

Food Stamp Outreach Coalition Meeting, January 10, 2008

Successful outreach strategies – State Perspective

- Working with partners
 - Working with Food Banks and their partner agencies, pantries and Churches
 - Working with trusted community based organizations
 - Working with local retailers for outreach events

Through our partners we are able to reach clients at their greatest point of need. They can provide assistance through community events, home visits, office visits and by telephone. These organizations utilize local Spanish speaking media outlets to do informational announcements and promotion of assistance events. By working with other agencies such as CHIP/Medicaid organizations, and community health care workers we are creating a network for referrals where we are able to identify additional needs for clients. We also work with the Promotoras in the Colonias areas of the border region of the State. These Promotoras are people from the local community that promote assistance programs, being from the community make them a trusted source for help among the community.

Promising practices

- Targeting existing local events
 - Health Fairs
 - Community fairs
 - Legal Awareness events
 - Commodity distribution sites

Effectively staffing booths at these events with contracted partners and state staff will provide program information, requirements, procedures and application assistance. People are very receptive to information in this arena; however application assistance is not as well received in this environment.

- Providing training events
 - Through State Community Initiatives trainers to any interested organizations

Our State trainers will provide a consistent message to organizations who request training regarding the food stamp program and application assistance.

- Alternate methods for applying
 - Piloting new technology
 - Wireless laptops, portable scanners and remote finger imaging
 - Web based applications and information-bilingual
 - 2-1-1 Toll free information and referral system

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