

# SNAP Benefits – Best Practices and What’s to Come in 2015

Vista 2/3 Room



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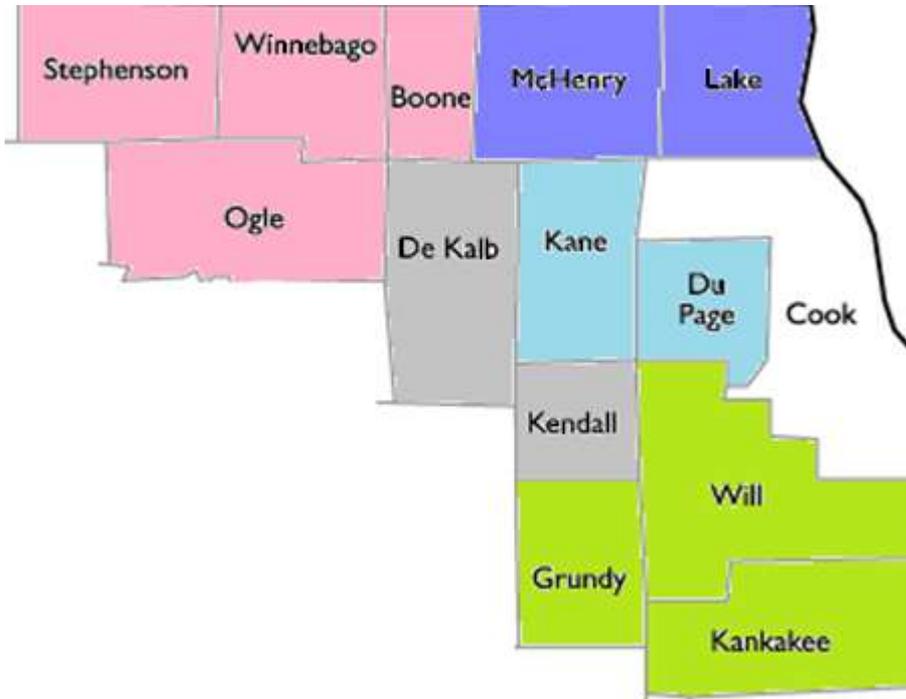
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# SNAP Outreach at Northern IL Food Bank



Shared Counties: DeKalb & Kendall

- Began providing SNAP Outreach as part of the Feeding Illinois State Plan in 2010
- Service area of nearly 8000 sq. m.
- Current staff is 3 part-time Coordinators, regionally assigned, with 1 full-time manager (in the field part-time)
- Over 500 applications submitted in FY 2015 so far
- As of 11/2014, assist with Medicaid & TANF apps
- Mediate with local DHS offices as best we can

# Northern IL Food Bank Service Area

## SNAP Participation by County

Source: USDA via Slate.com, 2010/11

County	% receiving SNAP	# receiving SNAP	Total \$ Benefits / Yr.	\$ Per Person Benefits / Mo.	% Growth since '00
Boone	9%	5,096	\$ 8,622,200	\$ 141	257%
DeKalb	8%	9,283	\$ 14,784,200	\$ 133	326%
DuPage	5%	54,500	\$ 83,851,200	\$ 129	<b>396%</b>
Grundy	6%	2,975	\$ 5,033,500	\$ 141	195%
Kane	11%	<b>61,059</b>	\$ <b>94,930,100</b>	\$ 130	231%
Kankakee	16%	19,660	\$ 30,879,700	\$ 131	98%
Kendall	5%	7,346	\$ 10,479,900	\$ 119	349%
Lake	5%	17,466	\$ 25,492,600	\$ 122	<b>542%</b>
McHenry	7%	56,565	\$ 86,908,500	\$ 128	220%
Ogle	13%	9,377	\$ 11,473,100	\$ 102	347%
Stephenson	15%	7,926	\$ 12,161,700	\$ 128	154%
Will	8%	56,410	\$ 87,905,100	\$ 130	163%
Winnebago	<b>18%</b>	61,037	\$ 88,658,000	\$ 121	152%
	<b>AVG: 10%</b>	<b>TOTAL: 368,700</b>	<b>TOTAL: \$561,180,000</b>	<b>AVG: \$127</b>	<b>AVG: 264%</b>

# Need Among Seniors

- Nearly 5 million older adults in the US are food insecure – 1 in 12
- Food insecure seniors are at greater risk for poor health (diabetes, high blood pressure, heart trouble, etc.)
- 10,000 baby boomers will turn 65 every day until 2030
- **Yet only 2 of 5 eligible seniors is enrolled**

# Barriers for Seniors

- Don't know where or how to enroll
- Unfamiliar with technology
- Local DHS offices - transportation, wait times, uncomfortable waiting area, perceived rudeness
- Don't believe they would qualify
- Believe they won't receive much (\$15)
- Cultural myths/stigmas around getting help

# What Seniors Tell Me

- **We Value Independence**

“I’ve supported myself my whole life; I don’t want to give that up now.”

