# Maximize SNAP Participation



## DISCOVER

*Discover and understand the behavior.*

**The Supplemental Nutrition Assistance Program (SNAP)** is a critical resource that provides vulnerable populations access to nutritious food by providing money to spend on groceries.

Partnering with the Food Bank to provide benefits outreach increases enrollment and retention of participants by ensuring that eligible individuals can:

- Gain awareness of SNAP benefits, eligibility, and the application process
- Maintain their benefits (if active) and avoid having to apply again
- Learn about other forms of government assistance such as Medicaid and WIC that can complement SNAP resources

## CONSIDER

*Consider why the behavior is important to support neighbors in need.*

**The Supplemental Nutrition Assistance Program (SNAP)** has been called "the cornerstone of the nation's nutrition safety net" and is one of the most important programs to fight food insecurity. SNAP is considered the most effective and responsive federal program to aid during economic downturns. 43% of Georgia SNAP benefits go to households with incomes at or below the poverty line and 42% of Georgia SNAP benefits go to households at or below half of the poverty line.[1]

The Food Bank also screens for Medicaid, the nation's public health insurance program for people with low income, including many with complex and costly needs for care. Medicaid programs can cover the cost of premiums for dual eligible Medicare recipients which is a savings of approximately $2000 a year.

[1] Hall, L., & Nchako, C. (n.d.). A Closer Look at Who Benefits from SNAP: State-by-State Fact Sheets. Center on Budget and Policy Priorities. https://www.cbpp.org/research/food-assistance/a-closer-look-at-who-benefits-from-snap-state-by-state-fact-sheets#Georgia

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## TAKE ACTION

*Determine the path forward and take action with the information and resources available.*

There are three methods to provide outreach to increase SNAP participation:

1. **Receive Benefits Outreach training:** Assist your neighbors with accessing public benefits directly. The Food Bank will provide training (including written manuals) explaining the screening process and ensure a thorough understanding of the different forms of government assistance. We will also train you to use Georgia's online tool, Gateway, and provide ongoing technical assistance.
2. **Become a Benefits Outreach screening site:** Invite Food Bank Benefits Coordinators to provide benefits screening during pantry distribution or other times you have visitors at your location. The Coordinator will come equipped to assist neighbors on the spot—all we ask is that you provide a table, chairs and suitable space. We also provide flyers to promote the service. This option is offered based on staff availability and will require a consistent volume of neighbor interactions to remain active.
3. **Provide warm referrals to the Food Bank's Benefits Outreach team:** Refer neighbor cases to the Food Bank electronically for our staff to screen. When your agency identifies a potential SNAP participant and receives neighbor consent, our team will contact the neigbor directly about the assistance they need.

We can support these options for both English and Spanish-speaking neighbors. If there are other languages that your community needs, we'd love to explore that together.

## ENGAGE WITH US

If you're interested in **maximizing SNAP participation:**

### Benefits Outreach Interest Form

Fill out the Benefits Outreach Interest Form to connect with the Food Bank's Benefits Outreach Team to discuss the best option for your organization.

### Contact County Relationship Manager

Contact your County Relationship Manager, who can partner with you to grow capacity and connect you with partner agencies exploring or currently implementing this behavior.