

How EBT Changes Working with Participants to Redeem WIC Foods



**TECORA SMITH, WIC DIRECTOR
NORTHEAST TEXAS PUBLIC HEALTH DISTRICT**

Clinic Experience



❑ Customer service:

- ✓ Makes getting WIC food benefits easier and safer
 - ✓ Signing vouchers vs. signing shopping list
- ✓ Replaces paper vouchers – environmentally friendly
- ✓ Eliminates paper jams with vouchers and the process of voiding vouchers

Clinic Experience



- ✓ WIC food benefits are automatically loaded onto card
 - ✓ Replacing benefits electronically vs. mailing them
- ✓ Clinics no longer submit paperwork at the State level to replace lost vouchers



Clinic Experience

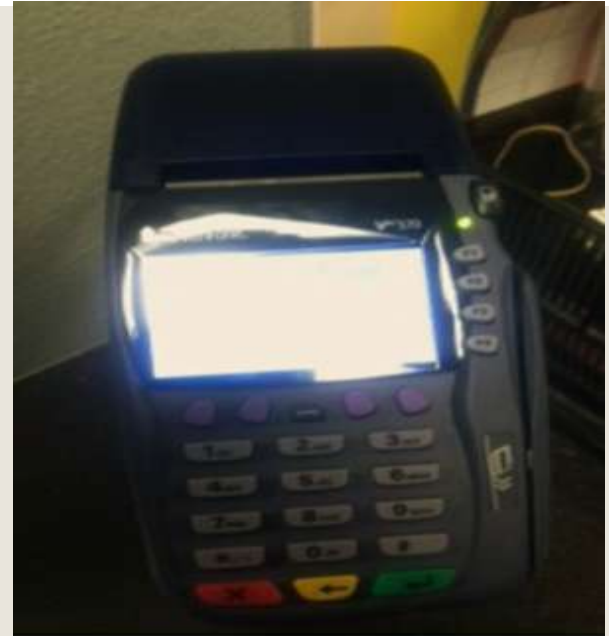


❑ Shorter learning curve:

- ✓ EBT vs. vouchers

❑ Formula exchange:

- ✓ Quickly switch to a different infant formula if needed



Nutrition Education Experience



❑ Purchase food as needed:

- ✓ Avoid spoilage of foods and waste
- ✓ Get instant gratification from weekly recipes



❑ Redemption Rates:

- ✓ Address during individual counseling
- ✓ Incorporate into NEBF plan

Nutrition Education Experience



- ✓ Improve redemption rates
 - ✓ Food demos
 - ✓ Recipes
 - ✓ Shopping list



Mini Obesity Projects



GET FIT

With WIC



ZUMBA

Zumba is a fusion of Latin and International music that features a

Enroll Now!!!

Fitness classes start January 2013

Limited Space Available

✓ **NEW FITNESS CLASSES!!!**



LINE DANCING

Come sweat to the beat in this fun, energetic

Mini Obesity Projects

Healthy Kids=Healthy Families



Project in El Paso, Texas

- Five classes promote healthy habits
- Anthropometrics
 - Monthly
- Surveys
 - Assess behavior changes
 - Opportunity for feedback

Interactive Classes

- “I Can Try That”
 - Food Labels
- “Move it with WIC”
 - Toddler fitness
- “El Paso Active Art Tour”
 - One mile tour museum
- “Cooking with WIC”
 - Food demo & cookbooks

“ 40 Days Healthy Meal Planning”

1. How Can I use the information?

2. How can I fit it into my busy life?

*Planning guide using WIC foods

*Meal & snack offers a tip :

-healthy food choices

-Wise Shopping

-Ideas on how kids can help in the kitchen



Grocery Store Experience



- ❑ Faster and simpler transactions for cashiers and participants:
 - ✓ Reduces embarrassment from holding up lines
 - ✓ No special WIC line

- ❑ Provides flexibility for participants to get what they want when they want it

Grocery Store Experience



❑ Better shopping experience:

- ✓ A receipt is given at the end of shopping, which shows the participant's remaining WIC food benefit balance

❑ Easier to keep up with



Grocery Store Experience

Shopping List

Store Receipt

TEXAS WIC SHOPPING LIST

Next Appointment: Thursday, Feb 21, 2013 3:45 PM

AGENT / GUARDIAN: CYNTHIA ADLER

DATE: Nov 28, 2012

TIME: 11:42 AM

CLINIC ID: 839-09

To report a Lost or Stolen card, call: 800-942-3678

Per questions about benefits, call your clinic: 903-763-4123

SMART CARD PGN: 5077 1710 1340 6835 023

If the card does not work in the store, take it back to the clinic.

WIC ID: 000001946839-6

BENEFITS ISSUED FOR THE MONTHS OF:

SHOPPING LIST ITEMS:	Nov	Dec	Jan	Feb
MILK SKIM 1/2% 16 OZ	3.00 QT	3.00 QT	3.00 QT	3.00 QT
MILK SKIM 1% 16 OZ	3.00 QT	3.00 QT	3.00 QT	3.00 QT
CHEESE	3.00 LB	3.00 LB	3.00 LB	3.00 LB
EGGS-A OR AA LARGE/MED/SM	3.00 DOZEN	3.00 DOZEN	3.00 DOZEN	3.00 DOZEN
JUICE 64 OZ 4/OR 16 OZ FR	4.00 CTNR	4.00 CTNR	4.00 CTNR	4.00 CTNR
JUICE 48 OZ 4/OR 12 OZ FR	3.00 CTNR	3.00 CTNR	3.00 CTNR	3.00 CTNR
CEREAL	100.00 OUNCE	100.00 OUNCE	100.00 OUNCE	100.00 OUNCE
DRY OR CAN BEANS/PEANUT BUTTER	4.00 ITEM	4.00 ITEM	4.00 ITEM	4.00 ITEM
BREAD/TORTILLAS/RICE/MATHEAL	5.00 LB	5.00 LB	5.00 LB	5.00 LB
FRUITS &/OR VEGETABLES	\$ 2.10 VALUE	\$22.00 VALUE	\$22.00 VALUE	\$22.00 VALUE

Cynthia Adler
 Agent Signature

ENDING BALANCES

ACCOUNT # *****6839

Start: 11/01/2012, End: 11/30/2012

6.50 GAL MILK SKIM 1/2% 1% 2%

3.00 QT MILK SKIM 1/2% 1% 2% QT

0.00 LB CHEESE

0.00 DOZEN EGGS-A OR AA LARGE/MED/SM

2.00 CTNR JUICE 64 OZ &/OR 16 OZ FR

1.00 CTNR JUICE 48 OZ &/OR 12 OZ FR

36.00 OUNCE CEREAL

4.00 ITEM DRY OR CAN BEANS/PEANUT B

5.00 LB BREAD/TORTILLAS/RICE/OATH

2.10 VALUE FRUIT & VEGETABLES-CVB

Benefits expire at midnight on

11/30/2012

11/03/12 16:11:07

Family Experience



- ❑ Improved assistance with grocery shopping:
 - ✓ Less confusing
 - ✓ Mother on bed rest can send her family to the store with the smart card
 - ✓ Father can help with shopping and feel more involved
 - ✓ Eliminates “stock pile” or home is a warehouse

THANK YOU



Tecora Smith, Program WIC Director
Northeast Texas Public Health WIC Program
Email address: wic3900@tyler.net