



PUBLIC BENEFITS

THROUGH SCHOOLS

CONVENING

APRIL 9-10, 2024





SNAP in Schools

Approaches and Best Practices

PUBLIC BENEFITS THROUGH SCHOOLS CONVENING 2024

SPEAKERS



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SPEAKERS



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Mitchell Bloom

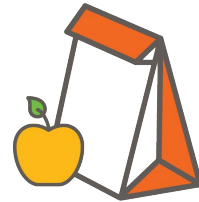
Director of Advancement,
Benefits Data Trust

Why is SNAP in Schools Important

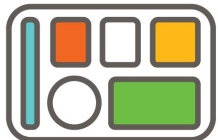
Kids that live in households receiving SNAP are directly certified for free school meals which means no need to collect meal applications. More directly certified students increases meal access and school revenue.



Kids have the food they need to learn and stay healthy.



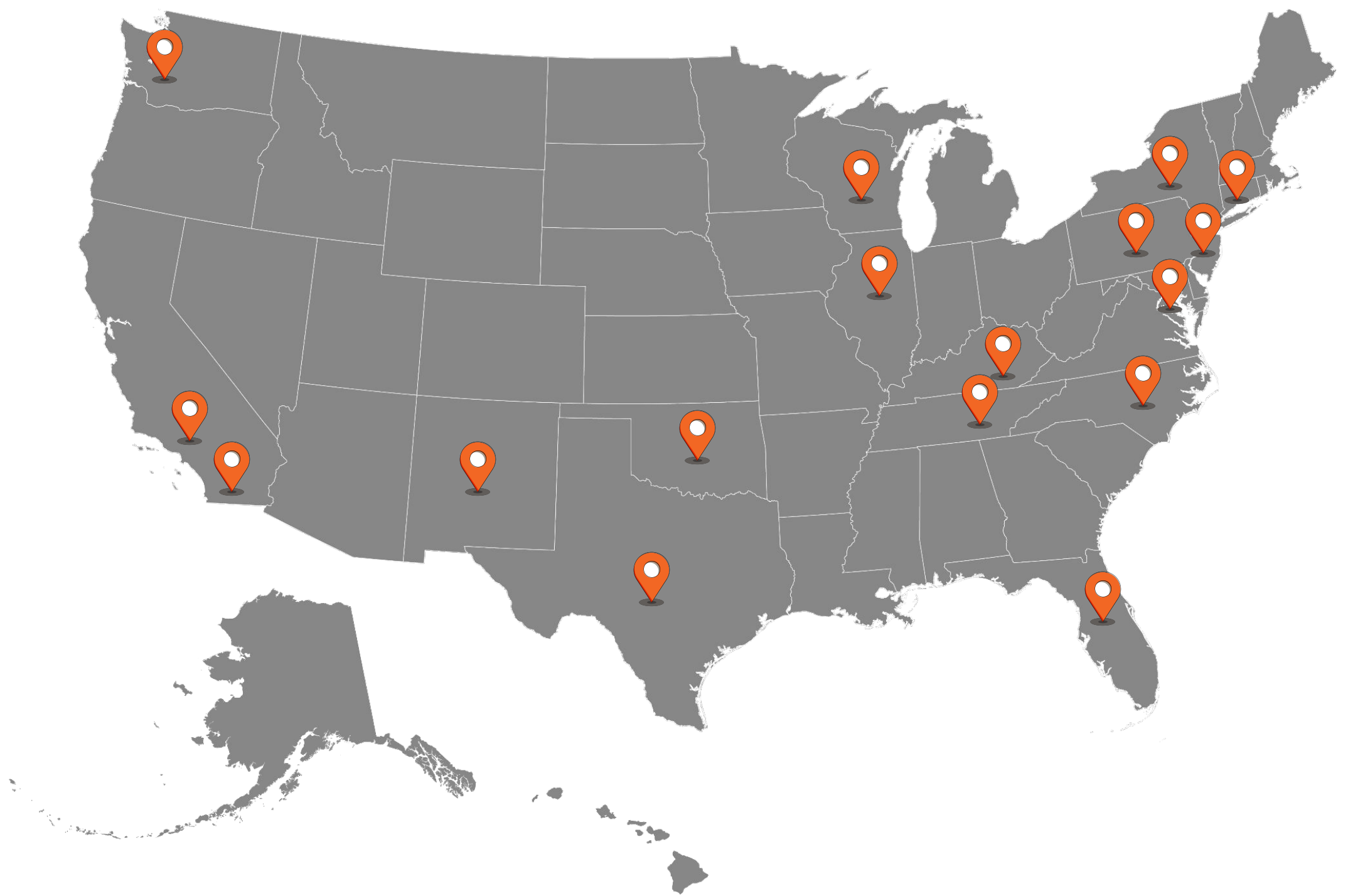
Higher Identified Student Percentage makes Community Eligibility Provision more possible, helping reach more kids with free school meals.



Saves staff time and administrative costs. Boosts school nutrition revenue.



Secures more money for education programs.





Early Takeaways

- Families are responding positively to messaging and opportunities in school spaces
- Partnership and added capacity is key
- School wide & targeted approaches work
- There's a lot of opportunity but each school and community requires unique approaches



Working Smarter to Support Families: Lessons from Syracuse

Rachel Viens, RDN

*Director of Food and Nutrition Services,
Syracuse City School District*

Amalia Swan,

*Chief Community Impact Officer,
Food Bank of Central New York*

Our School Community:



Syracuse City



School District



- Enrollment: 18,710 students
- 33 school buildings
- 85% of students are eligible for Free Meals
- 1% of students are eligible for Reduced Priced Meals
- Syracuse City has the second-highest child poverty rate among larger cities, 45.8%

Nutrition Security Programming:



- “Need Food Assistance” Form
- CACFP Supper Program: 29 school sites including all high school sports programs
- Weekend Food Packs
- Gratitude Meal Kits for School Breaks: McKinney Vento Families

SNAP Grant Timeline

Food & Nutrition Services



- **August – October:**
Cast a wide net! Outreach through back-to-school events.
- **November – April:**
Consistent with DCMP matches on 11/30, 2/28, 3/31.
Targeted outreach.
FNS calls eligible families to offer a referral to NOEP coordinator.
NOEP coordinator reaches out first by text message to set up a phone appointment.

