

Feeding America Summit – May 4, 2016

# Innovative FoodShare Outreach & Best Practices

## Index

- Introduction
- Goals
- About CWi
- Navigators
- Outreach
- Next Steps



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- **Introduction**
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# Introduction



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Covering Wisconsin  
Milwaukee Enrollment  
Network

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## Goals

- Outreach Strategies
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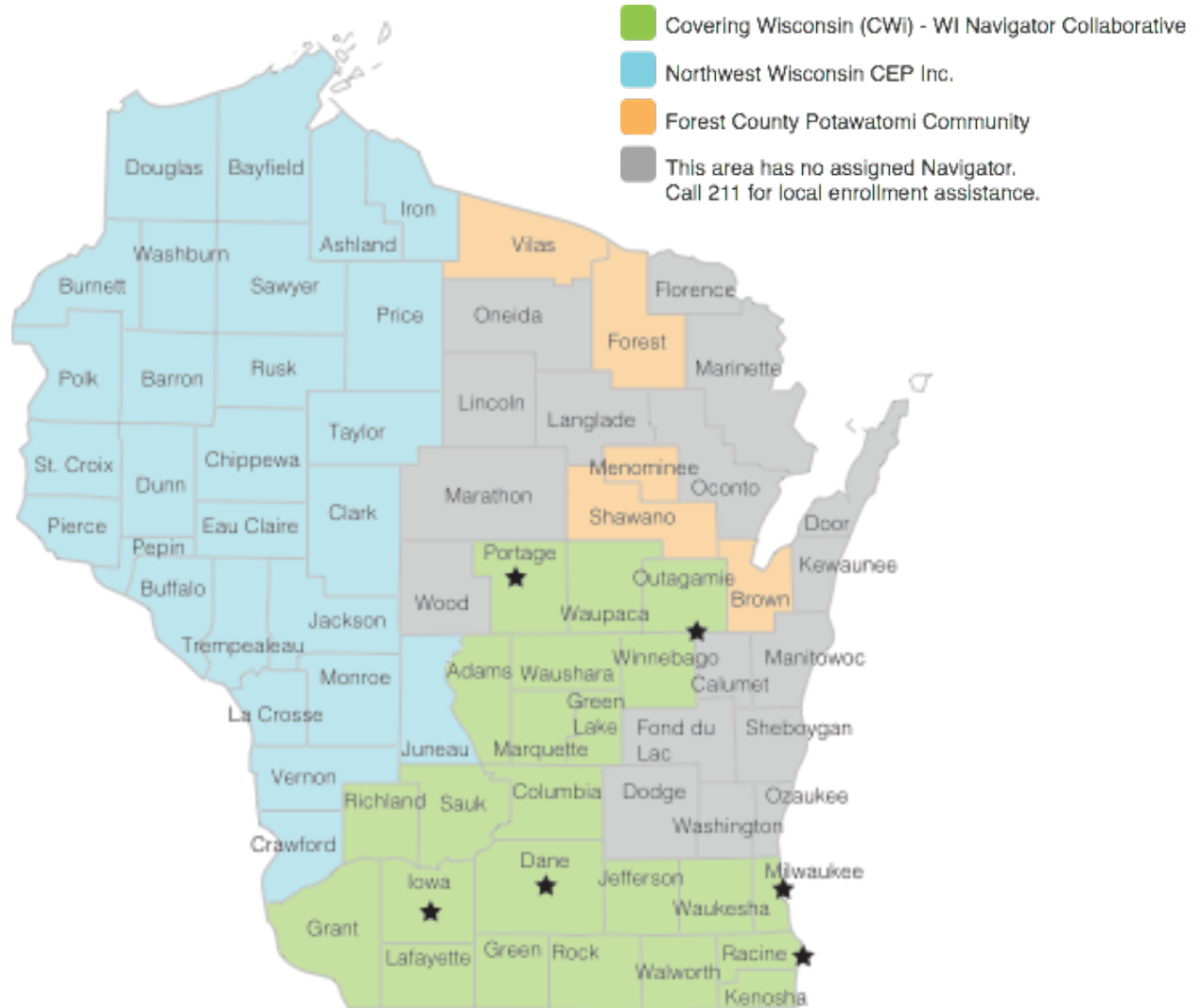
# About CWi

- Covering Wisconsin (CWi), formerly Covering Kids & Families (CKF)
- Offices at UW-Madison and in Milwaukee, as well as subcontract offices in Racine, Rock, Iowa, Portage, and Outagamie Counties
- Since 2003, provides education and assistance with health coverage – Wisconsin Navigator Collaborative
- Co-convenor of the Milwaukee Enrollment Network (MKEN)
- Partnership with UW-Extension to provide health insurance education and resources

