

# Helping more Families access Nutrition Security Programs



# Hunger Solutions New York is a statewide anti-hunger organization.



We increase **awareness** of, **support** for, and **participation** in federal nutrition assistance programs.

- Supplemental Nutrition Assistance Program (SNAP)
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- National School Lunch Program (NSLP) & School Breakfast Program (SBP), and Community Eligibility Provision (CEP)
- Summer Food Service Program (SFSP)
- Child and Adult Care Food Program (CACFP)
- Summer EBT

# Strategies to Expand Access

## Community-Based Services for Eligible People:

- Information & Education
- Outreach
- Direct Client Assistance

## Statewide Services:

- *Potentially Eligible:*
  - Outreach
  - Resources
- *Service Providers and General Public*
  - Information & Education
  - Technical Assistance
  - Resources

## Advocacy:

- Federal/State/Local



# How we approach our work:

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- **Outreach** to increase awareness of SNAP, WIC, and child nutrition programs.
- **Assistance** to help eligible individuals, schools, and CBOs connect with the programs for which they are eligible.
- **Advocacy** to strengthen and expand the reach of the programs:
  - Child Nutrition Reauthorization
  - Farm Bill
  - Healthy School Meals for All





**Ready,**

**Set,**

**Grow!**

with **WIC**

# Special Supplemental Nutrition Program for Women, Infants & Children

# Why focus on WIC?

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- When women are pregnant, they need vitamins and minerals more than ever.
- Good nutrition during pregnancy and in the first years of a child's life is very important.
- Research shows that women who use WIC have healthier births and children who use WIC do better in school.



Source: [The State of WIC: Building the Bridge to a Healthier Future](#), National WIC Association, 2023

# WIC: Basics and Updates

WIC provides pregnant women, new and breastfeeding moms, and children under 5 with:

- **Breastfeeding support**
- **Nutrition counseling**
- **Referrals to health care and other services**
- **Nutritious foods**

During/Since COVID-19:

- **Remote services**
- **3-4x boosted fruit/vegetable cash value benefits**

Plus: **eWIC**, **WIC2GO** & **NEW 24/7 virtual assistant (Wanda)** make it easier than ever to enroll and shop with WIC

Still, WIC is reaching **~50%** of eligible New Yorkers.



# WIC Participation in New York

Many families are eligible for WIC but not participating.



