



WIC LPHA Call Notes

August 26, 2025

SPIRIT Web (WIC MIS) implementation.

The information below will be sent to each local agency WIC coordinator and LPHA administrator. One survey response per local agency will be required. The email will be sent once our IT staff has confirmed the system is ready to go live.

SPIRIT Web go live: SPIRIT Web is the replacement system for MOWINS. The phased rollout is a strategy to move all local agencies to SPIRIT Web incrementally, in stages, rather than all local agencies at one time. This approach allows for controlled deployment and adequate user support at each stage, minimizing risks and optimizing the final rollout. Once the state information technology staff gives WIC the green light to proceed with a phased rollout of SPIRIT Web, an email will be sent to select your local agency's go live date. The local agency will select from one of two go live dates on which the local agency will switch to using SPIRIT Web instead of MOWINS.

Take the system for a test drive prior to launch: Each go live date will have a corresponding designated "sandbox" period, offering staff an opportunity to get familiar with the functionality of the system before going live. The sandbox is a training environment that simulates the real system. Staff will be given access and instructions on how to log in to the sandbox on the first day of the sandbox period. During the sandbox period, the local agency staff may log in any time to enter records, perform system tasks and interact with the system. During the sandbox period, WIC staff will host virtual open office hour sessions where local agency staff may drop in to ask questions, seek additional training or request a demo of a specific area of the system. The schedule of the virtual office hours sessions will be communicated via email at the time sandbox access is granted. Local agencies may also contact the WIC Help Desk at any time with questions or to seek assistance.

Go live highlights:

- All users of the WIC local agency must begin using SPIRIT Web on the same date.
- Access to MOWINS will stop working on the selected go live date, and access to SPIRIT Web will be granted automatically. Local agency staff will receive instructions via email on how to access the live system one week prior to go live.
- Existing users of MOWINS will automatically be granted access to SPIRIT Web. Only newly hired staff will need to complete an ASAP to request system access, which will be granted to the system in use at the time access is granted.

- To support the transition, the WIC Help Desk will extend its hours from 7 a.m. to 5 p.m. from November 17, 2025, to March 1, 2026.
- In October, a transition guide, along with other resources, will be posted on the LA Portal (<https://health.mo.gov/living/families/wic-portal/>)
- Be sure to check out the system sneak peek on the LA Portal (<https://health.mo.gov/living/families/wic-portal/spirit/index.php>)
- Use the [SPIRIT Web page link](#) at the top of the Highlights section of the LA Portal's home page to access the SPIRIT Web information page.
- Information will be communicated through the WIC Updates Newsletter and the ([GovDelivery subscription topic SPIRIT Web](#))

Once the email is received, action is required: Please complete only one survey per local agency, indicating the date the agency will go live with SPIRIT Web and submit the survey by the due date indicated in the email. After all surveys are collected, a schedule of the selected go live dates by the local agencies will be posted on the LA Portal.

We will work with each local agency to the best of our ability and in the most efficient way to provide you with the communication, tools, training and support needed to experience another successful system transition together.

Changes to the WIC Approved Food List for FFY 26.

Missouri WIC is making changes to the WIC Approved Food List beginning October 1. The WIC program operates on a federally appropriated budget that is distributed to state agencies based on a funding formula. Costs must be managed to serve as many qualified individuals as possible. In projecting FFY 26 food costs based on the current Missouri WIC Approved Food List and benefit redemption patterns, Missouri anticipates a food funding shortfall. To continue to serve as many participants as possible, cost containment strategies based on an analysis of food costs by category will be implemented. Participants will receive the same amount of food with the same nutritional value. Participants will NOT see a decrease in their food packages based on these changes, and it is our goal to continue to serve all eligible individuals who apply for WIC services.

Most changes will be effective on October 1, but a few changes will be effective on January 1 due to the trimonthly issuance of the benefits on participants' cards. The table below outlines the changes to the approved food list and when they will be effective.

Category	What is being removed and when
Breakfast cereal-cold	National brands redemption ends 9/30/25. Retain gluten-free General Mills Rice and Corn Chex.
Breakfast cereal-hot	National brands redemption ends 9/30/25.
Peanut butter	National brands redemption ends 9/30/25.
Bread	Whole grain redemption ends 9/30/25. Retain whole wheat.

Juice 64 oz	National brands, all blended flavors and some single flavors redemption ends 9/30/25. Retain apple, orange, grape and white grape single flavors.
Cheese	Block, sliced and string redemption ends 9/30/25.
Eggs	Brown redemption ends 9/30/25.
Fish	Salmon redemption ends 9/30/25.
Milk	Evaporated (goat and cow) and dry goat. Redemption ends 12/31/25. Issuance ends 9/30/25.
Milk	Half-gallon kosher redemption ends 9/30/25.
Yogurt	Greek and multipack redemption ends 9/30/25. All yogurt redemption ends 12/31/25. Issuance ends 9/30/25.
Infant cereal	Organic redemption ends 9/30/25.
Infant meats	Organic redemption ends 9/30/25.
Infant fruits and vegetables	Organic, dual-pack 4 oz containers, 12 oz multipack (in 2 oz containers) redemption ends 9/30/25.

