SNAP OUTREACH TO RURAL SENIORS

May 7, 2020



Improving the lives of 40 million older adults by 2030

Our Speakers

- 1. Erin Kee McGovern, NCOA
- 2. Beth Finch, Feeding the Gulf Coast
- 3. Margaret Mason and Dana Mitchell, Human Resource Development Council IX
- 4. Sue Salisbury, Tri-Valley, Inc.

Slides & recording will be available to download at www.ncoa.org/ncboewebinars



NCOA's Senior SNAP Enrollment Initiative

4 Key Strategies:

- 1. Provide sub-grants to community-based organizations who submit new SNAP applications on behalf of eligible older adults
- 2. Connect older adults with BenefitsCheckUp® so they can screen for SNAP eligibility and download their state specific SNAP application
- Maintain the Senior SNAP Resource Center, which provides technical assistance, training, promotional resources, and information about best practices, cost-effective strategies, and scalable models
- 4. Policy and advocacy work to improve SNAP for eligible seniors and protect the program from cuts



Senior SNAP Enrollment Initiative Key Outcomes



 185,953 SNAP applications submitted on behalf of eligible older adults by community based organizations

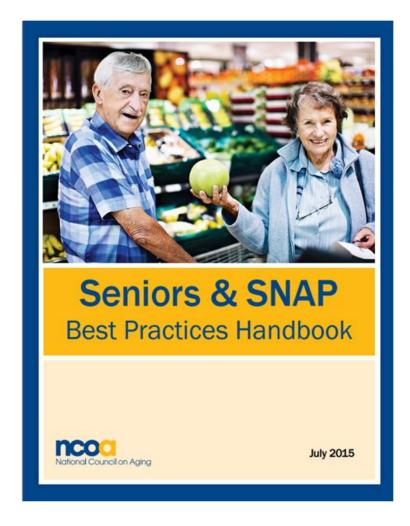


 3,417,166 SNAP applications downloaded from BenefitsCheckUp®



 NCOA estimates these applications have resulted in 1.15 million enrollments, with an average \$121 monthly benefit amount





NCOA's SNAP Resources

NCOA Senior Hunger homepage www.NCOA.org/SeniorHunger

BenefitsCheckUp® SNAP Homepage www.benefitscheckup.org/GetSNAP

State senior participation rates www.NCOA.org/SNAPvisualization





Senior Outreach Struggles and Strategies

Beth Finch





Outreach Manager

Bfinch@feedingthegulfcoast.org

Feeding The Gulf Coast





- Food Bank part of the Feeding America network
- Mississippi and Alabama Outreach
- Staff housed in 5 locations
- Both states are largely rural

Outreach Barriers



- Recognition
- Awareness
- Access
- Return on investment



Overcoming Barriers





- Utilizing direct mail
- Leverage local partners
- Incorporating local branding
- Layering efforts

Questions?



SNAP Outreach for Rural Populations May 7, 2020

HRDC is a non profit, community action agency in Southwest Montana. HRDC instills hope, develops resources, designs solutions and creates change for everyone. We envision a place where poverty has no impact because opportunities and quality of life are afforded to everyone.



Geographic Area



SNAP Rural Stipend Grant Service Area includes:

- Through partnerships we serve 19 counties ranging in size from 432 people to 157,816 people
- It takes 6 hours to drive from Silver Bow County (Butte) to Custer County (Miles City) when the weather is nice □
- Montana has a diverse terrain ranging from the Rocky Mountains to the Great Plains.
- Montana is the 4th largest state in the US

Challenges

- Closure of 19 OPA (Office of Public Assistance) offices across the state
- Affordability of technology (computers, internet, smart phones) for seniors
- Travel time to reach smaller communities for training and/or outreach

Successes/Outreach Efforts

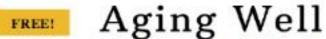
- ☐ Grassroots outreach
- Our intake process at HRDC now includes screening all clients for SNAP regardless of their initial need/crisis
- Partners
- Aging Well Event
- Advocacy Efforts Amplify Montana







EVEN IF YOU ONLY QUALIFY FOR THE MINIMUM, A LITTLE ASSISTANCE GOES A LONG WAY.







Health and Wellness Event for Older Adults MAY 15, 2019 10AM - 2PM BELGRADE COMMUNITY LIBRARY

Health Screenings · Service Information & Signups • Mini Health & Wellness Talks Raffles · Door Prizes · Free Lunch

BROUGHT TO YOU BY:









SCHEDULE OF EVENTS

10:00 AM - Library & Event Opens 10:15 AM - Mini Talk: "Stroke Care" 11:00 AM - Mini Talk: "Happiness...Not Stigma: Mental Health & the Older Adult" 11:30 AM - 12:15 PM Lunch Served 12:30 PM - Mini Talk: "Accessing Wellness with the Self-Mgmt Toolbox" 1:15 PM - Mini Talk: "Dementia - You Don't Have to do it Alone" 2:00 PM - Event Ends

SERVICES REPRESENTED









































COVID-19 Response

- Silver Linings
 - Bump in SNAP Benefits for last month (\$178 additional benefits for a household of one)
 - HRDC Senior Programs created a new program, Shop 4 a Senior, to respond to generous community support and supporting Stay at Home order for seniors

Learn about HRDC's Program SHOP 4 A SENIOR

OUR GOAL

Protect seniors during this time by allowing them to shelter in place and have essential needs delivered to their front door.