**Reciba los beneficios del programa WIC desde su casa.**

**Pregnancy support starting now**

with  
**WIC.**

**Healthy food, nutrition education, breastfeeding support, & more**



**WIC moms & kids get more for fruits and veggies now through September! Use it up each month!**

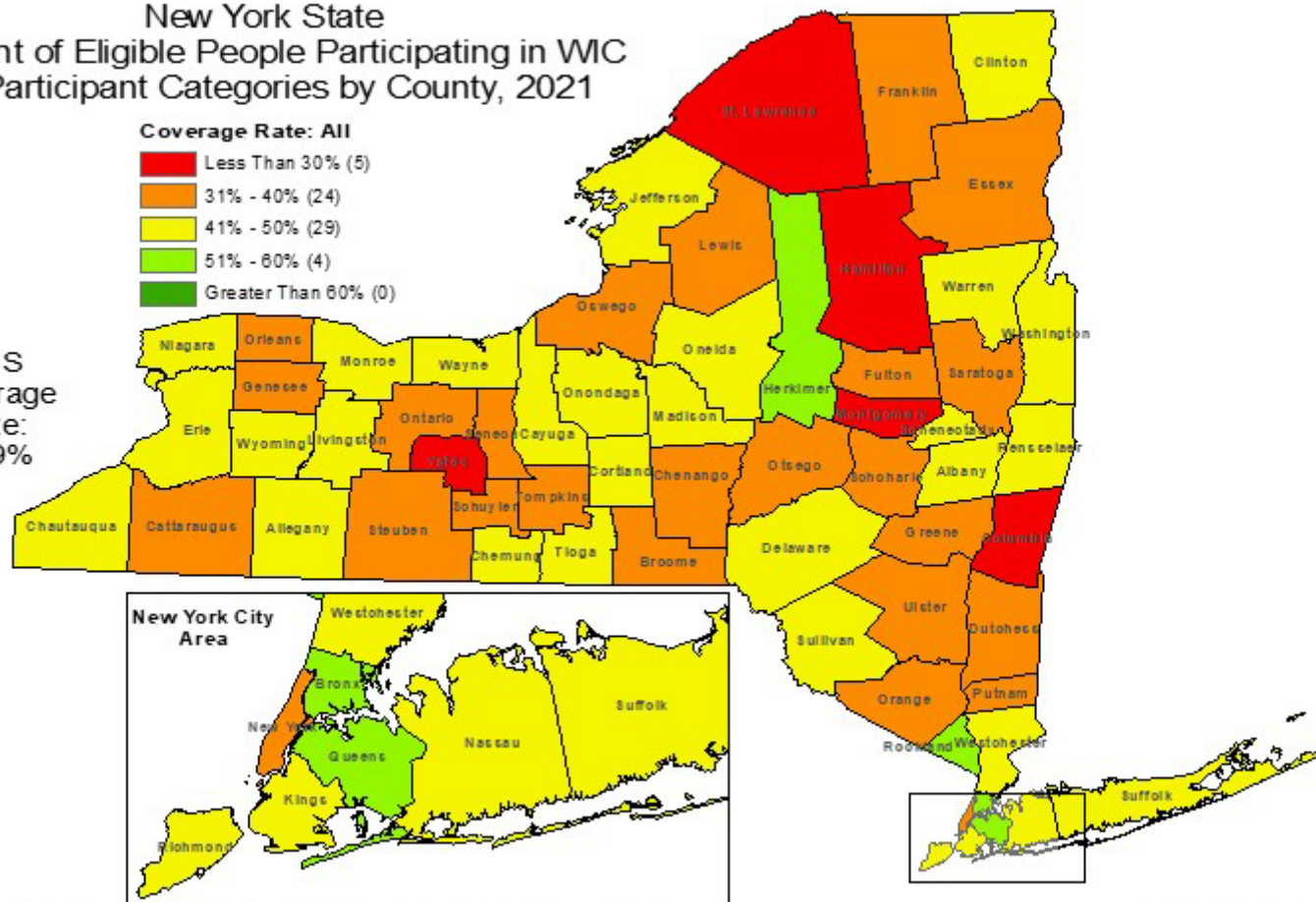


# New York State Percent of Eligible People Participating in WIC All Participant Categories by County, 2021

## Coverage Rate: All

- Less Than 30% (5)
- 31% - 40% (24)
- 41% - 50% (29)
- 51% - 60% (4)
- Greater Than 60% (0)

NYS  
Coverage  
Rate:  
45.9%



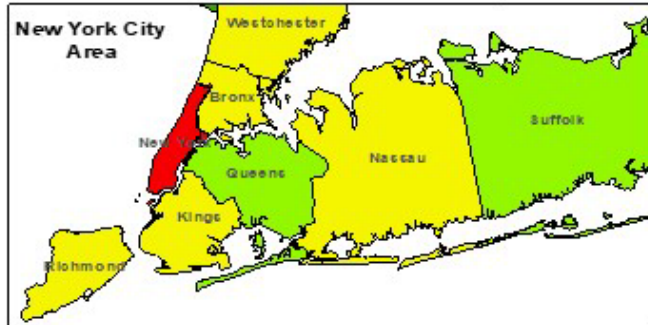
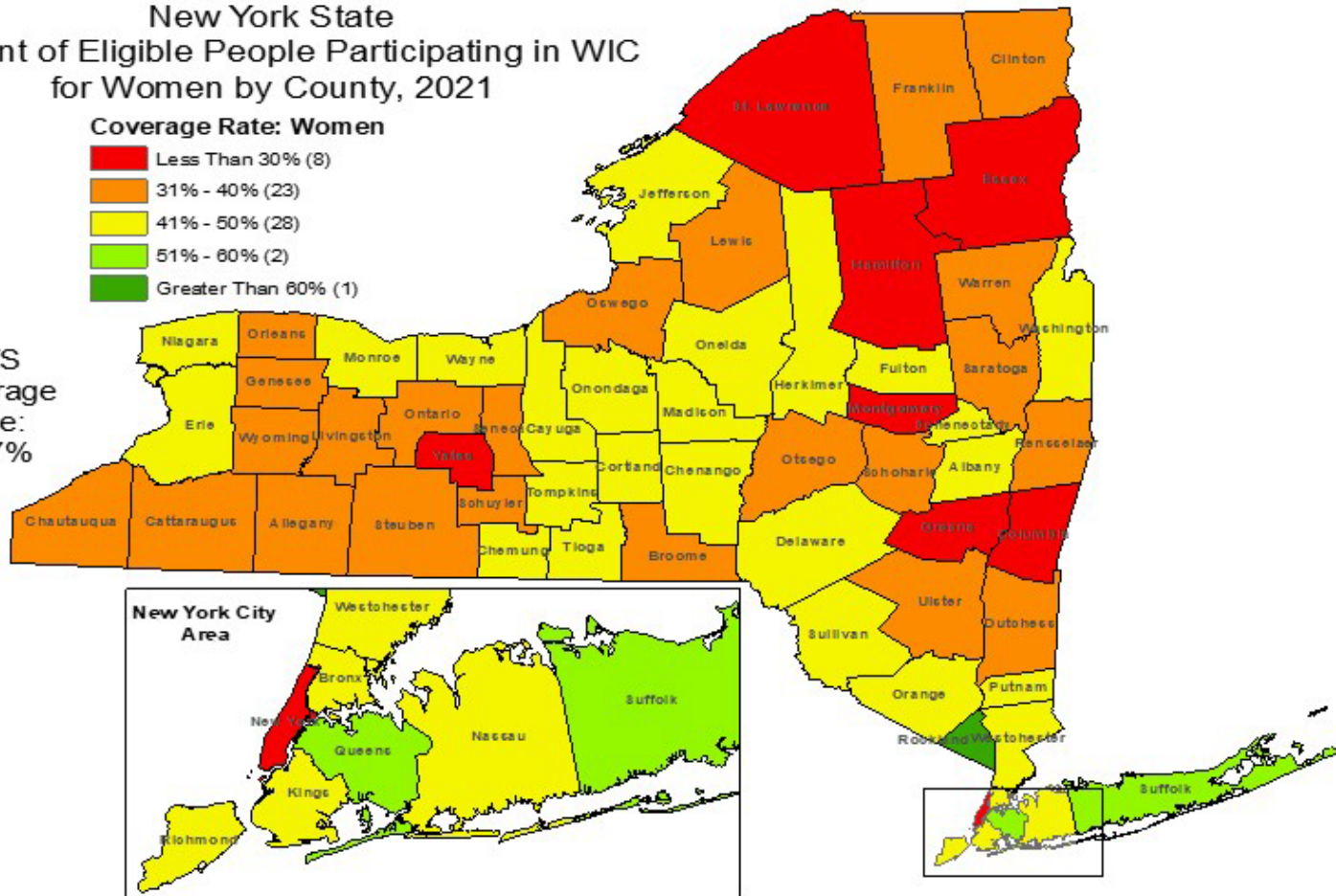
Eligible estimates based on 2017-21 American Community Survey Caseload April, 2021