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# 2015 – 2016 Navigators

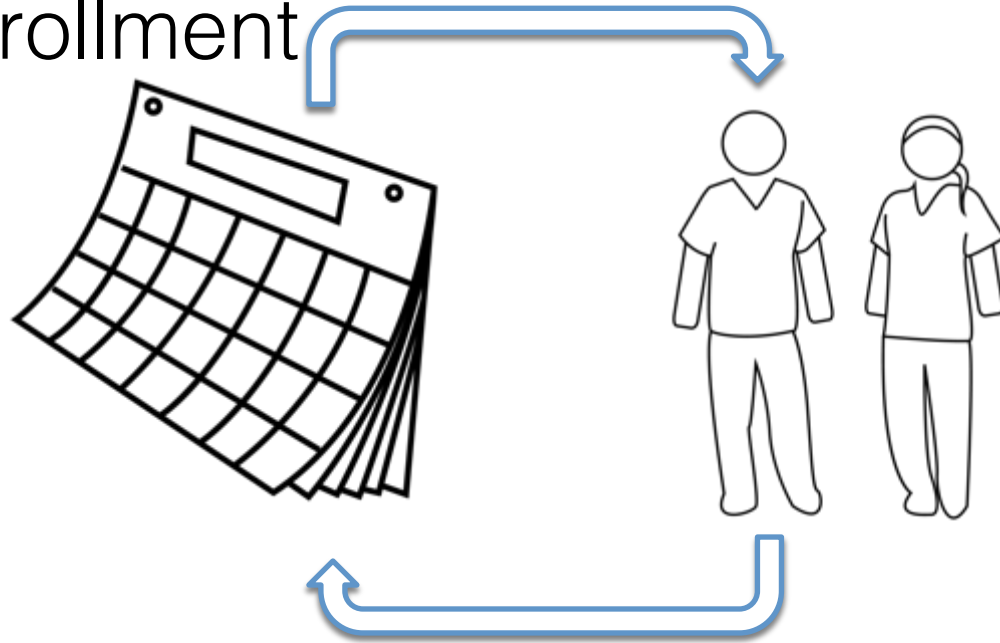


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# 2015 – 2016 Navigators

Open Enrollment vs. Post-open enrollment



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# Questions to Ask for Successful Outreach

- Who are the people you are trying to reach?
- Where do they hang out/shop/live?
- Where do they go for services?
- Who provides the services?
- Are their service providers your community partners?

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# Gather Information (And Partne

- Prioritize community's needs (meet with stakeholders)
- Develop a work plan with community stakeholders at the table
- Share resources and best practices
- Standardize message with partners as able
- Be everywhere (partners make this easier)
- Schedule time to revisit needs and priorities



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## Forget “Outreach”, Build Relationships

- Never stop building rapport
- Ask what the people you serve care about
- Build reliable route of communication
- Have them tell their friends/  
share message

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# Next Steps

If you would like to receive healthcare updates, please sign up for Covering Wisconsin's email list.

## Questions?

**Caroline B. Gomez-Tom**

Covering Wisconsin

Navigator Program Manager

[cbgomez@wisc.edu](mailto:cbgomez@wisc.edu)

(414) 270-2963





# Feeding Wisconsin Health and Hunger Summit 2016

## FoodShare Outreach



Stephanie Jung  
FoodShare Outreach Manager  
Second Harvest Foodbank of Southern  
Wisconsin

# Agenda



- FoodShare Basics
- Second Harvest FoodShare Outreach
- Strategy
- Partnerships
- Messaging



# FoodShare Basics

# FoodShare Outreach Program Goals

## Second Harvest's Mission:

To end hunger in southwestern Wisconsin through community partnerships.

## Strategic Plan FY15:

Provide 2,378,671 meals through the FoodShare outreach program – **20% of the meals provided by the Foodbank**

The USDA states that **SNAP is the nation's first line of defense against hunger**. It helps put food on the table for millions of low income families and individuals every month and is the largest of USDA's 15 nutrition assistance programs.

Ultimately, enrolling families in FoodShare will reduce the need to rely on the emergency food network and shorten the lines.

## Our Impact

**Our Impact:** Field to Foodbank Food Rescue Mobile Pantries Kids Cafe FoodShare Outreach Summer Hunger HungerCare Coalition General Operations

## OUR IMPACT

Second Harvest Foodbank of Southern Wisconsin is a hunger-relief charity organization whose goal is to make sure everyone in southwestern Wisconsin has enough of the right kinds of food to live a happy and healthy life. We do that three ways:



- **Food distribution** - we distribute millions of pounds of food each year through our network of partner agencies and programs.
- **Promotion of government programs** - we help people in our community understand and apply for government programs like the Supplemental Nutrition Assistance Program (SNAP), which is called FoodShare in Wisconsin and used to be called the food stamp program. Through our FoodShare Outreach we help thousands of people receive FoodShare benefits each year; providing millions of meals!
- **Promote hunger awareness** - we believe that building awareness of the thousands of people in southwestern Wisconsin who don't always know where their next meal will come from is the first step to ending hunger.

# Charity cannot do it alone



## Charity + federal nutrition assistance programs

- In 2014, the Feeding America network of 202 food banks and 61,000 affiliated agencies distributed about 3.8 billion pounds of food, which had a value of about **\$5.7 billion dollars**.
- By comparison, The Supplemental Nutrition Assistance Program disbursed **nearly \$75 billion** in benefits for income eligible, low-income Americans to purchase food.

**SNAP benefits provided more than 13 times more food than charity was able to.**

# The Triple Win



- 1. Clients** – FoodShare puts healthy food within reach of people struggling to stretch their budget and put food on their tables
- 2. Local Emergency Food Providers** – FoodShare participation reduces the strain on local emergency food providers (food pantries, meal sites, etc.)
- 3. Communities** – Every \$5 spent in FoodShare benefits generates \$9 in local economic activity





# What is FoodShare Wisconsin?

FoodShare is a federal food assistance program that helps people stretch their budgets.

