

# Virginia WIC Program

## **Retailer Advisory Meeting**

**September 30, 2009**

**Time: 10:00 am – 12:30 pm**

Monica Elliot, Chairperson, 757-306-2079 ([Monica.B.Elliott@supervalu.com](mailto:Monica.B.Elliott@supervalu.com)); Site Facilitator for Norfolk: Freda Bolling, ([Freda.Bolling@vdh.virginia.gov](mailto:Freda.Bolling@vdh.virginia.gov)); Meeting Facilitator for Richmond: Ephraim Ewing ([Ephraim.Ewing@vdh.virginia.gov](mailto:Ephraim.Ewing@vdh.virginia.gov)); Site Facilitator for Fredericksburg, June Thompson – ([June.Thompson@vdh.virginia.gov](mailto:June.Thompson@vdh.virginia.gov)). and Sheila Brewer, Vendor Manager/Site Facilitator for Roanoke ([Sheila.brewer@vdh.virginia.gov](mailto:Sheila.brewer@vdh.virginia.gov)). Guest Presenters: Donna Seward, State WIC Director ([Donna.Seward@vdh.virginia.gov](mailto:Donna.Seward@vdh.virginia.gov)), Sylvia Henshaw, e-WIC Coordinator, ([Sylvia.Henshaw@vdh.virginia.gov](mailto:Sylvia.Henshaw@vdh.virginia.gov)), Meghan Garrett, Nutrition Coordinator ([Meghan.Garrett@vdh.virginia.gov](mailto:Meghan.Garrett@vdh.virginia.gov)).

<b>What:</b>	<b>Who:</b>
Agenda Review and Rules of the Road	Ephraim Ewing, Meeting Facilitator
Introductions/Expectations	Ephraim
Review of Next Steps from July's Retailer Advisory Meeting	All
e-WIC Update (MAXIMUS Consultant Presentation)	Sylvia Henshaw, e-WIC Project Coordinator
WIC Approved Food List (effective October 1, 2009) <ul style="list-style-type: none"> <li>• Baby Food Update</li> <li>• Common Issues/Questions Identified During Mandatory Training sessions</li> </ul>	Meghan Garrett, Nutrition Liaison  Sheila Brewer
Designated Brand Shelf Labels <ul style="list-style-type: none"> <li>• Second Option Available</li> <li>• Shelf Labels Usage under other items (i.e., Selective Brands, Any Brands)</li> </ul>	Sheila Brewer
Training Issues <ul style="list-style-type: none"> <li>▪ Lessons Learned</li> <li>▪ Availability of Training Supplies/Materials</li> <li>▪ Make up training session.</li> </ul>	Sheila Brewer
Miscellaneous Issues: <ul style="list-style-type: none"> <li>• Exchange of contract formula</li> <li>• Peer Group Study – Next Steps?</li> <li>• Minimum Stocking Requirement, prices entered into RSMS and WIC Approved Food List.</li> <li>• Completed Supplemental Informational forms, 2009 Addendum Retailer Agreement, Prices Not Submitted follow up, etc.</li> </ul>	Sheila Brewer
Benefits/Concerns/Next Steps	Ephraim Ewing

### **Meeting's Objectives:**

- 1) Update retailers on policy and procedural changes affecting WIC authorized retail stores.
- 2) Discuss and receive consensus on selective administrative decisions that affect WIC authorized stores.
- 3) Facilitate two-way communications between retailers and the Virginia WIC Program.

# Virginia WIC Program

## *Rules of the Road*

- ◆ Start and End on time
- ◆ Participate
- ◆ Stay Focused
- ◆ Be Candid and Open
- ◆ No idea is Bad
- ◆ Headline & build
- ◆ Listen Fully
- ◆ Avoid Killer statements and gestures
- ◆ Share the spotlight with others
- ◆ Respect confidentiality....build trust
- ◆ Avoid side conversations
- ◆ Build Teamwork...while having *FUN*