# New York State Percent of Eligible People Participating in WIC for Women by County, 2021

## Coverage Rate: Women

- Less Than 30% (8)
- 31% - 40% (23)
- 41% - 50% (28)
- 51% - 60% (2)
- Greater Than 60% (1)

NYS  
Coverage  
Rate:  
44.7%

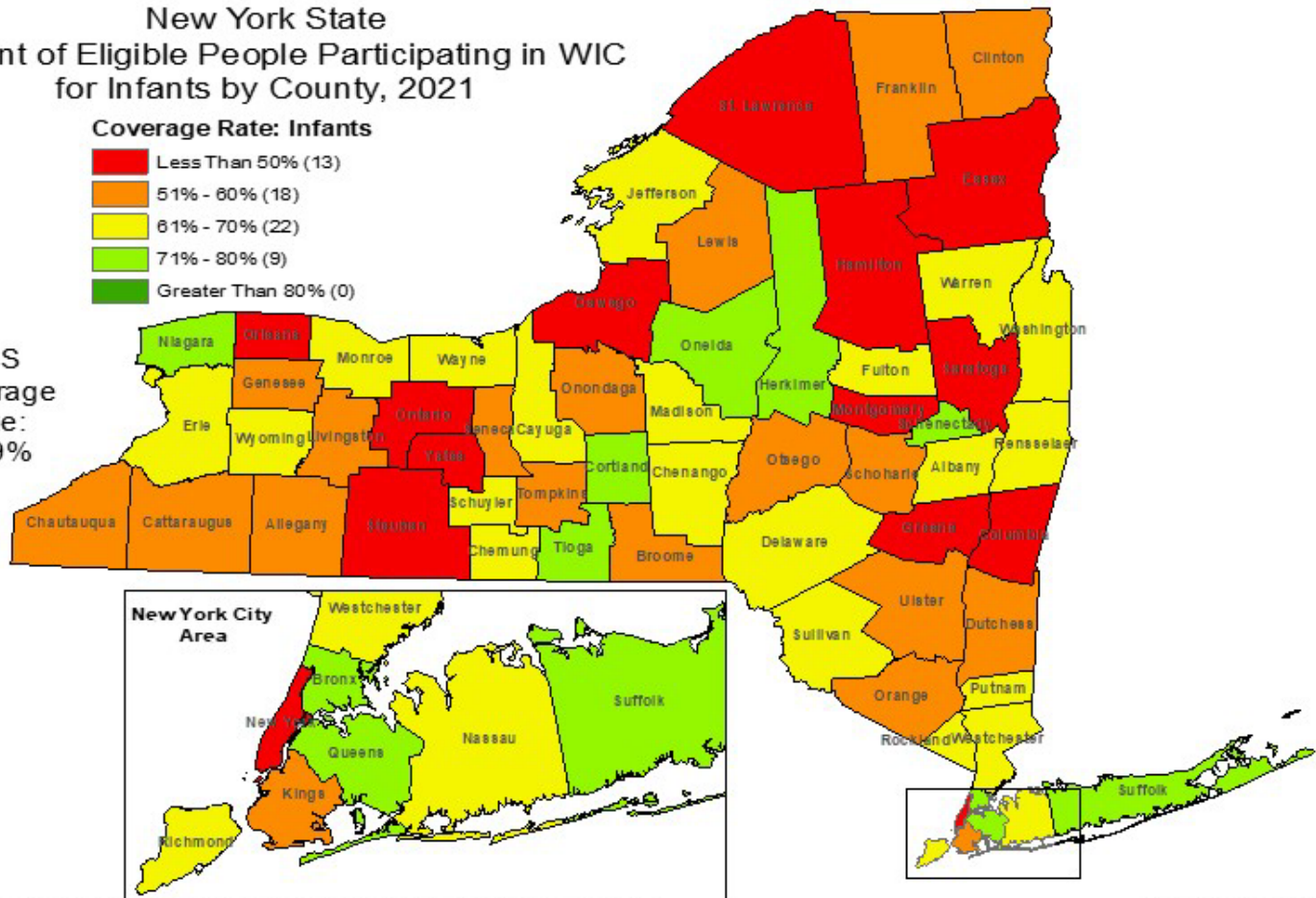


# New York State Percent of Eligible People Participating in WIC for Infants by County, 2021

## Coverage Rate: Infants

- Less Than 50% (13)
- 51% - 60% (18)
- 61% - 70% (22)
- 71% - 80% (9)
- Greater Than 80% (0)

