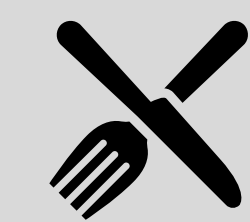


Boosting WIC Retailer Confidence in Missouri: Results from a Pilot Training Study

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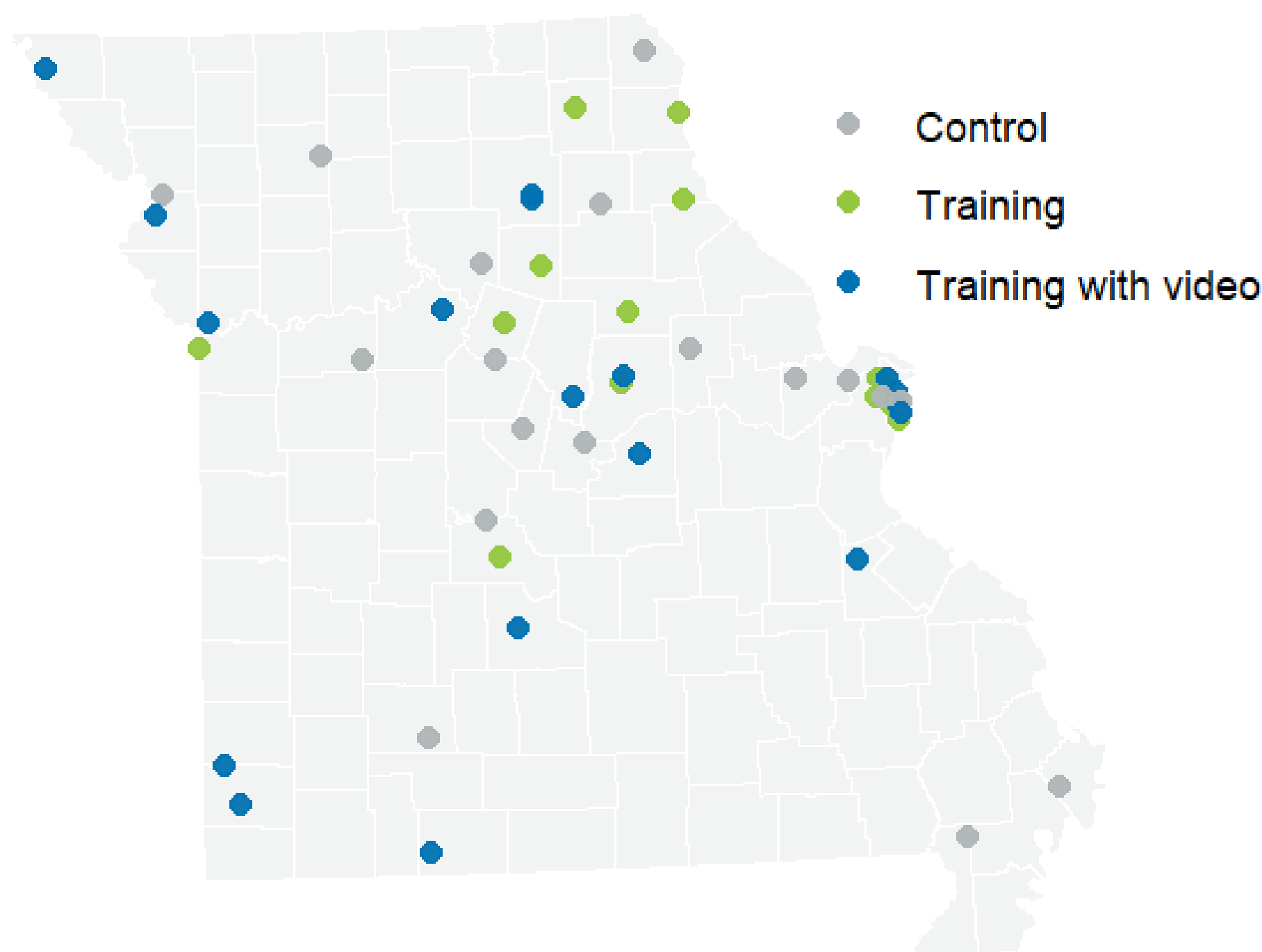


Background

- ❖ Operation Food Search, Washington University in St. Louis, Missouri WIC, and the Missouri Foundation for Health are collaborating to reduce WIC shopping barriers and improve redemption of prescribed food packages.
- ❖ As WIC's front line, retail staff require clear skills in item eligibility, participant support, and program rules; training equips them to improve purchases and reduce enrollment and redemption barriers.
- ❖ WIC Innovation Pilot Goal: Evaluate whether standard and video enhanced retailer training increases staff confidence and smooths WIC transactions to support higher redemption and better in-store experiences.