FoodShare was created to help stop hunger and to improve nutrition and health.



WISCONSIN QUEST






5077 0800 1234 5678  
MARY SMITH



# ELIGIBILITY

You may qualify if your household's gross monthly income is less than...

		<b>\$1,962</b>
		<b>\$2,656</b>
		<b>\$3,350</b>
		<b>\$4,042</b>

Income guidelines are valid through September 30, 2016





## Why aren't people participating in FoodShare?

- A. There is a lot of confusion about the name of the program.
- B. People are confused or have incorrect information about eligibility requirements.
- C. Many people find the application process daunting or overwhelming.

**Many people don't know where or how to start. Lack of assistance as well as other misinformation increases this barrier.**



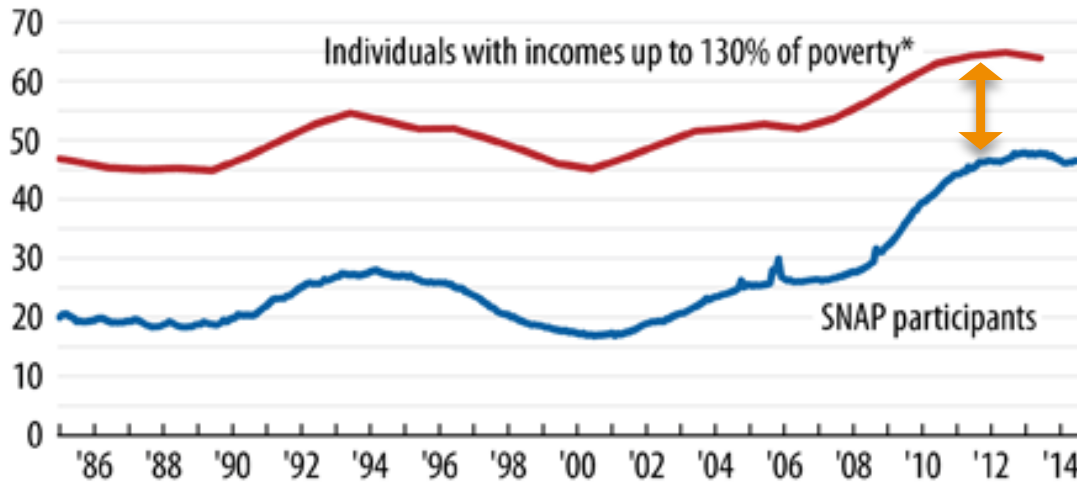


# FoodShare Outreach



## SNAP Caseloads Closely Track Changes in Number of Poor and Near-Poor

In millions, through September 2014



\*Poverty numbers are annual estimates and not yet available after 2013. Spikes in SNAP participants are from disaster benefits (i.e., after hurricanes).

Sources: Department of Agriculture (SNAP program participants); Census Bureau (annual estimates of individuals below 130% of poverty).

Center on Budget and Policy Priorities | [cbpp.org](http://cbpp.org)

This Gap = Our Work

Outreach  
 Education  
 Myth Busting  
 De-stigmatizing  
 Application Assistance  
 Client Advocacy



# FoodShare Specialists can help with providing:



- **Education** to clients about FoodShare benefits, eligibility, and policy changes
- Quick, easy and confidential **screening** to see if clients *may* be eligible for FoodShare
- One-on-one **application assistance** (in person or over the phone)
- Assistance with **submitting verification documents** (proof of identity, income, medical expenses, and ABAWD exemption)
- Client **advocacy** in navigating the application process
- Assistance in **maintaining benefits**, including assistance with renewals, reporting changes, policy that impacts benefits such as the ABAWD work requirement, reporting a QUEST card lost or stolen, etc.
- Referrals to other **community resources**



# Strategy

# Education Strategies



## • Traditional

- Flyers/Posters
- Partnerships
  - Application sites
  - Walk-in sites
  - Referrals (pressure off client for initial contact)
    - Partner Agencies (MOU)
- Community newsletters/ church bulletins
- Quarterly e-newsletters to service providers

## • Nontraditional

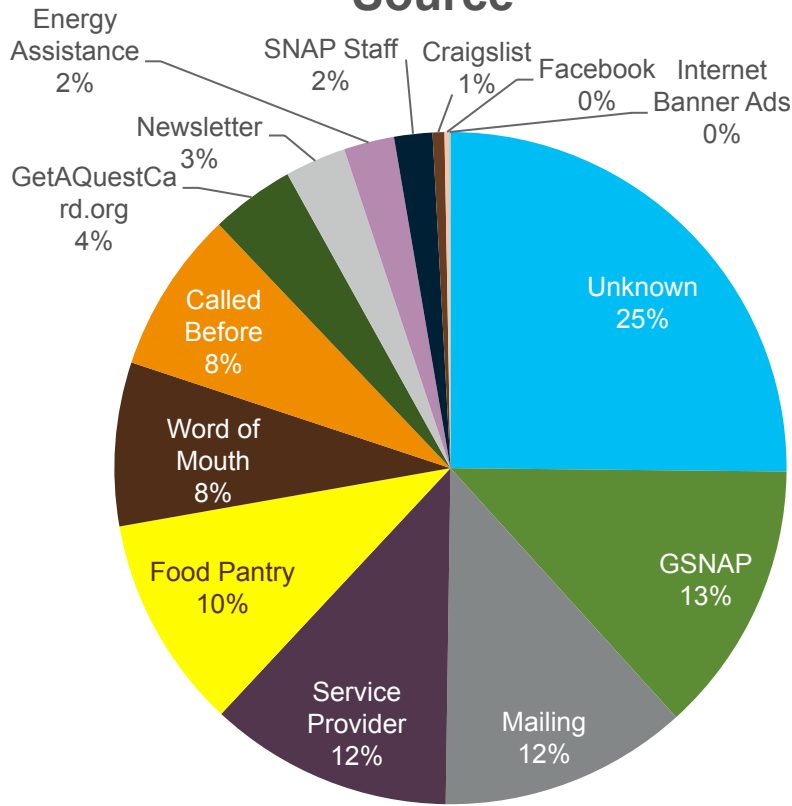
- Direct Mail
- Website
- Facebook
- Craigslist
- Internet Banner Ads
- Quarterly webinars for service providers
- Google SNAP



