CLOSING THE SENIOR SNAP GAP SUMMIT
SEPTEMBER 6, 2017
SESSION NOTES
## Summit Agenda

**Sept 6th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 8:30</td>
<td>Gather, Grab Breakfast, Walk the SNAP Journey &amp; Get Settled</td>
</tr>
<tr>
<td>8:30 – 9:15</td>
<td>Welcome, Introductions &amp; Session Set-up – Task Interview to Frame our Challenge</td>
</tr>
<tr>
<td>9:15 – 9:45</td>
<td>Initial Ideation – “cleanse the palate” capture initial ideas for ways to close the senior SNAP gap</td>
</tr>
<tr>
<td>9:45 – 10:30</td>
<td>A Day in the Life of the Seniors we’re Serving</td>
</tr>
<tr>
<td></td>
<td>• Panel discussion &amp; Ideation</td>
</tr>
<tr>
<td>10:30 – 10:45</td>
<td>Break</td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>Addressing Barriers to SNAP Participation</td>
</tr>
<tr>
<td></td>
<td>• Presentation &amp; Ideation</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>Analogous Worlds Inspiration (Naomi Hart)</td>
</tr>
<tr>
<td></td>
<td>• Presentation &amp; Ideation</td>
</tr>
<tr>
<td>12:15 – 12:30</td>
<td>Dot Voting to inform prioritization– what are the most promising approaches that are emerging?</td>
</tr>
<tr>
<td>12:30 – 1:15</td>
<td>Lunch &amp; Client Synthesis – drive to a select portfolio of approaches/strategies for development</td>
</tr>
<tr>
<td>1:15 – 1:45</td>
<td>Share Directions for Development, Discuss, Assign Teams</td>
</tr>
<tr>
<td>1:45 – 2:45</td>
<td>Develop Strategies to Template – small group deep dive discussions to flesh out approaches</td>
</tr>
<tr>
<td>2:45 – 3:00</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 – 4:00</td>
<td>Pitch &amp; Build Rotations, Debrief – what’s most exciting you?</td>
</tr>
<tr>
<td>4:00 – 4:30</td>
<td>Closing Exercise – Plus &amp; a Pledge</td>
</tr>
<tr>
<td>4:30 – 5:30</td>
<td>Optional Happy Hour</td>
</tr>
</tbody>
</table>
Collective Goal to Close the Senior SNAP Gap

Our Vision:

- Together we can ensure every eligible senior has access to enroll in SNAP and maximize their benefit amount.

Our Driving Question:

- What will it take to enroll 1 million seniors in SNAP by 2025?
Introductions

Turn into your tables and briefly:

• Introduce yourself

• Share the strengths you/your organization bring to our challenge

• Share your example of an innovation for seniors from another world (*if you have a print out, hold onto it, we’ll come back to it later…*)
Ground Rules

1. Suspend Judgment!
2. Headline Your Thoughts
3. Actively Listen, Doodle!
4. Build on Each Other’s Thoughts & Ideas
5. Wish for the Moon!
Our Task Today

Collaborate across a diverse set of stakeholders to identify and develop a range of innovative strategies to close the senior SNAP gap by 2025.

Consider these key elements: Research, programs, policy, advocacy, community engagement, and communications.
Senior SNAP Gap by the Numbers

10M+ seniors are eligible for SNAP
- At least 5.8M seniors eligible for but not participating in SNAP

9.8M seniors “face the threat of hunger”
- 5.4M of these seniors consider themselves “food insecure”

Unknown total addressable market
- Additional analysis needed to support segmentation and expected reach within the gap

4.1M seniors participate in SNAP
- Some demographic information on this segment is available

Sources: Mathematica 2013 and Feeding America 2015
Key Characteristics and Risk Factors

**AGE**
Among seniors, food insecurity rates decrease with age.

**INCOME**
The majority of food-insecure seniors have incomes above the federal poverty line.

**GENDER**
Six in 10 food-insecure seniors are female.

**DISABILITY**
One quarter of seniors with a disability are food insecure.

**RACE & ETHNICITY**
White seniors comprise the majority of the food-insecure senior population, but Black and Hispanic seniors are disproportionately affected by food insecurity.

**GRANDCHILDREN**
Seniors who live with grandchildren are more likely to be food insecure than seniors who do not.
What do we know about seniors?

- 47.8 million people age 65+ in the United States in 2015—will double by 2060
  - 44% men / 56% women
  - 78% white / 9% Black / 8% Latino / 4% Asian / 1% “other”

- Poverty rate: 13.7% (6.5M) – would be triple if not for Social Security
  - Wide economic disparities: 18% of Latinos and 19% of Black seniors live in poverty—more than twice the rate among older non-Hispanic whites (8%)

- ~25% of seniors live in rural areas

- Seniors are rapidly adopting technology
  - 35.3 million people age 65+ living in homes with computers
  - 42% of adults age 65+ now report owning smartphones
  - 67% of seniors use the internet—half have broadband at home
What have we tried?

- Digital outreach – including NCOA’s Facebook and Google outreach campaign to connect seniors with SNAP applications & Feeding America’s Google SNAP

- Incentivized tailored programmatic application assistance though our nationwide network (Feeding America) and grantees (NCOA)

- Policy and advocacy work to improve state policies for SNAP eligible seniors – especially NCOA’s work with BDT to bring the Elderly Simplified Application to 8 (soon to be 9) states
What if…

…you didn’t need to be an expert in SNAP to know how to enroll and maximize your benefit? How can we make the system easier to navigate and make sure seniors have the tools they need to succeed?

…it were as simple as using Lyft or Uber to enroll in and use SNAP? How can we use existing consumer technologies to facilitate the SNAP enrollment process for seniors?

…seniors could easily access SNAP through entry points like the doctor, grocery store, or church? These are the places a senior with limited mobility is most likely to go – how can we ensure that those locations are primed and ready for SNAP assistance?

…everyone knew to check their SNAP eligibility at 60, like we expect people to enroll in Social Security or Medicare?
HITS – appealing and doable, low hanging fruit, just do its, nearer in

HOT SPOTS – new and intriguing, a bit of a stretch, not totally clear how to do it, longer-term

PASSION PLAY – of all of the ideasestrategies that have come up, what are you personally most passionate about making happen (put your initials on this dot)
Initial Ideation – “Cleanse the Palate”

What are your beginning ideas for ways we could close the senior SNAP gap?

Headlines, I wish…
# Ideation

<table>
<thead>
<tr>
<th>Initial Wishes to Close Senior Snap Gap “Cleanse the Palate”</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I wish that seniors didn’t have to apply</td>
<td></td>
<td>7</td>
<td>SB, KP, JVR, JG</td>
</tr>
<tr>
<td>• If SS below certain benefit level you just got it</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I wish had an express lane ... Medicaid to SNAP</td>
<td>3</td>
<td>4</td>
<td>GZ</td>
</tr>
<tr>
<td>• Have the data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I wish that big tech companies would donate time and data to help us find who is struggling → i.e., Google/Facebook</td>
<td>3</td>
<td>11</td>
<td>AMC, LB, EH</td>
</tr>
<tr>
<td>4. I wish to make the process easier, it is totally overwhelming → currently requires help</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. I wish to get more physicians involved in dialog</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>6. I wish every doctor screened seniors for food insecurity – connect to benefit</td>
<td>9</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>7. I wish to better leverage social security and other programs seniors already have access to</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>8. I wish to have a pre-ready made plan to make it easier to get the assistance</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>9. I wish states with online enrollment would open up their online enrollment capabilities to be able to integrate</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>10. I wish that people who dealt with enrollment understood aging as a process</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>11. I wish there was no stigma attached to getting SNAP benefits</td>
<td>7</td>
<td>9</td>
<td>LG</td>
</tr>
<tr>
<td>• Get story behind the data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. I wish to ask seniors more often what their barriers are → get story behind the data</td>
<td></td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
## Ideation

