

COMBATING FOOD INSECURITY:

TOOLS FOR HELPING

OLDER ADULTS ACCESS

SNAP



ACKNOWLEDGMENTS

AARP Foundation and the Food Research and Action Center (FRAC) recognize how important the Supplemental Nutrition Assistance Program (SNAP) is in preventing food insecurity and promoting economic stability and health for vulnerable households. Unfortunately, many households with older Americans are missing out on the help SNAP provides. This toolkit provides best practices that individuals and organizations—small, medium, and large—can implement to help inform older Americans about SNAP and ease the path for eligible older Americans to obtain SNAP benefits.

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CONTENTS

1 /// Acknowledgments	
4 /// SNAP Matters	
6 /// Hunger Among Older Americans	
8 /// SNAP Matters	
10 /// Barriers to SNAP Access and Enrollment	
12 /// SNAP Outreach Planning	
14 /// Identify the Target Audience(s)	
16 /// Choose Strategies and Tactics	
18 /// Plan to Measure Success	
20 /// Education	
22 /// SNAP Messaging	
24 /// Additional Messaging Considerations	
26 /// SNAP Outreach with Military Personnel and Veterans	
28 /// Disseminating Messages	
28 /// / / / / / Trusted Messengers	
32 /// / / / / / Strategic Partnerships	
46 /// Disaster SNAP (D-SNAP)	
54 /// Prescreening	
58 /// Application Assistance	
60 /// Hands-On Application Assistance	
62 /// Peer-to-Peer Application Assistance	
64 /// Application Practices and Policies	
67 /// Authorized Representatives	
70 /// Evaluating Success	
80 /// Resources	
82 /// Drive to End Hunger Videos (AARP and AARP Foundation)	
83 /// Additional Video, Audio and Script Messages	
85 /// Earned Media Materials	
87 /// Flyers/Letters/Postcards	
89 /// Visual Assets	
89 /// Presentations/Toolkits/Guides	
92 /// Appendix	

1

SNAP MATTERS

- HUNGER AMONG OLDER AMERICANS
- SNAP MATTERS
- BARRIERS TO SNAP ACCESS AND ENROLLMENT



SNAP MATTERS

HUNGER AMONG OLDER AMERICANS

Hunger is a problem that affects millions of Americans, including many vulnerable Americans over the age of 50. In 2013, 8.7 percent of all households with a person aged 65 or older were “food insecure,” meaning that their access to adequate food was limited by lack of money and other resources. For seniors living alone, the food insecurity rate in 2013 was 9 percent.¹ In 2009, researchers estimated that 4.9 million Americans aged 50-59 were food insecure;² the number who were considered marginally food insecure increased by 38 percent between 2007 and 2009.³

Hunger among older Americans hurts in myriad ways. It means that some older Americans cut back on the quality and quantity of their meals, sometimes skipping them entirely. It can mean the tough choice between eating and paying for heat or medicine. Hunger makes it harder for people to maintain good health; some medicines require food to be effective.

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The Supplemental Nutrition Assistance Program (SNAP), formerly the Food Stamp Program, is the nation’s first line of defense against hunger. Benefits are provided to needy households on Electronic Benefit Transfer (EBT) cards and used to buy food at stores.

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For Americans 50+, food insecurity is linked with:

- poorer health status
- diabetes
- anemia
- depression
- disability
- limitations in daily activities
- decreased quality of life
- reduced intake of calories and key nutrients

Hunger costs our nation in poorer health outcomes, more hospitalizations, and less independence for older Americans.⁴

SNAP MATTERS

In an average month in 2012, more than four million Americans age 60 or older participated in SNAP, which is nine percent of the total number of Americans using SNAP. The average monthly benefit amount for the three million-plus households with elderly individuals living alone was \$119. For the 329,000 households where an elderly individual lived with another elderly person, the monthly benefit was \$176.⁵ Americans 50+ who participate in SNAP tend to receive SNAP benefits for longer than one year, as their circumstances are less likely to change than are those of younger participants.

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SNAP matters for those individuals who receive it and the communities in which they reside. SNAP has positive impacts on economic activity, poverty, food insecurity, and health.
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SNAP GENERATES ECONOMIC ACTIVITY

Each federally funded \$1 of SNAP benefits generates \$1.79 in economic activity.⁶ Investing in increased SNAP participation also can add to state revenues. For example, a 2004 analysis in California found that each dollar of SNAP benefits freed up an estimated 45 cents for recipients to spend on taxable goods, generating additional sales tax revenues for the state.⁷

SNAP LIFTS PEOPLE OUT OF POVERTY

Nationally, in 2012 SNAP lifted 4.9 million people out of poverty; 346,300 of them were Americans 65+.⁸

SNAP COMBATS HUNGER

SNAP's hunger-fighting impact is greater when benefit levels are strengthened. The temporary increase in SNAP benefit levels—initially 13.6 percent for those receiving the maximum allotment—from the American Recovery and Reinvestment Act of 2009 (ARRA) helped reduce food insecurity by 2.2 percentage points and very low food insecurity by two percentage points. ARRA also helped boost SNAP participation by 3.03 percentage points and food expenditures by 5.4 percent among low-income households between December 2008 (pre-ARRA) and December 2009 (about eight months post-ARRA).⁹ This means more people had consistent access to nutrition.¹⁰

SNAP IMPROVES HEALTH

Based on national food consumption data, each additional SNAP dollar increases a household's score for overall dietary quality (as measured by the U.S. Department of Agriculture's Healthy Eating Index). The higher the level of SNAP benefits, the better the nutrition of participants. Ensuring access to food also protects mental health. For example, SNAP participants are less likely to be depressed than non-participants.¹⁰

Despite the benefits, most eligible older Americans aren't enrolled in SNAP. In 2011, 3 of 5 eligible adults 60+ missed out on SNAP, and significant gaps in participation exist in all states.

BARRIERS TO SNAP ACCESS AND ENROLLMENT

Why don't eligible people use SNAP? A variety of factors keep older Americans from receiving the benefits SNAP provides.

Some common reasons include:^{11,12}

- Don't know they may be eligible for SNAP
- Don't know that recent changes in SNAP rules might now make them eligible
- Don't know how to apply
- Feel stigma related to receiving government assistance
- Believe they can get by without benefits
- Believe there are cultural norms against accepting help
- Don't have transportation
- Experience isolation
- Don't feel confident using the EBT card
- Don't know how to use technology associated with online applications
- Believe their benefits would deprive a needy child of aid
- Believe they would only qualify for a very low benefit amount

- Believe that receiving SNAP would make them ineligible for a food box or for Meals on Wheels
- Believe the application and enrollment process is too intrusive, complicated, and/or time-consuming
- Believe that participation would undermine citizenship status for themselves or someone in the household
- Had a negative experience in the past
- Heard about an acquaintance's negative experience

For a synthesis of the relevant research literature, go to <http://frac.org/access-and-access-barriers-to-getting-food-stamps/>.

Outreach, prescreening, and application assistance can help overcome the barriers that keep older Americans from the food assistance they need. Education from trusted messengers, one-on-one help, and follow-up activities are making a positive difference in communities across the country.

This toolkit outlines effective steps organizations and individuals can take to connect hungry older Americans with SNAP and includes concrete examples and resources that can be tailored for local use.

2

SNAP OUTREACH PLANNING

- IDENTIFY THE TARGET AUDIENCE(S)
- CHOOSE STRATEGIES AND TACTICS
- PLAN TO MEASURE SUCCESS



SNAP OUTREACH PLANNING

Effective SNAP outreach entails thoughtful planning as well as careful execution. This section of the toolkit guides you through outreach planning.

IDENTIFY THE TARGET AUDIENCE(S)

As you embark on SNAP outreach activities, the first step is to understand who you want to reach with your efforts. In your outreach plan, be clear about your target geographic area and the demographics of the population with which you will be working.

Reviewing U.S. Census data or SNAP agency caseload data can help you focus your efforts on specific zip codes, cities, counties, or towns with higher concentrations of lower-income older adults. Information may also be available on how many eligible adults aren't accessing SNAP. For example, Vermont state agency analysts made a county-by-county comparison of the numbers of SNAP participants age 60+ alongside the number of residents age 60+ with incomes at or below 85 percent of the federal poverty level. The comparison identified where SNAP outreach might have the greatest impact.

Similarly, the Council of Senior Centers and Services (CSCS), in collaboration with the National Council on Aging, developed a map and database of elderly SNAP under-enrollment in New York City's 55 community districts, accessible at http://cscs-ny.org/files/SNAP_Benefit_Older_Adults.pdf.

In addition, consider analyzing data on other public benefit programs with income and resource requirements similar to SNAP—these might provide a good avenue for reaching a targeted population underserved by SNAP. Programs could include Supplemental Security Income (SSI), Medicaid, Medicare Extra Help, state pharmaceutical assistance, Low-Income Home Energy Assistance Program (LIHEAP), Unemployment Insurance, and the Commodity Supplemental Food Program (CSFP). You can also ask your state agency to include SNAP information in communications with the other programs' participants, or to conduct a data match between SNAP and the other program to identify a target group of households for SNAP outreach. You can also find out more about data sharing and the efforts between Benefits Data Trust (BDT) and AARP Foundation at <http://www.bdtrust.org>.

CHOOSE STRATEGIES AND TACTICS

Now that you understand who in your community needs help accessing SNAP, you should identify the strategies you will use to increase access to SNAP benefits. The remainder of the toolkit outlines three core strategies for SNAP outreach: education, prescreening, and application assistance. Ideally, your outreach plan will include components of all three, since this is the best way to ensure eligible older adults know about SNAP and enroll if they so choose.

TIP: Based on experience from other projects, it is likely that your goals for the number of people educated would be set much higher than the goals for applications submitted and approved. Falling in the range between those two metric goals would be the number of people prescreened and number assisted in applying. There are numerous reasons why even effective education contacts do not result in a SNAP application. For example, the person may already be a SNAP participant or may not be interested in finding out if he/she is eligible. Similarly, some people who are prescreened may decide not to apply because they believe they are not eligible or only eligible for a small amount of benefits.

PLAN TO MEASURE SUCCESS

Once you understand whom you will be targeting with your SNAP outreach efforts and what you will be doing to increase their access to SNAP, it is important to set specific, realistic objectives around how many people you plan to reach and through what channels. As you think through your objectives, try to answer the following questions:

- How much money will you have to work with and over what period of time?
- How many staff members will be providing SNAP outreach and application assistance services?
- Will staff be dedicated full-time to SNAP activities or will they have other duties?
- How long will start-up take, including hiring and training personnel and preparing materials?
- How long does it take to perform the SNAP activities you will be supporting? (e.g., 20 minutes for prescreening, 30 minutes for application assistance)
- How long will it take to conduct follow-up with clients to obtain verifications and finalize the application/recertification?
- What is the associated cost for SNAP activities based on actual staff time and salary?

- What types of activities are allowable given the source of funds for them? (USDA sets some limits on the types of activities it funds.)

The answers to these questions, combined with your background information on how many people are in the target audience, will help you estimate the time and money available to conduct your SNAP outreach activities and inform your specific objectives. At the end of this process, your outreach plan could include objectives like:

- Distribute 500 educational brochures about SNAP to adults in Montgomery County.
- Provide SNAP application assistance to 100 adults 60+ in Montgomery County.

[See page 72 for more on evaluating success.](#)

3

EDUCATION

- SNAP MESSAGING
- ADDITIONAL MESSAGING CONSIDERATIONS
- DISSEMINATING MESSAGES
 - TRUSTED MESSENGERS
 - STRATEGIC PARTNERSHIPS
- DISASTER SNAP (D-SNAP)



SNAP MESSAGING

Since many individuals and organizations already engage in SNAP educational efforts, you can see what messages exist and tailor them to meet local and community needs. Some messages that are common in SNAP outreach to older Americans and have been found to be effective across communication channels include the fact that SNAP:

- Boosts health and nutrition
- Stretches food dollars
- Eases choices between paying for food and other basics such as medicine and heating/cooling
- Draws down federal dollars after a lifetime of paying taxes
- Helps bring federal dollars to support your local economy

EDUCATION

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Effective outreach activities can help connect eligible older Americans with SNAP benefits by addressing some of the barriers mentioned earlier. One way to do this is through educational activities that raise awareness of SNAP, its benefits, and how it works. The first step in developing educational activities is to craft messages that will resonate with your target audience and enable them to act—whether simply to learn more about SNAP or engage in the application process.