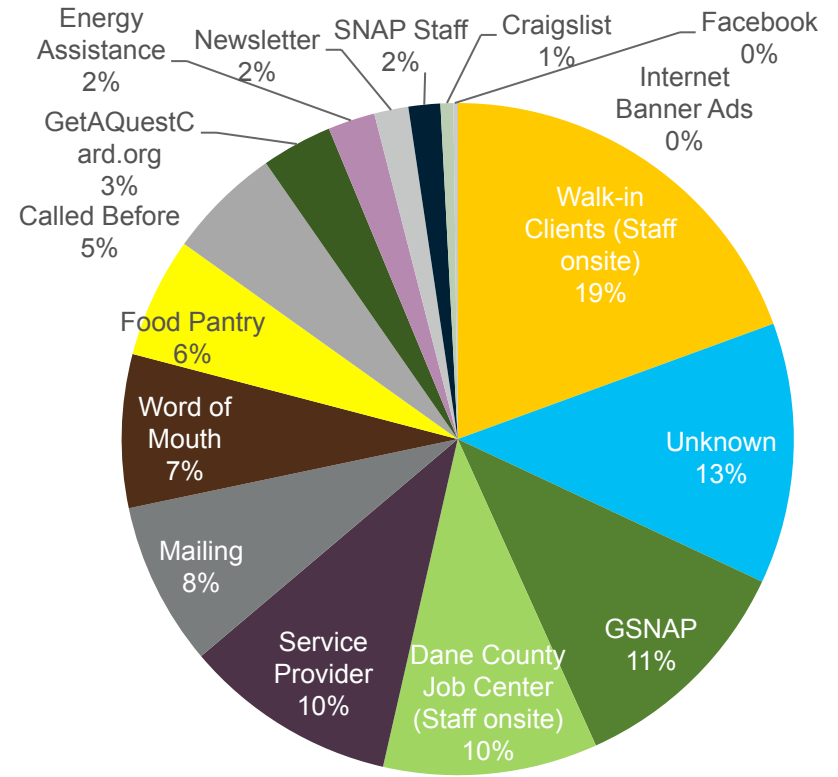
# Outreach Strategies and Sources (SHFB FY2015 Data)



## Helpline Calls by Referral Source



## Applications by Referral Source



# Strategies: Targeting Audiences

When searching for potentially eligible households who are not participating:

- Location & relationships matter
- Look for the “high hanging fruit”
- Consider stigma and pride that might make it difficult for someone to self-identify as being food insecure





# Who's claiming these benefits?

## In February 2016...

- 43% of recipients are minors
- 50% of recipients are 24 and younger
- 44% of households have a member that is elderly, blind or disabled
- 41% of adult FS recipients have income from a job – this number would be greater if we didn't include elderly or disabled adults