Findings

Outreach

- General outreach at 11 back-to-school events (706 families)
- To date, direct call to 292 families (ongoing process, identified through household income eligibility applications received)
- 226 families connected via phone call (77%)
- 158 families requested a referral (70%)

NOEP Referrals

- 60 families screened for SNAP
- 38 applied for SNAP
- 19 families enrolled in SNAP
- 22 families were not eligible, referred to other services
- If circumstances change, families were encouraged to call again

Sustainability:

- Streamline the SNAP referral system to make these changes permanent:
 - Optical scanner to process household income forms faster
 - Disclaimer for automated referral
 - Lessons learned on how to generate reports for targeted outreach
 - Tailored eligibility status letters that tells a family that they *may* benefit from working with a NOEP Coordinator and an automated referral



Reflections:



- Nutrition security affects learning & SNAP is a critical piece (emergency food is important, but more temporary)
- SNAP referral from SCSD builds trust between families and the school district
- Warm hand off between SCSD and the Food Bank of Central New York is effective
- Partnerships within district with other departments like Office of Family Engagement, Nationality Workers, and School Social Workers is key
- Schools are perfectly positioned to be a bridge

Questions to Move Forward:

- How to continue to prioritize trust & dignity
- How does personal phone call versus automated outreach impact NOEP referral rates
- How to use Household Income Forms for other referral systems: WIC, Medicaid
- How to streamline applications
- How to secure personnel in CEP schools to continue the work

School food is an entry point to connect with families to reduce hunger and alleviate poverty.





Thank you

Contact Info



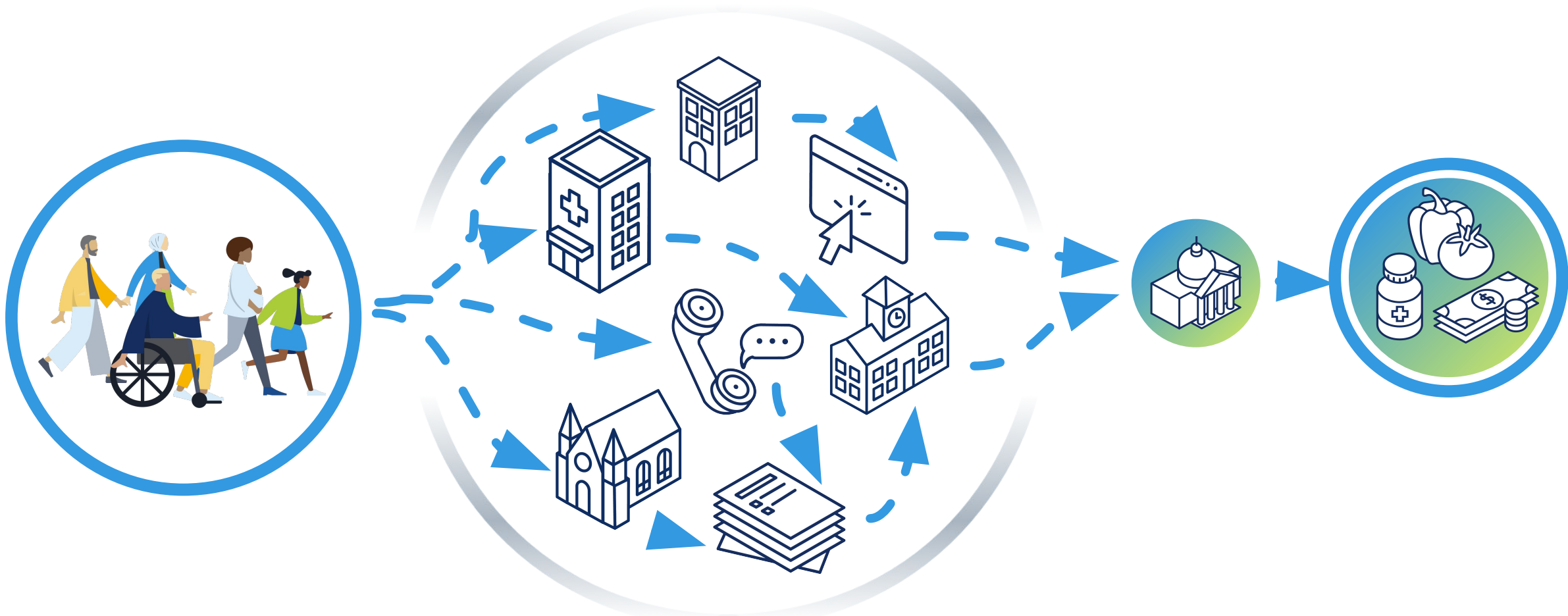
Public Benefits Access Through Schools

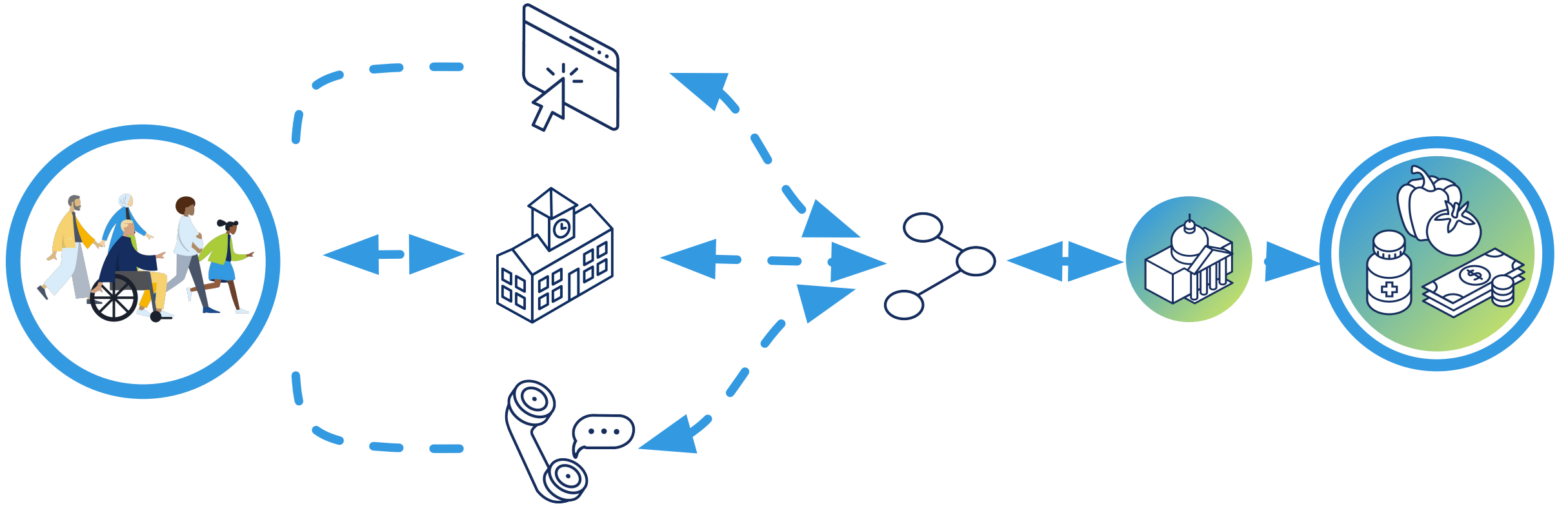
Conor Carroll, Engagement Manager

Mitchell Bloom, Director of Advancement

April 9, 2024

More than **\$80 billion** in public benefits goes untapped each year.





