

WIC Online Shopping Planning Checklist for WIC-Authorized Vendors

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Assign a point of contact with decision-making power to the WIC online shopping planning team. It is important to have someone on the team who has the authority to make decisions regarding the implementation of WIC online shopping. This person should have the power to make decisions, communicate with partners, and address any issues that arise during the Plan and Prepare and Implement stages.
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Coordinate regular touchpoints with WIC State agencies. Regular touchpoints ensure everyone is on the same page and that the WIC State agency can offer needed guidance/support.
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Open lines of communication with all WIC online shopping partners early in the Plan and Prepare stage. Effective communication is essential to the success of any project, and the WIC online shopping program is no exception. It is important to establish open lines of communication with all partners, including WIC State agencies, technology partners, and payment processors, to ensure everyone is aware of the project's goals and requirements.
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Discuss important issues with WIC State agencies. It is essential to engage in discussions with the WIC State agency to ensure that the WIC online shopping project meets all necessary regulations and requirements. This includes discussing specific regulations related to the WIC Program, contingency plans in the event of item shortages, options for allowable replacements, staff training requirements, participant education, and tracking error rates.
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Keep tracking online shopping proposed rule process. The proposed rule was designed to provide greater flexibility and convenience for WIC participants, while also ensuring that the integrity of the WIC Program is maintained. The proposed rule is still in the review process and may be subject to changes before finalized.

Considerations for Each Type of WIC-Authorized Vendor		
 National	 Regional	 Local
Work closely with the WIC State agency to ensure compliance with state-specific requirements for each state where a store will offer WIC online shopping.	Work closely with the WIC State agency to ensure compliance with state-specific requirements for each state where a store will offer WIC online shopping.	Work closely with the WIC State agency to ensure compliance with state-specific requirements .
Communicate with the WIC State agency about differences in operations between locations (e.g., delivery/pick-up differences between stores).	Communicate with the WIC State agency about differences in operations between locations (e.g., delivery/pickup differences between stores).	Work to streamline online systems to minimize development and maintenance costs.
Meet early in the project with each WIC State agency's EBT processor to discuss payment integration processes .	Meet early in the project with each WIC State agency's EBT processor to discuss payment integration processes .	Partner with third-party vendors who have experience implementing SNAP online or WIC online shopping.
	Work to streamline online systems to minimize development and maintenance costs .	