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Services

# TEXAS WIC

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## VENDORS: Enhancing the Shopping Experience



# What I hope to cover

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- SELF IMPOSED
- Business Case
- Training
- New Initiative

# The Shopping Experience



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- Perspective Vendor vs. Participant





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# The issue

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- Participant experience in the grocery store influences:
  - The participants decision to stay on the program (retention).
  - Participant referrals (outreach/acquisition)
  - Participant and Public Perception (P3) of the WIC program (reputation)

# How does Texas compound the problem?

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- Least Expensive Brand (LEB)
- Pink or white sticker
- All or nothing labeling



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# How do I make vendors care about participant experience?

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- Business Case



# Business Case

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- 2 big box vendors



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# Vendor Profiles

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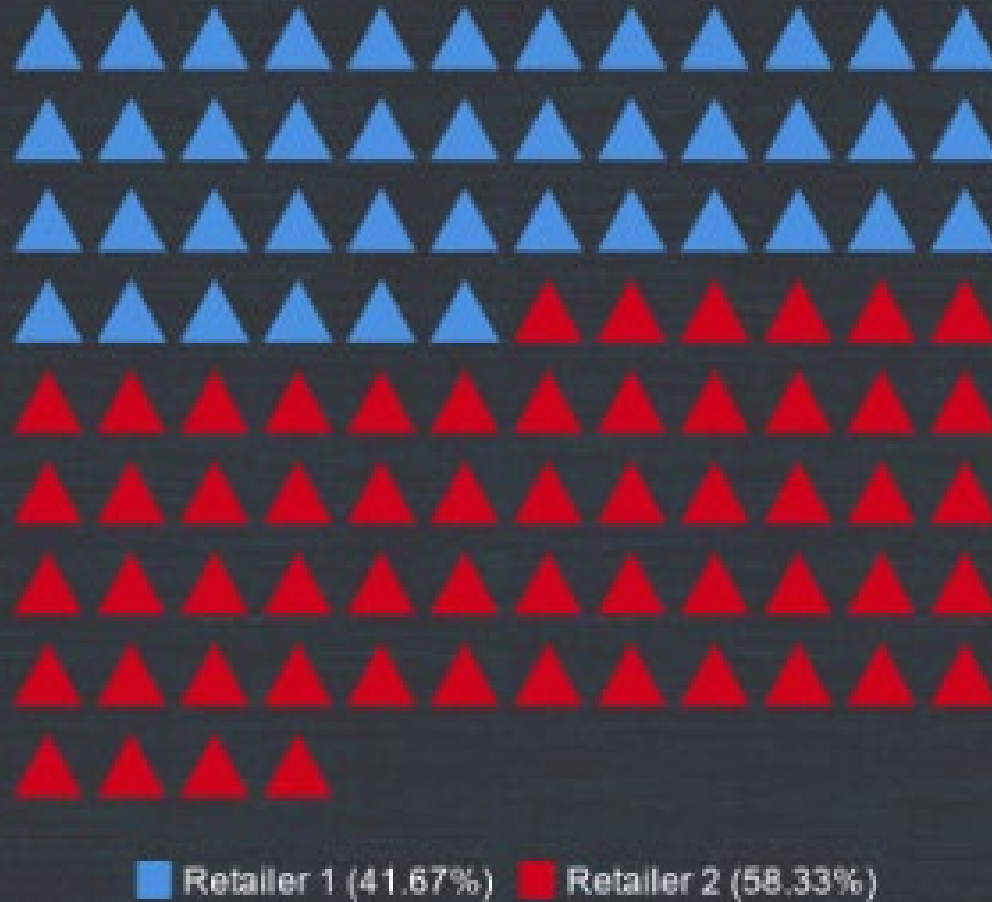
- Capture a significant portion of WIC market
- Vendor 1: 50% more stores
- Income almost identical
- Vendor 2: more income per store





