to new staff training (State and Local Agency)**



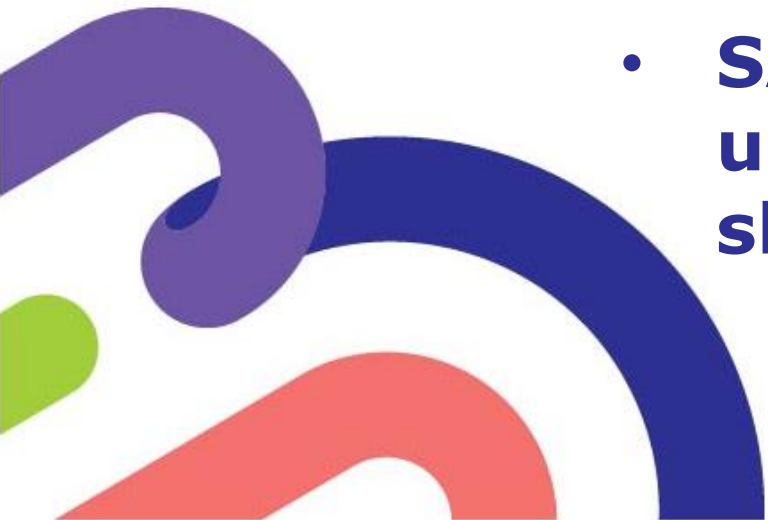
# Shopper Answer Line (SAL)

- **To assist with shopping issues as they are occurring**
- **Staffed by State WIC Vendor Team**
- **Piloted in one local agency**
  - **May–December 2018**



# Shopper Answer Line (SAL)

- **Pilot showed need for improved shopper ed for participants and local staff**
- **Plan to roll out statewide**
  - **SAL data will be used to update Intro to WIC and shopper ed resources**



# New Pregnant Shopper Research Project

## To assess:

- Shopping education received at the clinic
- How they prepared for their first shopping trip
- What their experiences were



# New Pregnant Shopper Research Project

## To identify:

- Common challenges
- Successful strategies

## And apply them to:

- Trainings, materials, etc.
- Clinic QI projects





# Shopping Tips

- **Use Food List, shelf tags, app to confirm eligible WIC foods**
- **Pick out just a few items on first shopping trip**
- **Separate WIC foods from other shopping, at least initially**





# Shopping Tips

- **Use employee discounts, \$ off your total purchase, Bottledrop, Coinstar, etc. after eWIC is tendered**
- **If something does goes wrong, check balance to see if items have been removed**



**Questions?**