School District of Philadelphia Pre-K



- City's Head Start Program
- 10,000 3- and 4- year olds
- Existing family services staff



- Limited time/busy schedule is one of the biggest barriers in applying for benefits



- Preference for self-service & digital assistance options

What to consider before starting outreach

1

Data

- What data do you have access to?
- How can this data be used for data-driven outreach?

2

Messaging

- Identify call to action
- Utilize Best Practices
- Languages?

3

Logistics & Strategy

- Letters or Texts (Interactive?)
- Frequency & Timing
- Consent

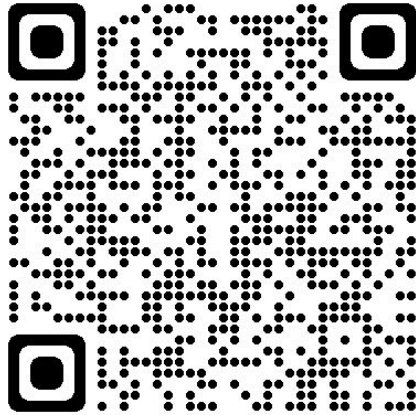
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Evaluation

- What do you want to learn?
- What outcomes are you interested in?

COMING SOON: Public Benefits Outreach Playbook

Subscribe to our Newsletter:



SUBJECT: Don't miss out: Apply for \$ for food in 25 mins.



Could an extra \$119 per month on average for food help your family?

APPLY NOW!

Go to [COMPASS](#)

Dear First Name,

Your family may be eligible for money for groceries through the Supplemental Nutrition Assistance Program (SNAP). SNAP is for families who could use extra support buying groceries without the worry of cost.

Apply now at [COMPASS!](#) COMPASS allows Pennsylvanians to apply to SNAP and other benefits online for free! It only takes 25 minutes to apply online. Don't miss out on extra support for your family.

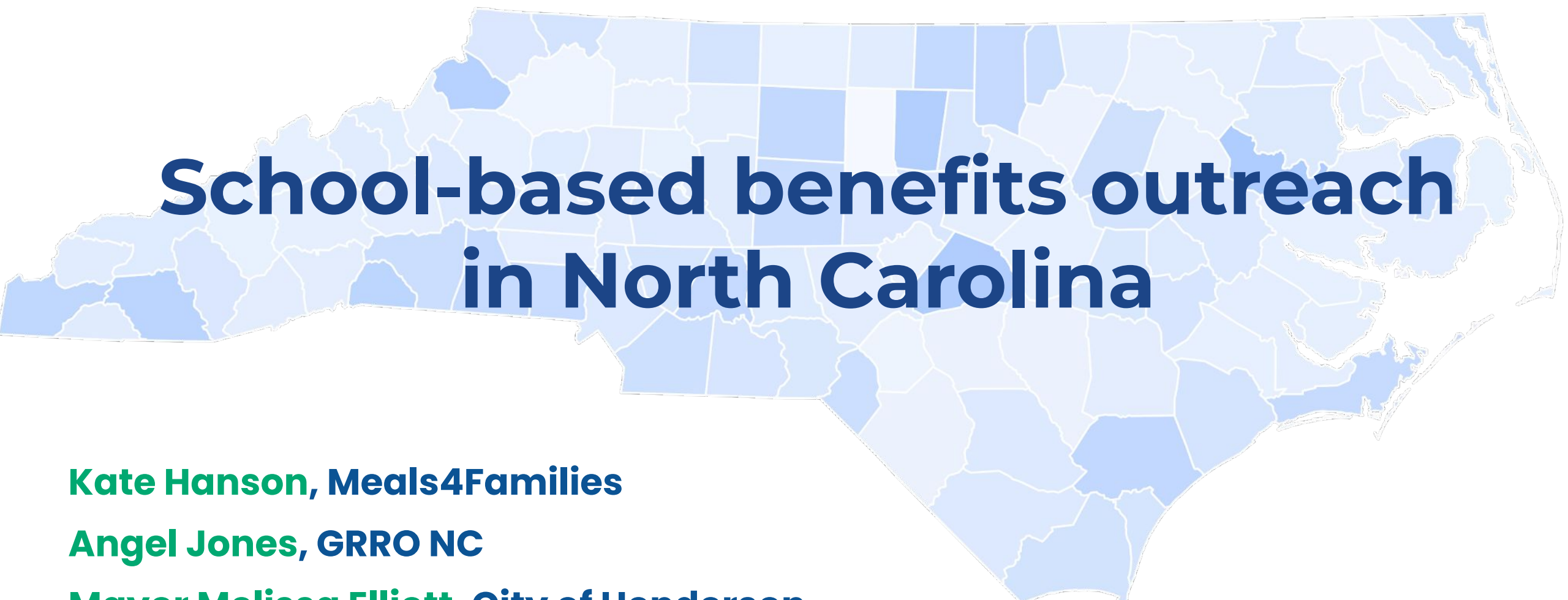
Sincerely,

Full Name

Title, Name of Organization

P.S. Make a plan to set aside 25 minutes tonight to apply!

Sample Outreach Email



School-based benefits outreach in North Carolina

Kate Hanson, Meals4Families

Angel Jones, GRRO NC

Mayor Melissa Elliott, City of Henderson

Gabby Pulig, MANNA Food Bank

If we want to support students, and
support families,

we need to talk about money

at school.

Why aren't more families in need getting food aid from WIC nutrition program?

Mom who struggled before finding out about WIC.....

“I just found it astonishing that nobody teaches you this. This isn't something that any of us are learning at school, right?” Amanda said.

Why aren't we learning
about WIC
about SNAP
about Medicaid
about tax credits
at school?

It's hard to talk about money.

It's **OK** to talk about money **at school**.



PUBLIC SCHOOLS OF NORTH CAROLINA

State Board of Education | Department of Public Instruction

North Carolina Standards for Economics and Personal Finance

What if **school** was where families could learn to...