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If you have the resources, you may want to conduct research with your local audiences to create messages that address the particular concerns of older Americans in your community. Focus groups are a great way to find out what individuals think about SNAP, the barriers they face, and what messages they respond to. Consider testing existing messages and materials used by your local SNAP agency and going from there.

ADDITIONAL MESSAGING CONSIDERATIONS

When creating or adapting messages for your educational efforts, make sure they are written simply so that Americans at different literacy levels can understand the messages being conveyed. Aim to write text at a fifth or sixth grade reading level and use simple language, not jargon. Explore how you can include images, infographics, and illustrations to convey actions for those who struggle with reading.

Older Americans in your community may speak languages other than English. Some translated materials are available from the SNAP state or local agency. To create additional materials in other languages, ask your state or local SNAP agency about their translation capacities or enlist the help of other community-based organizations and local universities. In New York City, partners are increasing awareness and participation in SNAP by providing materials in English, Spanish, Chinese, French, Haitian Creole, and Russian (<http://nychungerfree.com/about/>). USDA also provides a number of materials on SNAP and other benefit programs in many languages; check out the translated resources at <http://www.fns.usda.gov/documents-available-other-languages>.

EXAMPLES OF AUDIENCE RESEARCH

- AARP Foundation conducted key informant interviews with service providers and other community-based organizations, completed in-depth interviews with 50 to 59 year olds who were not participating in SNAP, and held focus groups with 50 to 59 year olds who were participating in SNAP. Read about the findings at http://www.aarp.org/content/dam/aarp/aarp_foundation/2014-pdfs/SNAP-Access-Barriers-Faced-By-Low-Income-50-59-Year-olds-AARP%20Foundation....pdf.
- Partners for a Hunger-Free Oregon held focus groups with older Americans at senior centers. They gathered information on perceptions of SNAP, barriers to participation, and recommendations for future senior outreach. Read the full report at <http://oregonhunger.org/reaching-hungry-seniors>.
- AARP New York, with the support of AARP Foundation and in partnership with Hunger Solutions New York, hosted a series of roundtables with thought leaders in five geographically diverse locations around the state to better coordinate resources to address older adult hunger at the local level. Read more at <http://states.aarp.org/wp-content/uploads/2013/09/AARP-NY-2013-Hunger-White-Paper.pdf>.

SNAP OUTREACH WITH MILITARY PERSONNEL AND VETERANS

You may also want to consider additional special subpopulations within your community who might benefit from customized messages. For example, you may want to create special messages for veterans, grandparents, and older people of color.

- In 2011, 25 percent of New York City households with a military veteran experienced difficulty affording food, according to the Food Bank For New York City. Read the report at <http://www.foodbanknyc.org/index.cfm?objectid=18EE5D40-0BE0-11E1-ADA600304864E324>
- The Bay Area Food Bank has delineated the major economic subgroups for military and veteran households at http://www.antihungerpolicyconference.org/wordpress/wp-content/uploads/2010/12/E3_military_connection_reaney.pdf This may be a helpful tool as you explore SNAP outreach within this population.
- Hunger Solutions New York, which coordinates New York States Nutrition Outreach and Education Program (NOEP), has developed a SNAP campaign for veterans and military families. (See pages 97-103.)

- The Ohio Association of Foodbanks helps connect older veterans to SNAP and other benefits through the Ohio Benefit Bank. Learn more at <http://obbmobileexpress.blogspot.com/2013/01/on-road-again-veterans-day-parade.html>, <http://www.dispatch.com/content/stories/local/2012/07/03/agency-eases-veterans-access-to-aid.html>, and <http://columbusfoundation.org/stories/2011-initiative-and-grants/connecting-ohios-veterans-to-benefits/>
- For additional background, review the “Food Security for Military and Veteran Families” presentation prepared by Food Research and Action Center Legal Director Ellen Vollinger for the National Conference of State Legislatures (December 2013) at http://www.ncsl.org/documents/statefed/humserv/2013_FFPrese_Vollinger.pdf
- 1 in 5 Feeding America households have someone who has served in the military. Feeding America clients overall report difficult choices, with 69 percent having to choose between paying for food and paying for utilities. For links to key findings, report summary, full national report, and local reports, respectively, go to: http://help.feedingamerica.org/site/PageServer/?pagename=HIA_key_findings, <http://help.feedingamerica.org/HungerInAmerica/hunger-in-america-2014-summary.pdf>, <http://help.feedingamerica.org/HungerInAmerica/hunger-in-america-2014-full-report.pdf>, and http://help.feedingamerica.org/site/PageServer/?pagename=HIA_local_reports

DISSEMINATING MESSAGES

Once you have identified the messages that work best with your audience, it's time to get them out the door. Partnerships with organizations and individuals that are well-known and trusted in the community are an excellent way to disseminate your messages and materials and can help overcome seniors' concerns and misconceptions and make them feel comfortable about participating in SNAP.

TRUSTED MESSENGERS

To identify trusted messengers, think about your community—what individuals and organizations have credibility with older adults? Here are some examples of how other SNAP outreach programs have engaged these trusted messengers.

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Elected Officials

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- USDA's Food and Nutrition Service fact sheet "10 SNAP Outreach Ideas for Municipal Agencies": <http://www.fns.usda.gov/sites/default/files/10-municipal.pdf>

- National Conference of State Legislatures (NCSL) materials for state legislators to use with constituents: http://www.ncsl.org/Portals/1/Documents/legisbriefs/SNAP_PDF.pdf and http://www.ncsl.org/documents/statefed/AARP_NCSLFall-Forum_Dec0612.pdf and <http://www.ncsl.org/documents/statefed/FRACNCSLDEC2012.pdf>
- AARP Foundation, AARP New York, Council of Senior Centers and Services of NYC, Inc. (CSCS), the New York City Department for the Aging (DFTA), New York City Coalition Against Hunger (NYCCA), the Metropolitan Council on Jewish Poverty (Met Council), and the Food Bank for New York City presentations for elected officials and their staff: [See pages 104-111](#)
- Partnership among Minnesota Lt. Governor Yvonne Prettner Solon, Hunger-Free Minnesota, Hunger Solutions Minnesota, and corporate foundations such as the General Mills Foundation: <https://mn.gov/governor/dayton/lt-governor/ltgovinaction.jsp>

Health Care Providers

- AARP Vermont and Hunger Free Vermont prescription pads and outreach letter: [See pages 112-114](#)
- Arkansas Department of Human Services’ flu clinic outreach: <http://www.arkansasmatters.com/story/d/story/arkansas-flu-clinics-will-also-educate-people-on-f/42090/WtRb5LuSjEe9clzdJmcCMQ>
- Hunger Solutions Minnesota, AARP Minnesota, and AARP Foundation collaboration on SNAP Rx, an effort to end hunger in Minnesota by intervening in health care settings: <http://www.snaprx.org/>

Faith-Based Community Organizations

USDA’s Food and Nutrition Service fact sheet, “10 SNAP Outreach Ideas for Faith-Based Organizations”: <http://www.fns.usda.gov/sites/default/files/10-fbo.pdf>

- Toledo Area Ministries (TAM) SNAP posters, flyers, and magnets: <http://www.tamohio.org/j25/index.php/ministries/food-stamp-outreach>
- Maryland Catholic Charities script used in presenting SNAP outreach to parish leaders: <http://www.catholiccharities-md.org/seniors/>
- Jewish Family Service of Colorado (JFS) senior SNAP outreach initiative: <http://www.ajfca.org/read-more-news/content/6262>

Promotoras

- The promotoras model offers another means for increasing SNAP awareness among Spanish-speaking Hispanics/Latinos. Bilingual community members provide SNAP outreach on a person-to-person basis. For details, visit <http://www.ncsl.org/documents/immig/promotora.pdf> and <http://blogs.usda.gov/2013/02/19/a-place-at-the-table-for-promotoras/> and http://www.fns.usda.gov/outreach/getinvolved/la_mesa_completa.htm.

STRATEGIC PARTNERSHIPS

In addition to leveraging specific trusted messengers, organizations can be instrumental in reaching older adults with your SNAP educational materials and messages.

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Retailers

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Partnering with retailers can be a constructive way to conduct SNAP outreach and application assistance. Grocery stores, farmers’ markets, pharmacies, and other types of retail locations can provide ideal settings for reaching consumers aged 50+ who are likely eligible for SNAP benefits.

When approaching retailers to partner on SNAP outreach and application assistance, keep in mind that while businesses are invested in social responsibility, they are focused on making a profit. Retailers are more likely to respond positively to requests for partnering on SNAP outreach when they are aware of:

- The extent of local hunger and need
- The extent of gaps in local SNAP participation among eligible people

- How your proposed outreach activities fit their particular business model
- The economic impact of successful SNAP outreach and benefits utilization

Make sure to include information on each of these points when you reach out. The business case for SNAP is strong. In January 2014, the average monthly household SNAP benefit was \$254.52.¹³ These funds typically are spent at local retailers. Moreover, a study on the stimulus effects of SNAP found the following key positive economic factors:¹⁴

- Every \$5 in new SNAP benefits generates \$9 in total spending.
- On average, \$1 billion of SNAP benefits generates 9,800 full-time and part-time jobs.

In order to accept SNAP benefits, retailers must apply to USDA for authorization. An online tool to facilitate the SNAP retailer application process and a training guide for SNAP retailers are available at: <http://www.fns.usda.gov/snap/retailers/application-process.htm> and http://www.fns.usda.gov/snap/retailers/pdfs/Retailer_Training_Guide.pdf. Additionally, USDA has an

online tool (<http://www.snapretailerlocator.com>) that identifies retailer locations that currently accept SNAP benefits.

Below are some strategies SNAP outreach projects can use when partnering with grocers, farmers' markets, pharmacies, and other retailers. See also USDA's Food and Nutrition Service fact sheet "10 SNAP Program Outreach Ideas for Retailers" at <http://www.fns.usda.gov/sites/default/files/10-ideas.pdf>.

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Grocers

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Start by calling local grocery stores to set up an appointment/ in-person visit. Also consider contacting the statewide grocers association or the regional manager for a particular supermarket chain. During your appointment, educate the store manager(s) and/or owners about SNAP and why the program is important to the store and its community in fighting hunger, generating economic activity, and promoting health. If the grocer is not already an authorized SNAP retailer, explain how it can become one.

The level of grocer involvement in SNAP outreach can vary, but grocers are more likely to conduct outreach activities that fit their normal business operations and don't interfere with the space and efficiencies needed for serving customers. Below are some ways grocery stores can support SNAP outreach and application assistance:

- Display SNAP information in the store (free materials are available from USDA and other organizations).
- Conduct application assistance at store locations. For example, Maryland Hunger Solutions provides SNAP information and application assistance on Seniors Discount Days at retail stores in Anne Arundel and Baltimore counties.
- Print national or local SNAP toll-free numbers on grocery bags, receipts, weekly circulars, bulletins or newsletters, or shopping cart signs. For example, South Texas Food Bank has grocery bags with the printed message, "SNAP + fruits & veggies = better nutrition." (See page 116) AARP Foundation partners with grocery stores in Georgia that post Foundation-created shopping card signs. These signs contain brief information about SNAP and a toll-free number. (See page 117)

- Partner with companies that process EBT cards to add recorded messages that inform customers of help desk numbers promoting the nutritional benefits of SNAP.
- Host health fairs where partner organizations can conduct SNAP application assistance in-store or in the store parking lot.
- Provide financial support for SNAP outreach and application assistance projects.

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Pharmacies

Many pharmacies across the country that sell food items accept SNAP benefits, including supermarkets with pharmacy departments and chain drugstores. Many of the same outreach and application assistance strategies outlined above can be used in pharmacies.

