

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.



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.

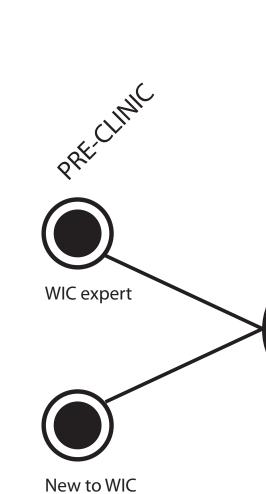


Retail Outlet

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.



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.





The client enters

the WIC clinic.

Client must find transportation to the clinic for her appointment. She may walk, travel by public transportation,

in her own car, or

with a friend or

relative.

Staff documents her income or notes participation in SNAP, TANF, or Medicaid to make sure she is eligible for

the program. Client may feel increased anxiety or more at ease, depending on staff attitudes.

Client waits in the waiting room for her meeting with the nutritionist

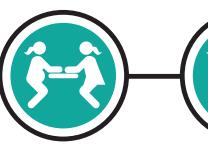
The client may feel energized or demoralized by the shapes, colors, sounds, and arrangement of the waiting space.

Nutritionist collects information for nutrition assessment and determines nutrition risk level and discusses appropriate food package(s) for

client.

Nutritionist counsels client on topics relevant to her needs and interests, such as the importance of certain nutrients for pregnancy, cooking, and how to shop on a budget.

If nutritionist determines need, client will be referred to pediatric/ prenatal care and social services. If applicable, client may meet with breastfeeding peer counselor or lactation consultant.





card, including CVBs, which reflect the appropriate food package(s) for the family. She is given instruction foods with her on how to use the check(s)/EBT card check(s) or EBT and provided card, including with a list of CVBs. WIC-approved foods that she

the grocery store. Client may feel overloaded with information.

may purchase at

Client may or may not remember the information and skills she learned while at the tasks that the clinic. She may or lie ahead of her may not remember or confident in to redeem all items her abilities to on her WIC checks/ EBT card. purchase WIC

> Client may have received positive or negative reinforcement from her peers and family regarding her participation in WIC, which could impact her use of the check(s)/ EBT card, including CVBs.

Client must determine when she will go to a retail outlet, how to get there, and perhaps what to do with her infant, young child or children.

Client may feel anxious about process of shopping for and purchasing WIC foods with WIC check(s)/EBT card, including CVBs.

Client must get Client may or may not remember what enough produce to equal the full was learned in the clinic. amount of the CVB. The produce may or may not be priced per item,

Client may feel embarrassed shopping for WIC foods in a public setting.

Client may feel pressed for time or stressed by accompanying children or work pressures.

of what she would like to buy. Client may feel anxious about going she runs out of time, over the CVB amount.

per pound, or per

need to weigh

produce and do

math. She may or

may not have a list

package. She may

Client may feel embarrassed asking for help, or help may

Client may give up when process feels too difficult and/or she runs out of time, especially if children are with her.

not be available.

Client must shop for other WIC foods checkout with her in her family's food WIC foods. Cashier package(s). may or may not be courteous to WIC WIC approved items client. Cashier may may or may not be labeled at the store. let client know if a food item is not Client may feel WIC approved and confused or inform client of embarrassed to any missing items If this happens, ask for help, or help

may not be available. Client may give up when process feels too difficult and/or especially if children are with her/him.

> Client may feel embarrassed. If the total dollar value for fruits and vegetables does not reach the full CVB amount, client may not want to go back to get another item due to inconvenience, time constraints, and embarrassment.

client holds up line

item or does not

Other customers

may get impatient

and irritated.

purchase that item.

to go get approved

Client may feel satisfied and/or relieved with her retail outlet

Client may feel dissatisfied with the experience. Client may be

challenged by transportation issues or the abiliy to manage parcels she may have accumulated.

Client may or may

not have support

from family and

peers regarding

her participation

in WIC and how

to use WIC foods

Client may feel

overwhelmed by

other stresses

in her life.

preparation.

in meal and snack

Client puts away

groceries and

thinks about

how she might

use the WIC food

items to prepare

healthy meals

and snacks for

her family.

preparing meals

and snacks for

the family. She

may face time

constraints and

be distracted by

children or

others.

Client must plan Client needs to determine what meal time and to prepare for the location. family, how, and when. Client may Client serves or may not feel confident in

meal/snack to herself and family members, including children.

Family may or may not eat the healthy meal or snack that client prepared.

receive.

Client may not like it enough to eat it herself.

Client may or may not be satisfied depending on the reception that the meal or snack

Client must clean up. Client may not want to make hard-to-clean-up meals and snacks in future and opt for convenient alternatives.

Client may feel stressed about what else there is to do that day.