

HIP OUTREACH TRAINING

The Healthy Incentives Program



Fresh. Canned. Dried. Frozen.
It's **HIP** to be healthy!



Supplemental
Nutrition
Assistance
Program

CISA community
involved in sustaining
agriculture

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

Number of Household Members	Amount of HIP Benefits Monthly
1-2 people	\$40
3-5 people	\$60
6 or more	\$80

**HOW MUCH
HIP DO I
RECEIVE?**

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 10:02:44 AM

SNAP Purchase

Card Num: xxxxxxxxxxxxxx0000*
Settlement Date: 09/01/2017
Merchant: < No Merchant >
(Market Manager)

Balance Summary:

SNAP Begin Bal: 104.71
SNAP Purchase : -7.50
HIP Earned : 7.50

SNAP End Bal : 104.71

Cash Balance : 0.00
HIP Earned MTD: 7.50

Result: Approved
Auth #: 392061
Trace#: 000510-000000873100088

** DISPENSE GOODS **

==== Mobile Mkt+ Sel v2.3.2 ====

Balance Summary:

SNAP Begin Bal: 104.71
SNAP Purchase : -7.50
HIP Earned : 7.50

SNAP End Bal : 104.71

Cash Balance : 0.00
HIP Earned MTD: 7.50

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](https://www.dtafinder.com)
 - [Buylocalfood.org/open-hip-locations](https://www.buylocalfood.org/open-hip-locations)

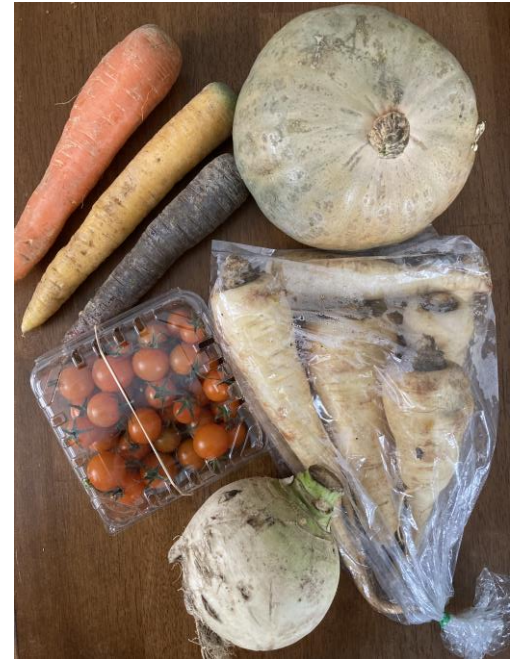


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Barriers to HIP Use

- 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 manager 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



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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>

