

WIC Messenger

April 2014



Paul R. LePage, Governor

Mary C. Mayhew, Commissioner



Maine WIC Nutrition Program
Department of Health & Human Services
Center for Disease Control & Prevention
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New WIC-Approved Foods Lists Coming Soon!

WIC is 40 and Going Strong!

The Maine Women, Infants and Children (WIC) Nutrition Program is a federally-funded program which provides healthy food, nutrition education, breastfeeding support and referral to health services to income-eligible women, infants and children. The WIC Program was established by Congress as an adjunct to health care and to provide supplemental foods during critical times of growth and development.

Program Goals:

- To improve the overall health of participants and their families
- To promote nutrition education among state and local agencies
- To link recipients into the health care system
- To provide an efficient food benefit delivery system
- To increase the incidence and duration of breastfeeding
- To enhance data systems with other state agencies

Pregnant, postpartum breastfeeding and non-breastfeeding women, infants and children up to the age of five who are at or below 185% of the federal poverty guidelines and who are at medical or nutritional risk are eligible to receive WIC benefits.

WIC marks its 40th anniversary in 2014. Our Local WIC offices are planning events in conjunction with various community partners, including our vendors and farmers. We want to thank our partners who are so instrumental in the success of our program.

The eWIC Project



This is our first writing to you about the status of the eWIC project. This is an exciting opportunity to create a more streamlined and efficient payment system for both you the retailer and your WIC customer.

In order to foster communications to you about the project, we will be using a number of methods to spread the word – this newsletter, an eWIC project website, and special meetings for example. eWIC is a technology project sponsored by Food and Nutrition Service / USDA.

Over the past couple of months a few vendors have asked about the status of this project and what to expect in the future. A goal of eWIC is to migrate away from the traditional paper voucher processing of WIC benefits to an electronic method.

As of March 10th, the eWIC project wrapped up the last of the project planning tasks and will be holding an internal project Kickoff meeting on March 25th. The Kickoff meeting will be attended by a number of the project team members from the State Of Maine, FIS, CPD, FNS, and WIC. At this meeting, we will describe the reasons, goals, and success criteria of the project, along with a general timeline.

Currently, the project is scheduled to enter a 3 month pilot starting around March 2015 and then statewide rollout in the fall of 2015. Between now and March 2015, Maine WIC, FIS and CDP will be working on developing the needed system interfaces, documentation, and training materials for all involved.

Please tell us about any items you may need from us in advance - such lead times for the APL, or if there are times of the year that your organization would prefer or not, to convert over to eWIC. You may send your comments, questions, concerns, ideas to your regular contacts or contact the WIC lead project manager at the information below.

Scott Sloan, PMP, Project Manager

Scott.sloan@maine.gov

207.287.5339 (office) 207.592.2763 (cell)

286 Water Street 6th floor

Augusta Maine 04330-0011

If your store is **not** part of a corporate chain of stores, you will be receiving an e-mail from the WIC program that will contain a link to the "Vendor eWIC Readiness Survey". This survey is designed to help us determine the steps needed for your store to be eWIC ready. If you have difficulty accessing or completing the survey, please give us a call at 1-800-437-9300 and we'll answer your questions or arrange for you to complete the survey in a different format. It is very important that you complete this short survey promptly. Failure to complete the survey within a month of this newsletter publication will be grounds for the accumulation of five (5) sanction points.

FIS and CDP, the contractors for the Maine eWIC Project, may contact you to gather additional information about your store. Please cooperate with their representatives to answer questions they may have. Jim Chilcoat will be a primary vendor contact for the eWIC team. He can be reached at 502-695-1999 ext. 3258 or jim.chilcoat@cdpehs.com. No one from the e-WIC team will be asking you for bank account numbers or other financial information over the phone.

We look forward to connecting with you again with updates on this project.

What's New In WIC?



Below are important changes you need to know about.

- Stores will be required to provide the WIC Program their inventory receipts for their purchases of infant formula and other WIC approved items. Stores are required to maintain these records at their store locations.
- The \$6.00 Fruit and Vegetable check (Cash Value Voucher) will increase to \$8.00 beginning in June 2014. Both the \$6.00 and \$8.00 checks will be in effect for a 3-month transition period.