Specifically, pharmacies will understand how important food intake is for medication management and health.¹⁵ They may be unfamiliar with the SNAP Rule, which gives seniors and persons with disabilities higher SNAP benefit allotments if their out-of-pocket medical expenses are taken into account. Give phar-

macists materials about SNAP eligibility and the SNAP excess medical deduction and ask them to support SNAP customers in obtaining their list of medicines purchased over a period of time. This will make it easier for the SNAP agency to verify the client’s excess medical costs when the time comes for recertification (or initial enrollment). (See [AARP Foundation fact sheet and checklist on pages 122-123.](#))

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Farmers’ Markets

With leadership from USDA, EBT processors, and the charitable sector, more SNAP shoppers can now use their SNAP benefits at local farmers’ markets. Farmers’ markets offer access to fresh fruits and vegetables. This USDA tool identifies farmers’ market locations that accept SNAP: <http://search.ams.usda.gov/farmersmarkets>.

Informing farmers' markets about the USDA application process for SNAP retailer authorization can help grow the number of such authorized outlets. Information about applying to be a SNAP authorized retailer is posted at <http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>.

Here are some ways you can engage farmers' markets to support your SNAP outreach efforts:

- Help farmers' market organizers develop advertisements and signage indicating that SNAP benefits are welcome.
- Assist farmers with applying for a USDA Farmers' Market Promotion Grant that helps support marketing and promotion and consumer education and outreach (www.ams.usda.gov/fmpp).
- Promote bonus coupons and vouchers that incentivize shopping for fruits and vegetables at farmers' markets and increase the purchasing power of SNAP shoppers to do so.
- Conduct SNAP outreach and application assistance at local senior housing facilities or senior centers in association with pop-up farmers' markets.

ENGAGING FARMERS' MARKETS IN SNAP OUTREACH

- Maryland Hunger Solutions tested the use of EBT cards at local farmers' markets and informed SNAP recipients that they could use their EBT cards at these markets. It also has worked with some farmers' markets that participate in the Wholesome Wave's Double Value Coupon Program (www.wholesome-wave.org/). This initiative enhances the value of a portion of SNAP customers' SNAP benefits spent at farmers' markets to facilitate the purchase of even more fresh foods.
- AARP West Virginia (AARPWV) conducts a targeted, innovative, and effective SNAP outreach to recipients of West Virginia Senior Farmers' Market vouchers. Each year, the West Virginia Department of Agriculture distributes federally-funded Senior Farmers' Market Nutrition Program vouchers, each for the amount of \$20, to low-income seniors to use in purchasing fresh fruit and vegetables at farmers' markets. In conjunction with the West Virginia Department of Health and Human Resources and local senior centers, AARPWV set up a SNAP counseling station at the voucher distribution point within farmers' markets. Voucher recipients were provided with SNAP counseling and information, an opportunity to sign up for SNAP screening, and a supplemental \$10 voucher funded by AARPWV. This approach successfully connected older adults to benefits by targeting older West Virginians who were highly likely to be eligible for SNAP benefits. For a map of state and tribal territory agencies participating in the Senior Farmers' Market Nutrition Program (FMNP), go to <http://www.fns.usda.gov/sfmnp>.

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Senior Centers
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More than 11,000 senior centers across the country serve one million older adults aged 50+ every day. Three-quarters of visitors spend over three hours at the center during each visit and come to the senior center multiple times a week.

Because many older adults use senior centers to receive free or low-cost meals, they can be excellent partners for sharing information about SNAP. For example, Amherst Center for Senior Services (NY) draws on case managers to help its low-income participants apply for a range of benefits available to them, including SNAP. In 2013, the center’s case managers had the highest level of SNAP enrollments throughout all case management teams in Erie County. Senior centers that don’t have a lot of staff often partner with local organizations to do benefits counseling. Partners for a Hunger-Free Oregon has a county SNAP eligibility worker who visits senior centers, building trust and connecting seniors with SNAP benefits.

Find a local senior center through your state department on aging or by visiting the Eldercare Locator at www.eldercare.gov. You can also find out more about senior centers through the National Institute of Senior Centers (NISC): <http://www.ncoa.org/national-institute-of-senior-centers/>.

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Senior Housing
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Consider working with local apartment buildings or retirement communities where seniors often live to share messages about SNAP. For example, the Atlanta Community Food Bank in Atlanta, GA, developed a flyer to use in senior housing centers as part of its Atlanta Prosperity Campaign. (See page 96)

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Congregate Meal Sites
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Congregate meal sites that serve seniors, people with disabilities, and/or homeless people not only provide SNAP eligibility information, but also can become authorized SNAP retailers to redeem SNAP EBT benefits for voluntary contributions from their SNAP customers. SNAP outreach in conjunction with an authorized SNAP retailer congregate feeding site may help to dispel stigma keeping some older Americans from accessing SNAP. The opportunity to “give back” to a congregate meal site with a voluntary contribution via an EBT card may be important to some vulnerable older adults who are SNAP-eligible but would otherwise forgo the benefit. Partners for a Hunger-Free Oregon has published a primer for congregate meal sites offering SNAP EBT: <http://oregonhunger.org/files/Congregate%20Meal%20Primer.pdf>.

PARTNERING WITH CONGREGATE MEAL SITES

In 2012, California launched the Golden Advantage Nutrition Program (GANP) to pilot CalFresh (California SNAP) access at congregate meal sites in several counties. The pilot sites recruited senior meal centers and other community-based organizations to use point-of-service devices to help customers make a donation via their CalFresh EBT card. These sites also reached out to senior meal providers to encourage them to apply to accept EBT and to provide CalFresh information to elderly customers. For more on GANP, see <http://www.calfresh.ca.gov/res/pdf/SF%20Modernization%20Conference.Seniors.Leo%20O%27Farrell.pdf>.

.....
Cross-Program Collaboration
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As mentioned previously, given the overlaps with eligibility, promoting SNAP in the context of other benefits programs can be an effective strategy. One example of this is a partnership among D.C. Hunger Solutions, AARP DC, AARP Legal Counsel for the Elderly, and the Greater Washington Urban League that focused on promoting SNAP to Commodity Supplemental Food Program (CSFP) participants in D.C. CSFP participants are lower-income older adults who receive a monthly food package that helps meet (but falls short of fulfilling) their food budget needs. D.C. Hunger Solutions sought permission from the D.C. Department of Health’s CSFP subcontractor to disseminate information about SNAP in CSFP commodity boxes. To facilitate contacts with the target low-income senior populations, D.C. Hunger Solutions conducted outreach at a distribution site where District residents pick up CSFP food boxes. Volunteers provided information about SNAP to interested clients and helped them fill out SNAP applications. For more information and sample

materials, visit http://www.dchunger.org/press/dchs_orgs_fight_senior_hunger.htm. (See pages 126-128) For information about CSFP and participating states, visit <http://www.fns.usda.gov/fdd/programs/csfps/> and <http://www.fns.usda.gov/fdd/statewebs/csfpswebs.htm>.

Similarly, the AmeriCorps VISTA National Anti-Hunger and Opportunity Corps (AHOC)—one of many AmeriCorps VISTA projects across the country—focuses on fighting hunger in their communities. AARP Foundation partnered with NYC Coalition Against Hunger to station AmeriCorps VISTA members in several AARP state offices to increase the capacity of the host office in addressing older adult hunger through volunteer engagement, partnership development, and coalition building. The AARP Foundation VISTA member in Maine implemented a project to use AARP Foundation’s Tax-Aide sites to provide SNAP education and application assistance to enroll low-income older adults in SNAP. The program entailed training to prepare volunteers to meet one-on-one with eligible Tax-Aide clients and providing SNAP education, screenings, application assistance, and preparation

DISASTER SNAP (D-SNAP)

for interviews. Using this model, many older Americans were enrolled in SNAP at no additional cost to the Tax-Aide site and without adding additional burden to the staff. Learn more about AmeriCorps VISTA AHOC at <https://nyccah.org/national-ameri-corps-anti-hunger-program>.

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SNAP benefits made available after a disaster (Disaster SNAP or D-SNAP) can help families who are enduring hardship directly caused by a man-made or natural disaster. D-SNAP provides temporary food assistance to households affected by a disaster and is designed for situations where a large number of households have related expenses not considered by the regular SNAP program.
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The parameters for SNAP disaster response depend upon the scope of the disaster and government decisions about an appropriate response. Organizations can work with government decision-makers to seek maximum food relief for affected people and collaborate on relief implementation with USDA, the Federal Emergency Management Agency (FEMA), state

and county SNAP agencies, and other stakeholders. For a webinar and guide on maximizing federal nutrition assistance for disaster victims, visit <http://frac.peachnewmedia.com/streaming/interface-v7.php?topic=38387&band=1&stream=1&id=&semid=12911&provider=342&custid=&static=1>. Also see FRAC’s “An Advocate’s Guide to the Disaster Food Stamp Program” at <http://frac.org/newsite/wp-content/uploads/2009/09/dfspguide06.pdf>.

First, organizations can ask their state officials to seek maximum federal relief for those hard hit by disaster. In significant misfortune situations, a state may ask the U.S. President to declare the condition a “major disaster” and, if granted, request D-SNAP related relief from USDA. Under some circumstances, the USDA Secretary also may approve a state’s request to operate D-SNAP without a presidential disaster declaration.

The primary responsibility for requesting, planning, and executing D-SNAP lies with the state agency responsible for administering SNAP benefits. The D-SNAP application period for state agencies typically lasts one week. A command center

as well as application and issuance sites are set up once USDA has approved the operation of D-SNAP. Examples of such sites include schools, libraries, stadiums, trailers, and tents. Staffing may come from the state agency, USDA, and/or FEMA.

Disaster SNAP implementation can assist people currently receiving regular SNAP benefits as well as those not already receiving regular SNAP benefits. Households not receiving SNAP who are approved for D-SNAP receive the maximum SNAP allotment for one month of food assistance. Benefits are issued via an EBT card distributed at the application site, by mail, or at a secondary location such as a supermarket. Households apply in person, complete an interview, and must meet the D-SNAP eligibility requirements.

Your organization can help your state implement D-SNAP by conducting outreach and possibly volunteering. Due to the potential for large numbers of D-SNAP applicants, the state agency may train additional staff and volunteers to assist with outreach and operations. Volunteers can serve as greeters, translators, prescreeners, and application assisters.

IN PLANNING D-SNAP OUTREACH, CONSIDER:

- The populations that are most likely to need food benefits in this situation
- The best locations, partners, and media outlets through which to reach the target population
- The information/referrals required for other assistance such as Medicaid
- The steps required to transition households from D-SNAP to regular SNAP benefits, if applicable

USDA's Food and Nutrition Service provides several examples of how D-SNAP outreach could be conducted in the event of a disaster: http://www.fns.usda.gov/sites/default/files/D-SNAP_handbook_0.pdf and http://www.fns.usda.gov/sites/default/files/D-SNAP_Guidance_Handbook_Toolkit.pdf.

Below are some examples of how organizations have supported D-SNAP outreach:

- USDA coordinated disaster response to Hurricane Sandy in 13 states by working with state SNAP agencies, FEMA, and partner organizations such as retailers, anti-hunger advocates, elderly-serving agencies, food banks, and others. Aid ranged from D-SNAP and mass automatic SNAP benefit replacements to allowing purchase of hot prepared foods and extending the time for individual SNAP households to claim food lost to misfortune. For details, go to http://www.fns.usda.gov/sites/default/files//Hurricane_Sandy.pdf.
- In the wake of Hurricane Sandy, AARP Maryland and Maryland Hunger Solutions collaborated with a number of state agencies to conduct D-SNAP and SNAP application assistance in Somerset County, where more than 1,400 residents were eligible for D-SNAP. Maryland Hunger Solutions led advocacy efforts to secure federal approval for D-SNAP for the county. The Maryland Food Bank donated perishable and non-perishable foods to families in need. The D-SNAP outreach effort disseminated information via local newspapers, as well as on Facebook and Twitter. A special one-day

D-SNAP event offered application assistance as well as emergency food. Learn more at <https://frac.peachnewmedia.com/store/seminar/seminar.php?seminar=20757>.

