



# WIC AND RETAIL PARTNERS SUMMIT: TEAMING UP TO IMPROVE THE WIC SHOPPING EXPERIENCE

COX CONVENTION CENTER, OKLAHOMA CITY, OK  
SEPTEMBER 16, 2019

*What actions, if taken, would eliminate the barriers to a successful WIC shopping experience?*

## AGENDA

- 7:45 - 8:30AM**      **REGISTRATION AND COFFEE/REFRESHMENTS**
- 8:30 - 8:50AM**      **WELCOMING REMARKS AND SETTING THE STAGE FOR THE SUMMIT**  
Dave Thomason, NWA Vendor Business Task Force and Kansas WIC
- 8:50 - 9:00AM**      **REMARKS FROM USDA**  
Amy M. Herring, Supplemental Food Programs Division, Supplemental Nutrition & Safety Programs, USDA Food & Nutrition Service
- 9:00 - 9:15AM**      **AGENDA REVIEW**  
Selma Abinader, Abinader Group
- 9:15 - 10:00AM**      **TABLE TEAM ACTIVITY: CONSIDERING THE FOCUS QUESTION**  
Each team member will share what the focus question means to them. Tables will then report out to the full group.
- 10:00 - 10:45AM**      **PRESENTATION: OPPORTUNITIES FOR MAXIMIZING WIC REDEMPTIONS BY IMPROVING THE SHOPPING EXPERIENCE**  
William Kaericher, ADK Strategy Group; Elisabet Eppes, National WIC Association.  
  
The speakers will discuss what the data on WIC redemptions tells us about room for growth for WIC-authorized retailers as well as what the latest qualitative research tells us about WIC shopping challenges for WIC participants and staff members as well as frontline retail employees and other members of the retail community. There will then be time for Q & A.
- 10:45 - 11:00AM**      **BREAK**

**11:00AM -  
12:00PM**

### **FACILITATED BREAKOUT GROUPS: IDENTIFYING BARRIERS**

In Breakout Groups, attendees will reflect on the data presented at the prior session to identify the barriers to a successful WIC shopping experience for WIC participants, staff members, frontline retail employees and other members of the retail community.

**12:00 -1:15PM**

### **LUNCH ON YOUR OWN**

**1:15 - 2:15PM**

### **PRESENTATION: EFFECTIVE STRATEGIES AND NEW IDEAS FOR IMPROVING THE SHOPPING EXPERIENCE**

Kelly Ward, Meijer; Molly De Marco, University of North Carolina at Chapel Hill; Amy Duncan, CDP, Inc.

The speakers will describe various WIC clinic and retailer strategies aimed at improving the shopping experience that have been tested in WIC. These strategies include behavioral interventions in stores such as placement of foods, as well as self-check-out, shopping apps, and others. The speakers will also discuss some new ideas for innovations that have yet to be tested in WIC. There will then be time for Q & A.

**2:15 - 3:30PM**

### **FACILITATED BREAK OUT GROUPS: IDENTIFYING AND MAPPING OUT THE MOST EFFECTIVE, VIABLE STRATEGIES**

In Breakout Groups, attendees will reflect on the barriers generated from the morning session and determine the strategies WIC agencies and retailers can work together on to improve the WIC shopping experience. Groups can focus on strategies that have already been tried or new strategies that may not have been tested yet in WIC. Strategies can and should include low-hanging fruit, executive level and on-the-ground changes, collaborative and single party processes. Discussions should also address what training, tools, and ongoing partnerships are needed to operationalize these strategies. Each breakout team will generate at least 1-3 concrete strategies.

**3:30 - 3:50PM**

### **BREAK**

**3:50 - 4:40PM**

### **BREAKOUT GROUP REPORTS**

Each group will share the 1-3 strategies they are recommending to address the barriers to a successful shopping experience. Each presentation will be followed by a brief facilitated discussion. Attendees will ultimately be asked to select 3 strategies that they believe will make the most difference in improving the shopping experience.

**4:40 - 5:00PM**

### **STRATEGY PRIORITIZATION AND NEXT STEPS**

Dave Thomason, NWA Vendor Business Task Force and Kansas WIC