NYS  
Coverage  
Rate:  
62.9%



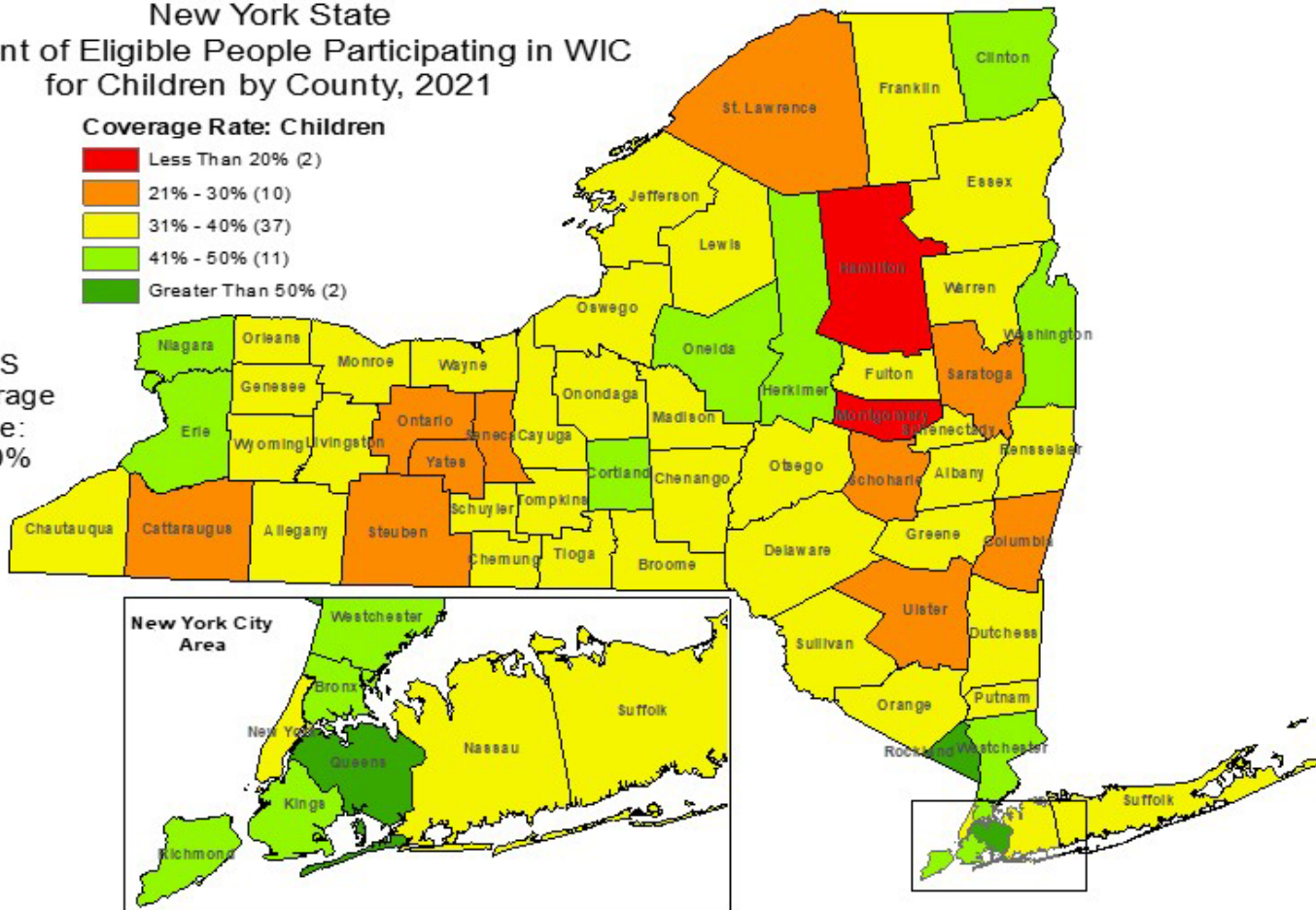
Eligible estimates based on 2017-21 American Community Survey. Caseload April, 2021

# New York State Percent of Eligible People Participating in WIC for Children by County, 2021

## Coverage Rate: Children

- Less Than 20% (2)
- 21% - 30% (10)
- 31% - 40% (37)
- 41% - 50% (11)
- Greater Than 50% (2)

NYS  
Coverage  
Rate:  
42.0%



# WIC Public Health Services

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WIC provides pregnant women, new and breastfeeding moms, and children under the age of 5 with:

- Breastfeeding support
- Nutrition counseling
- Referrals to health care and other services
- Nutritious foods