Stabilize their finances

TANF, SNAP, WIC, HeadStart, Lifeline, utility subsidies, Child Tax Credit, Earned Income Tax Credit

Connect with better opportunities

FAFSA, Pell Grant, SNAP E&T, WIOA

Protect their future

Banking, Savings accounts, Retirement (401k, IRA), 529 College Savings plans



Our focus is on creating **thriving rural communities** by addressing three critical issues that plague our rural North Carolina communities: **poverty, food insecurity, chronic diseases.**
(stabilize) (connect) (protect)

In rural communities hunger is compounded by other issues such as **transportation, housing, mental health and diet related disease.**

Schools are a **natural & seamless way** to introduce **wrap around services** that will impact the whole child and their family.

Teaching **comprehensive financial** principles that connect them to benefits and family resources through resource centers at school and SNAP is key.

THRIVING COMMUNITIES ARE STRIVING COMMUNITIES

Access to benefits with a sound financial plan through communities and schools can **develop thriving neighborhoods** and change outcomes for generations.

Communities **THRIVE** with...

Financial Education

Family Resource Center

Access & Pathways

Strategy

- Financial needs analysis
- Benefits as a base
- Access to programs without the stigma

Upskill

- Online University(s); partnerships for parents; MOUs- skilled jobs
- Public Service AmeriCorps - benefits built-in; tax bracket higher
- Build a business; Self-Employment - income contingency

Economic Practice- multi-generational

- SNAP as a start- \$25/ month money saved into Mutual Fund
- A penny saved is penny earned-\$50, \$100 - \$200 / mo. saved
- Segway into home ownership & Annuities (income for life)



Join us for a free
How Money Works™ Seminar



H
MONEY
WORKS™
FOR KIDS



A PARENT'S GUIDE

Imagine if **schools taught ...**

Compound Interest

UGMA accounts

The Rule of 72 - \$10,000

Making your own money

- Finding ways to learn, earn, and save **\$200/month**
- **Benefits** as a sustainable base
- **Participate** in the American Dream

Growing your own food

- Replacing eating out with locally grown produce
- Selling excess to neighbors / farmers market
- Better health better wealth, maximize SNAP card

Creating micro-market(s)

multi-generational

- Pockets of small entrepreneurs circulating \$\$\$
- A penny saved is penny earned-\$50, \$100/month
- Segway for home ownership & Annuity (income for life)

Compound Interest RULE OF 72

- IT'S A -
**MONEY
THING™**

Here are some interest rates to compare—as you can see, modest increases in rates have a dramatic effect on the doubling time

Years	1.5%	3%	6%	12%
0	\$10,000	\$10,000	\$10,000	\$10,000
6				\$20,000
12	<i>In times of historically low interest rates, it's especially important to start investing early</i>		\$20,000	\$40,000
18				\$80,000
24		\$20,000	\$40,000	\$160,000
30				\$320,000
36			\$80,000	\$640,000
42				\$1,280,000
48	\$20,000	\$40,000	\$160,000	\$2,560,000



The high cost of waiting to teach financial literacy

The High Cost of Waiting

When you don't prioritize saving, there's a high cost of waiting.

\$200 Monthly Savings at 9% for 40 Years (Age 25-65)

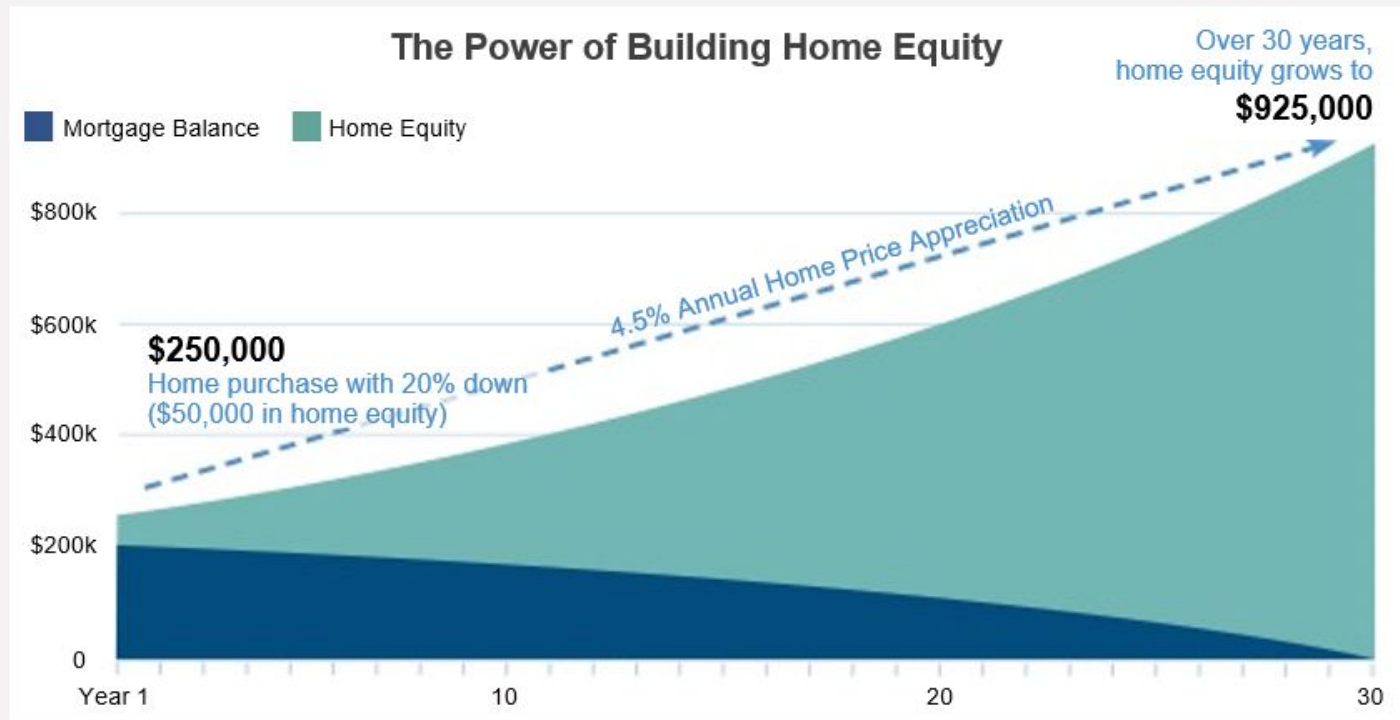


Who are people hurting if they wait?

These examples serve as a demonstration of how the Power of Compound Interest concept works from a mathematical standpoint. It is not intended to represent an investment. The chart uses constant rates of return, unlike many types of investments which will fluctuate in value. It does not include fees or taxes, which would lower performance. It is unlikely that an investment would grow 9% or more on a consistent basis.

