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GAVIN NEWSOM
 Governor

June 6, 2019

VENDOR ALERT 2019 – 03

TO: ALL WIC VENDORS
 SUBJECT: CALIFORNIA WIC CARD – WIC CARD PILOT TIMELINE REVISION

Purpose

The California Department of Public Health/Women, Infants and Children Division (CDPH/WIC) has made a minor revision to the timeline of the transition from paper food instruments to the new California WIC Card (WIC Card).

Background

This summer, California WIC local agencies began issuing the new California WIC Card to participants in a phased statewide rollout, known as waves. Each wave has a “Go Live” date, which is the first day a WIC local agency begins issuing the WIC Card to participants. In 2018, CDPH/WIC created a WIC Card rollout schedule so WIC local agencies, participants, and authorized vendors are able to view their area’s Go Live date in order to plan and prepare for the change.

The WIC Card will only be used to access WIC benefits and is separate from other benefit cards, such as the Golden State Advantage Card used by CalFresh (SNAP). During statewide rollout, some WIC participants will start using the WIC Card soon after their region’s Go Live date, while others will continue to use paper food instruments until all of California has transitioned to shopping with the WIC Card.

All WIC authorized vendors must continue to accept non-expired WIC paper food instruments until notified otherwise by CDPH/WIC.

Updated WIC Card Rollout Information

In order to continue providing the highest quality services to California WIC families, WIC local agency staff, and WIC vendor communities, CDPH/WIC revised the WIC Card transition timeline to begin the pilot in Napa and Solano Counties on June 3, 2019. This change allowed for necessary revisions to the new California WIC management information system to be completed prior to Pilot. The new California WIC App is also now available to improve the WIC Card experience for families.



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To allow for the required three-month pilot period, Go Live dates for Waves 1 and 2 have been adjusted. The revision does not impact the timeline for Waves 3-10. Waves 3-10 should continue with preparing for the transition as scheduled.

Page 3 of this vendor alert provides an updated map of the California WIC Card Implementation Rollout Waves. This revised rollout schedule is posted on the CDPH/WIC website at www.wicworks.ca.gov. Once on the website, first select "WIC Card-It's Coming!" and then "WIC Card Rollout Schedule."

Action for Vendors

Review the new rollout schedule on page 3 of this vendor alert to determine whether or not the timeframe for your region has changed. Continue to work with CDPH/WIC; California WIC's EBT processor, Fidelity Information Services (FIS); California's retailer enablement contractor, Custom Data Processing (CDP); and any other business partners that support your store's Electronic Cash Register (ECR) and/or Point of Sale (POS) systems.

Questions

CDPH/WIC is grateful for the ongoing support and input received from WIC authorized vendors in this major effort to improve the California WIC Program.

If you have questions about the transition to the WIC Card, please send an email to WICcard@cdph.ca.gov. You may also contact your WIC Vendor Consultant or call toll-free (855) WIC-STOR or (855) 942-7867, or contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



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California WIC CARD Implementation Rollout Waves



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