## Case Example: Senior Outreach Project



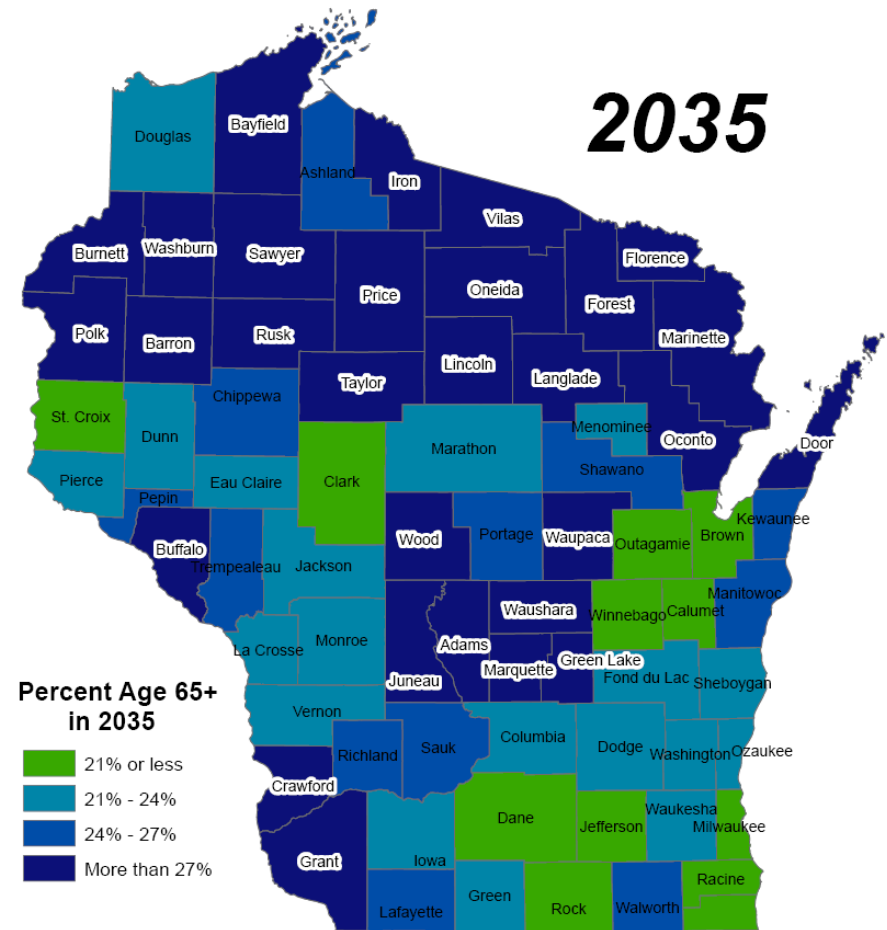
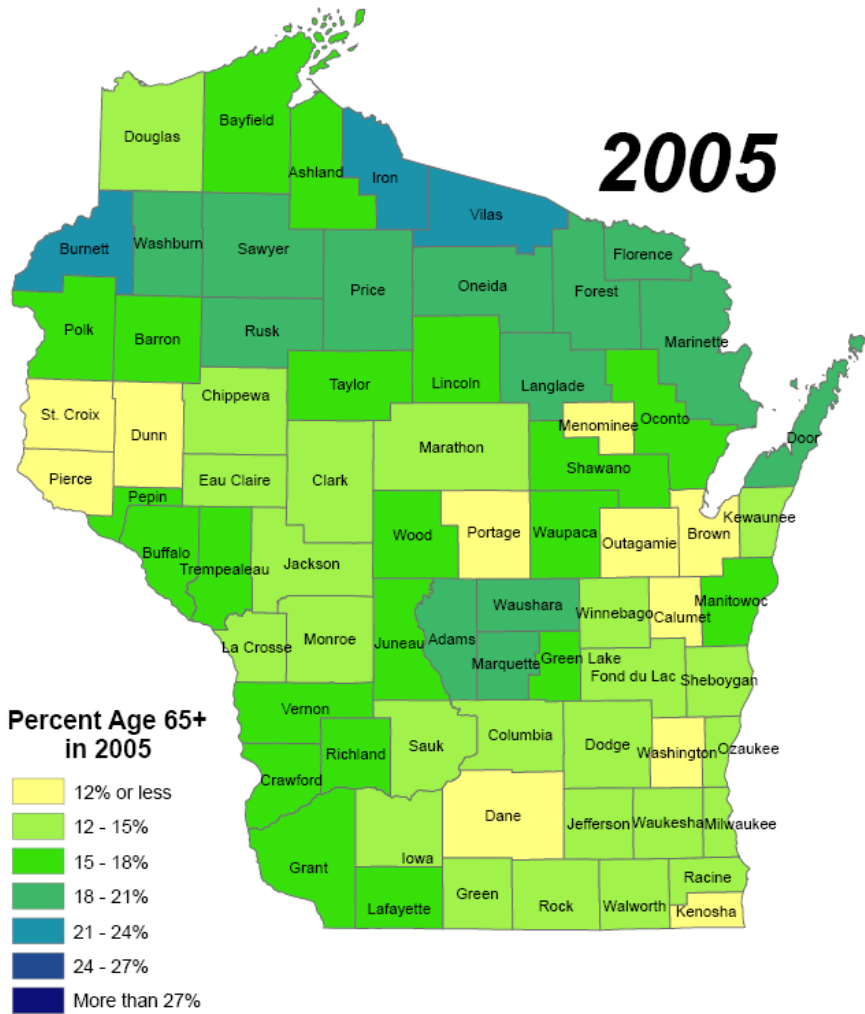
# Who is NOT claiming these benefits?

*Nearly 40% of all food pantry client households are not currently enrolled in FoodShare*



Even though they are often most in need, an estimated **2/3** of **seniors** who could be participating in FoodShare are not enrolled.

# Projections for the Growing 65+ Population (2005 v. 2035)



# Senior Outreach Project: Innovative Activities



## Locations:

- Information distribution through:
  - Pharmacies
  - Health care providers (such as Gundersen Lutheran, more partnerships are in progress)
- Onsite application presence at:
  - Aging and Disability Resource Centers
  - Senior Centers
  - Low Income and Senior Housing

## Relationship:

- Word of Mouth is key with seniors in particular
- FoodShare Ambassadors
- Senior Project Advisory Committee Meeting

## Breaking down stigma (using positive peer pressure 😊)

- FoodShare BINGO
- Outreach at Senior Farmers' Market Voucher Distribution and Senior Meal sites

**IS MONEY TIGHT?**

**ELIGIBILITY**

You may qualify if your household's gross monthly income is less than:

↑	\$1,916
↑↑	\$2,586
↑↑↑	\$3,256
↑↑↑↑	\$3,926

**THE QUEST CARD IS HELPING NEARLY A MILLION WISCONSINITES BUY GROCERIES**

**What is FoodShare and the QUEST CARD?**

FoodShare helps stretch your budget by saving you money on groceries. The benefit is conveniently deposited once per month on a debit-like card.