- Because older adults in the New York metropolitan area were hit particularly hard by Hurricane Sandy, AARP New York worked with Hunger Solutions New York and other partners to raise awareness about their potential eligibility for SNAP benefits. These groups requested that state and local officials seek authority to activate D-SNAP. For the portions of the state where D-SNAP was activated, AARP New York and partners supported outreach. Learn more at <http://www.empirejustice.org/assets/pdf/policy-advocacy/advocates-call-on-nyc-to.pdf>.
- The Food Bank For New York City recruited volunteers to help reach the estimated 30,000 people who would qualify for D-SNAP benefits. Volunteers distributed flyers and shared information with individuals, community organizations, and businesses. AARP New York and Food Bank For New York City also teamed up for a teleconference presentation targeted to AARP members in the D-SNAP-declared zip code areas and disseminated a helpline number through which callers could receive one-on-one application assistance from the Food Bank outreach team.

The Food Bank also used Twitter to solicit volunteers for D-SNAP outreach.



The New York City Coalition Against Hunger helped spread the word about D-SNAP via its website.



- New Jersey’s Department of Human Services prepared a short YouTube video to inform residents about D-SNAP benefits for Hurricane Sandy victims in certain counties: <http://www.youtube.com/watch?v=qoed7p7LwVw&feature=youtube>.

4

PRESCREENING



PRESCREENING

A second core element of successful SNAP outreach is prescreening.

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Prescreening helps both clients and caseworkers. Predicting an applicant's eligibility and benefit level—the estimated amount often is higher than originally expected—can help an individual decide whether to continue with the application process. Prescreening also increases the likelihood that the caseworker's time will be worthwhile.

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Prescreening methods include both paper- and online-based assessments. For instance, AARP Benefits QuickLINK connects lower-income older Americans and their families with government programs that help cover the costs of groceries, medicine, utilities, and health care. The website provides eligibility screening and application tools for programs in all 50 states and the District of Columbia.

SNAP eligibility prescreening can take place in any setting where outreach workers interact with older Americans, from senior centers and housing community rooms to food pantries and health fairs. Locations should have sufficient space for the outreach worker to have a private conversation about an individual's circumstances. If you plan to use the Internet during prescreening, be sure to confirm online access at your prescreening location.



5

APPLICATION ASSISTANCE

- HANDS-ON APPLICATION ASSISTANCE
- PEER-TO-PEER APPLICATION ASSISTANCE
- APPLICATION PRACTICES AND POLICIES
 - APPLICATION FORMS
 - INTERVIEWS
 - ACCOUNTING FOR CLIENT EXPENSES
- AUTHORIZED REPRESENTATIVES

APPLICATION ASSISTANCE

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Either in conjunction with a prescreening or afterward, SNAP project outreach workers help clients understand and fill out the application as well as assemble documents that help verify information the SNAP agency requests. In particular, outreach workers familiar with program rules can help older Americans claim their out-of-pocket medical expenses. This can boost the amount of monthly SNAP benefits that the older person will receive.
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HANDS-ON APPLICATION ASSISTANCE

Let potential applicants know about available application assistance through flyers, public service announcements on local radio stations, newspaper advertisements, call centers, direct mail, or other channels you know work best in your community. Before considering advertising strategies, check on any limitations set by your funder. Some messaging instruments that are allowable with private funds may not be allowable with USDA funding. For background, go to <http://www.fns.usda.gov/sites/default/files/QAs%20-%20Prohibiting%20Government-Sponsored%20Recruitment%20Activities.pdf>.

AARP Foundation connects to individuals with the help of AARP and then invites them to a designated application assistance site in their area.

If the equipment is available, SNAP outreach workers can help clients scan applications and verification documents for online submission or assist with sending them to SNAP offices. Outreach workers can also help clients schedule interviews (often telephone interviews) with SNAP offices.

Once a client’s application is approved, the client is certified to receive SNAP benefits for a set period of time (up to 24 months for older Americans). In order to continue receiving benefits beyond that initial period, the recipient must complete a recertification process similar to the initial application process. Some local studies have found that as many as 70 percent of SNAP cases close at recertification for “procedural reasons,” such as a missed interview, rather than because the client’s financial eligibility changed. SNAP outreach workers can provide recertification assistance to avoid breaks in benefit receipt by older SNAP participants.

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When working with Limited English Proficiency (LEP) clients, be sure to have outreach workers available who can speak clients’ native languages and/or assist clients in securing translation services.
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PEER-TO-PEER APPLICATION ASSISTANCE

While paid staff are an important asset for SNAP outreach campaigns, trained volunteers who reach out to their peers also can contribute to effective outcomes. The peer-to-peer model engages older adult volunteers who are sensitive to applicants' needs and can relate to the aging experience. Peers may also have personal experience using public programs like SNAP, Medicare, and Social Security and can personally communicate the benefits of SNAP participation, perhaps helping address some barriers for potential applicants.

For a helpful example of peer-to-peer assistance educational materials, see Hunger-Free Vermont's brochure at http://vermontfoodhelp.com/pdfs/HFVT_EWAW_Brochure.pdf.

In peer-to-peer assistance programs, volunteers are responsible for:

- Providing information about SNAP eligibility
- Dispelling myths and sharing facts about the program
- Assisting with application submissions
- Informing clients what supporting documentation will be required
- Providing referrals to other public and private programs when appropriate

PEER-TO-PEER ASSISTANCE: AARP GEORGIA

In 2013, AARP Foundation's Georgia SNAP outreach project provided peer-to-peer assistance to 1,462 individuals. The Foundation works in conjunction with AARP Georgia to recruit volunteers, many of whom are active AARP members and respected within their communities. This familiarity provides potential enrollees with a level of comfort and trust. Peer volunteers go through a robust training process that AARP Foundation facilitates in partnership with the state SNAP agency. During training, volunteers learn how to conduct SNAP benefit eligibility screenings and prepare to assist applicants independently.

APPLICATION PRACTICES AND POLICIES

Some state practices and policies can help ease barriers to SNAP enrollment and can ensure clients claim the maximum amount of SNAP benefits to which they are entitled. Consider working with your state SNAP office or other relevant partners to implement these strategies.

Application Forms

In addition to shortening and improving the language in the generic SNAP application forms, states can offer separate SNAP application forms tailored to people 60+. For example, Alabama and Massachusetts have separate SNAP applications for seniors:

- Alabama Department of Human Resources, Food Assistance Simplified Application for the Elderly: http://dhr.alabama.gov/services/food_assistance/Documents/2013_DHR-FSD-2198.pdf

- Commonwealth of Massachusetts SNAP Application/elderly (English and Spanish): <http://www.mass.gov/eohhs/docs/dta/c-snapapp-elderly-eng.pdf> and <http://www.mass.gov/eohhs/docs/dta/c-snapapp-elderly-sp.pdf>

Interviews

SNAP offices can ease the enrollment burden on older SNAP clients by conducting application interviews by telephone rather than in-person at the office. Offices also can ease the process by certifying clients age 60 or older for at least 24 months and by getting USDA permission to recertify older clients with stable economic circumstances without requiring the client to have another telephone interview. For more information, see FRAC’s “Smart Choices in Hard Times: Strategies for States, Communities and Advocates to Reduce Hunger, Stimulate the Economy, and Sustain Recovery” guide at <http://frac.org/smart-choices-in-hard-times/>.

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Accounting for Client Expenses
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One of the most underutilized deductions available to older SNAP participants is the excess medical deduction. Have your caseworkers and outreach workers ask clients about their range of unreimbursed medical expenses and help them go about claiming them. Examples of deductible expenses are out-of-pocket costs for over-the-counter and prescription drugs, vitamins, insurance premiums, medical equipment, and transportation to and from health care providers and pharmacies. (See [AARP Foundation Standard Medical Deductions one-pager on page 125.](#))

AUTHORIZED REPRESENTATIVES

Offering the option for SNAP clients to designate an authorized representative can be helpful for those needing assistance navigating the SNAP application process or shopping with their SNAP benefits. Under the SNAP regulations, an applicant or recipient can authorize an individual to act on his or her behalf. This is particularly important for individuals who may be confused or incapacitated. The authorized representative can be a spouse, relative, friend, or neighbor. There are two ways an authorized representative can help:

1. A SNAP applicant or recipient can name someone to assist with the application/recertification process. This person can complete the SNAP application/reapplication form, sign the form, conduct the SNAP interview, provide necessary verifications to ensure approval or renewal of SNAP benefits, and report changes as required during the SNAP certification period. This person must be familiar with the household circumstances of the applicant to answer SNAP application questions accurately.

2. A SNAP applicant or recipient can name someone to transact SNAP benefits on his/her behalf. This person will be issued an EBT card connected to the participant's SNAP account and can go food shopping on the recipient's behalf. Even if the SNAP recipient is able to go shopping, it may be a good idea to name an authorized representative in case of illness or other circumstances that might incapacitate the recipient down the road. The name of the authorized representative will be recorded in the household's SNAP case record and on the SNAP identification card.

The authorized representative designation has to be made in writing by the SNAP recipient. Most states have forms for this purpose. (See <http://www.mass.gov/eohhs/docs/dta/image-10-english.pdf> and <http://www.mass.gov/eohhs/docs/dta/image-10-spanish.pdf>) An authorized representative can serve in the short-term, or over a longer period of time. The SNAP client has the right to end the authorized representative designation at any time. For the termination of the authorized representative relationship to be effective, the client must send written notification to the SNAP office.

The same person can be named the authorized representative for each SNAP role, or separate individuals can be named to fill the roles. For example, a mother might name the daughter who helps with finances as the person to assist with her SNAP application process, but name the son she sees every day as the person authorized to transact SNAP benefits on her behalf. It is important for the recipient to understand that he or she will be responsible for any inaccurate information provided by the authorized representative. Some restrictions limit designations of authorized representatives.¹⁶



6

EVALUATING SUCCESS

EVALUATING SUCCESS

Ensuring a strong return on investment for your organization’s SNAP outreach efforts is critical not only for internal purposes, but also as you report your work to funders. This section discusses key metrics to consider as you build your outreach effort, implement activities, and report back on your successes. Ideally, you should consider these elements when you first design your outreach efforts.

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Awareness
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Keep track of the number and type of all contacts with older Americans. Examples of contacts that convey information and can lead to a SNAP application include mailings, newsletter inserts, phone calls, forums, conversations at community events, and more.

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Screenings
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Maintain a record of how many older American clients are

prescreened for benefit eligibility and how many of those individuals appear eligible.

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Applications
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Record the number of SNAP applications for which the outreach project provided client assistance and the number of applications the project submitted to SNAP offices. At the outset, projects should consider entering into an agreement with their SNAP agencies to submit coded applications so SNAP agencies can track and later report back on the total number of your organization’s applications that led to enrollments. If coding isn’t an option, ask your state agency to maintain a list of project-submitted applications (with client data). Using this approach, the state agency can match listed applications against the SNAP eligibility system to determine outcomes of your organization’s applications.

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Dispositions
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If possible, track the disposition of SNAP applications through follow-up phone calls to clients. To help ensure approval of the application, call the applicant within 14 days of the application filing date to find out if the interview has occurred and if additional documents are needed. Contact the applicant after 30 days to find out if the application was approved or denied. If the client is willing to share the denial letter with you, review the SNAP agency’s reason for denial. This can help you identify erroneous denials and understand what particular application process steps and questions might be keeping older Americans from enrolling. When you call the client for follow-up, also ask about his/her experience with the process. Client feedback can help you improve your approach in the future.

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Enrollments and Recertifications
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Track how many SNAP applications led to SNAP enrollments.

Gather this information from individual follow-up interviews with clients and aggregate data from SNAP offices, as discussed above. In addition to initial enrollments, record the number of SNAP recertifications completed.