“I don’t want to rely on the government.”

- **We Value Discretion**

“My neighbors will find out how much I pay in rent.”

“This information isn’t anyone’s business.”

- **We Hate Waste**

“This bread will be bad by tomorrow – you should take some home.”

- **We Are Resourceful**

“I can make a casserole to stretch my food budget instead.”

- **It’s Not That Bad**

“I can’t complain, I’ve been very blessed. I’m sure a young family needs this more.”

“I don’t want to be a burden.”

*DID YOU KNOW?  
65% of seniors  
enrolled in SNAP  
are women*

# SNAP Outreach with Seniors

- **Have a pleasant, private space**
  - Somewhere familiar, e.g. community room
  - Comfortable chairs, good light, warm enough, start ON TIME
  - Mints or candy on the table
- **Establish trust**
  - Up front “road map” the conversation you’ll have today and what’s next
  - Do not rush. Do. Not. Rush.
  - Do talk about yourself
  - Engage the whole person, not just the “senior”
- **Use affirming language that resonates with them**
  - “Help buying more nutritious groceries”
  - “You’ve paid into this system that is here for when you need it most”
  - “If I had an extra \$15 a month I’d spend it on...”
- **Be meticulous with medical expenses**

# SNAP Outreach with Seniors



## Seniors & SNAP

Get Help Buying Healthy Groceries

**It's important to eat right –  
even when money is tight!**

**The Supplemental Nutrition  
Assistance Program (SNAP)  
helps over 4 million adults  
aged 60+ buy healthy food at  
their local grocery store.**

**Applying is free, easy, and  
confidential.**

### Eligibility

Gross Monthly Income Limit  
for Seniors



**\$1,945**



**\$2,622**

## What Can I Buy With \$16?

See what the minimum benefit amount could get you every month

- ✓ Bread
- ✓ Fresh Fruits & Veggies
- ✓ Yogurt
- ✓ Eggs
- ✓ Peanut Butter
- ✓ Brown Rice
- ✓ Tuna
- ✓ Canned Beans

*The items pictured were purchased at  
Jewel Osco on April 23, 2015  
for \$16.50.*



Feeding Our Hungry Neighbors  
WWW.EDLXNHUNGRYTODAY.ORG

Questions? Call Northern Illinois Food Bank's  
SNAP Team at (630) 443-6910 x128

# SNAP Bingo

- Created with help from other food banks and current VISTA
- Held at 3 locations (attended by 45 older adults)
- Pros: Fun atmosphere puts people at ease and opens dialogue
- Cons: Better for education than enrollment

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**If you don't use all your benefits some month, they simply roll over to the next.**



It's a SNAP! Lower your grocery bill and eat nutritious food.

**B I N G O**

17	23	25	7	8
11	14	18	12	24
21	6		16	13
15	1	20	5	26
28	29	19	27	9

# SNAP Bingo

## SNAP Bingo for Older Adults Survey Summary

**Date of Event:** January 13, 2015  
**Location:** Wayne Township Senior Center  
**Number of attendees:** about 15-20 people (3 twnsp staff--the staff attended, but did not participate)  
**Number of survey responses:** 13

Do you know what SNAP is and could you explain the program to someone you know?

Before playing SNAP bingo: 4-Yes 6-No  
After playing SNAP bingo: 12-Yes 0-No

Do you know who is eligible to receive SNAP benefits?

Before playing SNAP bingo: 3-Yes 9-No  
After playing SNAP bingo: 10-Yes 1-No

Do you believe you or someone you know could benefit from SNAP benefits?

Before playing SNAP bingo: 4-Yes 5-No  
After playing SNAP bingo: 11-Yes 2-No

Do you believe you or someone you know is eligible to receive SNAP benefits?

Before playing SNAP bingo: 4-Yes 4-No  
After playing SNAP bingo: 10-Yes 3-No

# SNAP Outreach to ABAWDs

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