



# WIC CVB REDEMPTION |

## Purpose of Journey Map

Provide a training tool for WIC staff to help them better empathize with their clients

Provide a framework for identifying opportunities to make the WIC client journey easier and a more pleasant experience. Ultimately, this would improve the redemption and consumption of healthy WIC foods, particularly the Cash Value Benefits (CVBs) for fruits and vegetables.



## Clinic

The clinic is where the WIC client obtains the "tools" to keep her family healthy. She learns about nutrition, her family's food package(s), and how to redeem those food items at a retail outlet. At the clinic, she acquires the skills necessary to shop for and prepare healthy WIC foods for the family. Before leaving the clinic, it is important for the client to feel confident in her ability to redeem and serve WIC-approved foods to her family. Client goes to the clinic for follow-up visits to participate in nutrition education and pick up check(s)/EBT card(s), including CVB.



## Retail Outlet

The retail outlet is where the WIC client shops for and obtains WIC-approved foods. It is important that the client feels comfortable and confident shopping for WIC-approved foods and that doing so is an easy and pleasant experience for her.



## Kitchen

The client's kitchen is often where she prepares the WIC-approved foods for her family to ultimately consume. It is important that the client has the knowledge, skills, and confidence to prepare healthy meals and snacks that her family will enjoy.