<table>
<thead>
<tr>
<th>Initial Wishes to Close Senior Snap Gap “Cleanse the Palate”</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. I wish SNAP benefits were based on a food plan that will get you through the month</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>14. I wish to have an asset based conversation about SNAP vs. always playing catch-up → look at true value</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>15. I wish a line just for seniors – make it easier!</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. I wish enrolling for SNAP created community – ability for disabled to get out</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. I wish seniors never had to go to an office to get the benefit</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>18. I wish seniors could maximize benefit without having to show every single receipt</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>19. I wish things currently working in one place put into action elsewhere</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>- Multi-year certification</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Telephone signatures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Snap App</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. I wish qualifications for seniors for SNAP would be different</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. I wish connect the dots between Social Security and SNAP</td>
<td>2</td>
<td>4</td>
<td>1 LW</td>
</tr>
<tr>
<td>22. I wish we understood and leveraged role of family members proxy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. I wish as part of 2020 census we could get and use data</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>- Collect the right data</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- How many older adults are eligible for SNAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24. I wish I knew average benefit of those choosing not to participate – missed opportunity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
#### Ideation

<table>
<thead>
<tr>
<th>Initial Wishes to Close Senior SNAP Gap “Cleanse the Palate”</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25. I wish it wasn’t a supplemental benefit</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>26. I wish as a culture we took better care of our elders</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Outreach to family members who may not see them every week and let them know about programs parents could benefit from</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>27. I wish that we had a culture that celebrated “senior SNAP champions”</td>
<td></td>
<td>1</td>
<td>2 LML, JJ</td>
</tr>
<tr>
<td>- Cool as collecting coupons, getting best prices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Make cool through champions in own community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. I wish that immigration or legal status did not impact SNAP eligibility/enrollment</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>29. I wish offices went to seniors (instead of seniors going to offices)</td>
<td>1</td>
<td>1</td>
<td>1 EG</td>
</tr>
<tr>
<td>30. I wish for more community outreach – community centers, churches, senior centers</td>
<td>4</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>31. I wish better understand household composition in terms of benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Kids/grandkids</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Benefits</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Panel Discussion: A Day in the Life of Seniors Seeking Snap

Moderator:
Dr. Beverley Wheeler
Director, DC Hunger Solutions

Panelists:
- Mr. Cedric Burgess
- Ms. Jacqueline Garrison
- Ms. Beatrice Evans
Post Panel Ideation

What ideas were sparked by our panel for ways to close the senior snap gap?

Headlines, I wish…
## Ideation

<table>
<thead>
<tr>
<th>Following Senior Panel</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32. I wish for appointments for seniors for SNAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33. I wish that SNAP benefit people would come monthly to Sr. homes like other vendors currently do</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34. I wish for customer service training for those providing SNAP benefits</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>35. I wish to think “cut off” times especially hard for working folks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36. I wish AARP vans (and other service vans that already go to seniors) would provide SNAP applications, counsel, etc.</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37. I wish coordinated eligibility benefits sign-up</td>
<td>2</td>
<td>2</td>
<td>2 RG, ?</td>
</tr>
<tr>
<td>- Income requirements are same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Benefits requirements are same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38. Build: Project Torch for veterans – state and local gov’t. collaborated – streamlining process, one access point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39. Build: Include social gathering elements for seniors</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40. I wish to reframe the timeliness issue – reframing penalty if you don’t make eligibility determination within 30 days</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>41. I wish seniors don’t have to go to office</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42. I wish targeted outreach to homebound seniors</td>
<td>2</td>
<td>1</td>
<td>2 UA, SS</td>
</tr>
<tr>
<td>43. I wish grocery delivery was an option for senior SNAP benefits</td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Ideation

#### Following Senior Panel

<table>
<thead>
<tr>
<th></th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>44. I wish we did a better job of leveraging Medicare annual enrollment period (October-December) to get seniors enrolled in SNAP</td>
<td>9</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>45. I wish to see senior hunger as something that starts at childhood → eye on bigger inequalities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46. Many states have multi-program application forms … learn from this!</td>
<td>6</td>
<td>1</td>
<td>1 CS</td>
</tr>
<tr>
<td>47. Experience varies from states to state and also communities - Some challenges are not national … more local</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48. I wish for more advocacy groups/non-profits to support SNAP administrations</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49. I wish for more senior advocates and platforms for the advocates to get the word out</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>50. I wish to learn from hand-held solution pilots around the country - SNAP to home via mobile tech - SNAP to home possibilities … leverage same and mobile technology</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>51. 70% of low income senior population living on S.S. alone – know who these folks are – use that data to support people</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>52. I wish keep in mind Medicaid component – look at population aging into Medicare, coordinate, curb need at level it exists at # of minority populations don’t make it to 65, need to address sooner</td>
<td>1</td>
<td>2</td>
<td>1 IS</td>
</tr>
<tr>
<td>53. I wish to train medical providers to spot food insecurity in seniors sooner – provide access to SNAP right there</td>
<td>8</td>
<td>9</td>
<td>1 AA</td>
</tr>
</tbody>
</table>
## Ideation

<table>
<thead>
<tr>
<th>Following Senior Panel</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>54. I wish to have it recognized that training for food insecurity is part of health care regimen</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>55. I wish to keep in mind the limited time Dr’s spend with patients</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56. I wish to provide card for food for period while qualifying for eligibility</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>57. I wish increased menu of options</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58. I wish community partner recruitment initiative (like what’s happening in Texas)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Saved 650 mil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Increased participation rates to highest level</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59. I wish a centralized menu of options that we know work</td>
<td>10</td>
<td>1</td>
<td>1 RC</td>
</tr>
<tr>
<td>- Scalable options</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Like SNAP App</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Don’t have to guess best practice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Clearinghouse</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60. I wish to give stipends to community advocates to teach people about SNAP</td>
<td>11</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>- Like program through DC green</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Power of senior word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Small stipend $150 per month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Great model! Really works!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61. I wish that more community organizations were part of state outreach plan</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>- More participation at the ground level</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Also help to reduce errors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62. I wish to take the solutions we find and use them to help beyond this specific challenge around Senior SNAP gap</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Following Senior Panel

<table>
<thead>
<tr>
<th>Idea</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>63. I wish to solve for when seniors have applied – can get food in the meantime (while waiting for eligibility)</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>64. I wish health center located pantries/access to benefits</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>65. I wish to lessen the stress of the experience – consider the stress one of the costs</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66. I wish it were a flatter benefit, less targeted</td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
| 67. Learn from the states like Georgia that don’t require verification  
- It can be done!  
- Can be easily activated | 6 | 2 | |
| 68. I wish the process honored the dignity of the people they are helping | 1 | 2 | KD |
| 69. I wish there was a “no wrong door” approach for SNAP  
- Responsibility of other providers (i.e., housing, etc.) to get them connected with SNAP | 5 | 5 | KJ |
| 70. I wish to think of better ways to protect against food stamp fraud  
- Protect the budget | 1 | | |
Barriers to SNAP
Identifying Key Pain Points and Considering How We Might Do Things Differently

Lura Barber, NCOA
Emily Basten, Feeding America
The SNAP Journey for Older Adults is Complex (to Say the Least)
Awareness of Help Needs

- How might we make seniors aware of SNAP as a helpful tool *before* they experience life changes that trigger help-seeking?
- How might we make SNAP awareness as much a part of aging as Social Security or Medicare?
Awareness and Reception to SNAP

- How might we reach seniors that are not mobile? Or very rural? Or otherwise particularly hard to reach?
- How might we use digital marketing to educate seniors and call them to action?
- How might we ensure that seniors being discharged from hospitals get enrolled in SNAP?
- How might we reduce stigma of the program for potential participants?
SNAP Eligibility and Enrollment Process

▪ How might we speed up the process to reduce attrition and enable seniors to access benefits quickly and accurately?