MAINE WIC NUTRITION PROGRAM					Department of Health and Human Services 11 SHS, Augusta, Maine 04333 - 1-800-437-9900 - www.WICforME.com		ACCT# 802054
NAME OF PARTICIPANT Loretta Lobster			FIRST DAY TO USE 6/19/2009	LAST DAY TO USE 7/18/2009	CHECK NUMBER 01650441		
PARTICIPANT I.D. 10000167	AGENCY	CLINIC	FOOD PACKAGE	FI TYPE			
FOR PURCHASE OF APPROVED WIC FOODS ONLY (NO SUBSTITUTIONS ALLOWED):				AMOUNT	STAMP-BELOW		
\$8.00 FOR FRESH, FROZEN OR CANNED FRUITS AND/OR VEGETABLES XXX END OF ORDER XXX				\$	VOID		
DEPOSIT WITHIN 60 DAYS OF FIRST DAY TO USE PAY TO THE ORDER OF MAINE WIC VENDOR				X			
SIGNATURE OF AUTHORIZED REPRESENTATIVE OR PROXY							

- Enfamil Infant formula labels have changed. Please confirm the UPC on the infant formula check with the UPC on the can label.
- Soy beverage—WIC checks for soy beverage are no longer brand specific. The food item states “WIC approved soy beverage.” Allowable soy beverage products are found in the WIC approved food list. Quantities allowed are expressed as half gallons and quarts.
Example: If the check states 2 half gallons, a participant may purchase:
 - 2 half gallons containers, or
 - 1 half gallon and 2 quart containers, or
 - 4 quarts

New WIC-Approved Foods Lists Coming Soon!

The New WIC Approved Food Lists will be distributed this spring. During this transition time, both the current and the new foods lists will be in effect for a three-month period.

- The front and back covers of the folder have a different look. The new front cover image is a young boy holding apples, replacing the girl eating the watermelon. The back of the folder has a third signature line.
- Goat’s milk is no longer allowed.
- Silk Original Soymilk in refrigerated half gallon containers has been added to the food list. Participants may purchase this product if their check is for soy beverage.
- Cheese—Only 8 or 16 oz. packages allowed.
- Canned Beans, Peas and Lentils—Only 15-16 oz. size cans allowed.
- Juice—Several new brands added. Frozen concentrate allowed in 11.5-12 oz. sizes only.
- Bread—Several new 16 oz. brands added.
- Tortillas—Only 16 oz. packages allowed. Consult food list for allowable brands.
- Oatmeal—Only 16 oz. packages allowed. Consult food list for allowable brands.
- Breakfast cereals—New varieties added. Minimum box size remains 12 oz.
- Canned Fish—Salmon in 14.75 oz. and 15 oz. added.
- Infant fruits and vegetables— Stage 2 1/2 fruits and vegetables no longer approved. New flavors of Stage 2 have been added.
- Infant cereal —16 oz. boxes of infant cereals have been discontinued. Only 8 oz. boxes are allowed.
- Goya infant foods are not allowed.

Submission of Price Surveys and Inventory Receipts



The WIC Program requires stores to submit price surveys on a quarterly basis. During a monitoring, we will compare the prices and products your store submitted to us on your price surveys with the prices and products we find in stock.

You must also keep receipts and records of your purchases of WIC-approved products in your store and available to us upon request. We will ask for these records during a monitoring or at any time.

Your store will be assessed penalty points if: (1) your store fails to submit accurate and timely price surveys; (2) the products or prices you submitted on your price survey do not reasonably reflect the current products or prices of products in stock during a monitoring visit (adjustment for reasonable inflation and sales allowed); or (3) your store fails to provide your inventory receipts upon request. Your store will be terminated from the WIC Program if it has been assessed a total of 15 penalty points within one year.

The next price survey is due on April 30, 2014.

Help Us Prevent Fraud

Nationally, fraud costs the WIC Program and stores millions of dollars every year. If you suspect fraud, please contact us at 1-800-437-9300 or contact us on our website at www.wicforme.com. You can also report suspected fraud for both WIC and SNAP (Food Stamps) on the website of the Office of the Inspector General (OIG) at <http://www.oig.dot.gov/Hotline>.



Do's and Don'ts

DO:

-Accept manufacturer coupons for items being purchased on a WIC check.
- Make sure that the products being purchased match the items listed on the WIC check.
-Verify the date of the transaction is on or between the First Day to Use and Last Day to Use on the check.
-Have the WIC customer insert the sales amount on the WIC check. If the check is a fruit and vegetable voucher, have the customer insert an amount up to the value of the check only. Any amount inserted on a fruit and vegetable voucher that is over the value of the voucher will cause the check to reject at the bank. The WIC customer must pay any amount for their purchase which is over the value of the fruit and vegetable voucher.
-Have the WIC customer pay the 5 cent bottle deposit on all bottled juice purchased using a WIC check
-Have the WIC customer sign their WIC check in front of the cashier.
-Compare the signature of the WIC customer on the check to one of the signatures on their WIC folder.
-Offer the WIC customer their receipt.

DON'T:

-Give cash or credit for infant formula being returned that was purchased using a WIC check. The formula must be returned to the WIC office.
-Offer a rain-check for any item to be purchased with a WIC check.
-Accept a customer's WIC check if they do not have their WIC folder or if the check is previously signed.
-Offer incentives to WIC Participants.
-Treat a WIC customer any differently than you would any other customer.

