



PRESS RELEASE

FOR IMMEDIATE RELEASE

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No Kid Hungry Launches Initiative to Streamline Access to SNAP and WIC for Families in Healthcare Settings

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Washington DC- No Kid Hungry, a program of Share Our Strength, announced the launch of a new national initiative, *Benefits Integration in Care Coordination (BICC)*, designed to strengthen how healthcare systems connect families to essential nutrition benefits. Through this initiative, No Kid Hungry is providing funding and support to healthcare partners to streamline the process of enrolling eligible patients in the Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) benefits.

BICC aims to make it easier for children and families enrolled in Medicaid to access nutrition assistance by improving outreach, navigation support, and data interoperability within healthcare systems.

"SNAP and WIC offer important food support for families with children, but applying isn't always easy," said Julie Garcia, Associate Director at No Kid Hungry. "For many families, the application process is perceived as daunting, with applicants facing a web of eligibility requirements and administrative difficulties. Our Benefits Integration in Care Coordination initiative helps simplify SNAP and WIC enrollment by offering application support in healthcare settings—places families already visit and trust. It's a practical way to connect people with the resources they need, in a space focused on their health and well-being."

Two national partners, OCHIN and the National Association of Community Health Workers (NACHW), will serve as consultants on the project. OCHIN, a national nonprofit consultancy and leader in the health care innovation space, will provide technical and evaluation expertise to guide implementation and measure impact across all sites. NACHW, a membership-driven organization dedicated to uniting Community Health Workers, will support the initiative by providing subject matter expertise and strategy and resource development.



PRESS RELEASE

A Timely Response to Community Needs

SNAP and WIC are essential federal nutrition programs that combat hunger and poverty by helping eligible families afford healthier food, leading to improved health outcomes and reduced long-term healthcare costs. Yet nearly 20% of those eligible remain unenrolled. To close this gap, BICC is enhancing care coordination and streamlining enrollment workflows, with Community Health Workers, Promotoras, and Community Health Representatives providing direct support to families throughout the application process. By embedding benefits enrollment directly within care settings, BICC aims to make it easier for families to receive the food resources they need to stay healthy and thrive.

Grantees

The following organizations will each receive a \$100,000 award over 15 months, along with cohort learning opportunities and technical assistance focused on strengthening care coordination systems and facilitating patient enrollment in SNAP and WIC. You can learn more about the grantee project [here](#).

- A Healthier Democracy
- Children's National Hospital
- Equality Health
- NYC Health + Hospitals

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No Kid Hungry

No child should go hungry in America. But millions of kids in the United States live with hunger. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

OCHIN

OCHIN, a nonprofit leader in health care innovation and a trusted partner to a growing national provider network, will provide critical support in strategic leadership, partnership development and program evaluation.

NACHW

NACHW, a membership-based organization, unites Community Health Workers across diverse backgrounds to support communities to achieve health, equity, and social justice.