▪ How might we make the Elderly Simplified Application Project and other streamlining policies more common?

▪ How might we help seniors maximize their medical deductions?

▪ How might we support and connect the local groups that provide application assistance during the process?
Access and Using SNAP Benefits

- How might we unlock transportation options to people to help with SNAP utilization?

- How can we help dollars go further at the store or market, to encourage higher enrollment?

- How might we enable homebound seniors to utilize SNAP, going beyond the home delivery pilots?
Sustaining Access to SNAP Benefits

- How might we make it more likely for seniors to complete interim reports and recertifications needed to keep SNAP?

- How might we use the tools and networks at our disposal to keep eligible seniors enrolled in SNAP for as long as they need and want?
Impact

- How might we better measure and understand the impact of SNAP on individuals, families, and communities?

- How might we better convey that value to stakeholders, including eligible seniors, participants, policymakers, and elected officials?
Impact circles back to Awareness and Action
Ideas for Addressing Barriers

How might we overcome the barriers that exist for seniors seeking SNAP assistance?

Headlines, I wish…
## Ideation

### After SNAP Journey Map Barriers Presentation

<table>
<thead>
<tr>
<th>Idea</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
</table>
| 71. I wish move to an assumption of eligibility and create an opt out vs. opt in system  
  - Baseline of info  
  - Assume accuracy  
  - Provide benefit | 3            | 13              | 2 (LG, BN)              |
| 72. I wish to meet seniors where they are  
  - Doctor’s office, community center  
  - Uniform application | 7            | 1               | 5 (EB, EM, DC, MW, KK)  |
| 73. I wish department of human services sent info about SNAP to educate seniors | 2            |                 |                         |
| 74. We wish interview would go away for seniors on fixed income | 1            | 2               | 1 (EV)                  |
| 75. I wish pilot for standard benefit amount for seniors on fixed income | 2            | 5               |                         |
| 76. We wish to expand places seniors are able to use SNAP  
  - Restaurants! Community building – program in L.A.  
  - Also helps with those struggling with physical disabilities | 6            | 6               |                         |
| 77. I wish we knew more about seniors who are missing out on SNAP  
  - Not a monolith  
  - Better segmentation and targeting  
  - Some is known about specific targets, leverage studies  
  - United healthcare – Medicaid interviews, targeted questions – best practices | 7            | 5               |                         |
| 78. I wish we understood senior dietary needs and eating preferences  
  - Adult caregivers struggle with this, tough to get to eat salad |               |                 |                         |
### Ideation

<table>
<thead>
<tr>
<th>After SNAP Journey Map Barriers Presentation</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
</table>
| 79. I wish SNAP communications were in languages that are first languages of older adults  
- Also recognize some seniors don’t read | 1           |                |                         |
| 80. I wish that politicians recognize the needs of the people they represent  
- Day in the Life | 4           |                |                         |
| 81. I wish for a public perception change campaign  
- Push with positive community-centric communication | 1           | 3              | UP, BE, JE              |
| 82. I wish for Doctors to take on the responsibility of connecting their patients with SNAP  
- Around medication needs, etc. | 5           |                |                         |
| 83. I wish there was policy options around 6 month renewal  
- Like Minnesota 2 yr. Policy | 1           |                |                         |
| 84. I wish to create a branded package for SS, Medicare and SNAP  
- Add prescription assistance and heat assistance  
- Awesome Sr. thing  
- EARN – empowering all retirees network – “you earned it” | 4           | 7              |                         |
| 85. I wish SNAP representatives to go to local cultural community organizations | 2           |                |                         |
| 86. Build: Also leverage local LGBT community resources  
- Can be a significant barrier | 1           | 1              | WT                      |
| 87. I wish for targeted help for people dealing with mental health issues | 1           | 1              |                         |
| 88. I wish for monthly or annual campaign for enrollment similar to health benefits | 1           | 2              |                         |
| 89. I wish convenings like this at state or local community level  
- Truly integrated health system, be the model | 1           |                |                         |
### Ideation

<table>
<thead>
<tr>
<th>After SNAP Journey Map Barriers Presentation</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90. I wish community health worker approach to get people to stay enrolled in SNAP</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>90b. I wish for sustainable funding streams that allow for a more person centered approach</td>
<td>3</td>
<td>7</td>
<td>1 CL</td>
</tr>
<tr>
<td>91. I wish auto enroll, pre-populate information</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>91b. I wish incentives for our outreach were more human centered</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>92. I wish proactive texting to re-certify - Case management approach to SNAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>93. I wish possible in more states for community orgs helping seniors to be able to log-in and view case status</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>94. I wish better handle on best representation of information – test ways to be clearer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Are Seniors Who Might Be Eligible for SNAP on Facebook? & How to Reach Them

Naomi Hart
Senior Director of Product and Digital Marketing
National Council on Aging Services, LLC

Improving the lives of 10 million older adults by 2020
Are Seniors on Facebook? Might They Be Eligible for SNAP?

First Some Numbers:

79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
<th>79%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
<td>79</td>
</tr>
<tr>
<td>Men</td>
<td>75</td>
</tr>
<tr>
<td>Women</td>
<td>83</td>
</tr>
<tr>
<td>18-29</td>
<td>88</td>
</tr>
<tr>
<td>30-49</td>
<td>84</td>
</tr>
<tr>
<td>50-64</td>
<td>72</td>
</tr>
<tr>
<td>65+</td>
<td>62</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>77</td>
</tr>
<tr>
<td>Some college</td>
<td>82</td>
</tr>
<tr>
<td>College+</td>
<td>79</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>84</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>80</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>76</td>
</tr>
<tr>
<td>$75,000+</td>
<td>77</td>
</tr>
<tr>
<td>Urban</td>
<td>81</td>
</tr>
<tr>
<td>Suburban</td>
<td>77</td>
</tr>
<tr>
<td>Rural</td>
<td>81</td>
</tr>
</tbody>
</table>

What Is Distributed Access and Why Does it Matter?

Among all American adults, the % who use the internet, by age

- 18–29
- 30–49
- 50–64
- 65 or older
Why Did Trump Spend $85 Million on Facebook?

https://twitter.com/JamieJBarlett/status/896794978072092672
What is My Medicare Matters?

Trusted, friendly online education program that helps people:

- Evaluate their health insurance needs
- Compare their options
- Find help enrolling in a Medicare plan
- Sustain the best coverage for their situation

MyMedicareMatters.org
**Medicare QuickCheck®**
Personalized report of Medicare options and important dates

**Visual Learning**
Easy-to-follow information designed to make Medicare less confusing

**Pick-Your-Situation Navigation**
Easy routes to information for every stage in the Medicare journey
Since 2015 we’ve:

- **Increased site visits 5x** from 20,000 visitors a month to 100,000 visitors a month
- **Maintained an average cost-per-visitor of around $1.00**
- **Increased avg. visitors visiting a qualifier from 10% to 80%**
- **Increased avg. number of visiting qualified hand-raisers from 1% to 12%**
- **Maintained a cost per hand-raiser average of around $10**
How Did We Do It?

What contributes to a game changing Direct-2-Consumer strategy?

➢ Trust and Credibility
➢ Great Original Content/Substance
➢ Brand Recognition
➢ Social Endorsement
➢ Effective User Experience
➢ Understanding of Machine Learning Algorithms
How Do You Tell Your Story?

