Connecting with Food Banks for Benefits Outreach

March 15, 2018

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Housekeeping Notes

We have muted all lines

- Please type your questions in chat
  ✓ No need to raise your hand!
- Slides are available at: www.ncoa.org/ncboewebinars
  ✓ Recording and post-event Q&A will also appear here
REACHING SENIORS WITH FOOD BANKS

Hollie Baker-Lutz PRESENTER
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About Feeding America
Our Vision:
A Hunger-Free America

OUR MISSION:
To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.
We Are Feeding America

200 MEMBER FOOD BANKS

+ 1 NATIONAL ORGANIZATION

60K FOOD PANTRIES AND MEAL PROGRAMS

= 46M AMERICANS SERVED ANNUALLY
As the nation's largest domestic hunger-relief organization, Feeding America is leading the charge to end hunger in America.
What Sets Feeding America Apart?
A leading national organization with powerful local impact

**NATIONAL ORGANIZATION**
- National vision focused on local needs
- Innovative leadership
  - Food Distribution
  - Hunger Research
  - Advocacy
- Trusted, respected brand

**FOOD BANK NETWORK**
- Reaches every county
- Regional and local authority on hunger relief
- Engages millions of volunteers
About the Emergency Food System
The Feeding America Network

FOOD BANK
- 200 in US
- Warehouse
- Millions of lbs
- Direct with manufacturers, retailers, gov’t
- Usually no direct svc

AGENCY
- 60,000 in US
- Member of Food Bank
- Food pantry, soup kitchen, etc.

CLIENT
- 41 million in US
- 1 in 8 people
- Over 5m seniors
- Those who visit do so approx. 8x/yr
The Feeding America Network

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Central Texas Food Bank
Austin, TX
The Feeding America Network

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Food Pantries in Northern Illinois
(Member of Northern Illinois Food Bank)
The Feeding America Network

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The Feeding America Network: People We Serve

Delores

“It’s been a blessing. I have a lot of medications to buy that Medicare doesn’t pay for. I think it would be hard for me to eat properly without the help.”
About Senior Hunger
5.4 Million SENIORS ARE FOOD INSECURE
Hunger Creates an Unhealthy Cycle

Of households our network serves with an adult age 50+...

- **77%** Include someone with high blood pressure
- **63%** Choose between food and medical care
- **41%** Include someone with diabetes

- Increased Health Care Expenditures
- Stretching the Budget
- Purchasing inexpensive, unhealthy food
- Fluctuations in Weight and Blood Sugar
- Diet Related Disease
- High blood pressure, diabetes
**Baby Boomers and Beyond: Coping Strategies**

- **77%**
  - Buy cheapest food, even if it is unhealthy

- **46%**
  - Receive help from family or friends

- **38%**
  - Water down food or drink

- **29%**
  - Sell or pawn personal property

- **24%**
  - Grow food in home or community garden

58% report using 3+ strategies.
The Senior SNAP Gap

Only 2 out of 5 eligible seniors are enrolled in the Supplemental Nutrition Assistance Program (SNAP).

41% of eligible seniors are enrolled in SNAP, compared to 83% of the general population.
4 Tips For Partnerships
Top 7 Ways to Partner with Food Banks

1. Place a flyer in Senior Food Boxes
2. Set up a table at a food pantry or mobile pantry truck
3. Present during a class offered at a food pantry
4. Present senior info during annual agency conferences
5. Tag-team with their SNAP Outreach staff
6. Hand out information at a mobile food pantry
7. Cross-promote during National Nutrition Month or Older Americans Month
Creative Idea: Senior Benefits Bingo

- **Partner:** Food Bank SNAP Outreach Staff
- **Location:** Senior Center or Subsidized Housing
- **Game Plan:** Each square corresponds to a slide with program info
  - B11: Did you know that 10,000 Baby Boomers will turn 65 every day between now and 2030?
  - G71: True or False: I can apply for food stamps over the phone.
- **Goal:** Increase attendance, relax, normalize a need, educate, fun
- **Tips:** Get donated prizes, find the right “callers”, keep it fast-paced, include a survey at the end
Another Idea: Tabling at Food Pantries

- **Partner**: Local food pantry member of the food bank
- **Ideal**: Larger service numbers, senior-specific distribution
- **Game Plan**: Set up a simple table with information and enrollment forms and speak to guest as they wait for their turn to go through the pantry

Food Bank of North Alabama
Arranging a Tabling Visit: Questions to Ask

- How many households do they serve in a typical distribution? Do you know about how many of those are seniors?

- Does their org you run other PROGRAMS here? (e.g. diabetes prevention, computer training, clothes closet, etc.)

- Do other organizations offer SERVICES here? (e.g. SNAP/Medicaid enrollment, free cell phones, dental clinic)

- Do they have high foot traffic area for me to talk to people? Do they have a more private area for me to take them to complete the enrollment? [Or, ask about what you need]

- Do you send a newsletter to seniors that could announce my upcoming visit? (Well worth a wait if needed!)
Know Before You Go: Questions for Your Host

• Where would you like me to park?
  – Reserved or limited parking during pantry hours

• What is the name of the wireless network and password?
  – Volunteer leaders on the day-of may not know

• What time do clients line up/start to arrive?
  – Virtually always at least an hour before food distribution begins, and is the best time to reach people

• Will table and chairs be set up for me? Can it be in a place with high foot traffic?