Methods

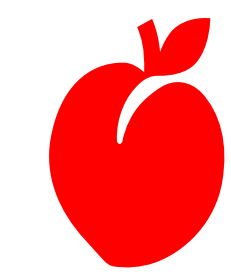
- ❖ Design: Store-level randomized pilot with three arms (standard training, video enhanced training, no training control), stratified by store type and geography. Trainings covered item eligibility, customer support, and checkout; video module demonstrated WICShopper app use.
- ❖ 54 stores randomized into three groups of 18



- ❖ 27 attended trainings
- ❖ 15 standard training*
- *1 retailer did not complete survey
- ❖ 12 training plus video

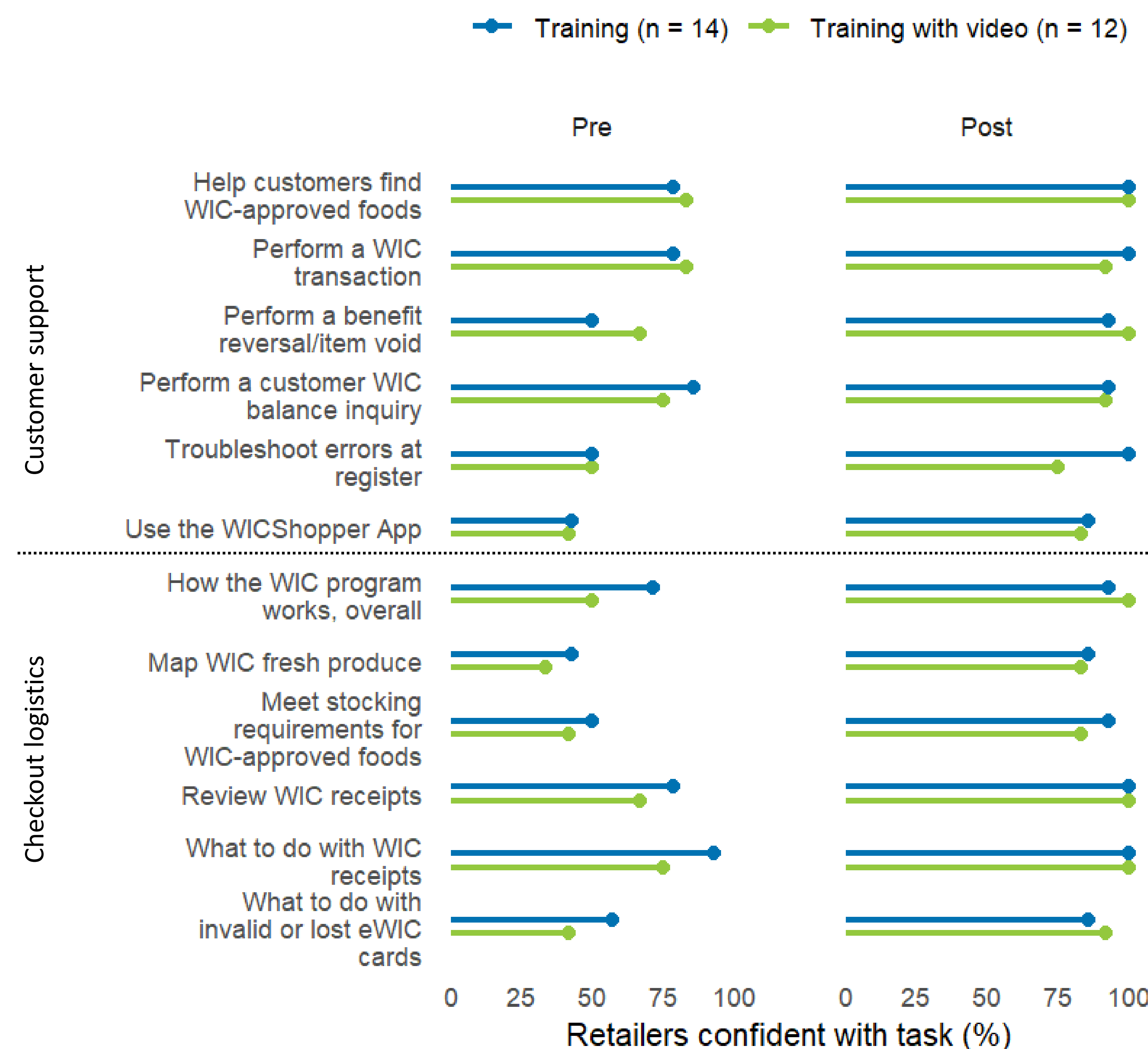
- ❖ Measures: pre and post confidence survey with two domains: customer support and checkout logistics
- ❖ Data: Qualtrics; R 4.4.2

Results



Training increased retailer confidence.