How do we tell the consumer the overall story of MMM, and how do we develop appealing, effective content to communicate it?
How it Works
Through Facebook, we can specifically target people and the friends of people who might be interested in our service. This is done both through ads and high-quality special interest content such as our blog articles, infographics, and wellness materials.

The Power of a Social Endorsement
When a person engages with one of our posts, all of their community sees that they have interacted with us. This is a big credibility and brand recognition gain. 1 can become 200, 200 can become 20,000, and soon millions have seen our MMM materials (and our brand) in a given week.
Our Educational Content: 2016 Overall Reach

- 1.9 Million = total reach for our educational content
- Our average audience reach per Facebook post was 7.6K viewers
- Our natively created educational content consistently outperforms outside content
A Closer Look: Impact of E-Cards

- Newsletter list grew from 300 users in July 2015 to 8,005 users in July 2016, we now have more than 20,000 subs
- 2016 Total Reach: 115K views thru ecards
- Average open rate of 25%
- Average 7.4% unique click-thru rate
- Email stats are much higher than nonprofit industry averages
Introduction to Marketing AI

1. **Vision-driven applications**
   Recognizes patterns in data that increase probability of identifying accurate output of new data; unseen data corpus. **GOAL:** Increase Operational Efficiency

2. **Language-driven applications**
   The longest history of marketing AI; Accurately understands and semantically processes language and how to generate it; Written and verbal; e.g., Alexa, Siri, Watson **GOAL:** Improve Customer Relationships

3. **Insights and discovery-driven applications**
   Machine learning that mines large data sets of data and derives actionable insights from it. Informs decisions and optimizes strategies developed by humans and autonomous AI. **GOAL:** Optimize Marketing Spending

4. **Anticipation and decision-based applications**
   Anticipates user’s actions. Tries to predict future customer action and optimize the experience accordingly. **GOAL:** Increase Desired Actions
Language-driven applications

Conversational interfaces and chatbots

• Direct communication with a customer through an online communication platform like Facebook messenger, What’s App, Slack, SMS, web based. Can reduce the need for a call center.

• Customer service bot; provide content, facilitate a purchase and connect with consumer

• 3 options for building bots:
  o Buy a ready solution – a chatbot that already fits your business needs – or even try it out for free;
  o Use self-service platforms to craft a chatbot within a framework;
  o Create a chatbot from scratch.
Marketing messaging generation

- Machine learning AI that personalizes communication with every single customer. Uses a measured approach to generate content that’s conversion-optimized for each consumer.
- Decides WHO (which customer), WHAT (relevant product or information), WHEN (time of day), WHERE (which communication platform), HOW (best tone).
- Used on site, messengers, email, etc.
Sentiment Analysis

Sentiment analysis

- Detecting the sentiment of a customer’s communication.
- Can be used 2 ways:
  1. Paired with the image and video recognition, it monitors social media pages and analyzes the audience interaction and the best way to communicate
2. Paired with chatbot, it recognizes the sentiment of the customer and adjust response.

- Leveraged in call-center applications. Can trigger an escalation from an automated interactive voice system to a human representative to ensure customer satisfaction when tensions on the customer side are rising.
Programmatic advertising

• Most adopted and mature digital marketing technologies today. Based on machine learning algorithms, programmatic advertising tools.

• Bidding-based and real-time sales mechanism that optimizes decision-making strategy for buying advertising space as it relates to which audience, demographics, and keywords to target and at what price.

• Reduces the need for human management of paid campaigns.
Insights and discovery-driven applications

Lookalike audience modeling

- Baked into data management platforms tools to allow organizations to aggregate multi-party data to determine and manage target segments and consolidate user profile info. – Machine learning, discovers new targets based on characteristics of existing customers. – uses current customer characteristics to determine potential 3 party advertisers.

- Aggregated Data Set
  - NCOA – S Data
  - 1st Partner Data
  - 2nd Partner Data
  - 3rd Partner Data
Algorithmic real-time personalization

- Machine learning techniques that personalize a website in real time within a user’s browsing session.
- It can provide discounts/ call to actions/ or rewards depending on the customers actions.
- Maximizes SEO
  - Difficulty varies depending on vendor. Can be integrated in minutes with a plugin or line or JavaScript.
  - Receive insight and data
- Price depends on number of unique monthly visitors per month.
  - NeoWize, 7,501 – 15,000 unique visitors = $150 per month
Anticipation and decision-based applications

Al-driven product recommendation engines

- Using contextual information like, device, time, off-site activity from 3rd party vendors to make recommendations. These products can also learn when a positive return is expected from engaging a customer in a quiz around their preferences, and what precise questions to ask in those scenarios.

1. Customer Searchers for product. (e.g. Reverse Mortgage). An anonymous cookie is stored on browser

2. will be alerted of user(s) who have displayed interest in specific subject area

3. will begin to display ads to users through various social channels
Anticipation and decision-based applications

Predictive analytics and anticipatory design

- Predicts and alerts marketers about expected business-critical pivot moments. Designers can narrow down, sometimes even eliminate, the selection of options for users - anticipatory design.
- Uses history to understand what will happen next
- Similar to google analytics, it observes customer behavior and interactions with the site and make recommendations on how on efficiency
  - Difficult to integrate and requires data integrations across system and custom algorithm tuning for prediction engine
- Price: $75 – 300 per month for Salesforce Einstein
Some Companies to Check Out

Facebook Advertising
Cortex
Phrasee
IBM Watson
Salesforce Einstein
Hubspot
Marketo
1) $10,000 could enroll 10,000 SNAP eligible seniors through Facebook?

2) The Web Experience for these seniors could be customized based on age, location and other factors?

3) Tech Companies like Microsoft, Amazon, and others donated the technical expertise needed to implement target digital advertising?

4) These technologies were neglected by those wishing to do good in the world? What messages would seniors get, instead?
Ideas Sparked by Analogous World Examples

What ideas were sparked by the analogous world examples?

Headlines, I wish…
## Ideation

### After Other Worlds Presentation by Naomi

<table>
<thead>
<tr>
<th>92b. I wish to understand how people engage with social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will compel SNAP participants to want to use social</td>
</tr>
<tr>
<td>media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>93b. Share learnings from Facebook study at NCOA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toolkit on website</td>
</tr>
<tr>
<td>Download our 1 million</td>
</tr>
<tr>
<td>Younger seniors we have not heard from before</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>94b. Telephone Town Hall approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. I wish to enable hyper local and tailored SNAP outreach</td>
</tr>
<tr>
<td>Cost effective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>95. I wish for a social good but – viral Twitter account for social good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bring down stigma</td>
</tr>
<tr>
<td>Promote SNAP</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>96. I wish people embrace “I was on SNAP and it got me through a hard time”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faces of SNAP</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>97. I wish to see Summer Meal Campaign approach to SNAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Busses/billboards all over the place</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>98. I wish to use artificial intelligence to create an interview Chat Bot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto populate application which would be in place of interview so people would not have to go in-person to apply</td>
</tr>
</tbody>
</table>
### Ideation

**After Other Worlds Presentation by Naomi**

<table>
<thead>
<tr>
<th>Idea</th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
</table>
| 100. I wish to make people feel secure about using Facebook to apply for SNAP  
  - Security concerns  
  - Possibly just inform through Facebook and sign up with a more secure website |              |                 |                        |
| 101. What is the online behavior that would show people who are in need or eligible for SNAP? |              | 1                |                        |
| 102. I wish SNAP could have a different name  
  - Confusion around acronyms |              |                 |                        |
| 103. I wish to use knowledge about online users to better target SNAP advertising to break down stigma | 2            | 5                |                        |
| 104. I wish to find political darlings– make senior hunger a daring issue to focus on | 7            | 2                |                        |
Directions for Development
Directions for Development