• If I email or mail you a flyer announcing my visit, will you be able to post it?
Tips for the Day of Your Visit

- Remember to arrive & early and know where to park
- “Check in” with site organizer
- Make friends with the “gatekeeper” – usually intake staff or volunteers – so they send people your way
- Ask if you can make an announcement in the waiting area
- Bring your own wi-fi hotspot if you can
- “Check out” before you leave – tell them how many people you assisted & follow up with that info in email
- Schedule next visit before you leave – follow up with that info in email
Helpful Links

• Find your local food bank: www.feedingamerica.org/foodbank

• Learn more about senior hunger: http://www.feedingamerica.org/hunger-in-america/senior-hunger-facts.html

• Senior hunger and health: www.hungerandhealth.org/seniors
THANK YOU

CONTACT

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TN SHIP FOOD PANTRY AND COMMODITY CENTER PARTNERSHIPS

Presenting and Representing TN SHIP:
Kelsey Hagewood
Southwest TN SHIP Volunteer Program Coordinator
TN SHIP: Free Unbiased Medicare Information and Assistance

- Explain Benefits
- Provide Counseling
- Financial Assistance Applications
- Educate & Advocate
- Health Fairs
- Volunteer Coordination
TN SHIP Partnership with Food Pantries / Commodity Centers Statewide

- 88 Events Held
- Total of 382.5 hours at the events
- Total of 17,211 contacts at the events
TN SHIP was requested to provide feedback by NCOA on some concerns

▪ Most SHIPs across TN participated in Commodities/Food Pantry Events
▪ Selected the 3 agencies with the most completed events to highlight:
  • Northwest
  • Southwest
  • South Central
How long did it take for us to get our foot in the door?

- **Northwest**: Not long at all. Called Economic Development locations and asked if they could pass out SHIP/SMP information.

- **South Central**: Memorandum of Understanding was developed between the South Central Human Resource Agency and the South Central Tennessee Development District.

- **Southwest**: It took a little time. Had to get the approval of the director. Have only had positive responses from the staff and volunteers at commodities since then.
Did you encounter any barriers to developing that partnership or getting set up at the center?

- **Northwest**: No barriers or problems getting things set up at all

- **South Central**: Negotiations took place before coordinator started

- **Southwest**: Only took the time to get approval from the director. Explain what SHIP can do- extra help apps, free Medicare counseling, as well as current & relative info- Example: New Medicare Cards
Have there been any staff turnovers at the sites that have set the partnership back?

- **Northwest & Southwest:** No staff turnovers

- **South Central:** There has been turnover in both management and staff. It does take time to develop a relationship with new management
How did you engage Medicare beneficiaries?

- **Northwest**: Speak to attendees before they get their commodities, explain what SHIP is and give them brochures. Have also spoken with beneficiaries in the office at the sites if they had questions concerning their Medicare.

- **South Central**: Have booths at the commodities events. Use recipes to attract their attention, followed by SHIP/SMP information. Staff there screen people for Extra Help and sometimes do the applications. They forward Medicare issues, and applications to SHIP.

- **Southwest**: Set up a SHIP table with handouts relative to the time period (Open Enrollment, New Medicare cards, etc.) Draw beneficiaries in with food treats and a gift card drawing.
Any hesitation from staff or volunteers to work at these sites due to their location?

- **Northwest:** Felt safe at all the locations, assisted with. Even the ones that used inmate workforce.

- **South Central:** The events are always in public locations that are safe. Have had dates changed on them, without notice. Staff/volunteers showed up on the wrong date a few times due to this.

- **Southwest:** Even the sites who use jail trustees have not been an issue. They have been helpful at pointing out SHIP table at some sites. Volunteers more concerned with distance driving to center, than about safety.
Why has this been successful for your region?

- **Northwest:** To reach the goals, this location is a great resource to get our information out to our beneficiaries.

- **South Central:** Events attract a lot of people who are of Medicare age and who need Extra Help on their Medicare costs. In many cases this is the only regularly held event that attracts a BIG number of the people SHIP tries to reach.

- **Southwest:** Getting to speak to such a large group of individuals at one time assists us with our goals as well as connects these individuals to resources that they need.
Any other thoughts or issues that would be good to share?

**Southwest:**
- One issue is Commodities’ Centers have allowed Insurance Agents to come set up a booth as well.
- Southwest SHIP has had problems with the insurance agents trying to block SHIP table and come over and bombard staff with questions.
- Commodities’ Director is hoping to ask Insurance Agents not to come in future.
- Director expressed much gratitude towards SHIP for great work they do at Commodities and has even taken SHIP flyers to pass out in Human Resource Agency to any Medicare beneficiaries in future
ANY QUESTIONS???
Follow up with us

- **Contact:**
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  - EconomicCheckUp.org
  - MyMedicareMatters.org