**It's true!  
You can get  
WIC benefits  
at home!**



# Who is eligible for WIC?

Someone **may** be eligible for WIC if they are:

- Pregnant
- A mom of a baby that is up to 6 months old
- A mom of a breastfeeding baby up to 12 months old
- A child under the age of five



# Who is eligible for WIC?

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To get WIC the participant **must**:

- ✓ Live in New York State
- ✓ Have an income below a certain amount or get benefits from SNAP, Medicaid or TANF
- ✓ Meet age and other eligibility rules



*Note: An unborn child can be counted as a member of the household.*

# Others Can Apply for Children in Their Care



- Foster parents
- Guardians
- Caregivers

- Dads
- Grandparents





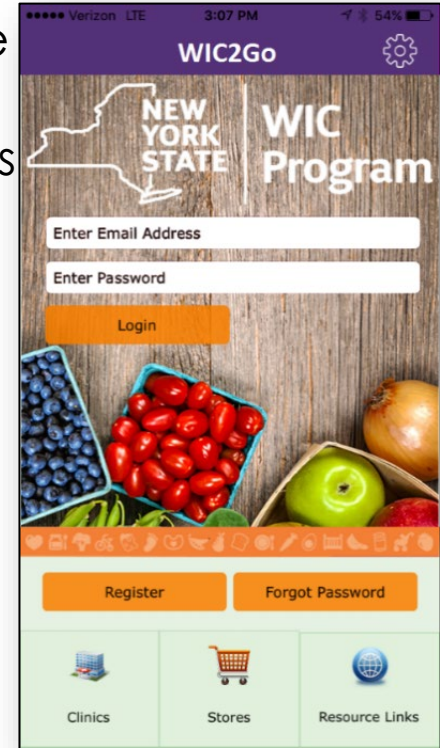
# eWIC & WIC2Go App



## eWIC is here!

- Paper WIC checks are a thing of the past. The eWIC card acts just like a debit card.
- Families can buy food when it works best for them.
- Participants must use all of their benefits by the end of their thirty day cycle.

- Benefit balance
- Approved foods
- UPC scanner
- Clinic locator
- Store locator
- Appointments



# Wanda

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- Wanda: NYS WIC's 24/7 virtual assistant – chats in English and (new!) **Spanish**.
- <3minutes: Learn about WIC services, find out if a family is eligible, and get referrals to closest WIC clinics.
- Easy to use on a computer, tablet or phone.
- Wanda resources include graphics and sample language for use on your website, newsletters, emails and social media posts.



I'm Wanda.

Let's see if

**WIC**

is right for you!

chat now



### WIC helps families.

WIC supports moms, moms-to-be, and their families with:

- healthy food
- nutrition advice
- breastfeeding support
- referrals to other services



### You may be eligible for WIC.

You may be eligible if you:

- live in New York
- are pregnant or have a child under age 5
- meet income guidelines

Dads, grandparents, and other caregivers can apply for children under 5 in their care. Working families and non-U.S. citizens can qualify, too.



### WIC can help you.



I'm Wanda.  
Chat with me to learn about WIC!  
chat now

To learn more, [chat with Wanda, WIC's 24/7 virtual assistant](#). In less than 3 minutes, you can see if you may be eligible and get a referral to your local WIC clinic.

### \$26-\$52/Month for Fruits & Veggies!

Through September 30, 2024, most WIC kids and moms will get \$26-\$52/month to buy fruits and veggies. Not getting WIC yet? [Chat with Wanda, WIC's 24/7 virtual assistant](#), to see if you are eligible!

# WICHelpNY.org



### Shopping is easier with eWIC!

WIC benefits are now given on an eWIC card. No more paper checks! The card is used just like a debit card at WIC-approved stores.

LEARN MORE

# Recap - Opportunities & Resources:

Visit [WICHelpNY.org](http://WICHelpNY.org) and the [WIC Help NY Resource Center](#), especially for:

- **Parents/caregivers of 2-4 year-olds**
- **Non-maternal caregivers**
- **People early in their pregnancy**
- **People getting Medicaid, SNAP, or TANF**

Promote new & improved WIC services and benefits:

- **Remote services through 2026**
- **Boosted fruit/vegetable benefits**
- **eWIC & WIC2GO app**
- **Wanda chat bot – now in Spanish!**

**NEW:** Use the **toolkits** to easily spread the word about WIC's remote services & boosted benefits!

**Mealtime drama?**



**WIC** can help with picky eaters—online or in-person!

**More fruits & veggies thru Sept!**



With **WIC**

**\$26-\$52 per month each for moms and kids!**

# SNAP

## Supplemental Nutrition Assistance Program:

- Our nation's primary anti-hunger program, providing monthly benefits to purchase food for all who meet program guidelines.
- For every **1 meal** a Feeding America food bank provides, SNAP provides **9 meals**.<sup>1</sup>
- Every **\$1** in SNAP benefits generates **\$1.50** in economic growth.<sup>2</sup>
- SNAP participation **automatically qualifies** infants and toddlers for **WIC** and school-age children for **free school meals**.

<sup>1</sup>Feeding America. (2019). *Feeding America Statement on USDA Proposal to Restrict SNAP Eligibility*.