### #A – Data (Ginger, Jeremy, Siara, Beverly, Lindsey, Erica)

<table>
<thead>
<tr>
<th></th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. I wish that big tech companies would donate time and data to help us find who is struggling → i.e., Google/Facebook</td>
<td>3</td>
<td>11</td>
<td>3 AMC, LB, EH</td>
</tr>
</tbody>
</table>
| 23. I wish as part of 2020 census we could get and use data  
- Collect the right data  
- How many older adults are eligible for SNAP | 1 | 5 | |
| 77. I wish we knew more about seniors are missing out on SNAP  
- Not a monolith  
- Better segmentation and targeting  
- Some is known about specific targets, leverage studies  
- United healthcare – Medicaid interviews, targeted questions – best practices | 7 | 5 | |

### #B – Artificial Intelligence for SNAP (Robert, Ellen, Naomi, Esteban, Josh)

<table>
<thead>
<tr>
<th></th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
</table>
| 99. I wish to use A1 to create an interview Chat Bot  
- Auto populate application which would be in place of interview so people would not have to go in-person to apply | 2 | 9 | 2 AS, EK |

### #C – Senior SNAP Champions (Emily, Eileen, Will, Kim, Erin)

<table>
<thead>
<tr>
<th></th>
<th>Hits (green)</th>
<th>Hot Spots (red)</th>
<th>Passion Play (Initials)</th>
</tr>
</thead>
</table>
| 27. I wish that we had a culture that celebrated “senior SNAP champions”  
- Cool as collecting coupons, getting best prices  
- Make cool through champions in own community | 1 | 2 | 2 LML, JJ |
| 60. I wish to give stipends to community advocates to teach people about SNAP  
- Like program through DC green  
- Power of senior word of mouth  
- Small stipend $150 per month  
- Great model! Really works! | 11 | 5 | |

Together We Can Close the Senior SNAP Gap Summit
## Directions for Development

### #D – Community Outreach (Lura, Uche, Alex, Lisa)

| 30. I wish for more community outreach – community centers, churches, senior centers | 4 | 7 |
| 43. I wish grocery delivery was an option for senior SNAP benefits | 6 | 6 |
| 73. I wish department of human services sent info about SNAP to educate seniors | 2 | |

### #E – Clearinghouse (Heather, Rob, Kerry, Anna)

| 46. Many states have multi-program application forms ... learn from this! | Hits (green) | Hot Spots (red) | Passion Play (Initials) |
| 59. I wish a centralized menu of options that we know work | 10 | 1 | 1 CS |
| - Scalable options | | | |
| - Like SNAP App | | | |
| - Don’t have to guess best practice | | | |
| - Clearinghouse | | | |
| 67. Learn from the states like Georgia that don’t require verification | 6 | 2 | 1 RC |
| - It can be done! | | | |
| - Can be easily activated | | | |
| 76. We wish to expand places seniors are able to use SNAP | 6 | 6 | |
| - Restaurants! Community building – program in L.A. | | | |
| - Also helps with those struggling with physical disabilities | | | |
### Directions for Development

#### #F – Healthcare Partnerships (Jean Van Ryzin, Leigh Gantner, Ipyana Spencer, Sakeelah Shabazz)

<table>
<thead>
<tr>
<th></th>
<th>6. I wish every doctor screened seniors for food insecurity – connect to benefit</th>
<th>9</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>53. I wish to train medical providers to spot food insecurity in seniors sooner – provide access to SNAP right there</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

#### #G – EARN – Empowering All Retirees Network (Jessica, Liz, Chris, Meredith, Kristen)

<table>
<thead>
<tr>
<th></th>
<th>84. I wish to create a branded package for SS, Medicare and SNAP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Add prescription assistance and heat assistance</td>
</tr>
<tr>
<td></td>
<td>- Awesome Sr. thing</td>
</tr>
<tr>
<td></td>
<td>- EARN – empowering all retirees network – &quot;you earned it&quot;</td>
</tr>
<tr>
<td></td>
<td>Hits (green)</td>
</tr>
<tr>
<td></td>
<td>Hot Spots (red)</td>
</tr>
<tr>
<td></td>
<td>Passion Play (Initials)</td>
</tr>
</tbody>
</table>

#### #H – Opt in vs Opt Out (Carrie, Katie, Marlene, Emily)

<table>
<thead>
<tr>
<th></th>
<th>71. I wish more to an assumption of eligibility and create an opt out vs. opt in system</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Baseline of info</td>
</tr>
<tr>
<td></td>
<td>- Assume accuracy</td>
</tr>
<tr>
<td></td>
<td>- Provide benefit</td>
</tr>
<tr>
<td></td>
<td>Hits (green)</td>
</tr>
<tr>
<td></td>
<td>Hot Spots (red)</td>
</tr>
<tr>
<td></td>
<td>Passion Play (Initials)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Idea Development Template

1. **Code Name:**

2. **Core Idea:** 30 word or less description of your big idea for closing the senior SNAP gap

3. **Graphic Depiction of your Idea:**

4. **How does it work?**
   - Supporting Point
   - Supporting Point
   - Supporting Point

5. **Who would need to be involved and what strengths would be leveraged?**
   Thoughts on organizations that would need to be involved to help make this idea real and the organizational strengths that would be leveraged

6. **Next steps and critical milestones/timeline:** Identify some “quick hit” next steps to get this going and any other key milestones for making it happen. Plot your next steps to a timeline.

7. **Measuring Success:** Offer thoughts on how we could measure the success of this approach. How would we know this was helping to close the senior SNAP gap?
Pitch & Builds Rotations

Anchor spokesperson to stay at station and “pitch” your idea to visiting teams

Teams rotate right every 10 minutes when bell rings

- 3-5 minute idea pitch
- 3-5 minutes of focused feedback onto post-its, include name on post-its (write legibly)
  - I like…
  - I wish…
  - What if…
A. Data

1. Code Name: D.I.N.E.

2. Core Idea:
   - Use public and private data sources and partnerships to better understand who we are trying to serve and how to best serve them

3. Graphic Depiction of your idea:

4. How does it work?
   - Gather, analyze and understand the “who”
   - Target and serve by building partnerships (Google, Facebook, etc.)
   - Measuring usage through output and outcome data (health and economic outcome data)
A. Data

5. Who would need to be involved and what strengths would be leveraged?
   - Google, Facebook, etc. (data vendors)
   - Federal Agencies (HHS, USDA)
   - Healthcare companies and insurers/providers
   - CBO’s

6. Next steps and critical milestones/timeline:
   - Look at data sources to determine need (Heatmap) (SNAP enrollment, age, economic data)
   - Prioritize based on feasibility and opportunity (political landscape, CBO infrastructure on the ground, etc.)
   - Measuring success

7. Measuring Success:
   - Define baseline, measure participation rates
A. Feedback for D.I.N.E.

1. What if … national partners committed to holding ourselves accountable to a shared outcome
2. I wish that we looked at performance/program data more often and applied a continuous quality improvement approach to “better service”
3. I like targeted approach to finding, using and curating SNAP data sources to increase enrollment
4. I like the 3 areas: define population, better service, improve outcomes
5. What if we validate the data with seniors in communities. The “story behind the data” is so important and will look different in different communities
6. I wish that targeted outreach campaign is based not only on quantitative data but also on the experience of seniors
7. I like heat map
8. Human-centered
9. Diverse data sources
10. 10% aggregate data – NCA Elder Index, FRAC, 3-6 mo.
11. What if BDT + THI owned this?
12. I love the geotargeting (heat map)
13. I wish measures of success had a defined time window
14. What if we asked seniors what they would change in a survey as part of this?
15. How would the data be stored/who would take charge of “owning” it?
16. I like how the plan could pull different sectors together
17. I like that there are immediate action steps
18. I like the plan and pulling all data players together!
19. I wish it had a sustainable revenue model – shared information asset funded by NFP’s and gov’t
20. Like data/fact based approach
B. Artificial Intelligence for SNAP

