

Targeting Food Stamp Audiences Outside the School Setting
Discussion Session – 17 March 2004
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Groups were established to review a three-question handout and to provide insight into reaching the Food Stamp audience outside the school setting. Each individual group was given an opportunity to respond to the questions – the design was to answer each question, but in reality each group gave a summative answer of all questions. Following is a breakdown of questions and responses.

Question 1: What did you hear at this conference on targeting food stamp audiences outside the school setting?

- Target should be to only Food Stamp participants and applicants.
- Increase direct contacts
- Depends on interpretation of food stamp audience
- How do you identify Food Stamp recipients without asking

Question 2: What innovative strategies and approaches, with the criteria FNS has set, can be used for targeting food stamp audiences outside the school setting?

- Develop close, working relationship with state and local Food Stamp offices
- Place literature racks with FSNE materials in Food Stamp offices
- Ask to attend State Food Stamp Directors' conference and present synopsis of FSNE program
- Work with Head Start parents
- Post notices of upcoming FSNE meetings at Food Stamp offices
- Place posters with nutrition education messages in strategic locations that clientele frequent
- Include message with EBT card issuance about different FSNE classes being offered
- Work with Housing Authority
- Seek participants at Homeless Shelters
- Develop better relationships with Food Stamp partners
- Provide incentives
- Go where participants are (i.e. faith-based community, local beauty/barber salons, GED classes, Welfare to Work, Office on Aging, etc.)
- Invite state Food Stamp personnel to FSNE statewide training
- Promote meetings through indirect contacts (i.e. newsletters, media, etc.)

Question 3: How can states/institutions work cooperatively to target food stamp audiences outside the school setting?

- Work with audience to eliminate stigma attached to receiving Food Stamps
- Place referral packets at Food Stamp office