SNAP-ED, FINI, AND OPPORTUNITIES FOR COMPLETE EATS

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Outline

- Goal of FINI and connecting to SNAP-Ed
- FINI in Washington
- Complete Eats challenges & opportunities
- Questions?
Food Insecurity Nutrition Incentive (FINI) Grant & SNAP-Ed

**FINI**

**Goal:** Increase the purchase of fruits and vegetables (F/V) and improve the nutrition and health status of Supplemental Nutrition Assistance Program (SNAP) customers.

**Strategy:** Provide monetary incentives at the point-of-purchase.

**From FINI RFA:** SNAP-Ed funds can be used for policy, systems and environmental change interventions, such as working with retailers on fruit and vegetable product placement, and social marketing in addition to educational efforts at venues such as Farmers Markets, Senior Centers, Child Care locations, etc.

**SNAP-Ed**

**Goal:** Improve likelihood low-income individuals will make healthy food choices.

**Strategy:** Implement policy, systems, and environmental (PSE) changes.
# FINI Programs in Washington

<table>
<thead>
<tr>
<th>Farmers Market SNAP Incentives</th>
<th>Grocery Store SNAP Incentives</th>
<th>Fruit and Vegetable Prescriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 Farmers Markets</td>
<td>150 Grocery Stores</td>
<td>16 healthcare systems</td>
</tr>
<tr>
<td>Spend $ SNAP, get extra $ for fruits and vegetables</td>
<td>Spend $10 SNAP, get $5 for fruits and vegetables</td>
<td>Get extra $ for fruits and vegetables</td>
</tr>
</tbody>
</table>

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Spend $ SNAP, get extra $ for fruits and vegetables

![Image of a Farmers Market bag with fruits and vegetables]

![Image of a $5 OFF Complete Eats coupon]

![Image of a $10 OFF Fresh Bucks prescription]

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Farmers Market SNAP Incentives

- Use SNAP benefits to purchase any SNAP-eligible item & get extra tokens/scrip to buy fruits and vegetables.

- Match rates vary by region, some markets will allow purchase of canned, frozen and dried fruits and vegetables w/o added fats, sugars, or salt.

- Find participating markets: https://www.doh.wa.gov/FarmersMarketMatchPrograms
Farmers Market SNAP Incentives Outcomes 2015- September 2018

91 Farmers markets in 18 counties

98,000 SNAP transactions processed

$1.4 million SNAP spent at farmers markets

$1 million SNAP incentives spent at farmers markets
# Fruit and Vegetable Rx Programs

<table>
<thead>
<tr>
<th>Rx Program</th>
<th># health systems that distribute Rx</th>
<th>Priority Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safeway &amp; DOH’s Complete Eats Rx</td>
<td>11 health systems</td>
<td>SNAP clients in participating clinics or home visiting programs, chronic disease prevention and mgmt. programs, &amp; SNAP-Ed classes/events.</td>
</tr>
<tr>
<td>City of Seattle’s Fresh Bucks Rx</td>
<td>6 health systems</td>
<td>SNAP patients served by Seattle-based health systems. Health systems serve racially/ethnically diverse populations with a high percentage of Medicaid and uninsured patients.</td>
</tr>
<tr>
<td>UnitedHealthcare Community Plan</td>
<td>47 sites</td>
<td>SNAP participants; Medicaid eligible individuals and families; Medicaid-Medicare eligible low-income seniors*.</td>
</tr>
</tbody>
</table>

* FINI grant only reimburses for SNAP participants.
## Fruit and Vegetable Rx Outcomes 2016- September 2018

<table>
<thead>
<tr>
<th>Rx Program</th>
<th>Rx value ($) redeemed</th>
<th># Outlets that redeemed Rx</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safeway &amp; DOH’s Complete Eats Rx</td>
<td>$207,710</td>
<td>138 stores</td>
</tr>
<tr>
<td>City of Seattle’s Fresh Bucks Rx</td>
<td>$142,290</td>
<td>25 farmers markets + 6 stores</td>
</tr>
<tr>
<td>UnitedHealthcare Community Plan Small Steps</td>
<td>$53,670</td>
<td>21 farmers markets</td>
</tr>
<tr>
<td>All Rx programs combined:</td>
<td>$403,670</td>
<td></td>
</tr>
</tbody>
</table>
Complete Eats Fruit and Vegetable Coupons

