



IN THE GROCERY STORE

What Cashiers Need to Know

WHAT IS WIC?

WIC is a nutrition program that provides checks for free healthy foods, nutrition and health education and other services to Massachusetts families who qualify. WIC's goal is to help keep pregnant and breastfeeding women and children under age 5 healthy. WIC stands for Women, Infants and Children.

HOW TO PERFORM A WIC TRANSACTION

1. Separate WIC items from other food items
2. Make sure the customer has their WIC Gold Card and a valid WIC check
3. Only accept WIC checks presented within the dates on the WIC check
4. Only accept WIC checks with a WIC validation stamp
5. Make sure the types and quantities of foods listed on the WIC check have been selected
6. Total the WIC items and deduct any coupons the customer might have
7. Enter the total amount of the WIC items—using pen—in the designated space on the WIC check
8. Have the customer sign the WIC check
9. **Verify signature with the WIC Gold Card**

WHAT ROLE DO CASHIERS PLAY IN WIC?

Your knowledge of WIC helps make transactions go smoothly in the grocery store. **You help WIC participants redeem checks for nutritious foods, which help keep pregnant and breastfeeding women and children under 5 healthy.**

WHO IS WIC FOR?

WIC is for pregnant and breastfeeding women and children under age 5. WIC is for all kinds of families: single and married parents, working or not working. To participate in WIC, a family must meet income guidelines.

COMMONWEALTH OF MASSACHUSETTS
MASSACHUSETTS WIC PROGRAM
KEY BANK OF NEW YORK ALBANY, NY 12207

33270406

AMOUNT	FOOD (NO SUBSTITUTIONS)	CHECK NO.	NOT GOOD BEFORE
	1 GALLON MILK 1 DOZEN LARGE EGGS 1 (11.5 OR 12 OZ) FROZEN (46 OZ) CANNED OR (11.5 OZ) LIQUID CONC. JUICE		

ACTUAL PURCHASE PRICE

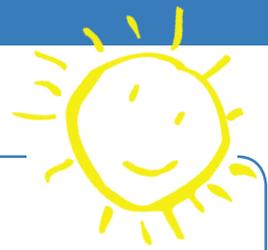
NOT VALID WITHOUT WIC VENDOR STAMP

REQUIRES MASS. WIC VALIDATION

WIC
UNAUTHORIZED VENDORS MAY NOT ACCEPT THIS CHECK.
VENDOR MUST DEPOSIT WITHIN 60 DAYS FROM "NOT GOOD BEFORE" DATE.

SIGN ONLY AFTER PRICE WRITTEN ABOVE

UNIVERSITY MICROFILMS INTERNATIONAL



WHY DO WIC PARTICIPANTS ONLY GET CHECKS FOR CERTAIN KINDS OF FOOD?

WIC foods are chosen because they contain the nutrients that women, infants and children need during pregnancy, breastfeeding, infancy and early childhood.

REMEMBER:

- WIC customers can decide **not** to buy all of the items listed on the checks.
- The ID number on the WIC check and the number on the **WIC Gold Card** **do not** need to match.

SPECIAL SITUATIONS AND SOLUTIONS

WIC staff spend time with each WIC participant to make sure the participant understands how to correctly use WIC checks in the grocery store. Sometimes though, you will run into special situations with a WIC customer—just like you do with other customers. Here are some suggestions for handling special situations.

Customer does not have the WIC Gold Card:

1. Let the customer know you cannot complete the transaction without the WIC Gold Card.
2. Explain to the customer that the WIC Gold Card is the only protection in case WIC checks have been lost or stolen.

Customer has incorrect food sizes or brands:

1. Explain that the WIC Program has selected food sizes and brands that offer the best value, and this is why WIC requires participants to buy specific food sizes and brands.
2. Offer to hold the items until the customer can come back with replacements.

The WIC checks have the wrong date:

1. Explain to the customer that only WIC checks with the correct dates will be accepted.
2. Let the customer know that the store will not be reimbursed for WIC checks processed outside of the dates listed on the WIC checks.

Customer uses a WIC check that is already signed:

1. Explain that the store can only accept checks that are signed at the register. This protects the customer in case WIC checks have been lost or stolen.

WIC Retail Store Hotline:

1-800-552-9425

www.mass.gov/wic

If the customer presents a WIC check that states, "This formula must be purchased at a WIC pharmacy":

1. If your store has a valid WIC pharmacy contract, you can accept this check.
2. If your store does not have a valid WIC pharmacy contract, refer the customer to the WIC Retail Store Hotline. The WIC staff can assist the customer in locating a WIC approved pharmacy close to them.



WIC Nutrition Program
Nutrition Division • MA Department of Public Health
TDD/TTY: 617-624-5992

USDA is an equal opportunity provider and employer.

GOOD FOOD
and
A WHOLE LOT MORE