



## The WIC Card

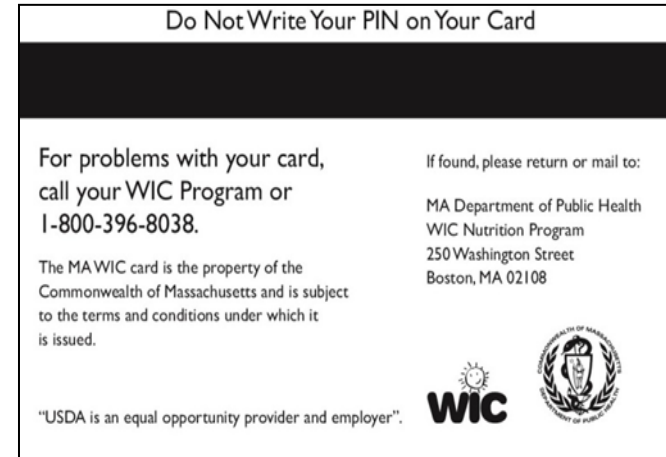


# Massachusetts WIC Program

- 35 local programs  
(120 sites)
- 124,000 participants  
26,900 women  
27,100 infants  
70,000 children
- 1,000 authorized WIC retail stores



# What is the WIC Card?



USDA has mandated that all states implement electronic benefits by 2020. MA was the 1<sup>st</sup> state in the Northeast Region to roll out.

# Benefits of WIC Card v. Paper Check System

## WIC Card

- Purchase processed like other shoppers
- Benefits for all participants in the household are aggregated onto one card
- Quantities and types of food that can be purchased are stored in an account accessed by the WIC Card
- Allows for flexibility when shopping

## Paper Checks

- Participant is identified as WIC customer by other shoppers
- Checks are issued to each participant within a household
- Food items are printed on checks
- No flexibility when shopping

# Redemption Differences Card v. Checks

## WIC Card

- No separation required; mixed basket transactions allowed
- System determines
  - Valid use dates of benefits
  - If food item is approved
  - If food item is available
- Participant enters PIN

## Paper Checks

- WIC items must be separated from other purchases
- Cashier determines:
  - Valid use dates of checks
  - If food item is approved
  - If food item is available
- Each check was signed by participant and signature was verified against the WIC signature card.

# WIC Participant Shopping List



South End WIC Program  
1601 Washington Street  
Boston, MA 02118  
617-425-2070

**Household Id: 12345678**

**Benefit Period: 3/9/2015 – 4/8/2015**

**Quantity Food Subcategory**

- 2 16 oz Pkg cheese
- 2 Dozen large eggs
- 72 Ounces Cereal
- 3 18oz Peanut Butter/Dry beans
- 3 16oz Bread/Whole Grains
- 18 Fruits & Vegetables Cash Value
- 7 Gallon 1%/Fat Free Milk
- 4 64oz Bottle(s) 100% Fruit Juice

**Benefit Period: 4/9/2015 – 5/8/2015**

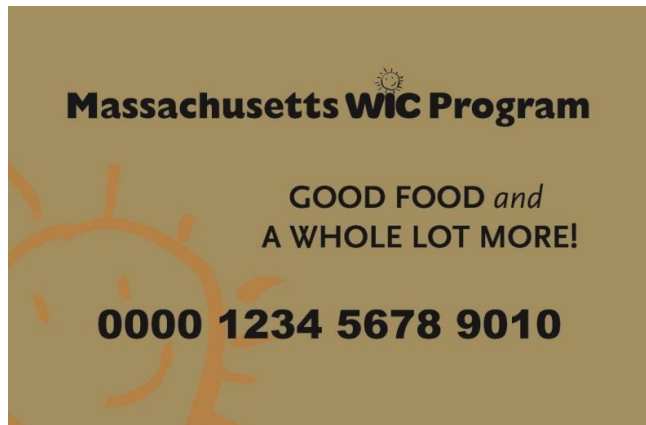
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# Redemption Differences Card v. Checks

## WIC Card

- 94% of participants redeem at least one benefit item.



## Paper Checks

- 81% of participants redeemed at least one benefit item.

THIS DOCUMENT CONTAINS THE FOLLOWING SECURITY FEATURES: VOID PANTOGRAPH, MICROPRINTING, AND WATERMARK ON BACK.

KeyBank  
Commonwealth of Massachusetts  
Massachusetts WIC Program  
29-70/0213

Participant Name	Member ID	Check #	First Use Date
WIC Participant	10607881	1010476972	01/01/2012

Amount	Food (No Substitutions)	Last Use Date
1	Gallon(s) Fat Free/1% Lowfat Fluid Milk	01/31/2012
1	36 Ounces Cereal	
1	18 Oz. Peanut Butter OR 1 Pound Dry Beans/Peas	
1	16 Oz. Package Whole Wheat/Whole Grain Bread	

Improper use of this check is subject to State and Federal prosecution.

