HIP OUTREACH TRAINING

The Healthy Incentives Program
Roadmap For Today

Overview of SNAP and HIP

How does HIP work?

Where can I use HIP? What can I buy?

Strategies for Communicating with Clients and Building Trust
SNAP
- Federal Program
- Income-based
- Can be spent at most stores on a wide variety of food options
- Accessed via an EBT card like a debit card
- Roles over from month to month

HIP
- Massachusetts Only
- Amount of $ based on household size
- Spent at certain locations
  - Can only be used for produce
  - Refreshes on the 1st of each month
  - If not used, the benefit doesn’t carry over
Key Points About HIP

• NO extra paperwork for HIP; if you have SNAP, you automatically have HIP

• Can only be used at certain farmers’ markets, farm stands, and CSAs (Not grocery stores!)

• Can only be used for fruits and vegetables without added sugar, salt, fat or oil

• Purpose is to increase access to fresh foods for the customer, and expand local farmers’ customer base
Based on Household Size

<table>
<thead>
<tr>
<th>Number of Household Members</th>
<th>Amount of HIP Benefits Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 people</td>
<td>$40</td>
</tr>
<tr>
<td>3-5 people</td>
<td>$60</td>
</tr>
<tr>
<td>6 or more</td>
<td>$80</td>
</tr>
</tbody>
</table>
How do I use HIP?

• HIP acts as an instant rebate
  • Customers can’t see HIP is there until they use it
• Customers must have at least $1 on their EBT card
  • What if the customer only has $1 of SNAP?
    • The vendor will run the transaction 10 times, for $1 each time
    • This can be uncomfortable for customers - takes longer, feels dehumanizing, and if there are long lines they may be asked to go to the back of the line after a certain number of swipes
    • Prepare customers for this experience. Remain patient and encouraging!
• Example
  • The customer wants $10 of produce
  • The vendor will run the transaction using HIP
    • $10 will be removed and then instantly returned to the card
• Questions?
What can I buy?

- Fresh fruits or vegetables (whole or cut)
- Canned/dried/frozen fruits or vegetables
- SNAP eligible seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants)
- Additional examples:
  - Mushrooms
  - Herbs (fresh)
  - Nuts
  - Tomatoes: diced, pureed, paste, sauce, whole
  - Applesauce
  - Pickled vegetables or fruits without vinegars (e.g., includes sauerkraut, lacto-fermented products, and pickles)
Freitas Farm
32 Wood St
Middleboro, MA 02346
Ph: 508-947-6521

Proc#: 20002840   09/24/2017
Term#: 00000001   18:02:44 AM

SNAP Purchase

Card Num: xxxxxxxxxxxxx0000*
Settlement Date: 09/01/2017
Merchant: < No Merchant >
(Market Manager)

Balance Summary:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP Begin Bal</td>
<td>104.71</td>
</tr>
<tr>
<td>SNAP Purchase</td>
<td>-7.50</td>
</tr>
<tr>
<td>HIP Earned</td>
<td>7.50</td>
</tr>
<tr>
<td>SNAP End Bal</td>
<td>104.71</td>
</tr>
</tbody>
</table>

Cash Balance: 0.00
HIP Earned MTD: 7.50

Result: Approved
Auth #: 392061
Trace#: 000510-00000873100088

** DISPENSE GOODS **

----- Mobile Mkt+ Sel v2.3.2 -----
Where can I use HIP?

- Farmers’ Markets, Farm Stands, and CSAs that are enrolled and set up to accept HIP

- SNAP customers CANNOT use HIP at the grocery store or non-certified locations

- Many HIP locations display the HIP logo or sign

- HIP Maps:
  - DTAfinder.com
  - Buyclocalfood.org/open-hip-locations
Barriers to HIP Use

- Locations are not as accessible as grocery stores
- Unclear understanding of HIP
  - Streamline explanation but be thorough to not mislead clients
  - Is it worth using HIP?
    - An opportunity to try a new vegetable, increase fruit and veggie consumption, increase food access
- The benefit isn’t obvious
  - HIP earned MTD says $0 when you call to check your SNAP balance
  - Not listed anywhere on card or app, only in FINI letter
  - This is why communication from trusted sources is invaluable!
Strategies for sharing HIP

• Useful expressions:
  • If you have SNAP (on your EBT card), you also have HIP!
  • HIP is extra SNAP money for fruits and vegetables
  • HIP is a hidden benefit on your EBT card
  • HIP = free fruits and vegetables at local farmers’ markets and farm stands
• Direct customers to trusted locations where they can use HIP
• At farmers’ markets, customers can find out which stands welcome HIP via the HIP logo at the vendor’s booth, or can ask the market manger at the market manager booth
• Offer continued support to your clients, like the Project Bread Hotline number
• Encourage clients to actually use their benefits! Using HIP can provide a sense of freedom at the market since it cannot roll over to the next month
Breakout Rooms!

- In groups of 2:
  - How would you explain HIP to a confused client, community member, or customer who has SNAP?
  - Let one person play the role of a SNAP client visiting your organization.
  - Explain HIP and walk them through how to use their benefits.
  - Let the SNAP client provide feedback, then switch roles!

- Brainstorm how to talk about HIP in the context of conversations you already have with clients every day
Questions? Contact Information

- Sarah Lucia, TerraCorps Member at CISA: Sarah@buylocalfood.org
- Pioneer Valley HIP Facebook Page: https://www.facebook.com/HIP.PioneerValley
- Project Bread Hotline: (800) 645-8333
- DTA HIP Webpage: https://www.mass.gov/healthy-incentives-program-hip
- HIP Map:
  - buylocalfood.org/open-hip-locations
- Outreach Materials in Multiple Languages:
  - https://www.mass.gov/info-details/healthy-incentives-program-outreach-materials