5077 0800 1234 5678  
MARY SMITH

**Call the FoodShare Helpline to learn if you might qualify!**

**1-855-366-3635**

**WALLETT'S** Wallett's Pharmacy and Second Harvest Foodbank are teaming up to ensure you are aware of FoodShare, a program that helps you save money on groceries and fees up money for milk, medication and other necessities.

The FoodShare program is a service of Second Harvest Foodbank of Southern Wisconsin. The website is an equal opportunity provider.

**OUT OF MY WAY!**

**I'M GOING TO**

**BINGO!**

The poster features a cartoon illustration of an elderly woman with white hair, glasses, and a blue top, holding a bingo card and a marker, looking excited. The text is in large, bold, blue and red letters.



# Senior Outreach Project: Innovative Activities



- Layered marketing activities:
  - Direct mail (in combination with AARP newsletter article)
  - Newspaper ads and newsletter articles
  - Radio
  - Car wrap



Mrs. John J. Sample  
 Senior  
 L.W. Robbins  
 201 Summer Street  
 Holliston, MA 01746-2208



Dear Mrs. Samplexxxxxxxxxxxxxxxxxxxx,

You may be eligible for FoodShare Wisconsin could give you **at least \$180** for groceries each enrolled in this program if you receive monthly QUEST card.



(Keycode)



**In Wisconsin,  
 70,000 seniors are  
 using FoodShare.  
 ARE YOU?**

**ELIGIBILITY**

You may qualify if your household's  
 gross monthly income is less than...

 	<b>\$1,862</b>
 	<b>\$2,522</b>

\*Income guidelines will increase by \$3464 in October 2013

**It could give you, or someone  
 you care about, at least \$180  
 each year for groceries.**

FoodShare is a benefit, like Social Security, that saves you money on groceries and frees up money for bills, medications and other necessities.

To learn if you could be eligible and how to apply,  
 CALL THE FOODSHARE HELPLINE:

**Toll-Free (855) 366-3635**

FoodShare Wisconsin is a service of Second Harvest Foodbank of Southern Wisconsin.

FoodShare benefits are distributed on a debit-like card.

5077 0800 1234 5678  
 key code



# Partnerships





# Effective Partnership Development

Some things to consider:

- Tapping into seasonal partnerships (Volunteer Income Tax Assistance sites during tax season, Senior Farmers' Market Voucher Distribution in Spring & Energy Assistance in fall).
- Leveraging reciprocal relationships (landlords, insurance companies, utility companies, employment and training programs).
- Are there other programs with similar eligibility guidelines. Can you cross promote?
- Work with partners who are trusted by those you are seeking to serve.

# Partnerships



## We serve traditional and nontraditional partners in outreach:

- Many of Second Harvest's 225 partner hunger-relief agencies and programs (food pantries, shelters, meal sites) in our 16 counties.
- Second Harvest's 30 mobile pantry sites located in 14 of our 16 counties.
- Aging and Disability Resource Centers
- Health service agencies
- Libraries
- Primary schools (back-to-school events, resource fairs)
- Agencies serving Spanish speakers
- Low-income housing units
- Senior centers/housing units/retirement communities
- Job centers & Employment and Training Programs
- Senior farmers' market voucher distributions
- Volunteer income tax assistance sites
- Businesses providing seasonal, temporary and/or lower skilled work
- Temporary job placement agencies.
- WIC clinics (Women, Infants, and Children)
- Energy assistance outreach sites
- UW Extensions (referrals and invitations to events)
- Department of Corrections offices, day report centers, etc.
- Technical colleges
- Job fairs
- Community resource fairs (health, senior, re-entry, dental)

# Case Example: Senior Outreach Project



- Partnered with:
  - Aging and Disability Resource Centers (ADRCs) and Elder Benefit Specialists
  - Renal centers
  - Medigap Helpline
  - AARP – co-mailer
  - Insurance Companies – running newsletter article
- Subcontracted activities with:
  - Wisconsin Council of Churches
  - The Dane County Timebank

( YOUR BENEFITS )

## Would you *use* a \$16 coupon each month?

**C**laiming your SNAP benefit is like getting an automatic coupon each month. SNAP gives you monthly deposits to help with food purchases, freeing up money for bills, medications and other necessities. It's easier than ever to apply, and you can even get free, confidential assistance.

Household size	Wisconsin	Iowa	Minnesota
1	\$1,946	\$1,557	\$1,557
2	\$2,522	\$2,098	\$2,098

You already have this program if you have one of these cards:

\$16 OR MORE OFF groceries each month!

**Did you know...**

- Even the minimum benefit would give you \$92 per year!
- The USDA estimates that 2 out of every 3 people over the age of 60 is not claiming their benefits!
- Eligibility is based on income and certain expenses (net assets), so you can own a home and car and even have a savings account.
- Most people only receiving Social Security and even a small pension are eligible!
- Claiming SNAP helps your community. The USDA estimates that for every \$5 spent in FoodShare benefits, about \$9 circulates through local businesses and to our farmers.
- Receiving benefits does NOT take away from others. EVERYONE who is eligible and applies will get benefits.