<sup>2</sup>Canning, P. & Morrison, R. (2019). *Quantifying the Impact of SNAP Benefits on the U.S. Economy and Jobs*, USDA ERS.



# SNAP in New York State

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- **Over 2.8 million New Yorkers use SNAP each month**

34% of SNAP recipients  
are children

26 % of SNAP recipients  
are ages 60+

40% of SNAP recipients  
are adults age 18-59

13% of SNAP recipients  
live with a disability

SNAP also provides nutritional support for:

- Unemployed individuals
- Part-time or low-wage workers
- Those living on a fixed income

## Federal Poverty Limit (FPL) Monthly Gross Income Test by Household Size

Open page in new window

Household Size	200% FPL	150% FPL	130% FPL	165% FPL	100% FPL
1	\$2,430	\$1,823	\$1,580	\$2,005	\$1,215
2	\$3,287	\$2,465	\$2,137	\$2,712	\$1,644
3	\$4,143	\$3,108	\$2,694	\$3,419	\$2,072
4	\$5,000	\$3,750	\$3,250	\$4,125	\$2,500
5	\$5,857	\$4,393	\$3,807	\$4,832	\$2,929
6	\$6,713	\$5,035	\$4,364	\$5,539	\$3,357
7	\$7,570	\$5,678	\$4,921	\$6,246	\$3,785
8	\$8,427	\$6,320	\$5,478	\$6,952	\$4,214
Each Additional Person	+\$857	+\$643	+\$557	+\$707	+\$429

**200% FPL:** Households with elderly/disabled members or out-of-pocket dependent care costs

**150% FPL:** Households with earned income that do not meet 200% criteria

**130% FPL:** Households not meeting criteria for 200% or 150%

**165% FPL:** Only for severely disabled and elderly people with disabilities living with others and unable to purchase and prepare their own food

**100% FPL:** Households that are not categorically eligible must meet a net income test

Source: [SNAP in NYS; An Eligibility Prescreening Guide, 2023](#)

## Maximum SNAP Benefit Allowances

Household Size	Maximum Allotment*
1	\$291
2	\$535
3	\$766
4	\$973
5	\$1,155
6	\$1,386
7	\$1,532
8	\$1,751
For each additional member	\$219 +

Source: [NYS OTDA](#), October 2023



# Applying for SNAP in NYS

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- **Individuals must apply for SNAP by filing an application with their local SNAP office:**

## **Online Application:**

- New York City:  
[access.nyc.gov](https://www.access.nyc.gov)
- Rest of State:  
[mybenefits.ny.gov](https://www.mybenefits.ny.gov)

## **Paper Application: LDSS-4826**

- at SNAP office
- print from OTDA website
- request one be mailed
- alternative format applications

# Documentation

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Required to determine  
**eligibility:**

- Identity
- Age
- Household size
- Income
- Marital status

Required to determine  
**budget:**

- Shelter and utility costs
- Childcare and child support costs
- Out of pocket medical expenses\*

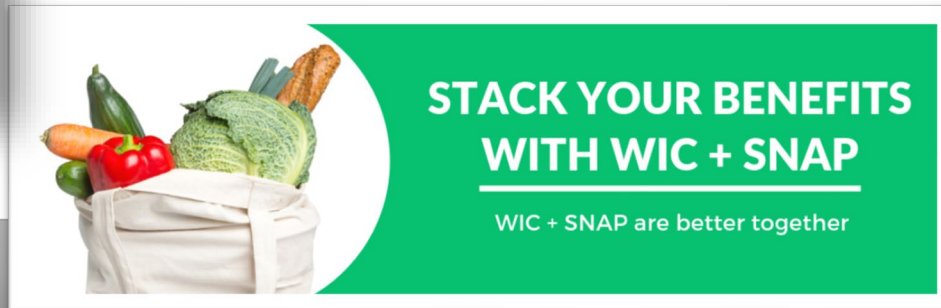
# Using SNAP benefits

- Monthly SNAP benefits are loaded onto an EBT card
- Use to purchase food, plants and seeds that grow food, honey and herbs
- Redeem benefits at grocery stores and markets, farmers markets, and some online retailers.



# Maximizing SNAP and WIC

- Inform SNAP and WIC participants to use their WIC benefits first to avoid losing any value at the end of the month
  - WIC benefits expire
  - SNAP benefits roll over to the next month



# Nutrition Outreach & Education Program (NOEP)

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- NOEP offers **free and confidential** services to connect eligible New Yorkers with SNAP.
- Statewide, **87 local NOEP Coordinators** provide services in their county/borough(s).
- Hunger Solutions New York provides additional remote application assistance services.



# NOEP Coordinators

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- Conduct SNAP **outreach**, including presentations and community events.
- **Pre-screen** for eligibility and provide estimated SNAP benefit amount.
- Help gather documents, fill out, and submit a **SNAP application**.
- Offer **translation services**, home visits, and in-person or remote assistance.
- Work with local DSS/HRA to ensure applications are processed correctly and **resolve barriers**.
- Assist with **recertifications**.
- Provide **referrals** to other programs.

All services are free and confidential.