1. Code Name: PROJECT SNAP-BOT!

2. Core Idea:
   ► Use Artificial Intelligence to create an interactive SNAP application assistant BOT delivered online or by phone

3. Graphic Depiction of your idea:

4. How does it work?
   ► Conversational education and intake, multi-lingual and accessible
   ► Properly integrated with state system, including with all client protections
   ► Document submission
   ► Save application and completion reminders
   ► Streamlined recertification and automated outreach
B. Artificial Intelligence for SNAP

5. Who would need to be involved and what strengths would be leveraged?
   - State & Federal
   - User experience design firm
   - Non-profits and foundations

6. Next steps and critical milestones/timeline:
   - Landscape Analysis
   - Focus Group testing of concept
   - Design & Test
   - Build & Implement
   - Iterate & Enhance

7. Measuring Success:
   - Increase in applications
   - Timely processing
   - Client feedback
   - Faster benefit delivery
B. Feedback for Project SNAP-Bot

1. What if the system is hacked and people’s info is compromised?
2. Takes branching online Apps one step further
   - Name, address signature considerations
   - Work to verify data with existing databases
   - Where would $ come from
   - How badly could our states screw this up
3. What if this was supported using a social enterprise model? (i.e., licensed by states, etc.)
4. I wish this existed now!
5. I like scalable, cost effective, automatic
6. I wish we did this
7. What if this is already happening in some form we can further develop, e.g., code for America’s pilot in CA
8. Like – make tech smarter and user-friendly for SNAP
9. Wish – App process was simple and streamlined across all states so this could be universal
10. What if this tech could help with recertification
11. I love using AI to support the full enrollment process
12. I like that it is multi-lingual and accessible
13. I like this a lot
14. I wish there was a sustainable funding model
C. Senior SNAP Champions

1. **Code Name:** SNAPvocates

2. **Core Idea:**
   - Identifying and training individuals who have had experience with SNAP to be advocates within their community by sharing their passion, enrolling seniors, and advocating to improve and protect the program

3. **Graphic Depiction of your idea:**

4. **How does it work?**
   - **Groundrules:**
     - Must be based in a local, community based organization
     - Must involve peer-to-peer relationships
     - Must be grounded in policy at the local level
     - Seniors must be compensated for their time
     - Supported by communication campaign, so there is brand recognition
     - Must be tech enabled
C. Senior SNAP Champions

5. Who would need to be involved and what strengths would be leveraged?

Who do we need:
- Seniors on SNAP now or in past
- Seniors who are potentially eligible
- National coordinating body
- Local host organizations
- Funder (grocery stores), (revenue generating self-perpetuating) – maybe crowd sourced
- App developer

What strengths:
- Peer-to-peer relationship building
- Coordinated communication strategy
- Fidelity to the model
- Mobilization of all SNAPvocates
- Crowd sourcing, new power
- People led, tech enabled
C. Senior SNAP Champions

6. **Next steps and critical milestones/timeline:**

Milestones:
- Community discovery work
- Develop curriculum and materials
- Design brand

Steps:
- Step 1: “3 C’s” → Develop curriculum, collateral, and communication materials. Provide technology platform
- Steps 2: Identify, recruit and train SNAPvocates, by locale
- Step 3: SNAPvocates champion their peers – educate, assist, advocate
- Step 4: Mobilize SNAPvocates at key policy moments
- Step 5: SNAPvocates provide program feedback and metrics

Timeline:
NOW!
C. Senior SNAP Champions

7. **Measuring Success:**
   - Technology to measure real time activity and provide feedback

**Metrics:** Perception of SNAP

**National:**
- Local Chapters enrolled and implemented
- Aggregate impact
- Touches to elected officials and impact
- Fired up seniors for SNAP

**Local:**
- Advocates registered and trained
- SNAP apps submitted, approved
- Average benefit amount
- Touches to elected official and impact
- Satisfaction with application process
C. Feedback on SNAPvocates

1. Use SNAP outreach funds to leverage private $
2. Use tech for App assistance, and recert assistance
3. Like engaging seniors peer-to-peer, in-person
4. Wish tech role was more clear
5. What if we trained them on all benefits
6. What if we targeted specific communities to recruit SNAPvocates
7. What if there were multiple levels of engagement
8. Thoughtful!
9. Seniors should be compensated – agree – just be careful that it doesn’t mess up SNAP benefit
10. I love brand recognition
11. I like engaging seniors of lived experience
12. I wish this project would incorporate best practices from existing local efforts and bring different local efforts together in coordinated way
13. I like it!
14. Like work opportunities for community members
D. Community Outreach

*Group Name: Divas that Deliver*

1. **Code Name: Gear Up to SNAP into Action**

2. **Core Idea:**
   - Community-wide system to engage a network of stakeholders to enroll seniors in SNAP

3. **Graphic Depiction of your idea:**

4. **How does it work?**
   - **Nationally:**
     - Identify promising practices
     - Create and test a model
   - **Locally:**
     - Recruit senior serving stakeholders
     - Convene, engage, train & scale
     - Connect to national movement
D. Community Outreach

5. **Who would need to be involved and what strengths would be leveraged?**
   
   **Local:**
   - Every organization, in all sectors – identified by the community … trusted messengers
   - “Where the seniors are at!”

   **National:**
   - Groups with nation-wide reach and networks

6. **Next steps and critical milestones/timeline:**
   - Environmental scan
   - Asset mapping/identifying case studies
   - Creating a process/developing a toolkit
   - Develop national initiatives and campaigns

7. **Measuring Success:**
   - We would track annually outcomes: # SNAP participation, benefits maximized
D. Feedback for SNAP Into Action

1. Add VA’s and other places that serve vets and military HH’s
2. What role can technology play in this model?
3. I like the coordinated approach that engages many stakeholders
4. Like local and national approach
5. What if people want funding to join?
6. What if pharmacies were on board?
7. I like that it is locally flexible – re: language
8. I wish there was a compelling value prop to explain why a “non-traditional” organization (bank, salon) to participate
9. D – Dives that Deliver
   ► Who is running the group?
   ► Where would funding come from?
   ► How integrate with existing SNAP outreach?
   ► How deal with political pushback at state level (who don’t want to expand SNAP)?
10. Like engage new stakeholders in issue
11. Wish grocery stores got involved
12. What if local senior centers would lead this
13. What if this was combined with SNAPvocates?
E. Clearinghouse

1. Code Name: SNAP-Tastic

2. Core Idea:
   - Creation of a digital clearinghouse to collect and disseminate best practices and scalable solutions designed to increase number of eligible seniors enrolled in SNAP

3. Graphic Depiction of your idea:
E. Clearinghouse

4. How does it work?
   ► Call for Best Practices/search for successful programs
   ► Info is aggregated into clearinghouse
   ► Stakeholders access info – with login & registration
   ► Stakeholders deploy info and report back
   ► Site maintained/refreshed

5. Who would need to be involved and what strengths would be leveraged?
   ► Key Stakeholders / involvement from:
     1. Private sector (innovation/scaling $)
     2. Philanthropy ($, Best Practice)
     3. Gov’t (local, state, federal) (enrollees/funders/reduce costs)
     4. Social sector/non-profits (enrollees)
     5. Academia/Research/Data/Think Tanks (data re: impact/dissemination of Best Practices)
E. Clearinghouse

6. Next steps and critical milestones/timeline:
   0  Research successful clearinghouses (TANF, example)
      -  Create National Advisory Council
   1  Engage stakeholders (funders, etc.)
   2  Collect Best Practices
   3  Create communities of practice
   4  Create platform
   5  Communicate/raise awareness
   6  Refresh/maintain data/info