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Follow-Up
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After they are enrolled, clients may return with questions about SNAP notices or benefit amounts. Monitor these contacts with seniors. The outreach projects may be able to help seniors increase their monthly SNAP benefit amounts by reporting changes and/or sending in additional verifications of deductions, such as out-of-pocket costs for medicines. Ask about additional ways your activities helped the client, such as by connecting him or her with an additional public benefit program or positioning him or her to receive utility cost discounts or other non-governmental aid that is targeted to SNAP recipients.

This is also a good time to conduct interviews with partners and messengers who have helped with your outreach. These

conversations might produce anecdotal information about other positive impacts of SNAP enrollment for clients. Interviews with personnel at local supermarkets and farmers' markets might provide information that supplements data projections on the economic impact of the project-assisted SNAP enrollments.

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Systemic Issues
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Outreach projects can gain important insights into systemic barriers that may be undermining older Americans' access to SNAP by asking outreach workers to keep track of problems that their clients encounter and reporting that information to a central data bank. Using a special worksheet or spreadsheet, outreach projects can sort problems by date, issue, and SNAP office location. These might include case processing backlogs, delayed determinations, busy phone lines, and lost documents that interfere with timely and efficient customer service in SNAP offices. As projects review aggregated results, they may spot trends warranting SNAP agency systemic responses.

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Benefit Dollars Leveraged
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Estimate the dollar benefit amounts that resulted from SNAP enrollments. To do this, use the average monthly SNAP benefit amount for a senior (this data should be available from your SNAP state agency) and multiply that value by the number of enrollments. This will provide a dollar estimate for the month; multiply by 12 to get an annual estimate.

It is common for seniors to be certified for 24 months. Moreover, given their stable economic circumstances, older American SNAP participants are more likely than younger people to participate for multiple years. Therefore, in many states it would be appropriate to provide a multi-year estimate for the amount of benefit dollars generated by the project's work connecting older Americans with SNAP.

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Economic Activity Generated
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Project the economic impact of the benefit amounts generated by your application assistance. SNAP benefits bring in federal dollars and have ripple effects for the entire food chain, from farmers to food processors to truckers to supermarkets and other retail food outlets. Estimate your economic impact by multiplying the estimated dollar benefit amounts by 1.79, the multiplier factor resulting from USDA’s analysis of the economic impact of SNAP spending. For more information, visit <http://www.ers.usda.gov/publications/err-economic-research-report/err103.aspx#.UvPWvUJdXC8>.

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Sharing Lessons Learned
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Outreach projects are well-situated to inform SNAP local offices and SNAP state agencies about the issues or problems their clients encounter and to make recommendations for systemic improvements. Develop a relationship with your SNAP offices

and state agency; they will likely welcome your feedback. The SNAP agency benefits by having trained outreach partners submitting completed applications with accurate information and proofs that help streamline the application process for SNAP case workers. The agency also benefits from learning about systemic problems you identify through your focused efforts.

7

RESOURCES

- [DRIVE TO END HUNGER VIDEOS \(AARP FOUNDATION\)](#)
- [ADDITIONAL VIDEO, AUDIO, AND SCRIPT MESSAGES](#)
- [EARNED MEDIA MATERIALS](#)
- [FLYERS/LETTERS/POSTCARDS](#)
- [VISUAL ASSETS](#)
- [PRESENTATIONS/TOOLKITS/GUIDES](#)

RESOURCES

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This section has good examples of SNAP outreach resources. Before adapting any resources for your project, however, check on any limitations set by your funder. Some messaging instruments that are allowable with private funds may not be allowable with USDA funding. For background, go to <http://www.fns.usda.gov/sites/default/files/QAs%20-%20Prohibiting%20Government-Sponsored%20Recruitment%20Activities.pdf>.

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DRIVE TO END HUNGER VIDEOS (AARP AND AARP FOUNDATION)

- Video PSA—Drive to End Hunger: <https://www.youtube.com/watch?v=A5JTG5d5Ruc&list=PLyPdy1waHArSA0i7Lu6FFMdzKNbGP8y0y&feature=c4-overview-vl>
- Video PSA—Faces of Hunger: My Generation/Drive to End Hunger: <https://www.youtube.com/watch?v=WoK-1spS9PJQ&list=PLyPdy1waHArSA0i7Lu6FFMdzKNbGP8y0y&feature=c4-overview-vl>
- Video PSA—Hungry in America: A Healthy Difference/Drive to End Hunger: <https://www.youtube.com/watch?v=4WARiTND-MAM&list=PLyPdy1waHArSA0i7Lu6FFMdzKNbGP8y0y&feature=c4-overview-vl>
- Video PSA—Hungry in America: Hard Choices/Drive to End Hunger: <https://www.youtube.com/watch?v=CHZAa9ZK-kjY&list=PLyPdy1waHArSA0i7Lu6FFMdzKNbGP8y0y&feature=c4-overview-vl>

ADDITIONAL VIDEO, AUDIO, AND SCRIPT MESSAGES

- Video PSA—Hungry in America: Hard Choices/Drive to End Hunger: <https://www.youtube.com/watch?v=CHZAa9ZK-kjY&list=PLyPdy1waHArSA0i7Lu6FFMdzKNbGP8y0y&feature=c4-overview>

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Radio

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- 3SquaresVT with message from Senator Bernie Sanders: http://www.frac.org/snapguide_2011/3svt_seniors_psa.wav
- For Baby Boomers (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/radio_psa-boomers.pdf
- For Builders (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/radio_psa-builders.pdf
- For Caregivers (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/radio_psa-care_givers.pdf

- For Veterans (Hunger Solutions New York): [page 99](#)

Videos

- Voices of Hunger and Hope interview with older person (February 2013)(Maryland Hunger Solutions): <https://www.youtube.com/watch?v=20WBaUA2f1I>
- D-SNAP Hurricane Sandy (2012)(New Jersey Department of Human Services): <http://www.youtube.com/watch?v=qoed-7p7LwVw&feature=youtu.be>
- http://www.dchunger.org/projects/senior_hunger.htm

Video Scripts

- SNAP outreach volunteers instruction and client survey (D.C. Hunger Solutions): [pages 126-128](#)
- Pennysaver ad (Hunger Solutions New York): <http://hungersolutionsny.org/sites/default/files/included/pennysaverad.pdf>

EARNED MEDIA MATERIALS

News Articles

- “People on front lines see hunger firsthand,” Lisa McCormack, Stowe Today, 10/6/11: http://www.stowetoday.com/stowe_reporter/news/article_77f548da-f024-11e0-92e7-001cc4c03286.html?mode=print (Re: Hunger Free Vermont prescription pad outreach)
- “AARP Joins With Hunger Free Vermont to Promote 3 Squares,” AARP VT, 8/3/12: <http://www.aarp.org/giving-back/info-07-2012/aarp-joins-with-hunger-free-vt1791.html>
- Minnesota radio story: <http://www.mprnews.org/story/2011/10/05/food-stamps-senior-citizens>
- CalFresh news story: http://www.times-standard.com/life-style/ci_22330760
- Arkansas news story (flu clinics): <http://www.arkansasmatters.com/story/d/story/arkansas-flu-clinics-will-also-educate-people-on-f/42090/WtRb5LuSjEe9clzdJmcCMQ>
- Maryland news story on senior action month: <http://www.publicnewsservice.org/index.php?/content/article/31005-1>

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 Press Releases

- “Hunger Free Vermont: Two Out of Three Seniors Missing Out on Food Benefits,” 2/24/12: <http://vtdigger.org/2012/02/24/hunger-free-vermont-two-out-of-three-seniors-missing-out-on-food-benefits/>
- Ohio Association of Foodbanks, Memorial Day theme for veterans: http://admin.ohiofoodbanks.org/uploads/news/Oh_Veterans__Benefits.pdf

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 Newsletter Articles

- For Baby Boomers (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/article-babyboomers_2013.pdf
- For Builders (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/article-builders_2013.pdf
- For Caregivers (Hunger Solutions New York): <http://hungersolutionsny.org/sites/default/files/included/article-caregivers.pdf>

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 Op-Eds and Letters to the Editor

- Older Adults Theme (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/article_general_2013.pdf
- Mother’s/Father’s Day Theme (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/article-mothers_day.pdf
- SNAP Myths & Facts (AARP Foundation): [page 129](#)
- SNAP flyer (Tarrant Area Food Bank): [page 130](#)
- SNAP flyer (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/poster_-_yard_sign_-_2013.pdf
- Card with information about SNAP-CAP (Combined Application Project) eligibility for Social Security recipients in Texas (East Texas Food Bank): [page 131](#)
- SNAP flyer tear-off (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/healthy_food_out_of_reach_flyer_2013.pdf

FLYERS
LETTERS
POSTCARDS

- Senior Farmers' Market Nutrition Program (for NOEP counties) and SNAP flyer (Hunger Solutions New York): http://hunger-solutionsny.org/sites/default/files/included/sfmnp_noep_pocket_flyers_2013_nys_color.pdf
- Senior Farmers' Market Nutrition Program (for non-NOEP counties) and SNAP flyer (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/sfmnp_nonnoep_pocket_flyers_2013_nys_color.pdf
- Tip sheet for service professionals (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/medical_deductions_tip_sheet_public.pdf
- Brochure with SNAP medical expense deduction information (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/brochure_for_seniors_snap_medical.pdf
- Pocket flyer with SNAP medical expense deduction information (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/brochure_for_seniors_snap_medical.pdf
- Atlanta Prosperity Campaign flyer (Atlanta Community Food Bank): [page 96](#)

VISUAL ASSETS

- AARP Foundation supermarket-related signs: [page 118-121](#)
- Grocery bag sign (South Texas Food Bank): [page 116](#)
- \$16 grocery list (Texas Food Bank Network): [page 124](#)

PRESENTATIONS TOOLKITS GUIDES

- CalFresh Outreach Basics Handbook, Chapter 4—Promoting CalFresh to Older Adults (California Association of Social Services): http://www.cdss.ca.gov/calfreshoutreach/res/Toolkit/Handbook-OlderAdults/OlderAdultsHandbook_CH4_PromotingCalFreshtoOlderAdults.pdf
- Elderly/Disabled Households in the CalFresh Program webinar (California Association of Food Banks): <http://www.youtube.com/watch?v=hl6ZgYfEHlc>

- Senior Nutrition Toolkit (Hunger Solutions New York): <http://hungersolutionsny.org/information-resources/hunger-resources/senior-nutrition-toolkit>
- Supplemental Nutrition Assistance Program in New York State: An Eligibility Prescreening Guide (Hunger Solutions New York): <http://hungersolutionsny.org/information-resources/hunger-resources/2013-supplemental-nutrition-assistance-program-new-york-state>
- Powerpoint (Hunger Solutions New York): http://hungersolutionsny.org/sites/default/files/included/snap_slide_show.pdf
- Food Supplement Program Outreach Guide (Maryland Hunger Solutions): http://www.mdhungersolutions.org/pdf/Outreach_Guide_2013_Update-Final_general_contact.pdf
- Getting Food Stamps in Maryland Guide (Maryland Hunger Solutions): http://www.mdhungersolutions.org/pdf/maryland_getting_foodstamps_guide.pdf Getting

- Sample Application Template for Community Partners, Maryland State FSP Outreach Plan: http://www.mdhungersolutions.org/pdf/outreach_template_community_partners.pdf
- Hunger among Older Marylanders, web section (Maryland Hunger Solutions): http://www.mdhungersolutions.org/projects/senior_hunger.shtm
- University of Rhode Island SNAP Outreach Project website section: <http://www.eatbettertoday.com/>

