NCOA SNAP INITIATIVE
EVALUATION

Southern Regional Benefits Enrollment Conference
Atlanta, GA

May 8, 2018
About SPR

- Social Policy Research Associates (SPR) is a research, evaluation, and technical assistance firm founded in 1991
- Clients include federal, state, and local agencies, non-profit organizations, and foundations
- Nationally recognized in workforce development and human services program evaluations
- Senior focused projects:
  - NCOA BEC Promising Practices Study
  - USDA FNS Elder SNAP Access Study
  - AARP Foundation Back to Work 50+
SNAP Initiative Evaluation: Logic Model

Social Media to Increase Awareness of SNAP Among Seniors

- **Social Media Campaign**
  - Provides Information about SNAP Benefits
  - Provides Links to BCU
  - Provides Links to SNAPlab Sites

- **Link Seniors to Information on BCU Site**
  - **BenefitsCheckUp**
    - Benefits Access Survey
    - Information about Benefit Programs
    - Links to State Program Contacts and Applications

- **Support Those Needing Hands-on Assistance**
  - **SNAPlab Sites**
    - Email and Phone Follow-Up
    - Application Assistance

Desired Outcome: Increase Senior SNAP Participation

- Increase in Completed Applications
- Increase in Approved Applications
- Increase in Participation by Subgroups Who Need More Application Support
Research Questions

1. How does the SNAPLab approach work in each site?

2. How does the SNAPLab experience compare to NCOA’s SNAP-focused social media campaign and the general social media campaign to drive traffic to the BCU website?

3. How do seniors perceive and respond to social media outreach as a strategy for encouraging SNAP application and enrollment?

4. What are the advantages and disadvantages of the SNAPLab approach compared to the SNAP-focused online/social media outreach linking seniors to BCU?
Data collection activities

- Interviews with 3 grantee sites
  - Elder Law of Michigan
  - Three Square
  - Agency on Aging of South Central Connecticut

- Collect Data on SNAPlab client contacts
  - Grantee sites maintain data log
  - SPR staff provide technical assistance on data collection

- Questionnaire to SNAPlab clients lost to follow up administered by SPR staff
<table>
<thead>
<tr>
<th>Grantee</th>
<th>Organization Type</th>
<th>Existing SNAP Services</th>
<th>SNAPlab Staffing Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency on Aging of South Central CT (AASCC)</td>
<td>Area Agency on Aging</td>
<td>Benefits support is provided in person and by trained volunteers at four community locations, over the phone, and in clients’ homes</td>
<td>3 staff run the program: a director, a direct service provider, and a Salesforce administrator; volunteers also work with SNAPlab clients</td>
</tr>
<tr>
<td>Elder Law of Michigan (ELM)</td>
<td>Nonprofit legal services center</td>
<td>SNAP assistance is provided over the phone with ELM staff members and over the phone and in person with partners (there are around 150 partner sites)</td>
<td>3 staff run the program: the NCOA project administrator, a client services person, and a regional specialist who works with partner sites</td>
</tr>
<tr>
<td>Three Square</td>
<td>Community food bank</td>
<td>Services include outreach to existing clients, outreach in the field, and services provided at a call center, online, and in-person</td>
<td>4 staff run the program: a director, a supervisor who oversees the call center, an advocate who pulls referrals from Salesforce, and an administrative assistant who does reporting</td>
</tr>
</tbody>
</table>
Outcomes Study

- **Data Sources**
  1. Google Analytics
  2. Monthly aggregate data reported by all BECs
  3. Data from 3 SNAPlab sites (client tracking log)
  4. Online BCU survey
Successes

- SNAPlab sites reached new clients
  - Reduced stigma – getting a call at home instead of going to the “welfare office” helps break down taboos about applying for public benefit programs
  - Accessed clients through family members/caregivers response to Facebook ads
  - Reached somewhat younger, more computer savvy individuals
Successes

- Higher % SNAPlab clients followed through with applications than typical clients
  - lower percentage of screened SNAPlab clients were deemed eligible
  - eligible SNAPlab clients were considerably more likely to follow up with a completed application
## Outcomes for SNAPlab vs Traditional Clients

<table>
<thead>
<tr>
<th></th>
<th>AASCC</th>
<th>ELM</th>
<th>Three Square</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>% of Screened Who Were Assessed as Eligible</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional</td>
<td>N/A</td>
<td>21.0</td>
<td>99.0</td>
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<tr>
<td>SNAPlab</td>
<td></td>
<td></td>
<td>23.8</td>
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<tr>
<td>Traditional</td>
<td></td>
<td>100.0</td>
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<tr>
<td>SNAPlab</td>
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<td></td>
<td>65.5</td>
</tr>
<tr>
<td><strong>% of Eligible Who Applied</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Traditional</td>
<td>N/A</td>
<td>88.0</td>
<td>11.9</td>
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<tr>
<td>SNAPlab</td>
<td></td>
<td></td>
<td>80.0</td>
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<tr>
<td>Traditional</td>
<td></td>
<td>81.0</td>
<td>100.0</td>
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<tr>
<td>SNAPlab</td>
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</tbody>
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*Source: NCOA and grantees administrative data*

*Note: Data for all clients served by AASC were not available.*
Challenges

- The number of seniors who responded to the SNAPLab Facebook ads was lower than expected.
- SNAPLab staff connected with fewer than half of the assistance requests.
- Clients did not always realize that the phone call they received from the SNAPLab site was in response to the completed Facebook ad form.
Recommendations

- Highlight local organizations’ names in Facebook ads to increase response rates to follow up.

![Facebook Ad Example](image.png)
Recommendations

- Increase the response rate by making callbacks as soon as possible
  - Calling potential participants as soon as possible after they fill out the online form helps make it more likely they will remember their request and feel comfortable accepting contacts
  - Three Square called new SNAPlab clients within 30 minutes of receiving the Salesforce notification
  - ELM first emailed with the time they planned to call and the phone number that they would use; the phone appointment was set for several days in the future.
Recommendations

- Target family members and caregivers
  - Ads could be tailored to the role that they can play in helping their loved ones access benefits
Integrated Online/In-person Services

- Individuals enter the service pathway by responding to social media and/or BCU
- Some BCU visitors can conduct full assessment on their own and complete benefits applications
- Others may use BCU as an initial information source to help them determine whether they are likely to be eligible for benefits and to request assistance
- Electronic referral mechanism to BEC
Thank you!

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