# New Participant Education

## Policy

**USDA Federal Regulations:** 246.7(j)(4) At least during the initial certification visit, each participant, parent or caretaker shall receive an explanation of how the local food delivery system operates and shall be advised of the types of health services available, where they are located, how they may be obtained and why they may be useful.

## Authority

7 CFR Part 246.7(j)(4)

## Procedures

At the initial certification appointment, and as requested, each applicant or parent/guardian must be provided with information on the nutritional value of the supplemental foods they will receive from WIC and how to obtain benefits using the eWIC card including the following information:

WIC Foods

- WIC approved foods
- UPC approval process

eWIC

- Use and care of the eWIC card
- PIN selection process
- How to use the eWIC card at the store
- Keeping the eWIC card and PIN secure
- Replacing a lost card

Account Balance

- How to read the Food Benefit list printout from the data system (what the abbreviations mean)
- How to read an eWIC receipt
- How to determine the food account balance

Where and When to Shop

- WIC approved stores (physical location/online) and mixed basket vs. stand beside
- Cut-off date and time for using benefits each month

Customer Service

- The WIC Shopper app
- eWIC customer service call center (1-844-234-4948)
- eWIC web portal www.ebtEDGE.com,
- Video "How to Use Your WIC Benefits"

The state developed materials must be used to supplement the brochures and education topics

required. A staff member must review the materials with the participant. Resources for the participant include:

- Approved product list (food flyer)
- Using your Iowa eWIC card
- How to Use the WIC Shopper App

## Best Practices

Available resources should be shared and distributed in the way that best suits the needs and wants of the participant. (E.g., hard copies, electronically via email or text, or through the WIC Shopper App.)

At the next scheduled appointment, and periodically throughout the certification period, WIC staff should discuss with the participant or parent/guardian if there were any problems using the food benefits and assist them in resolving issues.