 Footnotes

1. USDA ERS, Household Food Security in the United States in 2013, Table 2 (September 2014), <http://www.ers.usda.gov/media/1565415/err173.pdf>
2. James P. Ziliak and Craig Gunderson, Report to AARP Foundation, Food Insecurity Among Older Adults, page 8, http://www.aarp.org/content/dam/aarp/aarp_foundation/pdf_2011/AARPFoundation_HungerReport_2011.pdf
3. Ibid. See also Hiram Lopez-Landin, Report to AARP Foundation, SNAP Access Barriers Faced by Low Income 50-59 Year Olds, page 3, http://www.aarp.org/content/dam/aarp/aarp_foundation/2014-pdfs/SNAP-Access-Barriers-Faced-By-Low-Income-50-59-Year-olds-AARP%20Foundation....pdf
4. Food Research and Action Center, SNAP and Public Health: The Role of the Supplemental Nutrition Assistance Program in Improving the Health and Well-Being of Americans, page 3 (January 2013), http://frac.org/pdf/snap_and_public_health_2013.pdf
5. USDA FNS, Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2012, Tables 3.4 and Table 15 (February 2014), <http://www.fns.usda.gov/sites/default/files/2012Characteristics.pdf>

APPENDIX

6. USDA ERS, The Food Assistance National Input-Output Multiplier (FANIOM) Model and Stimulus Effects of SNAP, Economic Research Report No. (ERR-103) (October 2010), <http://www.ers.usda.gov/publications/err-economic-research-report/err103.aspx#.UzICwq1dXC8>
7. California Legislature, Legislative Analysts' Office, Analysis of the 2004-05 Budget Bill (February 2004), http://www.lao.ca.gov/analysis_2004/health_ss/hss_20_foodstamps_anl04.htm
8. Food Research and Action Center, Analysis of Government Data, <http://www.census.gov/prod/2013pubs/p60-247.pdf>
9. Food Research and Action Center, A Review of Strategies to Bolster SNAP's Role in Improving Nutrition as well as Food Security, page 6 (updated January 2013), <http://frac.org/wp-content/uploads/2011/06/SNAPstrategies.pdf>
10. Food Research and Action Center, A Review of Strategies to Bolster SNAP's Role in Improving Nutrition as well as Food Security, pages 3-6 (updated January 2013), <http://frac.org/wp-content/uploads/2011/06/SNAPstrategies.pdf>
11. Mathematica Policy Research, Inc., State Trends in Supplemental Nutrition Assistance Program Eligibility and Participation Among Elderly Individuals—Final Report (September 28, 2010),

http://www.mathematica-mpr.com/publications/PDFs/nutrition/SNAP_elderly.pdf

12. USDA FNS, Supplemental Nutrition Assistance Program Participation Rates: Fiscal Years 2010 and 2011, Table B.3, <http://www.fns.usda.gov/sites/default/files/trends2010-2011.pdf>

13. USDA FNS, <http://www.fns.usda.gov/pd/34SNAPmonthly.htm>

14. USDA ERS, The Food Assistance National Input-Output Multiplier (FANIOM) Model and Stimulus Effects of SNAP, Economic Research Report No. (ERR-103) (October 2010), <http://www.ers.usda.gov/publications/err-economic-research-report/err103.aspx#.UzICwq1dXC8>

15. For discussion of the relationship between food insecurity and health, see Food Research and Action Center, SNAP and Public Health: The Role of the Supplemental Nutrition Assistance Program in Improving the Health and Well-Being of Americans, page 3 (January 2013), posted at http://frac.org/pdf/snap_and_public_health_2013.pdf

16. The State agency must restrict the use of authorized representatives for purposes of application processing and obtaining food stamp benefits as follows (See 7 C.F.R. section 273.2(n)(4)):
(A) State agency employees who are involved in the certifica-

tion or issuance processes and retailers who are authorized to accept food stamp benefits may not act as authorized representatives without the specific written approval of a designated State agency official and only if that official determines that no one else is available to serve as an authorized representative.

(B) An individual disqualified for an intentional SNAP violation cannot act as an authorized representative during the disqualification period, unless the State agency has determined that no one else is available to serve as an authorized representative.

(C) If a State agency has determined that an authorized representative has knowingly provided false information about household circumstances or has made improper use of coupons, it may disqualify that person from being an authorized representative for up to one year. The State agency must send written notification to the affected household(s) and the authorized representative 30 days prior to the date of disqualification. The notification must specify the reason for the proposed action and the household's right to request a fair hearing.

In order to prevent abuse of the program, the State agency may set a limit on the number of households an authorized representative may represent.

FIND OUT IF YOU'RE ELIGIBLE FOR FOOD STAMPS



GET HELP APPLYING!

DID YOU KNOW?

- Food Stamps can be used at your local grocery store and at the East Atlanta Village Farmers Market!
- Food Stamps are money for food that you don't have to pay back!
- Food Stamps are an additional resource for your grocery budget!

HOW DO YOU QUALIFY?

Are you a household of one and have a monthly income of less than \$1,211?

Are you a household of two and have a monthly income of less than \$1,640?

Then you may be eligible!

When you come to the screening, bring the following:

- Picture ID
- Proof of Income (such as your Social Security award letter)
- How much you pay for medical expenses

Program provided by the Atlanta Prosperity Campaign, an initiative of the Atlanta Community Food Bank. Please visit us on the web at www.acfb.org or www.atlantaprosperty.org.

Welcome Home Military!



You were there for us. We are here for you!

If you are returning from active duty, you may be eligible for SNAP benefits. The Nutrition Outreach and Education Program (NOEP) is here to help veterans and military families learn more about SNAP and provide assistance through the application process.

SNAP benefits can stretch your monthly budget and ensure that you and your family have the nutritious foods that you deserve!

For a free and confidential prescreening to find out if you or a loved one may be eligible please contact NOEP:

This institution is an equal opportunity provider.
Prepared by a project of Hunger Solutions New York, USDA/FNS, and NYSOTDA.

Attention Veterans!



You served our country & We honor you!

The Nutrition Outreach and Education Program (NOEP) proudly supports New York State veterans and their families by ensuring they can afford nutritious foods to maintain good health.

NOEP is a friendly and trusted community program that provides information and application assistance for SNAP, the new name for the Food Stamp Program.

SNAP benefits will increase your monthly budget and are welcomed at local grocers, farmers markets, and commissaries.

For a free and confidential prescreening to find out if you or a loved one may be eligible please contact NOEP:

This institution is an equal opportunity provider.
Prepared by a project of Hunger Solutions New York, USDA/FNS, and NYSOTDA.

RADIO PUBLIC SERVICE ANNOUNCEMENT

Date: December __, 2011

Contact: <your name>
<your agency, contact info>

Air Time: Month of December 2011 – January 2012

:30 SECOND PSA

NOEP Supports Veterans!

The Nutrition Outreach and Education Program (NOEP) honors the dedication and sacrifice of our veterans. We are here to support all veterans, including disabled, retired, and unemployed, regardless of discharge status.

If you are a veteran and have served in the military, you may be eligible for SNAP. SNAP is America's safety net to ensure that all Americans can put food on their tables. This federal benefit can be used at your local grocers, farmers' markets, and commissary.

And veterans who are disabled or over the age of 60 may be entitled to a higher benefit.

Contact your local NOEP Coordinator for a free, friendly, and confidential prescreening to find out if you may be eligible:

(Nutrition Outreach and Education Program)

Name of the agency
Phone number

You are here for us
NOEP is here for you!

This institution is an equal opportunity provider. Prepared by a project of Hunger Solutions New York, USDA/FNS, and NYSOTDA.

Welcome Home Veterans

In the next few weeks, thousands of veterans are returning from active duty. The Nutrition Outreach and Education Program (NOEP) honors all veterans and military families for their dedication and service to our country.

For many veterans, returning home may be a very difficult transition. Many will face unemployment or under employment, and not know how they will provide for their families. Others may have to come to terms with a physical disability, or manage the emotional after affects of war.

The Nutrition Outreach and Education Program is sensitive to the needs of our veterans and strives to alleviate one of their biggest potential concerns- how to feed themselves and their families. NOEP is a supportive community based program that educates veterans about the benefits of SNAP, and assists them with the application process.

SNAP is a federal benefit, similar to social security. There is no state or local contribution toward the costs of benefits. In fact, every dollar spent in SNAP at your local grocery store, farmers market, or commissary generates a \$1.79 in economic revenue for the community. Last year, the SNAP brought in \$5.6 billion in federal revenues to New York State's struggling economy and local businesses. By accessing and utilizing SNAP, both veterans and the community benefits!

Recent changes in the program make it even easier for veterans and military families to apply, including the possibility of applying online. For more information about SNAP, or for a free and confidential prescreening to find out if you may be eligible, please contact the Nutrition Outreach and Education Program (NOEP) at:

Checklist for Older Adults Needing Food Assistance

- ✓ Do they attend their local Senior Center? Find it at www.nyc.gov/aging
- ✓ If they are homebound, do they get Home Delivered Meals/receive Case Management? Refer them to the appropriate Case Management Agency www.nyc.gov/aging.
- ✓ Are they Eligible for food stamps?
 - Quick Screen:
 - ✓ Who do you buy and prepare meals with?
 - ✓ This is their Household size.
 - ✓ What is the total income of all of those people? (Pension, work, social security, etc.)
 - ✓ If this is under 200% of the federal Poverty Level they are likely to be eligible—encourage them to apply, no need to go any further.
 - ✓ If over the 200% FPL—Do you have over \$3000 in the bank?
 - ✓ If they have more than \$3K, it is unlikely they will be eligible.
 - ✓ Do you have any out-of-pocket medical costs?
 - ✓ Anything that is over \$35 will be deducted from their income and will bring down their income for eligibility; excess medical expenses could make a senior over 200% of the FPL eligible and will increase the benefit amount for all eligible seniors.
 - ✓ What are your housing costs?
 - ✓ For seniors under 200% of the FPL this will increase their benefit; for seniors over 200% of the FPL excess shelter costs may make them eligible.
- ✓ How would they like to apply?
 - Paper applications downloadable at http://www.nyc.gov/html/hra/downloads/pdf/foodstamp_app.pdf.
 - Or apply online at ACCESS NYC.
- ✓ They can go to an HRA Center to apply: http://www.nyc.gov/html/hra/html/directory/info_howtoapply.shtml.
- ✓ Or to a NOEP Site <http://www.noep.org>.
- ✓ Do they need emergency food? Find pantries and kitchens at <http://www.nyccah.org/hungermaps>.

FOOD ASSISTANCE RESOURCES: SNAP APPLICATION ASSISTANCE

Nutrition Outreach and Education Program (NOEP) List – New York City

Bronx
Mosholu Montefiore Community Center
3450 Deklab Ave.
Bronx, NY 10467
www.mmcc.org
Phone: 718-882-4000 ext 304

Bronx, Manhattan, Queens, Richmond
Chinese American Planning Council, Inc.
165 Eldridge St.
New York, NY 10002
www.cpc-nyc.org
Phone: 212-431-7800 ext 213

Bronx
Bronx AIDS Services, Inc. (BAS)
540 E. Fordham Rd.
Bronx, NY 10458
www.basnyc.org
Phone: 718-295-5605 ext. 265

Brooklyn
CAMBA, Inc.
885 Flatbush Ave., Rm 204
Brooklyn, NY 11226
www.camba.org
Phone: 718-287-0010 ext 40226

Bronx, Brooklyn, Manhattan, Queens
New York City Coalition Against Hunger
50 Broad St., Suite 1520, NY, NY 10004
www.nyccah.org
Phone: 212-825-0028 ext 207

Brooklyn
NACHAS Health & Family Network, Inc.
1310 48th St., Flr 4
Brooklyn, NY 11219
Phone: 718-436-7373 ext 16, 21 or 24

Brooklyn
Edith and Carl Marks Jewish Community House of Bensonhurst
7802 Bay Parkway
Brooklyn, NY 11214
www.jchb.org
Phone: 718-331-6800 ext 137
Phone: 718-946-6354

Manhattan
Lenox Hill Neighborhood House
331 East 70th St.
New York, NY 10021
www.lenoxhill.org
Phone: 212-744-5022 ext 1278

Manhattan
Northern Manhattan Improvement Corporation
76 Wadsworth Ave.
New York, NY 10033
www.nmic.org
Phone: 212-453-5390

Manhattan, Queens
Center for Independence of the Disabled in NY, Inc.
841 Broadway, Suite 301
New York, NY 10003
www.cidny.org
Phone: 646-442-4155

