

Section 8.1: Introduction

AUGUST 2020

The purpose of this section is to describe policies related to WIC Cards. This chapter contains policies for managing card inventory, for issuing and replacing cards, and for providing food benefits.

Relevant Definitions

- **eWIC:** The The electronic delivery method for providing and managing WIC food benefits.
- **WIC Card:** WIC Cards are the vehicle for providing and accessing food benefits. Cards are issued in clinic and enable participants to access their household food benefits. The person issued the card must select a 4-digit PIN to activate the card, which can then be used for payment at WIC authorized grocery stores.
- **Personal Account Number (PAN):** A unique 16-digit number on the WIC Card (similar to credit/debit cards) and associated with a household. Local Agencies can use the PAN to search for a household on the Participant list screen.
- **Personal Identification Number (PIN):** A 4-digit number selected by the Primary Card Holder (PCH), and needed to use the card to redeem food benefits. The PIN is also needed when calling the eWIC customer service number.
- **Primary Card Holder (PCH):** The person issued the WIC Card is the PCH. The card is usually issued to the Participant/Parent/Guardian, but can instead be issued to an Alternate Representative/Proxy. The WIC Card is associated with the PCH by their date of birth (DOB) and the zip code of the household's mailing address.
- **Alternate Representative:** A person authorized by the Primary Card Holder to use the WIC Card and receive WIC services on their behalf. Also referred to as a "proxy".

Minnesota Department of Health - WIC Program 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us. To obtain this information in a different format, call: 1-800-657-3942

This institution is an equal opportunity provider.