What if **Home Ownership** conversations started at school

The Power of Home Ownership



The dream of home ownership is as true today as it ever was, but did you know that owning a home – and benefiting financially from the power of equity (home appreciation) – could also be one of the wisest financial decisions you make?

Mortgage rate of 5.6% based on average 30-Year fixed rate 1993-2022 (Freddie Mac). Home price appreciation of 4.5% is based on average annualized appreciation from 1993-2022 (FHFA). The appreciation figures shown reflect continued appreciation at the same rate annually and does not take into consideration locality, taxes, or other factors, which could impact results. This example uses a constant rate unlike actual home values which will fluctuate over time. This hypothetical is forward looking and does not represent an actual home value appreciation or reflect any specific market period and is not intended to represent any particular home purchase and value appreciation. This hypothetical is for illustration purposes and does not reflect an actual client example. Past performance is no guarantee of future results.

Tax-related information is based on the current IRS tax code at the time of publication, which is subject to change. Neither Primerica nor its representatives are financial or estate planners, tax advisors, budget planners, credit counselors, or debt managers and neither offer tax advice or services. For related questions, please refer to an appropriately licensed professional.

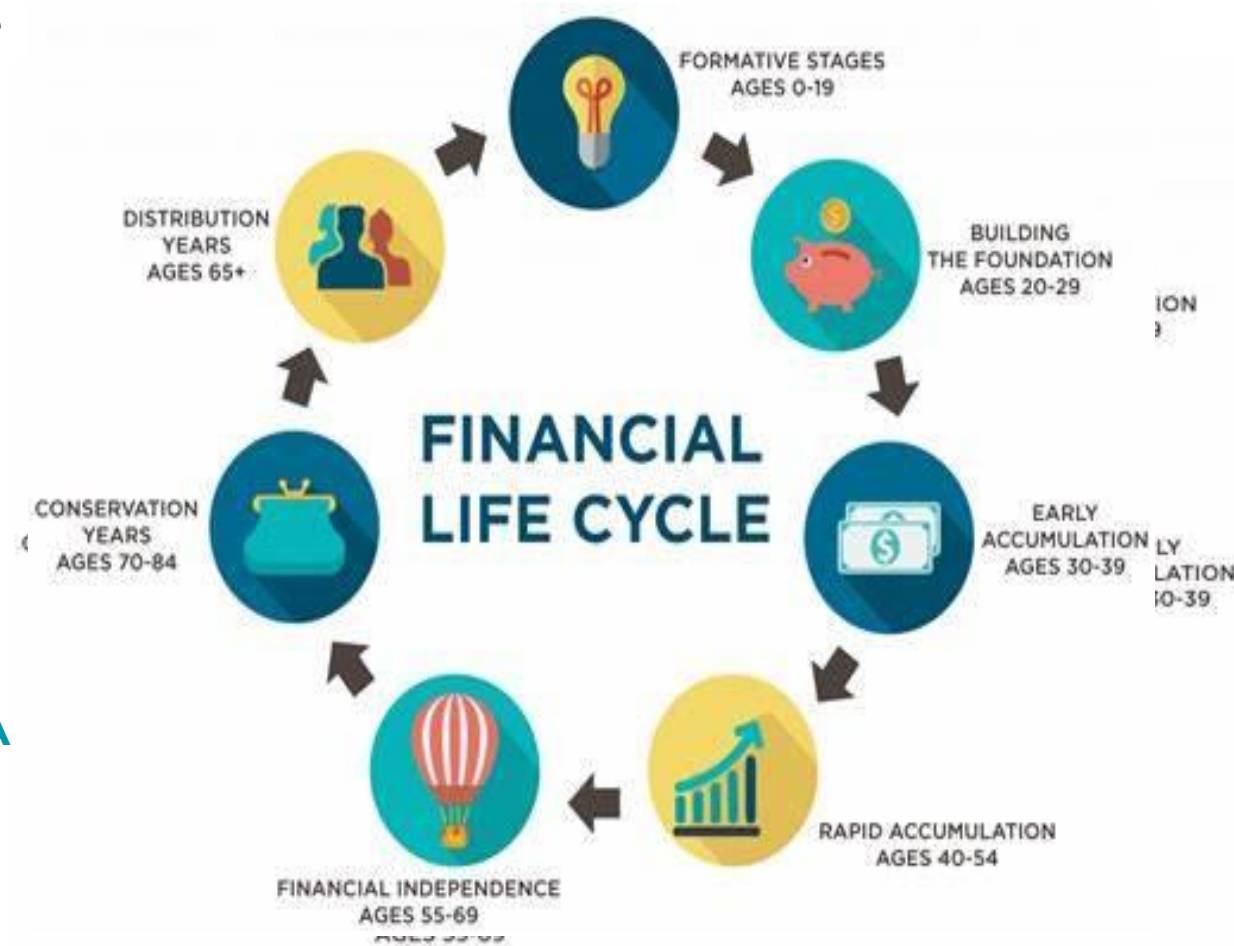
Schools positioning SNAP as a Start:

For those Americans living in poverty, struggling to enter the middle class, federal spending should be devoted to program that give the opportunities to **prosper on the own**. That means federal assistance with **health insurance, food, housing, home energy, and education** so these Americans can concentrate on opportunities to **join the middle class** (Center for American Progress).