New York City - all boroughs
Urban Justice Center
123 Williams St., Flr 16
New York, NY 10038
www.urbanjustice.org
Phone: 646-602-5654 or 5652

New York City - all boroughs
Food Bank for NYC
39 Broadway
New York, NY 10006
www.foodbanknyc.org
Phone: 212-566-7855 ext 1570

HOW TO HELP OLDER ADULTS IN NEED OF FOOD ASSISTANCE

November 26, 2012

Christine Deska, AARP
Karol Markosky, Council of Senior Centers and Services
Kim Hernandez, NYC Department for the Aging



OLDER ADULT HUNGER - NATIONALLY

- Nearly 9 million Americans 50+ are at risk of hunger
- 11% of all older Americans are struggling to afford food to meet their basic dietary needs
- Food insecure older adults are almost *twice* as likely to be diabetic, are far less likely to be in excellent/very good health, are over 5 times more likely to suffer from depression, and over twice as likely to have at least one activity of daily living limitation (ADL)

3

OVERVIEW

- Older adult hunger nationally, statewide and in New York City
- Important recent policy changes
- Eligibility for benefits (for people 60+)
- Common myths
- Messaging to older adults
- A checklist for your office
- Local resources
- Q & A

2

OLDER ADULT HUNGER – NEW YORK

- New York ranks #21 for older adult hunger (50+) with 7.09% of older adults at risk of hunger
- SNAP (Supplemental Nutrition Assistance Program, the new name for food stamps) served nearly 1 in 6 NYS residents—3.1 million in NYS (1.8 million in NYC, 1.2 million upstate/LI)
- SNAP allowed over 499,000 60+ New Yorkers maintain good health and nutrition
- SNAP put food on the table for 356,000 working families in New York State

4

OPPORTUNITY TO REACH OLDER ADULTS

- At least one-third of all potentially eligible New Yorkers of all ages are not receiving SNAP benefits
- Older adults are greatly underserved
- In New York City, it is estimated that only half of eligible older adults are receiving SNAP benefits

5

ELIGIBILITY: THE BASICS FOR PEOPLE 60+

Income Before Taxes (Effective October 1, 2012)

Household Size	Monthly Income with No Dependent Care Costs	Monthly Income with Dependent Care Costs	Annual Income with No Dependent Care Costs	Annual Income with Dependent Care Costs	Maximum Monthly Allotment
1	\$1,211	\$1,862	\$14,532	\$22,344	\$200
2	\$1,640	\$2,522	\$19,680	\$30,264	\$367
3	\$2,069	\$3,182	\$24,828	\$38,184	\$526
4	\$2,498	\$3,842	\$29,976	\$46,104	\$668
Each additional person:	+\$429	+\$660	+\$5,148	+\$7,920	+\$150

7

RECENT (AND IMPORTANT!) POLICY CHANGES

- This year, the name changed in New York State to be in line with the federal program name: SNAP, the Supplemental Nutrition Assistance Program (formerly known as the food stamp program)
- As of November 1, 2012, applicants are no longer required to be finger imaged prior to receiving SNAP

6

KEY FEATURES FOR OLDER ADULTS

- No resource test for Older Adults living at 200% of the poverty level and below – except for eligibility for emergency SNAP
- Medical deductions after the first \$35
 - Transportation
 - Medications
 - Doctor Visits
 - \$99.90 for Medicare out of SS
- Two Year Recertification

8

COMMON MYTHS

- I'll only get \$10
- I have money in the bank (so I'm not eligible)
- I don't want welfare
- I own my home (apartment, car, etc)
- I don't want to take money from hungry kids

9

NYC HUNGER FREE: SNAP ENROLLMENT EVENTS

- NYC Hunger Free is a two-year USDA grant-funded project
- Information can be found by visiting www.nychungerfree.org
- AARP, CSCS and DFTA make up the senior outreach portion of the grant
- We have held targeted SNAP Enrollment Events throughout Brooklyn, Queens, Manhattan and the Bronx
- We have ReServists working on-site at senior centers throughout New York City also doing SNAP application assistance and submissions

11

MESSAGING: WHAT RESONATES WITH OLDER ADULTS

- Entitlements
- Debunking myths (A household with an older adult receives an average of \$119/month in SNAP benefits!)
- Showing what you can buy with \$16
- Saving up your monthly allotment
- Defense against hunger

10

FIVE THINGS YOU CAN DO WHEN A HUNGRY OLDER ADULT CONTACTS YOU

- Help them locate their nearby senior center by zip code (search online at DFTA's website)
- Locate their local food pantry at www.nyccah.org
- Conduct a 5-minute SNAP prescreen (we'll demo this)
- Connect them to SNAP application assistance
 - Online – Just Google “Access NYC”
 - In person at a local NOEP (Nutrition Outreach and Education Program) site—see handout for list
- If a senior comes to you in a state of emergency, contact Alan Hom, Deputy Director, DFTA Long Term Care Unit at (212) 513-0213

12

IMPORTANT LOCAL RESOURCES & REFERRAL OPTIONS

- NOEP sites (see handout)
- Food Bank For New York City
<http://www.foodbanknyc.org/>
- New York City Coalition Against Hunger
<http://nyccah.org/>
- Met Council <http://www.metcouncil.org>
- City Meals on Wheels <http://www.citymeals.org/>

13

THANKS!

QUESTIONS / COMMENTS?

Christine Deska, AARP
Karol Markosky, Council of Senior Centers and Services
Kim Hernandez, NYC Department for the Aging

AARP



NYC
Department for
the Aging

NYC DEPARTMENT FOR THE AGING (DFTA) RESOURCES

- Abuse Prevention
- Caregiver
- Case Management
- Health Promotion Services
- Home Care
- Home Delivered Meals
- Legal Services
- NORC (Naturally Occurring Retirement Community)
- Senior Center
- Social Adult Day Care
- Social Adult Day Services
- Transportation

14

Just Visit the DFTA Website or call 311!



Eat healthy, stay healthy.

Apply for **3SquaresVT** by calling the Senior HelpLine
Toll-free 1-800-642-5119

Patient's Name: _____ Date _____

Doctor's Signature: _____

3SquaresVT is a USDA nutrition program that provides Vermonters with extra money every month for food. A senior with a monthly gross income less than \$1,679 (\$2,268 for two people) is likely eligible, and even those over this income may still be eligible. It's worth it to find out.

Did you know?

- Seniors over 65 get their benefits deposited into their bank accounts.
- The average benefit for a senior is \$150 per month.
- Benefits bring \$130 million into the Vermont economy each year.
- Everyone who is eligible is entitled to the benefit.

Do you know someone who could benefit from 3SquaresVT?

More money for food can help seniors stay healthy and independent.

3SquaresVT is a USDA nutrition program that provides Vermonters with extra money every month for food. A senior with a monthly gross income less than \$1,679 (\$2,268 for two people) is likely eligible, and even those over this income may still be eligible. It's worth it to find out.



HUNGERFREEVTmailer.indd 1

9/19/11 11:43 AM



199 Main Street, Suite 225
Burlington, VT 05401

Did you know?

- Seniors over 65 get their benefits deposited into their bank accounts.
- The average benefit for a senior is \$150 per month.
- Benefits bring \$130 million into the Vermont economy each year.
- Everyone who is eligible is entitled to the benefit.

Call the Senior HelpLine at 1-800-642-5119, toll-free from anywhere in Vermont.

Or go to www.vermontfoodhelp.com for more information, including a calculator to estimate eligibility and benefits.

HUNGERFREEVTmailer.indd 2

9/19/11 11:43 AM



November 3, 2011

Dear Health Care Provider,

You are critical in helping seniors get the nutrition they need. Many older Vermonters know that they should eat well but struggle to afford healthy foods on a fixed income. **3SquaresVT (formerly food stamps)** is a USDA nutrition program that provides eligible Vermonters with extra money every month for food. **Only 30% of eligible seniors participate.**

By not participating, seniors are missing out on important nutrition benefits and are more likely to be in poor health and have limitations on their activities. In fact, an estimated one-third to one-half of all health conditions in the elderly are due to poor nutritional intake. **We need your help to change that.**

As a health care provider, **you have the unique opportunity to encourage healthy diets** for your patients. We ask your help in making your elderly patients feel more comfortable in applying for 3SquaresVT and other important food resources in the community. We have included an “**eat healthy, stay healthy**” prescription pad to encourage seniors to apply for 3SquaresVT (feel free to personalize with a message and signature), along with additional materials such as a 211 rack card. 211 is a 24/7 information and referral confidential phone line.

Please contact **Faye Conte**, 3SquaresVT Advocate at Hunger Free Vermont, at (802)-865-0255 or fconte@hungerfreevt.org if you have questions or would like additional information or more materials.

Though senior hunger is rising in Vermont, we know this is a trend we can stop if we work together in our communities. We **thank you** for your collaboration in this effort and for your commitment to helping Vermonters improve their health and well-being.

Sincerely,

Marissa Parisi, Executive Director
Hunger Free Vermont

Greg Marchildon, State Director
AARP Vermont



Eat healthy, stay healthy.

Apply for SNAP by calling the [ORG. NAME]

Toll-Free [PHONE NUMBER]

PATIENT'S NAME

DATE

HEALTHCARE PROVIDER'S SIGNATURE

SNAP is the U.S. Department of Agriculture (USDA) food assistance program that provides eligible individuals with monthly benefits to buy food at grocery stores and some farmers' markets. In [STATE], a senior with a monthly gross income less than* [INCOME] ([INCOME] for two people) is likely eligible. Even some over this income may qualify. Call today and find out!

*[DISCLAIMER]



Supporting the hunger solutions of AARP Foundation.
DrivetoEndHunger.org

The Supplemental Nutrition Assistance Program (SNAP)

Did you know?

- SNAP benefits come on a secure and discreet EBT card that looks and works just like a debit card. People at the grocery will not know you use SNAP benefits.
- Seniors age 60 and over only have to recertify once every 24 months to receive SNAP.
- Households can receive both SNAP benefits and Meals on Wheels.
- SNAP is available to anyone who applies and meets the eligibility criteria.



Supporting the hunger solutions of AARP Foundation.
DrivetoEndHunger.org



STRETCH YOUR DOLLAR. BE ABLE TO BUY MORE.

The Supplemental Nutrition Assistance Program (SNAP, formerly known as Food Stamps) helps boost your budget so that you can get more of the nutrition you need.

AARP Foundation is making it easier than ever to sign up for SNAP. We're committed to working toward ensuring that every older Georgian has a life free from hunger.

CALL 1-877-957-SNAP (7627) TO SEE IF YOU OR SOMEONE YOU CARE ABOUT IS ELIGIBLE FOR SNAP BENEFITS.



Supporting the hunger solutions
of AARP Foundation.





