

## Overview of the Nebraska WIC Program for WIC-authorized Retailers

- **What is WIC?**
  - WIC stands for The Special Supplement Nutrition Program for Women's, Infants, and Children.
  - Families visit WIC clinics for a variety of services including:
    - Nutritional assessment and education
    - Prenatal care
    - Breastfeeding promotion and counselling
    - Benefits for purchasing supplemental, nutritious foods (This is where you come in.)
- **The retailer's role**
  - A retailer outlet may be authorized to sell WIC-approved foods to WIC participants. Participants are given an eWIC card which is similar to a debit card. Food benefits are loaded to the card, and participants may then go shopping at your store to purchase WIC foods for which they have benefits. Each member of a family have a different set of benefits depending on their specific nutritional needs. The food benefits from all participants in one family will be on the same card.
  - For more information, please view our short video which goes into more detail about the program as well as providing some basics about the eWIC card and how transactions work. See the link above (or wherever they will be).
  - There are also tutorial videos for how to process eWIC transactions. The first video is for stores using the WIC-only stand-beside device and the second video is for stores with integrated cash register systems. See above (or, you know).
- **How WIC Works**
  - Participants are assessed at WIC clinics. They receive their eWIC card with food benefits, a Food List & Shopping Guide for identifying WIC-approved foods, and they receive training on how to shop
  - Participant then visits a WIC-authorized retailer and shops for their specific WIC foods
  - At the register, the cashier offers good customer service by assisting the customer in troubleshooting any foods their WIC benefits are not paying for
  - Participant returns home and consumes nutritious foods provided by the Nebraska WIC Program