SNAP->Medicaid->Section 8->Energy Program->FAFSA

Food ->Health -> Housing-> Energy ->Education

Economic Stability -> Economic Mobility



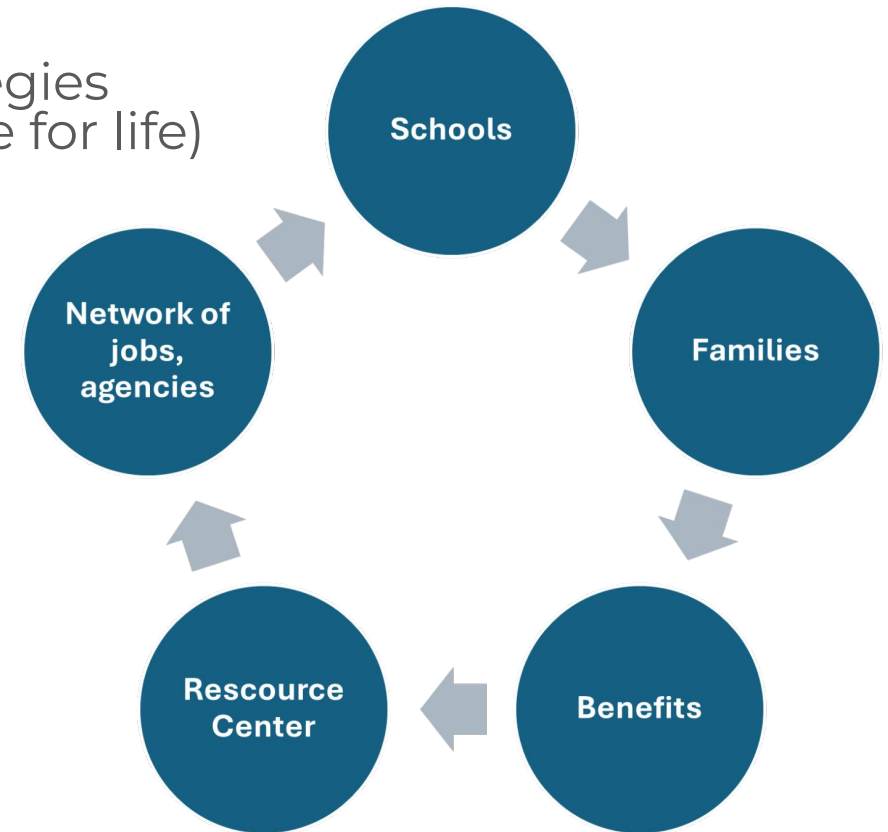
Schools to teach: The Benefit of Benefits

Change the Narrative

- Benefits as a budget
- Vested Plan of action for savings and exit strategies
- Segway into home ownership & Annuity (income for life)
- Benefits provide an Equitable advantage for the initially disadvantaged

Center(s) of Influence

- School as a community
- Provides the foundation for learning and nourishment
- Can impact **clusters** of family members and maximize qualified benefits for each extended family member; concerted effort utilize resources and move forward financially



CEP District/ Title I

The Community Eligibility Provision (CEP) is a non-pricing meal service option for schools and school districts in low-income areas. CEP allows the nation's highest poverty schools and districts to serve breakfast and lunch at no cost to all enrolled students without collecting household applications. Instead, schools that adopt CEP are reimbursed using a formula based on the percentage of students categorically eligible for free meals based on their participation in other specific means-tested programs, such as the Supplemental Nutrition Assistance Program (SNAP) and Temporary Assistance for Needy Families (TANF).

The term "title 1 school" traces its roots to President Lyndon B. Johnson's War on Poverty policy in 1965, with Title 1 funds being one of its cornerstones. Now, it is a focal point of the No Child Left Behind Act of 2001. The program gives a fair chance of improving US students' academic achievements through funding, holistically. To put it more clearly, Title 1 funds grant school districts federal sponsorship, which covers the provision of clothing, support personnel, and classroom materials. The U.S. Department of Education affirms that Title 1 was developed to guarantee that underprivileged students obtain a just, yet high-quality education by bridging gaps in educational achievement



Elementary School Pop Up Markets to Hope Pantry



- A. The POWER of choice
- B. Healthy Options
- C. Financial Literacy
- D. Physical Movement
- E. Parental Engagement Title I events**





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BY EBONY DUELL / Dispatch staff

Students at Dabney Elementary School make their food selections at the pop-up market Tuesday that a partnership among Gang Free, Working on Wellness Coalition and United Healthcare made possible.

Students have opportunity to shop at pop-up

BY EBONY DUELL
EDUELL@HENDERSONDISPATCH.COM

HENDERSON — Working on Wellness (WOW) Coalition, Gang Free Inc, and United Healthcare partnered Tuesday for pop-up grocery markets at two Vance County elementary schools. The pop-up grocery markets includ-

ed fresh foods from the five food groups while also teaching students about financial literacy. Dabney and Clark elementary third- through fifth-grade students had fake money to purchase food for themselves and their families.

"The purpose of the pop-up shops is to fight food insecurity. We have a lot

of children who eat at home, they'll be able to get at least three meals today," said Melissa Elliott, founder of Gang Free Inc.

Gang Free Inc. received a grant from United Healthcare and the Working on Wellness Coalition for

SEE STUDENTS/PAGE A3



FIGHTING FOOD INSECURITY, ONE STUDENT AT A TIME.

JAGUARS

HOPE PANTRY



food **oba**
OF CENTRAL & EASTERN NORTH



Involving, educating, and uniting people in the work of ending hunger in Western North Carolina.



MANNA Programs:

- Benefits Outreach
- Healthy Opportunities Pilot (HOP)
- Youth Programs
- Nutrition

The Goal aka “MANNA Food Bank Programs Youth Strategy”

Work across all programs to design, develop and implement an integrated strategy to improve sustained access to healthy food and nutrition education for young people and their caregivers in WNC.

The Situation

Young people are negatively impacted, often in long-term ways, by food insecurity and a lack of sustained, good nutrition in their household.

Research has demonstrated that improving access to nutritionally dense foods in early life positively impacts long-term health and eating habits.

We know that:

- Young people in households that receive SNAP develop intellectually and grow physically in healthier ways; and initial estimates from a new study from the NC DHHS Division of Health Benefits suggests that children under 17 make up 50-60% of the Medicaid/SNAP gap.
- A majority of Medicaid members are young: 53% < age 21, and as Medicaid expands in NC new members may qualify for HOP services
- Nutrition education along with access to healthier foods early in life impacts the long-term behavior and health of adults
- Caregivers (families, parents, guardians) of young people struggle to access or may not know of services available to support them

The Process

Analyze, Design: Complete

- Identify communities
- Identify partners
- Design outreach
- Design integrated intervention

Develop: In Progress

- Develop outreach
- Develop integrated intervention
- Develop evaluation plan:
Gretchen Swanson Foundation

Implement, Evaluate

- Implement outreach, intervention and evaluation plans in target communities

Manage

- Modify interventions and expand to other communities

Analyze: Target Populations - Who?