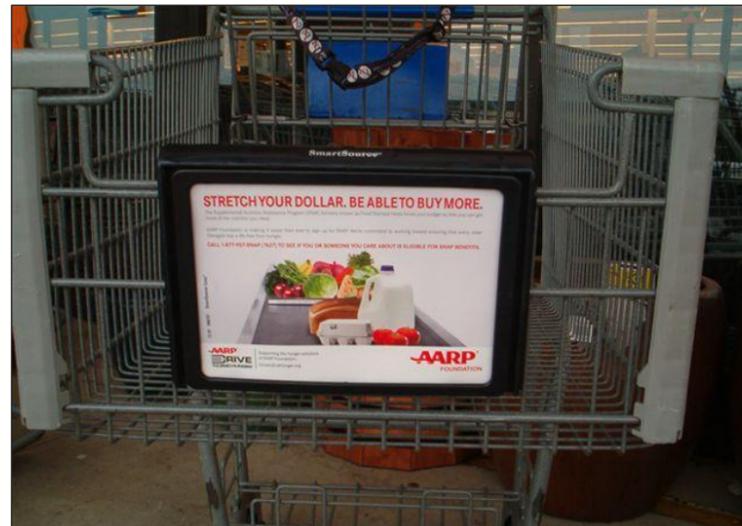
GA SNAP Grocery Cart Pictures

July 2012

Kroger Grocery Carts



Kroger Grocery Carts



Kroger Grocery Carts



Kroger Grocery Carts

GSD&M



5

Kroger Grocery Carts

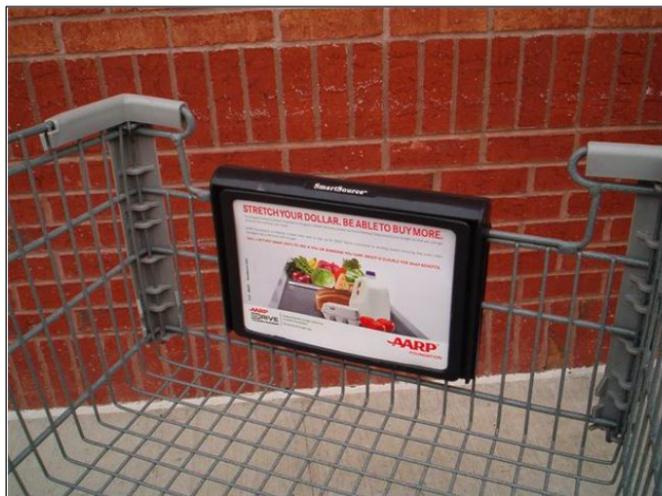
GSD&M



7

Kroger Grocery Carts

GSD&M



6

How Can I Get More Information?

To find out if you or a loved one may be eligible, use our free, confidential screening tool.

Call 1-800-555-5555

Or

Visit www.aarp.org/SNAP

1. Click on your state
2. Click on the link "Find out if you are eligible"



Did You Know?

- Many working people use SNAP to help make ends meet.
- No one will know you use SNAP benefits, because they come on a discreet debit-like card.



OR



You Shouldn't Have to Choose

SNAP can help put healthy food on the table.



AARP Foundation believes that no one should have to make the **impossible decision whether to pay for medication or food**. SNAP can help.

What Is SNAP?

The Supplemental Nutrition Assistance Program is the U.S. Department of Agriculture's (USDA) program **created to improve nutrition and health**.

Nationally, the program is called SNAP. Your state may call it something different, but it works the same way in all states.

For those who are eligible, SNAP provides **monthly benefits to buy healthy food**.



To find healthy recipes you can make on a tight budget, visit www.fns.usda.gov.

How Does SNAP Work?

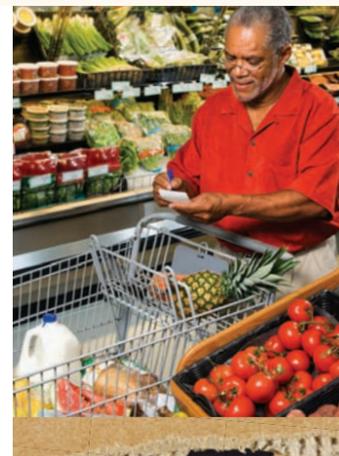
Each state has its own application process. Eligibility is based on income and expenses.

If you qualify, **you'll receive a secure EBT (Electronic Benefit Transfer) card that works like a debit card**. Your benefits will be loaded onto the EBT card each month.

You can then use your card at most grocery stores and many farmers' markets.

The monthly amount of SNAP benefits that you will receive depends on your household size, income and certain expenses. Even if you only qualify for the minimum monthly benefit of \$15, **it still adds up to \$180 a year.***

*As of Nov. 1, 2013.



Not applying for SNAP is like throwing out a BIG coupon worth at least \$15 each month. That's at least \$180 a year!

SNAP is a benefit much like Social Security. It helps you save your money on groceries and stretches your budget to free up money for bills, medications and other necessities.



Supporting the hunger solutions of AARP Foundation.
DrivetoEndHunger.org

Documents for Your SNAP Application

This checklist can help you get ready for the interview portion of the Supplemental Nutrition Assistance Program (SNAP) application process.

Your state SNAP office will require you to provide supporting documentation for you and anyone in your household applying for SNAP. Your state SNAP office also may ask you to supply additional materials not listed on this envelope.

The Supplemental Nutrition Assistance Program (SNAP) is the new name for the Federal Food Stamp Program. Your state may use a different name, but it is still the same program.

Proof of Identity

You need at least one form of identification showing your name and address.

- Driver's license/state I.D. card
- U.S. passport
- Birth certificate
- Voter registration card
- Social Security award letter
- Work, school or health benefits identification card
- Statement from landlord/primary tenant

Proof of Expenses

Bring the items that apply to your household.

- Rent receipt
- Mortgage receipt/property tax receipt
 - Homeowner insurance
- Utility bills
 - Sewer/water
 - Electric/gas
 - Phone (landline or cell)

Proof of Citizenship or Immigration Status

Bring the items that apply to your household.

- Birth certificate
- U.S. passport
- Military service records
- Immigration or naturalization paperwork
- USCIS documentation

Households with Disabled or Senior (60+) Members ONLY

If someone in your household is 60+ or receiving disability insurance at any age and has medical expenses, the following can be deducted if itemized receipts are provided:

- Itemized receipts for medical costs
- Prescription medications
- Over-the-counter medications prescribed by a medical professional
- Transportation to and from the doctor and pharmacy
- Medical equipment
 - Health insurance premiums
 - Home healthcare worker(s)
 - Medical care not covered by insurance
- Outstanding medical bills (if not paid by insurance, Medical Assistance or Medicare)
- Repayment agreement with physician
- Medicare card showing "Part B" and "Part D" coverage

Proof of Income (if any)

Bring the items that apply to your household.

- Current pay stubs (from the previous two months)
- Copy of check or benefit statement from Social Security, pension, Supplemental Security Income (SSI) or other unearned income
- Unemployment compensation award letter
- Bank statement(s)
- Income tax forms (only if self-employed)
- Retirement account statement (such as IRAs and 401Ks)

Additional Documents Needed

- _____
- _____

Date/Time of Interview: _____ **Office Location:** _____

Office Phone Number: _____ **Case Worker:** _____

Organization Providing Application Assistance (if applicable): _____

List of items purchased at HEB with \$16

On 10/17/12

Note: It was possible to get items from each food group

Note: Remember that \$16 is for one person, not an entire family

FRUITS: – 3 bananas, 1 apple, 1 pear, 1 kiwi

VEGETABLES: - 1 head of cabbage, 3 large loose carrots, 2 tomatoes,

GRAINS: - 1 loaf of wheat bread, 1 pkg spaghetti, 1 lb bag of brown rice

PROTIEN: - 1 lb bag red beans, 1 dz eggs, 1 pkg of 4 chicken leg quarters

DAIRY: - 16 oz container of cottage cheese, 3 yogurt

MISC: - 1 can of spaghetti sauce (possibly considered a vegetable?)



About SNAP

Nationally, the program is called SNAP.
In <State> it is called <Name>.

The U.S. Department of Agriculture (USDA) created the Supplemental Nutrition Assistance Program (SNAP) to provide eligible individuals with monthly benefits to buy food at grocery stores and some farmers' markets.

AARP
FOUNDATION

How Can I Find Out More?
Call your local SNAP office
1-XXX-XXX-XXXX

Be Sure to Count Your Medical Expenses in Your SNAP Application

If you are age 60+ or receiving a disability benefit at any age and applying for food assistance through the Supplemental Nutrition Assistance Program (SNAP), you may qualify for additional benefits by deducting medical expenses from your income. Be sure to alert your case worker and share itemized receipts for medical costs.

What Counts as a Medical Expense?

- Prescription medications
- Over-the-counter medications approved by a medical professional*
- Transportation to and from the doctor or pharmacy
- Medical equipment and healthcare supplies
- Health insurance premiums and co-pays
- Home healthcare or homemaker costs
- Medical and dental care not covered by insurance or Medicaid

How Do I Qualify for the SNAP Medical Expenses Deduction?

- You must be either age 60+ OR receive a disability benefit or Medicaid based on disability (and be of any age)
- You must have medical expenses totaling \$35 a month or more

* This can include items needed to treat specific conditions such as; adult diapers, vitamins, lenses, hearing aids, etc.



Sample Volunteer Instructions

Please administer the survey to each client that is interested in answering the questions.

Sample script:

Hello! I am a volunteer and I am surveying participants of the Commodity Supplemental Food Program today about food resources. Do you have time to answer a few questions for me? This will take about two minutes of your time. This survey is completely confidential and I will not record your name or any personal information. You can fill out the survey yourself, or if you'd prefer, I can read the questions to you.

Sample Survey Questions about SNAP/Food Stamps

1. Are you currently receiving Food Stamps (also known as SNAP, the Supplemental Nutrition Assistance Program)?

- Yes
- No

If answer is YES:

a. Would you be willing to share how much you receive each month? \$____

b. What does the program mean to you?

c. Did you know that you could claim out of pocket expenses like hospital bills or medical bills that you pay that are over \$35 each month to help you get more food stamp benefits?

- Yes
- No

SKIP to question #2.

If answer is NO, ask:

- a. Have you heard about the Food Stamp Program? Yes No
- b. Have you ever received Food Stamps in the past? Yes No
- c. Did you know that because you participate in the Commodity Supplemental Food Program, you are likely eligible to receive Food Stamps because of your income? Yes No
- d. What are the reasons you have not applied for Food Stamps? (Check all that apply.)
 - It is too much hassle
 - I don't think I qualify
 - I don't know how to apply or where to go
 - I will only get \$16
 - Someone else needs the money more than me; I will take advantage of the system
 - I am not comfortable applying (Embarrassed, Stigma)
 - I don't have time to go to the office and wait for an interview
 - Other: _____
- e. If you were to receive \$16 every month in SNAP/Food Stamp benefits, would you apply?
 - Yes (Skip to Question 2)
 - NoWhat amount of benefits would make it worth your while to apply? \$____

2. Have there been times in the past twelve months when you did not have enough money to buy food that you or your family needed?

- Yes
- No

3. Do you currently have a legal issue (such as Social Security, Medicare, housing, consumer, etc.) that you would like to speak to an attorney about?

- Yes
- No

Thank you for your time!

SNAP MYTHS & FACTS



THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

What Is SNAP?

SNAP is a food assistance program that helps eligible people put healthy food on the table.

MYTH	FACT
 SNAP is welfare.	 SNAP is not welfare. SNAP is a food assistance program that helps people who qualify purchase nutritious food. Eligibility is based on income, expenses and other factors.
 Other people will know I use SNAP.	 SNAP benefits come on a secure and discreet EBT card that looks and works just like a debit card. You use the benefits by running your EBT card through a credit/debit card machine at the grocery store. Other people will not know you use SNAP benefits.
 If you own a car or a home, you can't get SNAP benefits.	 Most people's assets such as a home or a car are not considered when determining SNAP eligibility. Household size, income and some expenses like housing, utilities and medical expenses (for people 60+ or of any age who receive disability insurance) are considered when determining eligibility for SNAP benefits.
 SNAP benefits are not worth applying for since you only get \$15.	 The monthly amount of SNAP benefits depends on household size, income and certain expenses. Even if you only qualify for the minimum monthly benefit of \$15, it still adds up to \$180 a year. ¹ Also, benefits do not have to be used each month; you can let them accumulate to cover expenses during costlier months, like around the holidays.
 If you receive SNAP, you'll be taking away food from others who have greater need.	 All those who meet eligibility requirements can receive benefits.

¹ As of November 1, 2013.

If you or someone you care about may be eligible for SNAP, visit www.aarp.org/SNAP to find out more in your state.



Have questions about Food Benefits*?

Get answers in a SNAP!

**or TANF, CHIP, Medicaid*



1.866.430.6143

Tarrant Area **FOOD BANK**
FIGHTING HUNGER IN 13 COUNTIES

This institution is an equal opportunities provider and employer. This project has been funded at least in part with federal funds from the U.S Department of Agriculture.



EastTexasFoodBank.org

Are you 50 years or older?
Do you receive SSI?

If you answered yes to both of these questions, you may be qualified to receive SNAP designed especially for you.

You must call 2-1-1 and ask to join SNAP-CAP.