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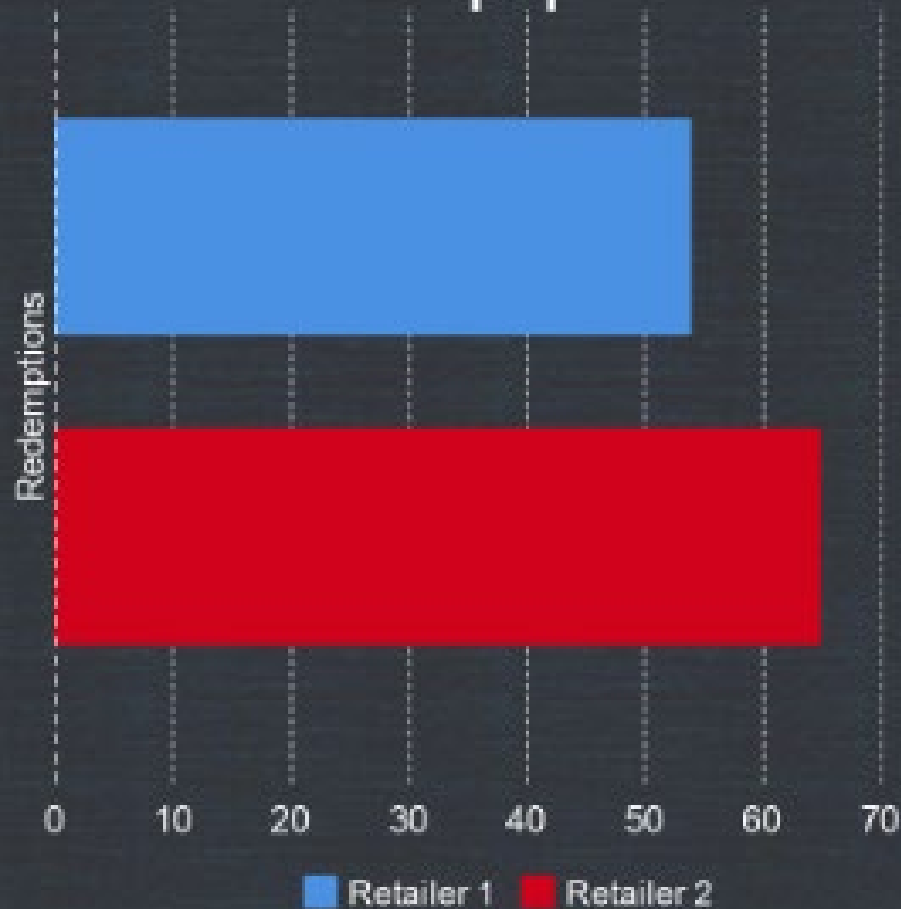
# Exclusive Shoppers





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# Redemptions per Shopper



# So...why does a vendor care?

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- Million dollars left on the table every month.

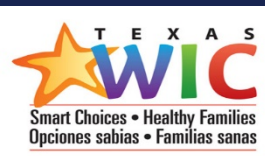


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# TEXAS WIC VENDOR TRAINING

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## LARGE RETAILER TRAINING PROJECT



*Edgar Curtis*  
*Texas WIC Director*  
*Health and Human Services Commission*

# TEXAS WIC VENDOR TRAINING



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WIC Labeling  
WIC Labeling

What should I do if items do not scan?

Begining Balance

Shopping Guide

Size/Brand

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WIC Vendor Training – C  
J...  
W  
J...  
S...  
W  
J...  
S...  
W  
J...  
S...

On-Site Vendor Evaluation Review Form  
WIC Vendor Training – C  
J...  
W  
J...  
S...



Store Receipts  
LEB Labeling Game

## FY19 Approved Foods Shopping Guide

# TEXAS WIC VENDOR TRAINING



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## Shopping Experience



Dragon Fruit



Bagged Oranges  
WIC Shopping  
Guide



Packaged Strawberries

# TEXAS WIC VENDOR TRAINING



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## Knowledge Check and Feedback Surveys

Class  
Before Tra  
After Trai  
nses

WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item
WIC Approved Item	WIC Approved Item

Scores: 50% 63% 75% 80% 100%

Knowledge Check and Results (example)

# TEXAS WIC VENDOR TRAINING



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## Training Successes Future Plans and Initiatives



**Expand to more large retailers**

**Develop Local Agency training**

**Shopping experiences in stores for LA staff**

**Continue to conduct shopping experiences in-store with all**



**Better labeling/ Fewer violations from large WIC Vendors**



**Vendor staff show improvement in understanding WIC compliance through activities.**

**Vendors better understand how to assist WIC participants**

**state agency staff**





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# Marketing Initiatives

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- How do I increase “potential” participant exposure to motivating and effective marketing?
- Rule of 7



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# Thank you

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