For more information, call the number listed for your state below:

- Wisconsin FoodShare Helpline:**  
Toll-free (855) 364-3635
- Iowa Food Bank Association:**  
Teri Lynn Winkley at (319) 529-0566
- Minnesota Food Helpline:**  
Toll-free (888) 711-1151



# Messaging

# Challenges



- **Stigma** - which leads to shame
- **Pride** – program is using the program
- **Confusion** about eligibility
- **Perception** that it's not worth it
- **Perception of small benefit amount** – disappointment makes people think "it's not worth it"

don't want to be seen

savings  
like taxes...)

# Senior Outreach Project: FoodShare Talking Points



- Claiming your FoodShare benefits never takes benefits away from anyone else. It is an entitlement program available to anyone who is eligible.
- You've paid into this program through your federal taxes – take advantage of your own tax dollars! If you apply, you're bringing this money right back to your local community.
- If you receive Social Security, and even a small pension you may be eligible.
- If you aren't interested, do you know someone, a friend or family member who might be? (Seniors are great at word of mouth!)
- There's no asset limit. You can have a savings account or own a home and car.
- It isn't necessary to go into a county office! Applying for benefits, completing the interview with a consortia worker and renewing benefits can all be done by phone.



# Senior Outreach Project: FoodShare Talking Points



FoodShare benefits can be saved and rollover for up to a year!

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YEARLY TOTAL
\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$192

**\$192**



**\$16 of food!**

Items were purchased from Aldi's on 12/12/2015 and totaled \$15.72.



# Senior Outreach Project: FoodShare Talking Points

## IS MONEY TIGHT? ¿NO LE ALCANZA EL DINERO?

### What is FoodShare and the QUEST CARD?

FoodShare helps stretch your budget by depositing money on a debit-like card once per month to help buy groceries.

*FoodShare ayuda a aumentar su presupuesto a través de ingresar dinero en una tarjeta una vez al mes para ayudar a comprar la comida.*



### ELIGIBILITY LÍMITES DE INGRESOS BRUTOS

You may qualify if your household's gross monthly income is less than...

		<b>\$1,962</b>
		<b>\$2,656</b>
		<b>\$3,350</b>
		<b>\$4,042</b>

Income guidelines are valid through September 30, 2016



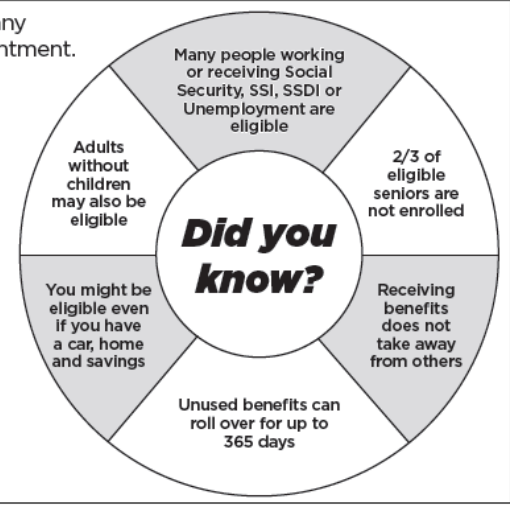
**1-877-366-3635**  
GetAQuestCard.org

Call the toll-free FoodShare Helpline with any questions or to set up a confidential appointment.

**1-877-366-3635**

### Applying is fast, easy & confidential!

With one phone call you will learn if you might be eligible for FoodShare benefits and can make an appointment in your area for free help with an application.





# Contact Info



**Stephanie Jung**

FoodShare Outreach Manager

(608) 216-7238

[StephanieJ@shfbmadison.org](mailto:StephanieJ@shfbmadison.org)

[SecondHarvestMadison.org](http://SecondHarvestMadison.org)

[GetAQuestCard.org](http://GetAQuestCard.org)