# Virginia WIC Program

## Lessons Learned from Training Sessions Held:

<ul style="list-style-type: none"><li>• Anticipate a larger turn out, especially for the beginning sessions;</li></ul>
<ul style="list-style-type: none"><li>• Have backup plans for materials/ training supplies being unavailable;</li></ul>
<ul style="list-style-type: none"><li>• Offer more sessions for independent stores in Southwestern VA locations;</li></ul>
<ul style="list-style-type: none"><li>• Avoid space limitations – have training locations that can accommodate more than 20 attendees;</li></ul>
<ul style="list-style-type: none"><li>• Better approach for tracking registration and attendance confirmation counts;</li></ul>
<ul style="list-style-type: none"><li>• Training materials should be available for pick up when training sessions are held;</li></ul>
<ul style="list-style-type: none"><li>• Preparation and checklist for handouts/training aides that should be distributed;</li></ul>
<ul style="list-style-type: none"><li>• Encourage a diversity of attendees – (Train-the-Trainer and independent sessions);</li></ul>

## **IMPORTANT WEBSITE Addresses:**

<http://www.vahealth.org/wic/>

<http://www.vahealth.org/wic/newwic.htm>

[https://wic-vweb.vdh.virginia.gov/pls/net\\_open/login](https://wic-vweb.vdh.virginia.gov/pls/net_open/login)

<http://leg1.state.va.us/>

<http://www.fns.usda.gov/wic/WhatsNew.HTM>

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## Rejected Food Instrument Profile

Error Message	Aug-09	Jul-09	Jun-09	May-09	Apr-09	Mar-09	Feb-09	Jan-09	Dec-08	Nov-08	Oct-08	Sep-08	Aug-08
Altered	0	1	2	0	0	0	0	0	0	0	0	0	1
Signature Not In Ink	0	0	0	0	0	0	0	0	1	0	0	0	0
Previously Paid	7	2	2	19	0	5	6	8	145	2	15	19	46
Price Not In Ink	18	8	7	3	12	13	24	18	6	4	8	18	19
Unauthorized Vendor	3	21	5	4	5	5	8	3	22	9	2	17	11
Previously Rejected	3	3	7	2	3	11	7	4	6	3	5	9	1
Encoding Error	113	128	109	99	94	82	75	74	83	40	28	46	40
Cashed Late	224	136	110	144	82	294	262	327	445	189	186	126	206
Wrong Vendor Stamp	9	7	1	3	6	5	19	5	8	11	3	3	9
Cashed Early	116	293	356	131	187	179	90	101	95	97	148	179	143
Signature Missing	317	380	295	261	296	290	238	244	271	211	278	212	229
Over FI Maximum	916	943	1829	1068	1102	2063	1928	1799	2104	1281	1561	1438	1183
No Vendor #	640	923	542	426	348	384	372	513	466	532	671	383	510
Unreadable Vendor #	816	1079	874	687	847	818	927	919	729	846	1551	839	783
Over Account Maximum	0	0	0	0	0	0	0	0	0	2	0	0	0
<b>Total Rejections</b>	<b>3182</b>	<b>3924</b>	<b>4139</b>	<b>2847</b>	<b>2982</b>	<b>4149</b>	<b>3956</b>	<b>4015</b>	<b>4381</b>	<b>3227</b>	<b>4456</b>	<b>3289</b>	<b>3181</b>
<b>Rejection Percentage</b>	<b>0.76%</b>	<b>0.83%</b>	<b>0.92%</b>	<b>0.71%</b>	<b>0.68%</b>	<b>0.92%</b>	<b>1.05%</b>	<b>0.92%</b>	<b>0.94%</b>	<b>0.83%</b>	<b>0.97%</b>	<b>0.76%</b>	<b>0.80%</b>

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## Materials/Supplies Needed

Easel paper/board  
Markers  
Tape  
Charged cell phone

## Handout Materials:

- Agenda Handout 10 copies
- Maximum PowerPoint Presentation (10 copies)
- July 22, 2009 Retailer Advisory Meeting Minutes (2 copies)
- Allowable Foods and Other Program Changes (2009) (10 copies)
- Allowable Food List Poster (English) 5 copies (if available)
- Cashier Training Guide (10 copies)
- Cashier Training DVD (5 copies)
- Minimum Stocking Requirement – Vendor Manual Guidelines
- Working With WIC Special Summer Edition Bulletin (5 copies)
- Store Designated Brand (USDA Approved Guides) (5 copies)
- WIC Approved Food List - English (10 copies)
- Shelf Labels (USDA Approved Guidelines) (5 copies)
- Shelf Labels (Option #1) 100

<b><i>Benefits:</i></b>

<b><i>Concerns:</i></b>

<b><i>Next Steps:</i></b>



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