WHAT TO DO In BOZEMAN, call:

HRDC Senior Programs:

406.587.5444

In LIVINGSTON, call:

HRDC Livingston Office:

406.333.2537

EXAMPLES OF

Shampoo

Soap

ESSENTIAL NEEDS Toilet paper

Cleaning products

Toothpaste
 Toiletries

DELIVERY TIME 3-5 days FROM REQUEST



All participant's identities will be kept confidential.

Deliveries will be made by volunteers and staff that have completed a background check.

SENIOR PROGRAMS

PROGRAM OF @ HRDC



We believe the essential needs of our grandparents and your grandparents must be met!



Walmart Foundation SNAP Enrollment Initiative Rural Seniors Presentation

Overview of Tri-Valley, Inc.



ESTABLISHED IN 1976



ASAP PROVIDING SERVICES TO ELDERS, YOUNGER INDIVIDUALS WITH DISABILITIES AND CAREGIVERS.



40 YEARS CLOSE COLLABORATION WITH MASSACHUSETTS EXECUTIVE OFFICE OF ELDER AFFAIRS



ADRC OF CENTRAL MASS

Challenges in Reaching Rural Consumers



Transportation availability



Consumers being able to access available transportation

Travel time to individual homes

Challenge 1: Misconceptions about SNAP Benefits

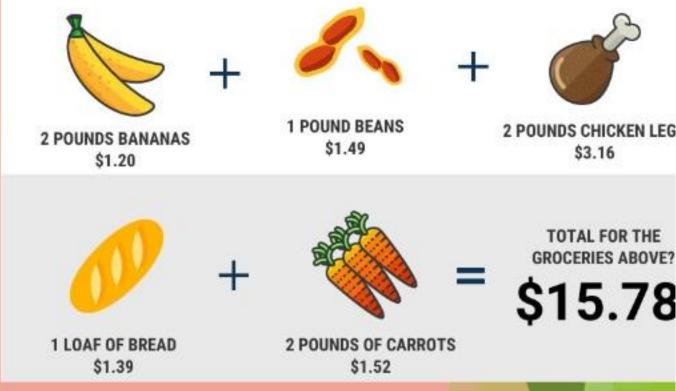
- \$16 benefit- not worth doing all the paperwork and follow up
- Charity- stigma
- Taking food from someone who needs it more

Best Practice in response to Challenge 1

- Community outreach and education about SNAP Benefits
 - Easy application process
 - Community Outreach Events
 - Ø Benefits levels- Individual allotment
 - Other benefits it offers: HIP, access to other public benefit discounts, EBT Card to Culture

THINK \$16 A MONTH ISN'T WORTH IT?





EVEN IF YOU ONLY QUALIFY FOR THE MINIMUM, A LITTLE ASSISTANCE GOES A LONG WAY.



DO YOU NEED FOOD STAMPS OR A FREE CELL PHONE?



Tri-Valley, Inc. Benefits Enrollment Specialists will be on site to assist with applications! *Please bring a form of identification

September 10, 2019 9AM-11AM

Webster Dudley Food Share 4 Church Street Webster, MA 01570

TO CULTURE

The Department of Transitional Assistance and the Mass Cultural Council have partnered to offer discounted admissions to many of the Commonwealth's museums and cultural institutions. Because of the generosity of the participating organizations, DTA clients can receive free or discounted admissions by showing their EBT card.

Participating organizations include:



Challenge 2: Meeting The Target Number for The Grant

Consumers have multiple benefit needs not just SNAP.

Consumers were being transferred to BEC Grant not staying under SNAP Grant due to multiple applications being completed.

Best Practice in Response to Challenge 2

 We reviewed our progress in reaching goals for grant

Networked for ideas with other SNAP and BEC grantees and NCOA staff

Changed our focus for identifying
 Consumers for the grant

SNAP Application staffing

10 hours a week of staffing- hired two current staff members to work on their flex days



Other agency staff support grant while supporting their own consumers and assisting with applications

Challenge 3: Staffing Patterns

The two staff members working on same day

Holidays often fall on Mondays

Best Practice in Response to Challenge 3

Reviewed staff schedules and made adjustments

Spread the five hours throughout the week

Ø Planning ahead for the next week for one

For More Information

Slides and a recording (with transcript) of this webinar will be posted at www.ncoa.org/ncboewebinars



Read reports of these and other SNAP outreach best practices at https://www.ncoa.org/news/ncoa-news/center-for-benefits-news/lessons-learned-in-snap-outreach-to-immigrant-and-rural-seniors/

