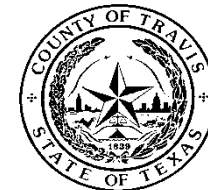




## Austin/Travis County Health and Human Services Department

•*The role of public health is to:*

- PROMOTE community-wide wellness,
- PREVENT disease, and
- PROTECT the community from infectious diseases, environmental hazards, and epidemics



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# SNAP Outreach and Enrollment Update

**Public Health and Human Services Committee**

**May 27, 2014**

**Maria Allen, HHS Manager**

# SNAP Outreach: Best Practices

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## *Food Research and Action Center (FRAC)*

- **Effective partnerships**
  - School-based
  - Retail-based
  - Faith-based/community-based organizations
  - Groups with strong ties to immigrant communities
- **Effective linkages**
  - Earned Income Tax Credit (EITC)
  - Health programs
  - Service learning
  - Farmers' markets

# SNAP Outreach: Effective Partnerships

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- **School-based partnerships:**
  - Free and reduced lunch applications
  - Monthly school menus, flyers in children’s backpacks, outreach events, report card pick-up days
- **Retail-based partnerships:**
  - National & regional grocery store chains
  - Advertising space, community outreach events

# SNAP Outreach: Effective Partnerships

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- **Faith-based/community-based partnerships:**
  - Often “trusted messengers”
  - Faith-based events, newsletters & bulletins, and web sites
  - Existing faith-based food pantries/programs
- **Immigrant Populations:**
  - Partner with organizations serving diverse populations
  - SNAP materials provided in appropriate languages
  - Work with specific media outlets

# SNAP Outreach: Effective Linkages

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- **Earned Income Tax Credit (EITC) linkage:**
  - Many EITC recipients are also SNAP-eligible
  - Partner with Volunteer Income Tax Assistance Programs
- **Health program linkage:**
  - SNAP's role as a nutrition support
  - WIC nutrition program
  - Public Health Nurses/Promotores

# SNAP Outreach: Effective Linkages

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- **Service learning linkage:**
  - AmeriCorps and Americorps Vista Programs
  - Partnerships with local nursing, social work, and nutrition students
- **Farmers markets linkages:**
  - Encourages the purchase of locally grown fruits and vegetables
  - Stimulates the economy

# **SNAP Outreach and Enrollment Neighborhood Center Process**

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## **Texas Community Partner Program**

- City Council approval of an Interlocal Agreement with the State of Texas Health and Human Services Commission (HHSC)
- Interlocal Agreement (MOU) submitted for approval by the Health and Human Services Commission
- Security and Privacy Agreements submitted for Site Managers for HHSC Community Partner Program

# **SNAP Outreach and Enrollment Neighborhood Center Process**

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## **Texas Community Partner Training and Certification Process**

- Site Manager Training and Approval
- Staff Training, Registration and Certification
- Screening and Records Management



# **SNAP Outreach and Enrollment Neighborhood Center Process**

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- SNAP application assistance (enrollment) to be conducted at all Neighborhood Centers
- Texas HHSC SNAP Outreach and Promotion Materials
- HHSD Outreach and Promotion Plans
- Partnership with Capital Area Food Bank

# SNAP Outreach and Enrollment Neighborhood Centers Request

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- FY14 Budget – Requested 4 Administrative positions to assist with screening and outreach for SNAP at the Neighborhood Centers
- FY15 Budget – Ongoing need for these 4 positions to be funded as regular employees at the Neighborhood Centers
- Continue partnership with Capital Area Food Bank and Texas Hunger Initiative to conduct outreach and enrollment