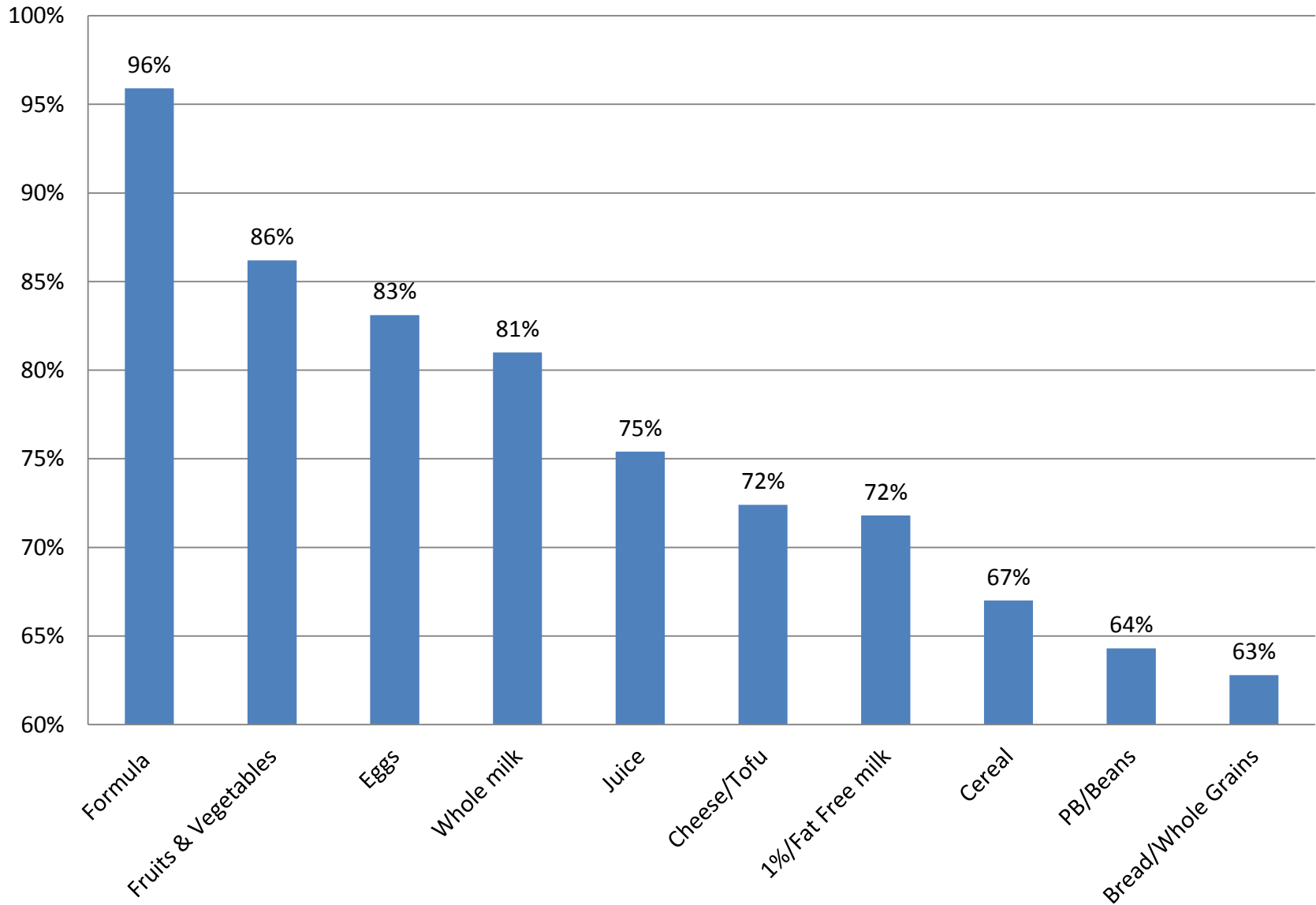
Actual Purchase Price	NOT VALID WITH OTHER WIC BENEFITS
\$	STAMP

UNAUTHORIZED VENDORS MAY NOT ACCEPT THIS CHECK  
Vendor must deposit within 60 days of "First Use Date"

SWAN ONLY AFTER PRICE IS WRITTEN ABOVE  
I guarantee the correct price was written above

# 10104769728# # 021300705# # 32968119387#

# Redemptions of November Benefits





# What's Next?

## Mobile App-WIC Shopper

- WIC Shopper is a free phone app for WIC participants to simplify their WIC shopping.
- Participants will be able to view their current WIC benefits on their smartphone, allowing them to know with certainty what they can purchase.
- Participants will also be able to scan products to check if they are WIC eligible while they shop.

## Greater Flexibility for WIC Service Delivery

- Mobile WIC - pilot project bringing WIC services to populations served by WIC who face challenges accessing WIC at traditional sites.
- Offsite nutrition education – e.g. cooking classes/supermarket tours
- Online nutrition follow-up education for low-risk children