Approach

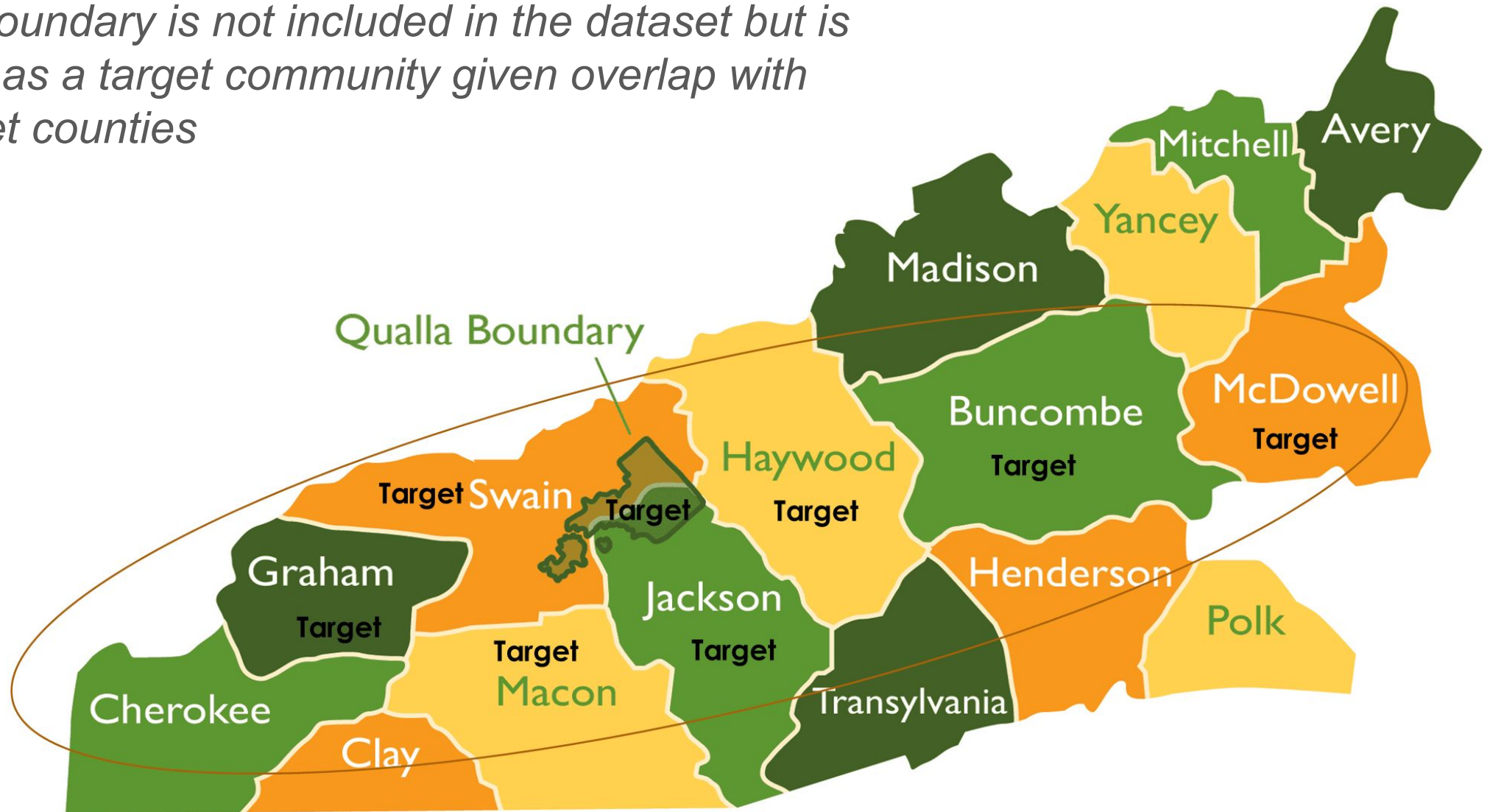
- Analyzed data from WNC Health Network Data 2022, **MTMG 2021** data to target areas with highest need and highest prevalence of nutrition-related disease
- Selected geographic areas of focus with an emphasis on nutrition-related disease prevalence and impact on young people
- While Buncombe County data indicate some level of need in comparison to other counties in our service area, that county is included given its population and our potential impact

Criteria

- Poverty
- Free/Reduced Lunch Participation
- Hypertension
- Heart Disease
- Diabetes Prevalence
- Obesity
- Childhood Obesity
- Food Insecurity
- Food Insecurity P1
- Food Insecurity P2
- FANO Map the Meal Gap**

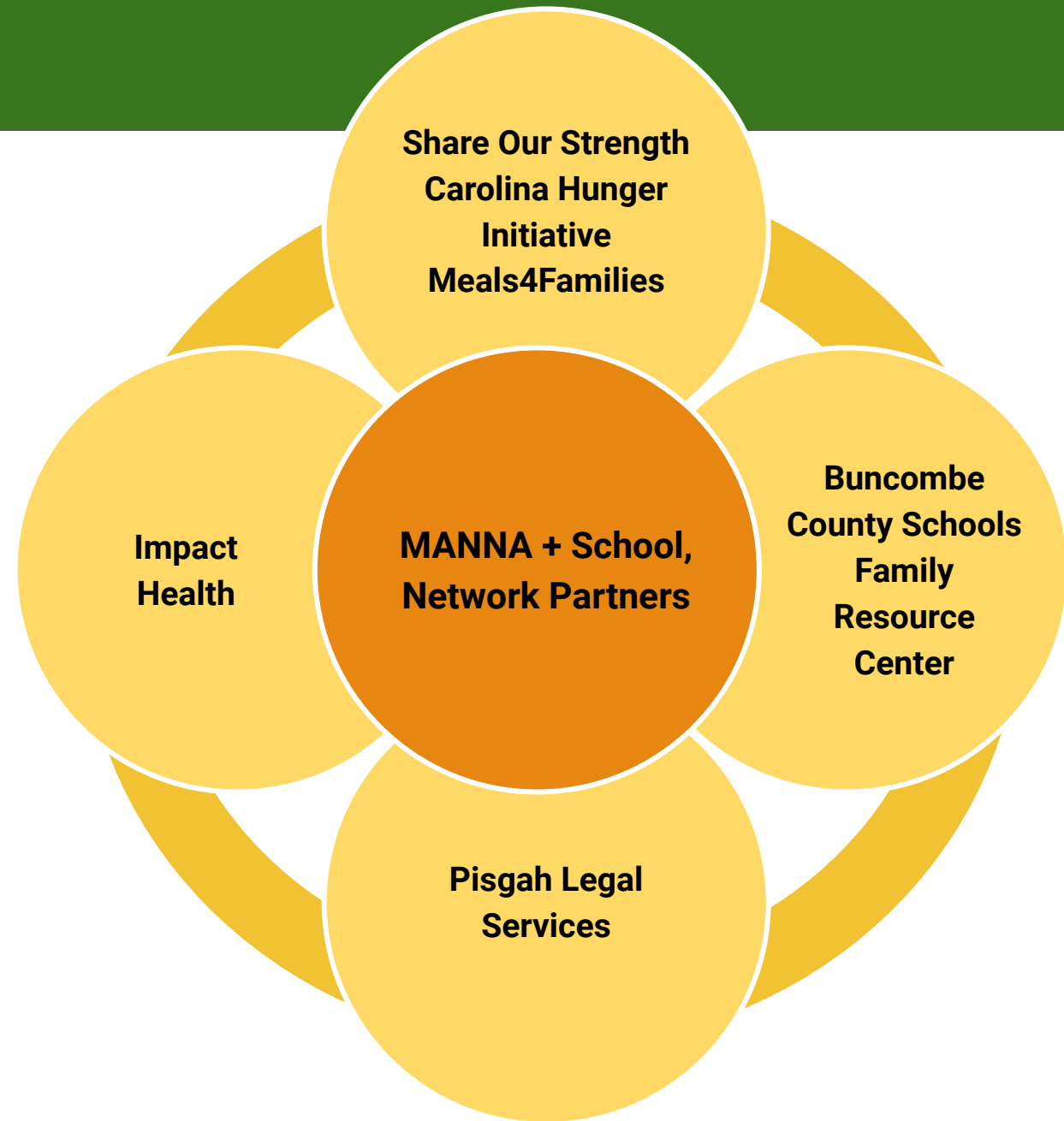
Analyze: Target Populations - Where?