7. Measuring Success:
   ►  Traffic on site (data)
   ►  Dissemination of particular programs
   ►  Place survey/feedback loop on site
   ►  Design, study and measure of scaled Best Practices (metric = # of people enrolled)
E. Feedback for SNAP-tastic

1. Like well structured
2. Wish integration into existing entities, forums (e.g., Linked-In)
3. I like the core idea and the communities of practice that could be built
4. I like shared learning networks if the intent is fulfilled
5. I wish the criteria for “Best Practice” was clearer
6. I wish best practices was defined, how do community orgs/states know they're being innovative?
7. I like the idea of involving private funders – very necessary. Not enough gov’t funding to start up a database like this
8. I wish Best Practices could be ranked or coded based on a continuum (from Best Practices to scientifically proven)
9. What if the Best Practices could be searched by the barrier being addressed
10. I wish there was a clear definition of Best Practices and standards for being in the clearing house prior to being entered into the clearing house
11. I wish there were incentives to participate
12. I like the core idea and the communities of practice that could be built
13. What if we incentivized proactive sharing?
14. How do we mention quality?
15. How do we measure effectiveness and increased utilization?
16. Like push vs. pull practices
17. Scale local innovation -- temp care vs. delivery vs. etc.
18. I love innovation hungers, Tableau or Salesforce
E. Feedback for SNAP-tastic

19. What if there was a peer-review process for ranking best:
   - Large capacity
   - Innovation
   - Scalable, etc.
   Goal: to increase expectation and cache of list

20. I like the concept of an avenue to share Best Practices

21. What if the players updated their info or were required to keep it up to date/current

22. I like shared learning networks if the intent is fulfilled

23. I wish the criteria for “Best Practice” was clearer

24. I like developing a clearing house of promising practices for senior SNAP enrollment

25. I wish we could do an analysis of who holds data and leverage

26. What if we worked with USDA, cooperative extension who has SNAP-ed info as a clearinghouse for primary practices or NCOA of Feeding America

27. “Programs of Distinction” Best Practices vs. evidence informed vs. evidence based

28. Funding → better targeted projects

29. Success → do foundations use it to inform funding?

30. What if this started next week!
F. Healthcare as Partners

1. **Code Name: Food is Medicine**

2. **Core Idea:**
   - Make sure that all front-line healthcare providers screen seniors for food insecurity and refer them to a local CBO

3. **Graphic Depiction of your idea:**

4. **How does it work?**
   - Provide state-based training for HCPs on how to screen for and talk about food insecurity
   - Add screening questions to intake forms to Rx’s with food specifications
   - Provide targeted info to HCP’s so they can refer seniors to right CBO
F. Healthcare as Partners

5. Who would need to be involved and what strengths would be leveraged?
   ▶ Medical associations (doctors, nurses, pharmacists) disseminate Best Practices and integrate into continuing medical education (CME’s)
   ▶ CBO’s provide info and education and receive referrals
   ▶ Health systems integrate training and implementation re: intake

6. Next steps and critical milestones/timeline:
   Next Steps:
   ▶ Research how this can be done – look for other models/examples
   ▶ Convene working group with key stakeholders
   ▶ Review screening tools and develop questions and training
   Milestones:
   ▶ Secure committed participants to champion issue
   ▶ Identify screening questions that all agree on
   ▶ Embed questions in health intake forms
   ▶ Develop outreach materials
   ▶ Conduct 1-year assessment of project
F. Healthcare as Partners

7. Measuring Success:
   - Referrals to local CBO’s
   - Applications submitted
   - Materials distribution
   - Number of HCPs applying for CME credits
F. Feedback on Food is Medicine

1. Any issues with electronic health record?
2. Is there an evidence base? Is it senior-specific?
3. I wish those involved would include nursing students
4. I love CME’s as an incentive!
5. I wish measurements included health indicators and/or follow-up results
6. I like the engagement of the medical community
7. I wish the National Geriatrics group would call on members to do screenings
8. I like standardized training and support
9. What if CBO’s disagree on which is the appropriate CBO to be referred to?
10. Like state-based training
11. Measurement: Can you add some quality measure? E.g., NPS  
   ▶ Health indicators
G. EARN – empowering all retirees network

1. Code Name: Well Earned

2. Core Idea:
   - Streamline access to a package of benefits available to seniors

3. Graphic Depiction of your idea:
G. EARN – empowering all retirees network

4. How does it work?
   ► Positively branded campaign – no wrong door
   ► All agencies support common platform
   ► Initial screening and common app
   ► Data exchange with Agencies
   ► Client Portal
     • Station
     • Reminders
     • Action Items
     • Comms Preferences

5. Who would need to be involved and what strengths would be leveraged?
   ► Tech companies
   ► Congress
   ► State agencies
   ► Federal agencies
   ► Community orgs (that represent spectrum of benefits)
   ► Consumers (seniors can be reps)
   ► Funders
   ► Marketing/Ad Agency
G. EARN – empowering all retirees network

6. **Next steps and critical milestones/timeline:**
   - Partner Summit (Spring) – Hackathon
   - Find Tech company and funders
   - Identify pilot sites and put out RFP for specific partners to work together → small state (private funding)
   - Plan national rollout and get commitment to do it

7. **Measuring Success:**
   - Pre and Post Cross Enrollment
   - Cost Benefit Analysis
   - Increase efficiency by:
     - Lower # of case workers
     - Lower amount of interaction with State and Federal Agency
   - Positive economic impact
   - Health outcomes
     - Medication adherence
     - ER visits
   - Satisfaction – experience of seniors
   - Decrease fraud – demonstrating low fraud
G. Feedback for Well Earned

1. I like branded campaign that brought in diverse population of stakeholders
2. I wish there were more “horizon” measures of success
3. I like the one central access point that’s easy!
4. I like positively branded campaign and data exchange
5. I wish we could roll out the Tech Summit
6. What if … what’s in it for tech to share proprietary data
7. I like the focus on innovative tech instead of falling back on old methods of applications/eligibility
8. What if we had powerful incentives for partners to engage
9. Like pilot and feedback loops
10. Like cost benefit analysis
11. Like program integrity
12. Like earned vs. entitlement
13. Who will own?
14. Love client portal
15. I like the one client portal! Data exchange huge
16. How does this idea differ from other idea re: Opt-In/Opt-Out solution?

1. **Code Name: O-SNAP**

2. **Core Idea:**
   - On Medicaid, LIS and SSI we will add a checkbox to allow individual to opt out of SNAP enrollment, otherwise automatically opted in
   - * ___ Already One Snap

3. **Graphic Depiction of your idea:**

4. **How does it work?**
   - They become automatically enrolled in SNAP
   - EBT card gets mailed to them
   - Set amount of $ designated until fully processed
   - Renewal data within 6 months
   - Recertification every 2 years
5. **Who would need to be involved and what strengths would be leveraged?**
   - USDA, SSA, CMS, DHS, Political/Social buy-ins

6. **Next steps and critical milestones/timeline:**
   - Pilot in selected state/county within
   - Change Medicaid App
   - Find political champion
   - Digital campaign (AI)
   - (in addition) PR – direct mail, reduce stigma

7. **Measuring Success:**
   - Current Stats
     - Pre App change
     - Post App change
   - # of seniors who remain on SNAP
   - Benefit amounts
   - Less medical expenses = $ for food
   - Application
   - Cost
H. Feedback for O-SNAP