Things to know:

- On [September 17, from noon to 1 p.m.](#), the state agency will host a live, virtual presentation to provide more details on this change. After the presentation, there will be time for questions, and everything will be recorded and shared in the Highlights box on the LA Portal home page.
- Local agencies will not need to update benefits for participants except for those requiring gluten-free cereal. Guidance will be provided on September 17.
- Participants who are already issued evaporated milk, goat milk or yogurt can keep and redeem those items until the end of December.
- Local agencies will no longer be able to issue evaporated milk, goat milk or yogurt after September 30.
- Printed copies of approved food lists will be void on September 30.
 - Electronic versions of the updated approved food list will be available in mid-September on the Missouri WIC website and on September 30 on the WICShopper app.
 - The website version will be fully translatable by Google Translate.
 - Printed copies of the WIC Approved Food List will be available after the new food rule goes into effect in April 2026.
 - A two-page WIC-approved food guide will be available to local agencies and retailers on September 18.
- A participant notification toolkit will be available on September 18 to help local agencies inform participants of the coming changes. The **state agency requests that all local agencies wait for the toolkit** and use the same messaging for consistent and accurate information.
- If your local agency receives a media request on this topic, please refer them to the [DHSS media requests form](#).
- Please send questions about the food list change to WICInfo@health.mo.gov.

FFY 26 WIC budget considerations.

The WIC program's federal funding has been consistent and largely predictable for many years. However, while we believe we will continue to receive "full funding" in FFY 26, we are also aware of the potential for a slight reduction in the WIC federal budget. To assist in maintaining our core WIC services for all eligible applicants, the Missouri WIC program is implementing cost-conservative precautions.

The cost-conservative precautions include:

We will pause approvals on nonessential capital improvements. To conserve funding for ongoing program operations and essential capital improvements (i.e., flood repairs, cooling or heating equipment repair or replacement), we are not able to approve nonessential capital improvement requests at this time. As we are more certain of our funding and are satisfied that we can meet essential expenses for ongoing operations, we may consider other capital improvements designed to increase participant satisfaction.

We have restructured our local agency outreach expectations to more targeted and cost-effective approaches.

Our partners at the USDA Food and Nutrition Service recommended that state agencies use cost-effective targeted outreach to help ensure that WIC can serve the maximum number of eligible individuals most in need.

We are pausing the replenishment of premium outreach items for local agencies to order from the warehouse. The current stock of lip balm, spatulas, measuring cups, grocery totes and cooler bags will be distributed until depletion. The premium outreach items order form will be updated as stock is used, and the items will be removed when inventory is gone. There are thousands of blue milk cups in the warehouse for use in outreach efforts.

The WIC state agency will not run a contracted statewide marketing campaign in FY 26. However, our state agency's social media activities and outreach to MO HealthNet, SNAP and TA clients using DSS data will continue. The state agency will use the DSS data to send targeted texts to newly enrolled SNAP and MO HealthNet clients to inform them of their WIC eligibility. Local agencies are not permitted to text the individuals on the DSS data lists.

We no longer require local agencies to designate one percent of their budget to outreach efforts. To help conserve budgets for future ongoing operation needs, we will review the amount of funding local agencies propose to use for FFY 2026 outreach activities and suggest targeted, cost-conservative outreach strategies. Approval of funding for outreach activities will be decided on a case-by-case basis during the review of the submitted local agency plans (LAPs).

Recommendations for local agencies to conserve budgets:

- Do not purchase outreach items to hand out. Use the current stock.
- Do not make broadly focused outreach-related purchases (e.g., billboards, marketing campaigns, radio ads).
- Stick to low-cost, targeted outreach strategies. For example:

- Collaborate with community partners who serve individuals likely to be eligible for the WIC program to promote the program to their clients.
- Contact individuals adjunctively eligible for WIC, but not yet enrolled. DSS data for newly enrolled MO HealthNet, SNAP and TA participants will be uploaded monthly to the secure FTP site for all local agencies beginning in late September. A WIC Update will provide detailed information about how the DSS client data may be used.
 - Call newly enrolled MO HealthNet, SNAP and TA clients to schedule a WIC appointment.
 - Send postcards or letters to individuals at the addresses included in the DSS data listing. Postcards can be ordered from the LA Portal Administrative Forms and Resources list, or the local agency may design its own communication. Mail must be addressed to “Current Resident” if anything on the postcard or envelope indicates participation in WIC or another program.
 - Local agencies may not text individuals on the DSS data list due to FCC restrictions.

Thank you for all you do for WIC and for your patience as we implement strategies to ensure ample funding is available to provide our core WIC services to all eligible participants.

Email Anne at Anne.Strope@health.mo.gov or call her at 573-751-6498 if you have any questions about WIC outreach or if you would like to update your FFY 26 outreach plan in the LAP if it has been submitted.

Don't miss important emails and updates.

Subscribe to relevant WIC emails:

WIC local agency information is available on the password-protected LA Portal. Go to WIC.Mo.Gov. Select the LA Portal tab at the bottom of the blue menu on the right.

Log in to the LA Portal:

Username: mowic

Password: MoWIC1974!

- Log in to the LA Portal.
- Select the Contacts and References tab at the bottom of the blue menu on the right.
- Select WIC GovDelivery Email Subscription under References.
- Click on the links for the topics you wish to receive emails for.
 - LPHA/Agency Administrators.
 - WIC Updates Newsletter.
 - Other topic groups of interest.