Qualla Boundary is not included in the dataset but is included as a target community given overlap with two target counties



Design: Strategic Partners - Who?

- Share Our Strength, Carolina Hunger Initiative and Meals4Families: Funding, Leadership Role
- Buncombe County Schools and Family Resource Center: School Partner (Phase 1)
- MANNA + Network: Community Partner
- Pisgah Legal Services: Community Partner
- Impact Health: Community Partner



Zoom in on Funding, Leadership

Share Our Strength

- Root Cause Space
- No Kid Hungry Campaign
- Advocacy, Grantmaking, Awareness
- 2-year funding

Meals4Families

- Remove barriers to public benefits enrollment
- NCDHHS partnership
- SNAP in Schools project leadership

Carolina Hunger Initiative

- UNC Center for Health Promotion and Disease
- NC Child Hunger Leaders
- Blue Cross NC: CEP Expansion

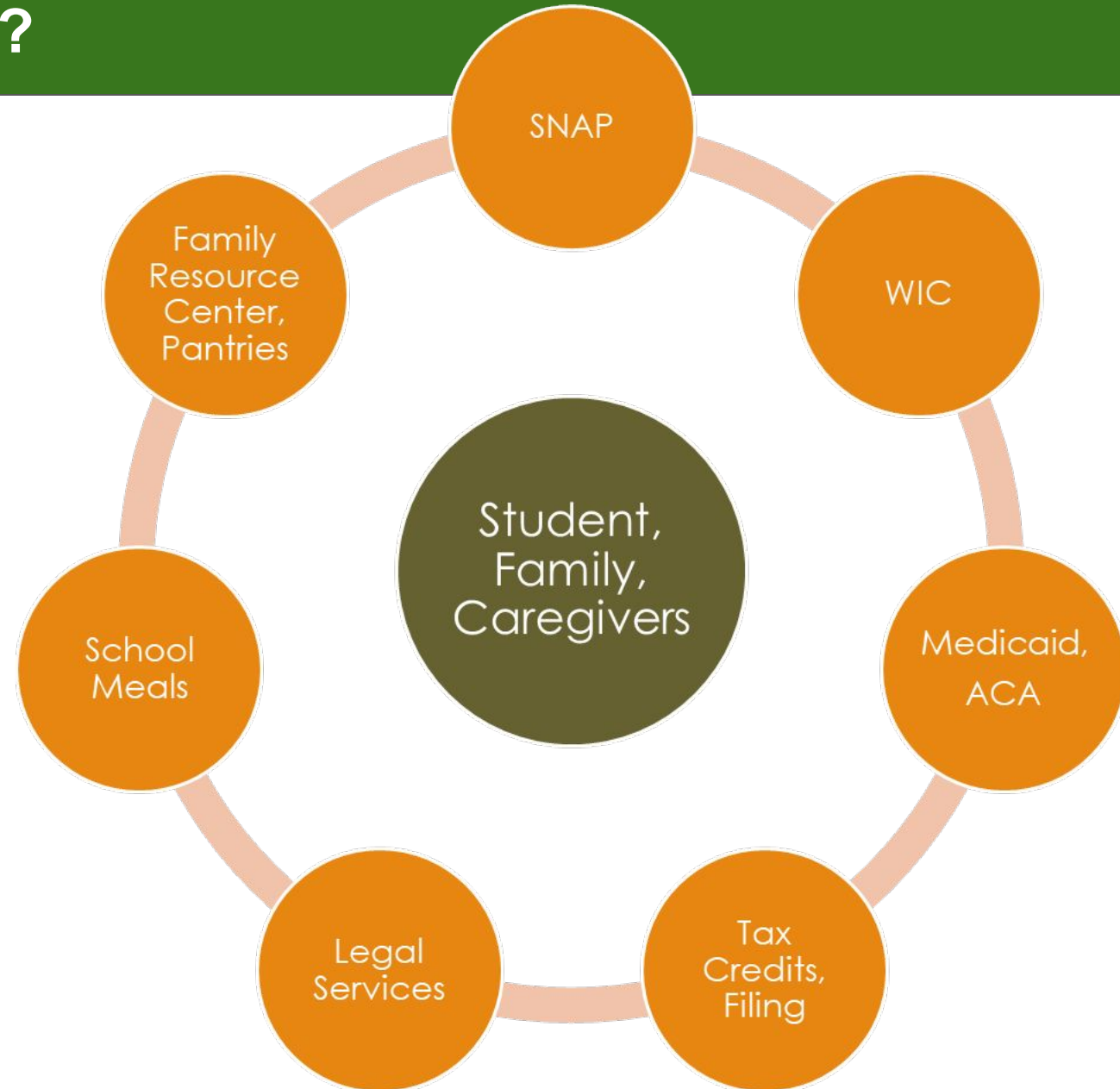
Design: Strategic Partners - Who?

Utilizing the data available from and leveraging the credibility of the Buncombe County School District, connect families and caregivers to:

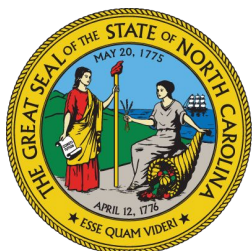
- SNAP, WIC and Medicaid/health insurance, including HOP services
- Tax and legal services
- School meal programs, family resource centers and school pantries

Expand access to healthy food and nutrition education:

- Relaunch and expand school pantry program with BCS pilot
- Integrate nutrition education throughout the intervention



Thank you to our partners!



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**



