



## OPTIMIZING THE PARTICIPANT SHOPPING EXPERIENCE PARTICIPANT EDUCATION CHECKLIST

*This document serves as a guide for WIC staff. WIC staff should review the following information with participants when issuing a new eWIC card to support an optimal eWIC shopping experience. Refer to the WIC Program Manual, Chapter 8, Section 2 for more guidance. Electronic versions of the participant handouts listed below are available online at [www.nutritionnc.com/ewic](http://www.nutritionnc.com/ewic).*

- Explain the use of the eWIC card by reviewing with the participant/family:
  - “Using Your North Carolina eWIC Card” brochure
  - Setting up a PIN via phone call, [www.mybnft.com](http://www.mybnft.com) or the Bnft® app
    - Requires cardholder DOB, zip code and a valid email address for the app and website.
  - Using the eWIC card in the grocery store
    - Scanning the eWIC card as first tender when checking out
    - No self-checkout with the eWIC card at this time but stay tuned for updates
    - Explain use of store coupons, “valued customer” and specials
  - PIN and card safety as well as card replacement
    - PIN remains the same with replacement card
  - “Reading Your eWIC Receipt Review Tool”
- Review approved WIC foods with the participant/family
  - Discuss the “NC WIC Program Shopping Guide”
    - Review any updates to the approved food benefits
    - Explain the cash-value benefit for fruits and vegetables
- Provide to the participant/family:
  - eWIC Cardholder Booklet
  - Food Shopping List printed from Crossroads; highlight *quantity, appropriate size and units of measure* for the foods listed
  - List of local authorized NC WIC vendors.
    - Statewide WIC vendor list available at: <https://www.nutritionnc.com/wic/grocer.asp>
- Encourage use of the Bnft® app and explain how to use the app
  - Show short video explaining the Bnft® app to the participant
    - Bnft® video: <https://www.nutritionnc.com/ewic/docs/Bnft-WIC-NorthCarolina.mp4>
  - Ask the participant if they have an email address.
    - NOTE: Most smartphones require an email address for phone setup. If they have a smartphone, they likely have an email address already. It can be found in the phone’s settings. If they do not have an email address, provide information on setting up an email account. Detailed instructions for email setup are included on the next page.
  - Review the benefits of using the app
    - Scan items while shopping to determine if it is a WIC- eligible item
    - Access current list of available WIC food benefits and cash-value balance plus check the last date to spend benefits for the current month

### ***DID YOU KNOW?***

Participants can access the Bnft® app in Spanish by changing the language on their phone. Instruct them to go to "Settings" on their phone and change the primary language to Spanish.





## OPTIMIZING THE PARTICIPANT SHOPPING EXPERIENCE

### HOW TO CREATE AN EMAIL ACCOUNT

#### A STEP-BY-STEP GUIDE

*This document should be used as a guide for WIC staff to assist participants in creating an email account in order to download the Bnft® app. There are a variety of email hosts that provide free email setup. Below are a few examples and instructions for each.*

- **Gmail**

1. Go to <https://www.google.com/gmail/about/#>
2. Click on "Create an Account."
3. Enter personal information (name, create email, create password, confirm password).
4. Click "Next." The next page will ask for information such as phone number and birth date. Some fields are optional, such as phone number. Gmail explains this information will be used for account security and email recovery, if needed.
5. Click "Next." Review and agree to the "Privacy and Terms."
6. The inbox will load. Encourage participant to write down the new email address.

- **Yahoo**

1. Go to <http://mail.yahoo.com/>
2. Click on "Create an account" under the log-in box.
3. Enter personal information such as name and birthday and create an email address and password.
4. Click "Continue" and click the box to "prove you're not a robot."
5. Click "Verify." Enter phone number and have verification code texted to your phone.
6. Enter verification code that was sent.
7. Inbox will load. Encourage participant to write down the new email address.

- **Microsoft Outlook**

1. Go to <https://outlook.live.com/owa/>
2. Click "Create free account."
3. Create an email address and click next. See above for tips on creating an email address.
4. Click "Next" and create a password.
5. Click "Next" and enter first and last name.
6. Click "Next" and enter country/region and date of birth.
7. Click "Next" and there may be a "puzzle" to solve to prove you are not a robot.
8. The inbox will load. Encourage participant to write down the new email address.

**Quick tips for creating an email address:**

- an email address can be anything you wish
- choose something easy to remember such as your name or a combination of it such as first initial and last name
- numbers may be added to the name to create a unique email address

