



2017 TFA Annual Conference

SNAP for Seniors— New Outreach Strategy

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SNAP Outreach at ETAAAD

- Identification of Need
- Tracking System
- Referrals
- Partnerships
- Key Results
- Lessons Learned



Identification of Need—ETAAAD

- Identify potentially-eligible seniors/referrals
 - Options for Community Living and CHOICES
 - ETAAAD Information and Assistance (Intake)



Tracking and Workflow—ETAAAD

- “SNAP Worksheet & Referral Form”
 - Completed by Options Counselors and CHOICES Assessors
 - Eligibility questions
 - Income
 - Assets
 - Out-of-pocket medical expenses
 - Shelter costs



Referrals—ETAAAD

- SNAP referrals
 - Entered in ETAAAD client database (SAMS)
 - SNAP outreach staff provides consumer follow-up
 - Reviews referral and eligibility information
 - Contacts consumer
 - Provides application assistance
 - Screens for other programs (e.g. Medicare Savings programs)
 - Requests consumer information (e.g. signature, eligibility documentation)
 - Faxes to DHS office



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Partnerships—ETAAAD

- County Offices on Aging and senior centers
 - Identify seniors in greatest need and key stakeholders
 - Upcoming events important to seniors
 - Generate new referrals, process screenings, complete applications, file applications with DHS



Partnerships—ETAAAD, cont.

- Local health councils
- Interagency meetings
- ElderWatch coalitions
- Important element—distributing USDA and SNAP outreach educational materials, application flyers and rack cards
- “Get the word out!”



Key Results—ETAAAD

- Key results
 - 743 total referrals (majority from Options, CHOICES and Intake via in-home and telephone screenings)
 - 27% (201 referrals) not interested
 - 12% denied—over income/assets, benefits remained same
 - 216 application assistance
 - 60 applications approved (35) or pending (25) with DHS
 - Increased benefits through higher out-of-pocket medical expenses



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Challenges—ETAAAD

- Determining disposition of client applications and approval amounts
- Minimizing stigma associated with applying for SNAP (“food stamps”)
- High consumer demand in East Tennessee



Lessons Learned—ETAAAD

- Outreach facilitates approvals and benefits increases
 - 14 SNAP approvals in October alone (\$110, \$100, \$74, \$62, \$51, \$50 and \$45)
 - Benefits increases in October (\$41 to \$86 and \$93 to \$114)
- Options, CHOICES and Intake produced highest number of applicants
- Presentations/events important venues for education and training, and generating referrals



SNAP Outreach at FTAAAD

- District Differences
- Referrals
- Tracking System
- Outreach Strategies
- Partnerships
- Program Results
- Lessons Learned



First Tennessee District

- Eight counties in Upper East Tennessee
 - Mix of urban (Tri-Cities) and rural population
 - Six of 8 counties designated “at risk” or “distressed”
- Senior population
 - Total 60+ population: 140,970
 - Below 150% FPL: 37,433 (26%)
 - SNAP participation rate: 11,870 (31.7%)
- Differences in AAAD staffing/procedures/structure



Referrals–FTAAAD

- In-House
 - CHOICES, Options, I&A, and SHIP staff
 - Receptionist, FTDD housing dept., tenant organizations
 - Direct mail, internet, social media
- External
 - Senior centers, care providers, social workers, senior housing, food pantries, events, professional groups, newspapers, marketing materials, personal referrals



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Tracking–FTAAAD

- Excel spreadsheet
 - Tabs for:
 - Application assistance
 - Contact information, referral source, dates of contact, benefit amount, notes
 - Community screenings
 - Consumer events
 - Partner events
 - Other marketing efforts
 - Materials distribution
- Limited use of SAMS database



Outreach Strategies—FTAAAD

- Existing community partnerships
 - Presentations
 - For consumers: cooking demos and trivia games
 - For partners: tools and knowledge to overcome objections
 - Educational/promotional materials & referrals
- Newspaper articles
- Senior and multi-generational events
- Direct mail
 - Currently sent to SHIP and waiting list consumers monthly



Partnerships—FTAAAD

- Existing community and organizational relationships
 - Senior centers, care providers, social workers, senior housing, state agencies (e.g. FTHRA), interagency groups, advocacy organizations, state/local political offices, city/county government staff, pharmacies, 211, ETSU
- New partnerships developed
 - DHS, health departments, mental-health providers, low-income housing organizations, farmers' markets, law enforcement (city and county)



Program Results—FTAAAD

- Audience reached (Feb–Sept, 2017)
 - Large-scale activities: 139,612
 - In-person (events, presentations, etc.): 2,949 (57)
 - Materials distributed: 2,450
- Community screenings: 1,714
- Application assistance: 241
- Benefit amounts:
 - \$16 (41%); \$17–50 (14%); \$51–100 (11%); \$100+ (31%)



Lessons Learned—FTAAAD

- SNAP program name
- Stigma?
- Awareness of eligibility (deductions)
- Consumer follow-through when encountering problems
- Difficulties in agency follow-up
- Outreach works



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Thank you!

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