Second Harvest Foodbank of Southern Wisconsin

2802 Dairy Drive

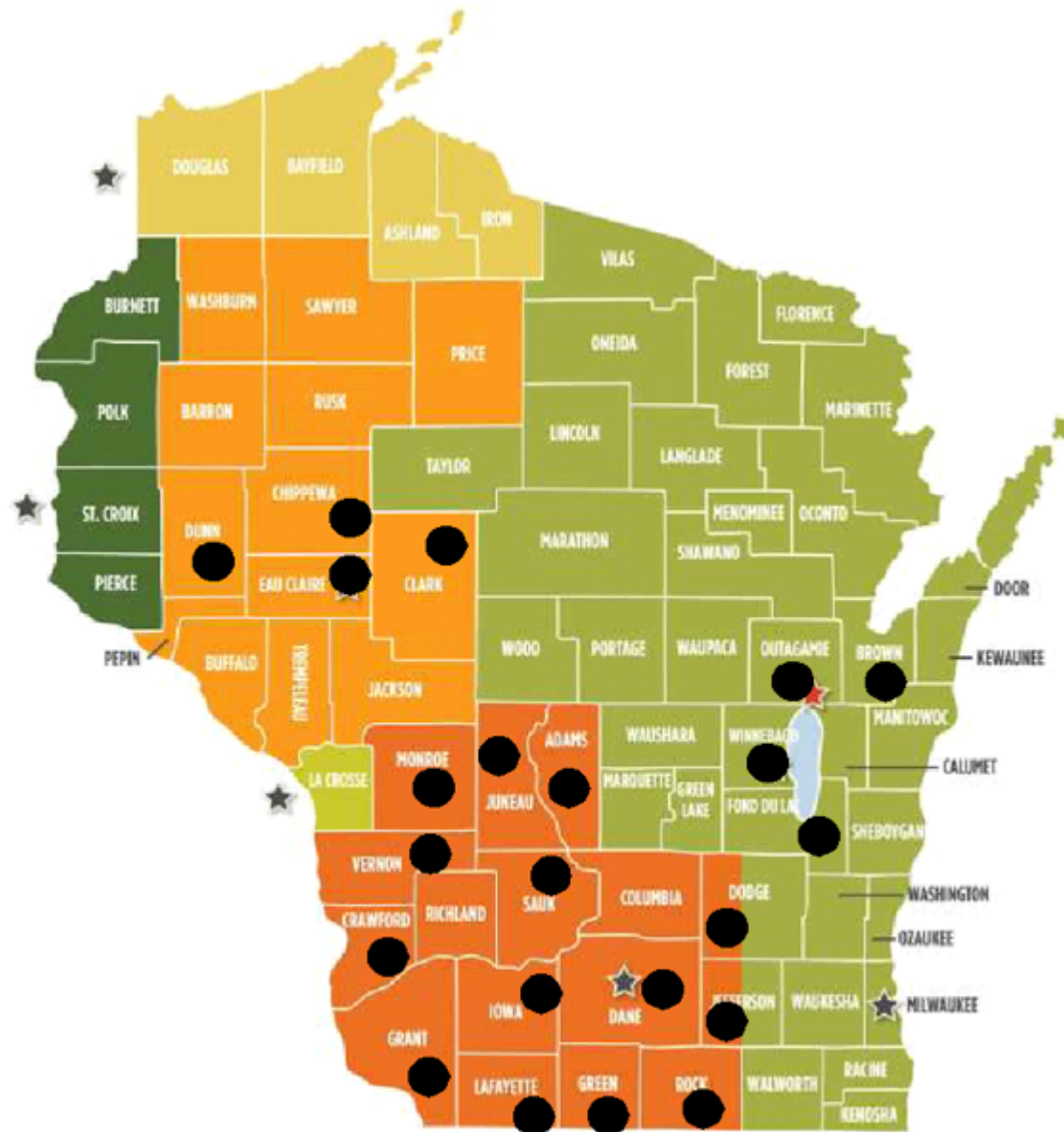
Madison, Wisconsin 53718

# FEEDING WISCONSIN FOODSHARE HELPLINE

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# FoodShare Outreach Program

- **Collaborate** and **coordinate** FoodShare application assistance, provide client advocacy, and provide education to Wisconsinites
- Previously a service of Second Harvest Foodbank of Southern WI, but transitioned to FWI in October 2015 to better coordinate calls across the state
- 9 FSO Specialists in 24 counties in Wisconsin



- |   |  |  |   |
|---|--|--|---|
|  Second Harvest Northern Lakes Food Bank<br>Duluth, MN |  Second Harvest Foodbank of Southern Wisconsin<br>Madison, WI |  Feeding America Eastern Wisconsin<br>Milwaukee, WI |  Distribution Center     |
|  Feed My People<br>Eau Claire, WI                      |  Channel One Food Bank<br>Rochester, MN                       |  Second Harvest Heartland<br>St. Paul, MN           |  New Distribution Center |

# FoodShare Helpline

## **Educate**



FoodShare policies, procedures and application process; other food resources

## **Assist**



Applications over the phone, help screen about possible eligibility

## **Advocate**



Fair hearings, issues with applications, inconsistencies with policies, etc.

## **Coordinate**



Set up appointments with other specialists, mailing and advertising materials

# Outreach Efforts

- Mailings for seniors that may be eligible
- Google SNAP Project referral process
- Website referral process
- Food pantry flyer distribution
- In-person assistance and information

1-877-FOOD-635

Is money tight? FoodShare Wisconsin and the QUEST Card can help you through rough patches by providing money for groceries until you get back on your feet. **The QUEST Card is accepted at most grocery stores in Wisconsin.**



## ELIGIBILITY

You may qualify if your household's gross monthly income is less than...

1 person	\$1,962
2 people	\$2,656
3 people	\$3,350
4 people	\$4,042



Search

CONTACT US

GET NEWS AND UPDATES!

Contact us

FEEDING  
WISCONSIN

# Populations Served

- Our model allows us to reach:
  - **Rural** communities where limited services are available
  - **Younger people** comfortable with computer, just need extra help
  - **Seniors** or **disabled** that are immobile

# By the numbers

## October 1, 2015 – Present:

- 3,000+ calls to our helpline across the state
  - Approx. 50% of calls result in applications
- In total over 2,044 applications submitted by helpline and member food banks
- Highest call volume: Dane (654 since Oct. 1)



# Best Practices

- Connecting callers to in-person assistance within 2-3 days
  - Phone call with consortium/mailing documents, etc. can take longer!
- When in-person not available: Phone Assisted Application
  - Walk through the [access.wi.gov](http://access.wi.gov) website
  - Explain in detail the “next steps” after submitting application
  - Provide follow up assistance
- If no computer available: Phone Conferences to Consortium
  - Provide education, advocacy, and clarification

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