Authorized Formula Distributors for the Maine WIC Program

The Maine WIC Program requires stores to purchase infant formula only from distributors that are approved by the WIC Program. Those distributors are:



Associated Grocers of New England
Auburn Merchandise Distributors
BJ's Wholesaler Club
Bozzuto's, Inc.
C & S Wholesale Grocers
Capitol Candy Co.
Hannaford Bros./Delhaize
HD Smith Wholesale Drug Co.

Market Basket/DeMoulas
Mead Johnson Nutritionals
Pine State Trading Co.
Sam's Club
Save A Lot/Wells Distribution Center
Shaw's/Wells' Distribution Center
Town and Country Foods
Wal-Mart/Distribution Center

If your store uses a different source or distributor or if you have any questions, please contact us.

Complaint Process—How To Report WIC Customer Issues

We would like to know about any problems or concerns you are having with WIC customers or processing WIC transactions. The problem may be the result of a misunderstanding. Some clients may be new to WIC or do not understand the Approved Foods List or transaction procedures.

However, sometimes a WIC customer, as with any customer, can be difficult to deal with. If the customer is a regular customer and usually not a problem, try to work with them, in a discreet manner, to resolve the conflict. You may report the WIC participant issue using the form that can be found on our website, www.wicforme.com if: (1) you were unable to resolve the problem or question; (2) it is a WIC customer with whom you have repeated problems; (3) an incident occurs that causes concern for you or your staff.

If client issues arise, our office works with the local agency that serves the client in resolving the problem. It is important that you give us as much information as possible so that we may better assist you. Please provide us with the following information: (1) the client name and ID number; (2) the WIC check number; (3) the name of the shopper if available to you—it may be a client, a representative, a proxy or an unauthorized individual attempting to use the checks; (4) a description of the incident or problem and a description of the shopper; (5) date and time of the incident.

If you or your staff are threatened in any way, do not hesitate to call the proper authorities and notify us immediately.



Reauthorization Training Schedule for Cycle 3 Stores

This year, the stores in our Training Cycle 3 and which are located in Cumberland, Kennebec, Somerset, and York counties and in New Hampshire must attend mandatory training. If your store is located in one of these areas, your store should have already received notice to register for training. The WIC vendor agreements for many stores in this cycle expire at the end of November. At the trainings, these stores will receive their reauthorization applications. Stores located in this cycle area that do not attend a training session will not be eligible for reauthorization and will not be able to accept WIC checks after November 30, 2014. If your store is located in this cycle area and you did not receive a registration form, please call Ana Scovil at 287-5366 to register.

Address	Phone	Date	Time
Sanford DHHS, Midtown Mall			
890 Main Street, Suite 208	490-5400	Wed. May 21	9am
Sanford, ME 04073		Thu. May 22	9am
Biddeford DHHS			
208 Graham St.	286-2400	Wed. May 28	9am
Biddeford, ME 04005		Thu. May 29	12pm
Portland DHHS			
1037 Forest Ave.	797-2376	Wed. June 18	9am
Portland, ME 04103		Thu. June 19	12pm
Augusta , State of Maine			
19 Union St.	624-7600	Wed. June 25	9am
Augusta, ME 04333			
Skowhegan, Next to Career Ctr.			
98 North Ave.	490-5400	Thu. June 26	9am
Skowhegan, ME 04976			
Portland DHHS			
161 Marginal Way	822-2000	Wed. July 9	9am
Portland, ME 04101		Thu. July 10	12pm

DHHS

Non-Discrimination Notice

The Department of Health and Human Services (DHHS) does not discriminate on the basis of disability, race, color, creed, gender, sexual orientation, age, or national origin, in admission to, access to, or operations of its programs, services, or activities, or its hiring or employment practices. This notice is provided as required by Title II of the Americans with Disabilities Act of 1990 and in accordance with the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 and the Maine Human Rights Act and Executive Order Regarding State of Maine Contracts for Services. Questions, concerns, complaints or requests for additional information regarding the ADA may be forwarded to DHHS' ADA Compliance/EEO Coordinators, 11 State House Station – 221 State Street, Augusta, Maine 04333, 207-287-4289 (V), 207-287-3488 (V), TTY users call Maine relay 711. Individuals who need auxiliary aids for effective communication in program and services of DHHS are invited to make their needs and preferences known to the ADA Compliance/EEO Coordinators. This notice is available in alternate formats, upon request.

USDA is an equal opportunity provider and employer.

Questions? Need supplies? Contact Us.
Ana Scovil, Vendor & Data Specialist
Tina Bernier, Vendor & Data Manager

TTY: Maine Relay 711
Ana.Scovil@maine.gov 287-5366
Tina.Bernier@maine.gov 287-5367

Maine WIC Program: 1-800-437-9300

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