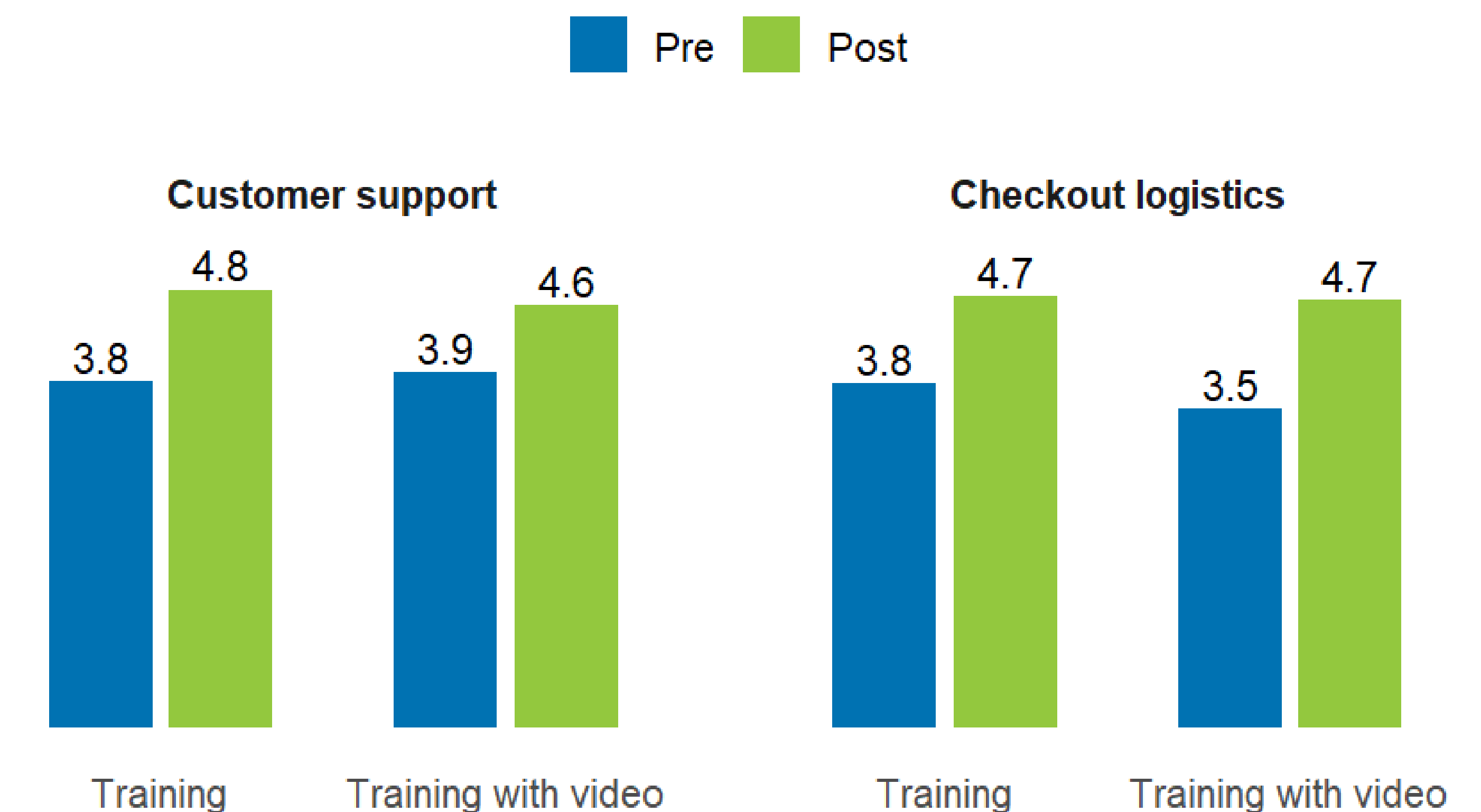
- ❖ Post-training ratings shifted upward on the 1 to 5 scale (from "Not at all confident" to "Completely confident" across both domains for both training formats. Item-level results show positive changes on most questions. Increases were most apparent where retailers expressed least confidence before training, like using the WICShopper app, mapping produce, and eligible product stocking requirements.



References

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2. Wensel CR, Trude ACB, Poirier L, et al. B'more Healthy Corner Stores for Moms and Kids: Identifying Optimal Behavioral Economic Strategies to Increase WIC Redemptions in Small Urban Corner Stores. Int J Environ Res Public Health. 2018;16(1):64. doi:10.3390/ijerph16010064

Average Confidence by Training Group and Phase



Implications

- ❖ Staff are better prepared to guide WIC families, identify eligible products, and process benefits.
- ❖ May reduce checkout barriers and support full benefit redemption.
- ❖ Provides timely evidence to inform statewide scaling for Missouri WIC.

Planned analysis / next steps

- ❖ Link WIC redemption data to retailers across the three groups test for changes in redemption levels after the two training conditions.
- ❖ Inform future training strategies and program decision-making.

Learn more about the WIC Innovation Project



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