[FoodHelpNY.org](http://FoodHelpNY.org)

# NOEP Outreach

NOEP conducts annual statewide outreach campaigns with specific audiences, including:

- **Low-income college students**
- **Older adults**
- **Working families**
- **Families with children**

Many NOEP Coordinators also conduct special outreach initiatives focused on:

- **Veterans**
- **LGBTQ+**
- **Using SNAP benefits at farmers' markets**



Stay  
Healthy  
with **SNAP.**

**You shouldn't have to choose between food and medication.**

If you're struggling to make ends meet, SNAP may be able to help. You can use SNAP benefits to buy groceries at local stores. Special rules make it easier for more seniors to apply for SNAP.

**Apply for SNAP**

Apply online at [myBenefits.NY.gov](https://myBenefits.NY.gov) or in person at your local DSS (SNAP) office.

**Get Help**

If you need help, contact the Nutrition Outreach and Education Program (NOEP). NOEP Coordinators can answer your questions and help you apply for SNAP. It is free and confidential. Find your local NOEP Coordinator at [FoodHelpNY.org](https://FoodHelpNY.org)



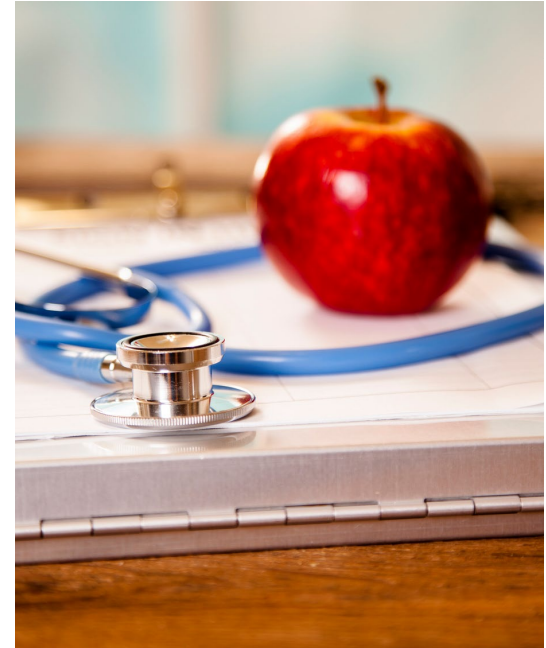
Funded by AARP Foundation.  
This institution is an equal opportunity provider.  
[SNAPandSeniorsNY.org](https://SNAPandSeniorsNY.org)

# NOEP Referrals

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In addition to helping families connect with SNAP, NOEP Coordinators provide referrals to other resources. Top referrals in 2022-2023 included:

- **Other food resources** (e.g., summer meals, food pantries, congregate meals, WIC, etc.)
- **Health care** (e.g., Medicaid)
- **Services for older adults**
- **Utility assistance**
- **Housing assistance**
- **Youth programs**
- **Employment programs**





# Find a NOEP

Visit [FoodHelpNY.org](https://FoodHelpNY.org)  
to find a NOEP  
Coordinator near you.



Our NOEP Coordinators can help you apply for SNAP.

Enter your zip code or county to find help near you:

**New York State** [New York City / Long Island](#)

**Search by Zip code:**  
[NYC and LI zip codes—click here](#)

**Search within County:**  
[NYC and LI counties/boroughs—click here](#)  
Select County

# SNAP Help Long Island

- User-friendly online [prescreening tool](#)
- Families learn if they may be eligible for SNAP
- Remote assistance with completing a SNAP application - no need to visit a Social Services office in person.

Kara Williams, LMSW  
Community Engagement Manager  
Kara.Williams@hungersolutionsny.org

The screenshot shows the 'HELP WITH SNAP' section of the website. At the top, there are navigation links for 'HELP WITH SNAP', 'HELP WITH WIC', and 'SUMMER MEALS'. A 'Español' button is located in the top right corner. Below the navigation, there are two numbered steps: '1' and '2', with '1' being the current step. The instruction reads 'Please answer a few simple questions'. The first question is '1. How many people live in your household?' with a help icon. Below it is a dropdown menu labeled 'Select'. The second question is '2. What is your household's total monthly income?' with a help icon and examples: 'e.g. Wages, Social Security benefits, SSI or SSD, Unemployment, Child Support'. Below this is a text input field with a dollar sign on the left and '.00' on the right. A link below the input field says 'Need help? Feel free to use this calculator'. The third question is '3. Is anyone in your household 60 years of age or older?' with radio buttons for 'No' and 'Yes'. The fourth question is '4. Is anyone in your household disabled?' with a help icon and radio buttons for 'No' and 'Yes'. At the bottom, there is a 'NEXT' button and a disclaimer: 'By clicking NEXT you agree to Hunger Solutions New York's Terms and Conditions and Privacy Policy.'

# SNAP Outreach Toolkit

[HungerSolutionsNY.org/SNAP-Outreach-for-Schools/](https://HungerSolutionsNY.org/SNAP-Outreach-for-Schools/)



**If you need help  
buying food,  
SNAP can help.**



The COVID-19 pandemic continues to impact families. Find out if your family is eligible for SNAP (Supplemental Nutrition Assistance Program). SNAP provides monthly benefits to help you buy food. If you are eligible for SNAP, you can continue to receive meals from your school.

