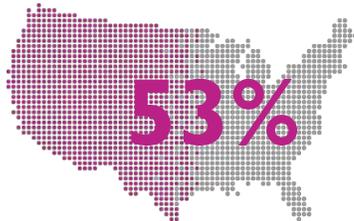


# Learn & Grow WITH eWIC



**53%** OF INFANTS BORN IN THE U.S. are served by WIC



55% of pregnant WIC participants are enrolled during their first trimester.



There were **108,045 WIC participants** in Missouri as of January 2019.

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, was implemented to increase access to healthy food for low-income children, and mandates that states must implement electronic benefit transfer (EBT) by October 1, 2020 (42 U.S.C. 1786 et. seq.) (WIC) for all Special Supplemental Nutrition Program for Women, Infants, and Children (WIC program) benefits. The Missouri Department of Health and Senior Services' (DHSS) WIC program is transitioning to an EBT system, eWIC, beginning in February 2020. DHSS anticipates statewide implementation in all 118 local agencies and approximately 630 authorized WIC retailers to enhance WIC benefits delivery to over 100,000 monthly participants by August 2020. This change will provide many benefits to participants, authorized WIC retailers, and the local agencies that provide WIC services.

## BENEFITS

### PARTICIPANTS

- eWIC card requires a PIN to use benefits for increased security.
- eWIC card will be similar to a debit card for increased privacy.
- Benefits for each household will be on one card, rather than multiple checks, and issued for up to three months at a time for convenience.
- In-store transactions will be quicker.
- WIC food items may be purchased as needed throughout the month, instead of all at one time.

### RETAILERS

- eWIC transactions will be quicker.
- Retailers have a potential for increased sales.
- Payments will be received more quickly than with check processing.
- There will be less opportunity for error and less potential for financial loss from incorrect food purchases and unsigned or expired checks.
- Cashier training will be simpler.

### LOCAL AGENCIES

- Increased access to benefit usage data will provide an opportunity for improved participant-centered nutrition counseling and programmatic decision-making.
- Loading card benefits is easier and quicker than printing multiple checks.
- Less space will be needed for large printers and storing check stock and printer ink.
- Training new staff and participants on eWIC benefits usage will be easier.

## WIC SHOPPING APPLICATION

- The Missouri WIC program will utilize a specialized WIC smartphone application.
- The application will assist participants in identifying WIC-approved food items at the grocery store. The application will allow participants to scan an item's UPC code to ensure that it is a WIC-approved item before checking out, reducing the need to return an unapproved product to the shelf.
- The application will feature nutritional information, food preparation tips, and recipes to help WIC participants get the most out of the WIC program.



## PROJECT TIMELINE