1. Would this pilot project require a change/modification of a current law or regulation?
2. What is the proposed timeline of pilot program? 2 yrs/5 yrs?
3. What if a person is determined ineligible? Do they have to pay back 6 months' worth of benefits?
4. I like the auto enrollment and that the ERT card is mailed directly
5. I like the concept of collecting data on a small scale and trying something to see if we get a different result
6. You can RCT this!
7. I like the ease of process
8. What if the cost is unsustainable?
9. I wish recertification was automatic
10. What if seniors are found ineligible entirely? Are they going to have to repay their received SNAP benefits?
11. I like the auto-enrollment – it helps people realize that SNAP is helpful and gives them more reason/incentive to apply
12. I like the name O-SNAP!
13. I wish getting people using the ERT card to start liking it
14. What if measure cost of this vs. alternative
15. I wish you could do an RCT to test it’s success/cost savings vs. expenses
16. Like addresses need in straight forward way
   ▶ 2-step process
17. Wish we had the political support to make this happen now
18. I like the concept of opt-in/out with 2 year recertification
19. I wish there was a way to prevent falling off after 6 months
20. What if we did this on local level
21. Measure cost of this model vs. status quo to make argument for effectiveness and efficiency
22. Compare admin cost before and after application change
Debrief to Highlights

As you reflect on our challenge and the opportunity to close the senior SNAP gap:

- What’s most exciting you?
- Where do you see the most promise?
What’s Most Exciting You?

1. There is alignment to have multiple national orgs and diverse partners aligned on one common goal
2. The promise of tech is fantastic – a lot that can be done with coordination of agencies, chat bot, etc.
3. Using data
4. I love the clearinghouse idea – like USDA programs of distinction
5. See so much promise in SNAP-tastic
   - Leverage Kaiser innovation hunters best practices
6. Existing models and publications for intersection patients/physicians
7. Look at other policy/waiver demos being done … how to elevate those
8. So much hope on the State level
Closing Exercise
Plus & A Pledge

Plus
- I enjoyed learning about how data from social media could be leveraged to reach seniors for SNAP outreach (Sakeenah)
- Loved the meeting format, energy, design and opportunity to network/learn; valued hearing from “real” seniors
- The power of partnership with all stakeholders – especially seniors with lived experience (Lisa)
- The interest and willingness in the community to try new things (Naomi)
- Loved diversity of expertise and opportunity to brainstorm constructively (Will)
- Learning about how tech can be used to streamline process and how prevalent it is (Erin)
- Breadth of ideas, big and small, easy and ambitious, new and old – innovation welcomed and led to great opportunity (Robert)
- The ability to meet and hear from our partners and their willingness to dream big (Anna)
- Thinking more about using seniors themselves as our “microphone” or ‘megaphone” on the real issues (seniors as Secret Weapons)
- Diverse participant groups; SNAP recipient panel and participation; extremely thoughtful and well structured facilitation; tangible concepts as output (Stenzel)
- Treasure chest of ideas to leverage: Big data idea; NCOA becoming a clearinghouse (Dianna)
- Positive energy, exciting exchange of ideas, new connections with great colleagues, and an affirming reminder about the good people and orgs committed to addressing senior hunger (Josh)
- Interactive and iterative process to generate ideas and then prioritize for deeper evaluation (Rob)
- Really am happy to see that a number of actions we were considering are working other places and I know who to ask now for guidance (Esteban)
Plus & A Pledge

Plus

▪ How close we are to making this real – and how fragile the environment is
▪ Getting perspectives from seniors themselves and those in direct service to seniors (Liz)
▪ Convening of stakeholders showed recognition that SNAP matters, the bodes well for preserving and strengthening SNAP including at the Federal level
▪ People coming together (various perspectives) to jointly problem-solve, thinking outside of the box and aligning on joint strategies converging
▪ Stay engaged in the conversation
▪ Cross-sector knowledge and passion brought to bear for this important issue; whole day, busy lives, # grateful
▪ Bringing diverse people together to dream big and be productive (Jean)
▪ Being in a room with so many amazing programs and ideas! We all had big ideas and were able to discuss and filter through them to result in what could help fill the senior SNAP gap. Also the idea sharing! Very impactful and useful. Wish we had time for more (Carrie)
▪ The strong and diverse range of ideas/concepts to close the senior SNAP gap – from hyper-local outreach to SNAPbots to big data (Lura)
▪ There seem to be immediate action steps as well as long-term goals – a combination that feels promising for change (Katie)
▪ Validation of our existing strategy re: addressing food insecurity with older adults
▪ So many optimistic thinkers
▪ Diverse backgrounds, experience and points of view represented in the room today (Jessica)
▪ It is wonderful to connect with non-public Agency stakeholders. I don’t get to do that as much as I’d like, and your insights are helpful (Kerry)
▪ Multiple good, real ideas from which to choose (Erica)
▪ The day proved that closing the senior SNAP is doable. There are numerous best practices available
▪ Sharing knowledge is so powerful and it was wonderful to hear the commitment from attendees on finding successful & effective ways to address this issue
▪ Learned many new ways to help decrease SNAP gap
▪ Great group, strong high energy process → got to work
Plus & A Pledge

Pledge

- Carve out time in my schedule to do targeted outreach in senior facilities, congregate meals sites, and hopefully with homebound seniors (Sakeenah)
- Support efforts to close senior gap – engage my network & partners
- To cultivate new partnerships and plans into action! → To close SNAP gap by 2025 (Lisa)
- Happy to answer any tech questions (Naomi)
- To stay in conversation, to stay creative and optimistic (will)
- Remain open minded about new opportunities developed here and steward ideas & NCOA (Erin)
- Work with my team to integrate quick wins and team into bigger efforts with policy support and client centered focus (Robert)
- I promise to keep up my enthusiasm and discipline for these ideas and help lead them to fruition (Anna)
- Figure out how to help break down silos and barriers between programs/program funding to make cross-enrollment easier (Meredith)
- Think about how to leverage NCOAs core competencies to support the collective goal of the group (advocacy, collaborative leadership, innovation and social enterprise)
- Participate in future initiatives (Stenzel)
- Leverage relationships with FB/Google to begin conversation (Dianna)
- I commit to remain engaged in conversation, planning and advocacy on this issue (Josh)
- Take learnings back to my work at KCP to help increase SNAP enrollment and among rep members – identify capabilities and resources KCP brings to work with partners to increase SNAP participation (Rob)
- To continue to be a part of the strategic dialogue as we move towards activation (Jeremy)
Plus & A Pledge

### Pledge
- To uncover who we are missing
- Think about low and no-cost innovations that can help seniors access benefits – in a different political climate, they are sympathetic population (Liz)
- Continue to prioritize SNAP across and adequacy for seniors and collaboratives with other stakeholders to close senior SNAP gap
- Aligning/converging on joint strategies
- Share learning/approaches/innovations we are seeing in other spaces that could help solve problems
- Translate this work into a draft action plan → share it with you for feedback → start moving!
- Share my communications expertise to try, test and use messages that spur seniors to act (Jean)
- I pledge to bring all of this info back to my Agency and see how we can have a role in this potential. I would also like to pledge to stay involved in this issue as much as I can! (Carrie)
- To provide participants with a meeting report in 2 weeks and an action plan within a month – with open and ongoing engagement with this group (Lura)
- To utilize contacts I made today to continue to learn and mobilize – to continue to be a part of the conversation (Katie)
- Share toolkit (in development) re: food insecurity screenings and referrals for physicians and healthcare orgs
- To try to integrate some ideas into viable Federal options
- To continue to put seniors in the center by designing programs, making decisions, etc. based on their experience (Jessica)
- I pledge to share what I learned here with APHSA's membership (Kerry)
- Keep the focus and momentum (Erica)
- To review the information shared today and identify 3 things to implement/advocate for my locality
- To continue to share best practices with colleagues across fellow organizations to help inform my own work
- Continue utilizing new innovative ways to increase SNAP enrollment
- I pledge to keep fighting