

Vendor Viewpoint Newsletter

March 2024

WIC'S 50TH ANNIVERSARY



This year, we recognize an incredible milestone in the evolution of maternal and child health care — the 50th anniversary of the Women, Infants, and Children (WIC) program. Since the opening of the first clinic in 1974, WIC has been an unwavering beacon of support, committed to improving public health outcomes for women, infants, and children.

WHY WIC MATTERS

For the past five decades, WIC has not only delivered comprehensive services such as nutrition education, health screenings, and breastfeeding support; it has also cultivated an inclusive community where families can learn, connect, and feel a sense of support while making informed decisions about their health and the health of their baby. WIC supports 50% of all babies born in the United States. WIC has and will continue to be a transformative force, adapting and expanding to meet the needs of millions of families.

The partnership WIC has with vendors nationwide is critical to the ongoing success of this important program. Nevada WIC recognizes the outstanding effort vendors make to contribute to the health outcomes of WIC participants. These efforts will continue to contribute to the health and well-being of WIC families.

REAUTHORIZATION

Reauthorization documents are available at <https://nevadawic.org/> and have been emailed to corporate contracts representatives, store owners, or legal departments. Please do not send documents prior to April 1. Reauthorization applications will be accepted April 1 – 30, 2024.



WIC AGREEMENT

The Vendor Viewpoint Newsletter highlights portions of the WIC Agreement throughout the year. In this issue, the highlight focuses on the training (Part C) portion of the agreement:

C. VENDOR AGREES TO:

1. Have at least one representative participate in interactive training annually. Vendor training may be provided by the STATE AGENCY in a variety of formats, including newsletters, videos, and interactive training. The STATE AGENCY will have sole discretion to designate the date, time, and location of all interactive training. The STATE AGENCY will provide the VENDOR with at least one alternative date on which to attend such training.
2. Train and update all cashiers and other employees who handle WIC purchases on WIC program requirements and provide special or additional training as required by the STATE AGENCY to ensure that all cashiers and other employees who handle WIC purchases understand WIC program requirements.

Vendors have a responsibility to ensure that all information in the annual interactive training is shared with every cashier. A recorded version of the training in English and Spanish, as well as PDF versions are available on the Nevada WIC website: <https://nevadawic.org/vendors/training-resource-materials/>

Viewing the recorded session will not count as 'interactive' training. At least one representative from each store must attend the interactive webinar held each year in late summer.

BREAD REMINDER

Stores must stock a minimum of six loaves of whole grain bread. Please ensure that a 16 oz. whole grain bread is included on any bread order.

A complete list of allowed breads can be found here: <https://nevadawic.org/vendors/upc-database/>

Select - Category: Whole grains/bread and Subcategories: 100 % Whole Wheat Bread and 100% Whole Grain Bread to see all the options.



JUICE REMINDER

Stores must stock a minimum of 2 varieties of frozen or pourable juice concentrate and have available six total cans or containers.

Failure to maintain adequate inventory can lead to sanction points and could lead to termination of the WIC Agreement.

PRODUCE MAPPING

The 2024-2027 WIC Agreement, starting October 1, 2024, requires all produce to be mapped to an existing UPC or PLU in the WIC Approved Product List (APL). Please start this process early enough to have it complete by October 1. Resources for produce mapping can be found at <https://nevadawic.org/vendors/training-resource-materials/>

SHELF TAGS

Please ensure proper placement of shelf tags to assist WIC participants in locating WIC-approved foods. Bread and cereal are the most frequently misplaced shelf tags. The WICShopper App is available free for any smart phone and can be used to confirm WIC-approved foods. Misplaced shelf tags are misleading and cause confusion for WIC participants. Shelf tags are not a requirement but are very helpful. Shelf tags are available from the Nevada WIC State Office. If store shelf pricing identifies WIC approved items, please check to confirm accuracy. WIC-approved cereal and bread sizes have changed. Please double check placement of shelf tags for those items.

CASHIER QUESTIONS

May I manually key in a participant's PIN for them?

- No. The cashier must never ask for a participant's PIN, and the participant must enter it themselves.

WIC HAS MOVED

The Nevada WIC State Office has moved to 680 W. Nye, Ste. 205, Carson City, NV, 89703

WE WANT TO HEAR FROM YOU!

Send your questions to:

DPBHWICVendor@health.nv.gov

Or

Nevada State WIC Program
680 W. Nye, Ste. 205
Carson City, NV 89703

You can find helpful information about the Nevada WIC program requirements at:

<http://nevadawic.org/vendors>

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language) should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at:

<https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and

date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or
2. Fax: (833) 256-1665 or (202) 690-7442; or
3. Email: program.intake@usda.gov

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