• Relaunched December 2018 with private grant

• Expect to run through June 2019 (or until funds run out)

• Spend $10 EBT/SNAP on qualifying fruits and vegetables, get $5 off coupon

• Coupons print at the register during checkout

• Available at any Safeway store in WA (except Seattle stores– they have a similar program funded by SBT).
Successes & Challenges

Successes

• 20% redemption rate for coupons when program was initially running.
• Customers who used the coupon spent 15% more on fruits and veggies vs. previous year.

Challenges

• In-store knowledge about Complete Eats
• Coupons not printing regularly
• Coupons printing for non-SNAP shoppers
How can SNAP-Ed providers play a role?

- Communicate any local issues about coupons to Department of Health FINI team: FINI@doh.wa.gov

- Check-in with SNAP-Ed participants about their experience with Complete Eats Fruit and Vegetable Coupons. For example, if agencies promote coupons in classes, ask how things are going when they use the coupons. Report any issues to Department of Health FINI.

- Develop a relationship with SNAP-Ed qualified retailers (Safeway stores) with the goal of increasing access to fruit and vegetables among SNAP participants.

- Support SNAP-Ed qualified retailers (Safeway stores) in their knowledge and promotion of coupons.

- Look at ways to offer direct education to SNAP-Ed participants via grocery store tours, food demos, or class series as part of approved work plans.

- Educate your community partners. For example, if you’re a member of a local health coalition share information about incentive opportunities with members who may also be serving SNAP clients.
Strategies to Engage Safeway

- Connecting in-person with store manager
- Material distribution
- Cashier education (spot check)
- Grocery store tours
Communicate local issues about coupons

• If you hear about issues with the program from SNAP participants or Safeway staff, contact Department of Health FINI team at FINI@doh.wa.gov.

• Encourage SNAP participants who don’t receive coupons after a qualifying purchase to contact Washington State Department of Health by emailing FINI@doh.wa.gov or call 360-236-3287 with the following information:
  o Name
  o Mailing address
  o Safeway Club Card number OR phone number affiliated with the Safeway Club Card
  o Store location where they made the qualifying purchase
Complete Eats Fruit and Vegetable Coupons

Help SNAP-Ed participants avoid in-store frustration with the program by working with Safeway staff. Here’s how:

• Visit the local Safeway stores and introduce yourself to the managers.

• If necessary, offer support on Complete Eats implementation and promotion:
  
  ➢ Does Safeway staff need help understanding Complete Eats? E.g. Potential to train cashiers.
  ➢ Does staff know what counts as a qualifying purchase? E.g. Educate on added fats, sugars, salt.
  ➢ Share promotional and store-level educational materials, as needed.

Need to find out which stores qualify as SNAP-Ed sites? Email your local Safeway address(es) to your Regional SNAP-Ed IA. The SNAP-Ed IA will check to make sure it’s a SNAP-Ed eligible site.
Connect SNAP-Ed Direct Education and One-time Events to Complete Eats

• Grocery store tours.

• Food demonstrations with examples of fresh, canned or frozen fruits and vegetables without added fats, sugars or salt.

• Promote Complete Eats in nutrition education classes and during one-time events. Recipe cards available in English and Spanish, visit www.doh.wa.gov/CompleteEats to order.
More Information

Webpages
www.doh.wa.gov/FINI
- Professional audience
- Information on grant
- Download fact sheets, data briefs

www.doh.wa.gov/CompleteEats
- SNAP participant audience
- Information on incentives
- Landing page for Farmers Market Match & Complete Eats
  Fruit and Vegetable Coupons

Social Media
- DOH Facebook page
- @WADepthHealth
Contact

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Questions?