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SHEREEF M. ELNAHAL, MD, MBA  
Commissioner

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**SUBJECT:** WOW (WIC on the Web) implementation

In October 2017, the New Jersey Department of Health, Special Supplemental Nutrition Program for Women, Infants and Children (WIC) began to implement a new data management system called WIC on the Web, also known as “WOW”. The Local WIC Agencies and the State WIC Agency are transitioning from a WIC ACCESS system to WOW, eventually phasing out the ACCESS system by the end of 2018.

More than 280,000 Women, Infants and Children up to the age of five receive WIC services at more than 100 Local WIC Agencies statewide. During this implementation process NJ WIC participants will be able to shop for their WIC Authorized food items with WOW system generated Food Instruments (WIC checks) and Cash-Value Vouchers (CVVs) as well as WIC ACCESS system generated checks.

This WOW system will generate WIC checks and CVVs with a new design, which gives the checks and CVVs a different look. Attachment A provides a summary of the differences between the WIC checks generated in the WIC ACCESS system and the WOW system. Attachment B provides sample check images of the WIC ACCESS Check and a WOW Check.

The State WIC Agency has established an implementation schedule for each Local WIC Agency. Attachment C will provide the WOW implementation dates for each Local WIC Agency, and the counties of the participants they serve.

In preparation for WIC participants redeeming WOW checks at your store, it is recommended that Authorized WIC Vendors review Attachment C for implementation dates of the county in which your store is located. The State WIC Agency continues to allow WIC participants the option to shop at convenient WIC Authorized store locations statewide in effort to offer greater access to healthy, nutritious foods. Therefore, it is possible that WIC participants may redeem WOW checks in your county prior to the implementation date in your county.

Should you have any questions or encounter issues with the WOW checks, please do not hesitate to contact a State Agency Vendor Unit representative at (609) 292-9560.

Sincerely,

*Johanna Garcia*

Johanna Garcia  
Vendor Manager  
New Jersey WIC Services

**Enclosures:**

**Attachment A:** Summary of the differences between the checks generated in the WIC ACCESS system and the WOW system.

**Attachment B:** Check Samples

**Attachment A:** Summary of the differences between the checks generated in the WIC ACCESS system and the WOW system.

(WIC ACCESS System)	(WOW System)
First Day to Use uses an abbreviated form of the calendar month. Example: FEB	First Day to Use uses the full month description. Example: February
Item Quantity has leading zeroes Example: 002	Item Quantity does not have leading zeroes. Example: 2
Check Number: uses only 8 digits	Check Number: uses 9 digits
Foods are listed with capital and small letters combined. Example: Half Gallon	Foods are listed in all CAPS. Example: HALF GALLON
The XXX END OF ORDER XXXX is directly under the last food item.	The XXX END OF ORDER XXXX has a line gap under the last food item.

**Attachment B:** Check Samples

**WOW Check:**

**Access WIC Check:**