

# SNAP Grant Implementation Support

Follow Up Survey and  
Challenges Around Grant  
Reporting

January 21, 2025



# Agenda

Welcome and Grant Updates

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TA Survey and Schedule Topics

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Monthly Reporting

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Follow Up Survey

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Digital Resource Poll

# NCOA Presentation Speakers



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# Grant Updates

## Grantee Intro Calls

NCOA Point of contacts will be reaching out to each of the SEC's to have introduction calls.

## Technical Assistance Survey

We are requesting that each organization replies and completes the technical assistance survey.

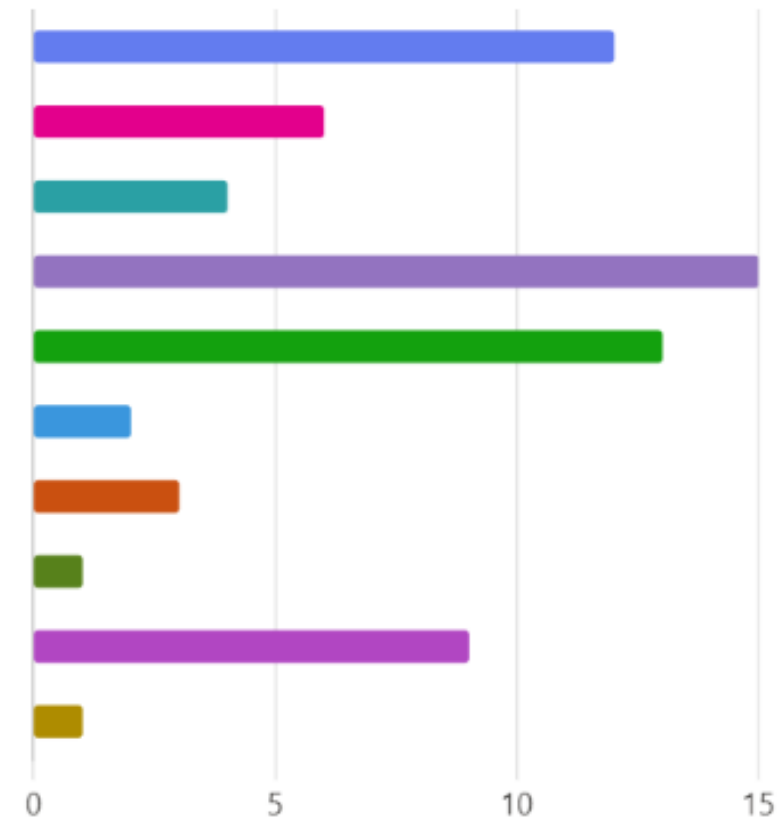
## Peer to Peer Technical Assistance Webinars

Monthly peer webinars will be held on the 3<sup>rd</sup> Tuesday of every month at 2pm EST  
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# Grant TA Survey: Results

Of the topics listed, which three are your top priority?

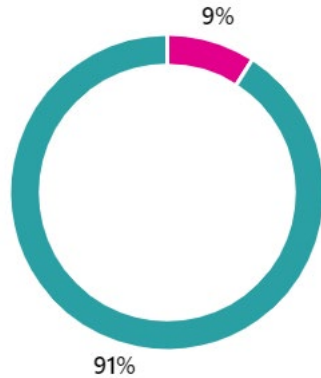
● Outreach and marketing	12
● Person-centered data collection	6
● Person-centered benefits counseling	4
● Connecting with target populations	15
● Lessons learned from other grantees	13
● Diversity, equity, and inclusion	2
● Using data for decision making	3
● Staff retention	1
● Funding opportunities	9
● Effective volunteer management	1



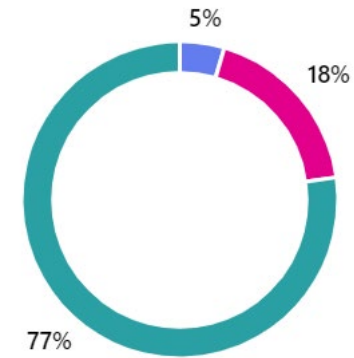
# Grant TA Survey: Results

- Not Interested
- Somewhat Interested
- Extremely Interested
- My organization is an expert in this