**You can get and use SNAP while social distancing:**

- Everything you need to do to apply for and receive SNAP benefits can be done by phone or online—no need to visit a local social service office.
- Use SNAP benefits at local grocery stores or shop online at Amazon, Walmart, or ShopRite and have groceries delivered or picked up. (See their websites for availability in your area.)

**Apply for SNAP online at [MyBenefits.ny.gov](https://MyBenefits.ny.gov)**

**Need Help Applying?**

The Nutrition Outreach and Education Program (NOEP) helps families apply for SNAP. NOEP Coordinators help you see if you may be eligible for SNAP, answer questions, and help you complete and submit your application. It is free and confidential. Find your local NOEP Coordinator at [FoodHelpNY.org](https://FoodHelpNY.org) or use the list on the back of this flyer.



[HungerSolutionsNY.org](https://HungerSolutionsNY.org)

Funded by NYSOTDA, USDA/FNS, FRAC, and The Walmart Foundation.  
This institution is an equal opportunity provider.

# Summer Meals

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Through USDA's [Summer Food Service Program](#), schools and community organizations can provide **free, healthy meals & snacks** for kids and teens during the summer break, when kids lose access to school meals.

At “open” summer meal sites, **any child or teen** 18 and under can drop by for a meal at **no cost**.



# Summer Meals 2024

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- **Kids eat together on-site** — often enjoying fun activities, too!
- **“Open” sites must be in eligible areas**, where 50% or more of the community’s children qualify for free or reduced-price school meals



# Summer Meals: Rural Non-Congregate

As of 2023, a new permanent flexibility allows for “grab and go” or home delivered meals in **rural areas** when and where in-person meal service isn’t available.



# Help Spread the Word

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Visit our [summer meals outreach resource center](#) for easy-to-use tools, including:

- Flyers in English and Spanish
- Social media posts
- Web graphics to add to your website and newsletters
- QR code



# Summer EBT

- New federal program launching in summer 2024, administered by NYSOTDA.
- NY families will receive **\$120 per eligible child** on an EBT food benefit card.
- More [details](#) to come as NY stands up the program.
- **SNAP outreach** is a sure way to support access – eligible children receiving SNAP will automatically receive Summer EBT – no application necessary.





# School Meals

Hunger Solutions New York provides no-cost one-on-one assistance to help schools:

- Apply for the **Community Eligibility Provision**, if eligible, to offer free meals to all students
- Start or expand **Breakfast After the Bell programs**
- Conduct **outreach for SNAP**

Visit [SchoolMealsHubNY.org](https://SchoolMealsHubNY.org) to learn more.



It's more than a meal application.



School meal applications benefit schools & families.

Apply today!

# CACFP

The Child and Adult Care Food Program (CACFP) funds healthy meals and snacks served to kids in eligible **child care centers, home-based day care, and afterschool** programs.

10,000+ providers and programs use CACFP in NY. Still, less than **50% of NY child care providers** currently participate.

Visit [ChildCareMealsNY.org](https://ChildCareMealsNY.org) & [AfterschoolMealsNY.org](https://AfterschoolMealsNY.org) for **outreach resources**.



# Three Key Takeaways:

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- **NYS WIC's chat bot Wanda** easily helps families learn if they are eligible and connects them with a WIC agency. Visit [WICHelpNY.org](https://www.WICHelpNY.org) for outreach resources.
- **NOEP Coordinators** help New Yorkers connect with SNAP, and are great partners for outreach and referrals. Find your local NOEP at [FoodHelpNY.org](https://www.FoodHelpNY.org).
- **Hunger Solutions New York provides outreach and one-on-one assistance** to help schools, child care providers, and CBOs maximize:
  - [Summer meals](#) – including [Summer EBT](#)
  - [School meals](#)
  - [CACFP](#)

# Trusted Messenger Actions

**SNAP:** [FoodHelpNY.org](https://www.FoodHelpNY.org)

**WIC:** [WICHelpNY.org](https://www.WICHelpNY.org)

**School Meals:** [SchoolMealsHubNY.org](https://www.SchoolMealsHubNY.org)

**Summer Meals:** [SummerMealsNY.org](https://www.SummerMealsNY.org)

**Summer-EBT:** [HungerSolutionsNY.org/SummerEBT](https://www.HungerSolutionsNY.org/SummerEBT)

**CACFP:** [AfterschoolMealsNY.org](https://www.AfterschoolMealsNY.org)

**Healthy School Meals for All:** [SchoolMealsForAllNY.org](https://www.SchoolMealsForAllNY.org)



**Apply for SNAP  
at [myBenefits.NY.gov](https://www.myBenefits.NY.gov)**



# Thank you!

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**Stay updated:**

**[HungerSolutionsNY.org/Subscribe](https://HungerSolutionsNY.org/Subscribe)**

**Reach out:**

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*Funded by NYSOTDA, NYS DOH, USDA/FNS, New York State Health Foundation, and Share Our Strength. This institution is an equal opportunity provider.*

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