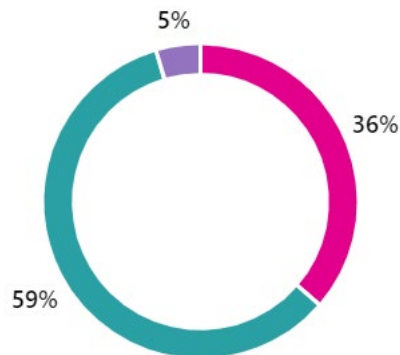
## Lessons Learned from other Grantees



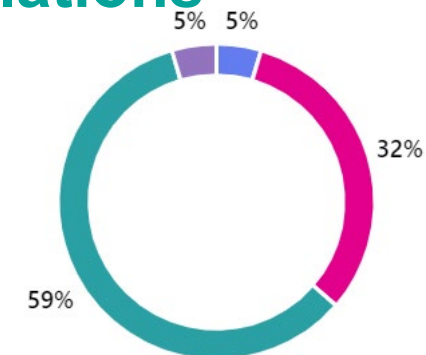
## Funding Opportunities



## Outreach and Marketing



## Connecting with Target Populations



# Monthly TA Peer Calls: Topics

## Upcoming Call Topics and Dates

February - (2/18) Enrollment Outreach and Engagement- How to get the client from a Conversation to an Application.

March - (3/18) March forward with an Updated Marketing approach! Using new marketing and media templates to get results.

April - (4/15) Connecting with target populations: Recruitment Strategies and Lessons that have worked for previous grantees.



# Monthly Report

Open discussion about  
reporting challenges.





# What we have heard

## Reporting Questions

1. Demographic reporting challenges:
  - We expect age to be reported because serving clients 60+ is a requirement of the grant
  - NCOA social impact analysis of gender, race/ethnicity, income, and rurality
2. Household vs individual income?
3. When to use 0s vs Declined to Answer?
4. Only report demographics for one client per application. Which client?
5. Screenings
  - Demographic questions should be answered based on clients who completed applications, not screenings. You can use the surveyed rates (based on clients who completed applications) to check numbers before submitting report.
  - If screenings are less than applications, we'll ask you about this to understand why.

# Follow Up Survey

Review, Feedback and  
Implementation



# Introduction

## Goals of Survey

1. As brief as possible
2. Useful, valid information for grantees, funder, NCOA, and larger network
3. Requested information at follow-up should include:
  - Enrollments and receipt of benefits
  - Ask about perceived change on health and/or wellbeing because of receiving benefits
4. Build capacity and leverage strengths

# Outcome Questions

## Why these ones?

1. What outcomes could realistically change in 3 months after application due to receipt of SNAP benefits?
2. The spending trade-off questions are similar (but not identical) to questions used in previous research (next slide).
3. Spending trade-offs are commonly reported by households experiencing food insecurity and/or participating in SNAP
4. Spending trade-off questions are relatively brief compared to many questions about food insecurity, eating habits, health, and well-being

# Spending Tradeoffs

## References for some research studies using similar questions

- Weinfield, N. S., Mills, G., Borger, C., Gearing, M., Macaluso, T., Montaquila, J., & Zedlewski, S. (2014). Hunger in America 2014: national report prepared for feeding America. <https://www.feedingamerica.org/sites/default/files/2020-02/hunger-in-america-2014-full-report.pdf>
- Luo, Y., Mobley, C., Hossfeld, L., Koob, C., Hossfeld, C., Baxter, S. L. K., & Griffin, S. F. (2022). The Association between Food Insecurity and Making Hunger-Coping Trade-Offs during the COVID-19 Pandemic: The Role of Sources of Food and Easiness in Food Access. *Nutrients*, 14(21), 4616. <https://doi.org/10.3390/nu14214616>
- Calloway, E. E., Fricke, H. E., Pinard, C. A., Smith, T. M., & Yaroch, A. L. (2015). Monthly SNAP benefit duration and its association with food security, hunger-coping, and physiological hunger symptoms among low-income families. *Journal of Applied Research on Children Informing Policy for Children at Risk*, 6(2). <https://doi.org/10.58464/2155-5834.1259>

# Next Steps

## Discussion of Implementation

1. Are there questions and concerns?
2. Feedback is encouraged, even if not immediately actionable.
3. Reporting
4. Data reporting template

# Media Resource Poll

Question: What types of media templates would be most useful in promoting and communicating about your SNAP program?  
(select your top three)





# NCOA Media Resources

**What types of media templates would be most useful in promoting and communicating about your SNAP program? (select your top three)**

1. Social Media Posts (Facebook, Instagram, Twitter)
2. Press Release
3. Flyers and Brochures
4. Infographics (Nutritional Information, Eligibility Criteria, Program Benefits)
5. Webinars and Workshops (Presentation slides, Handouts for participants)



# Questions

**For General helpdesk assistance,  
[center4EWB@ncoa.org](mailto:center4EWB@ncoa.org)**



# Reminders

- Monthly Report Due Date 2/15
- Next Peer to Peer Call  
February 18, 2025

Enrollment Outreach and  
Engagement- How to get the client  
from a Conversation to an Application?

