

October Agency Online Exchange:

SHH Care Center

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Historical Perspective



FY2010

- Began SNAP Outreach
- First grant from MN Dept of Human Services to conduct SNAP Outreach
- Covered 5 counties
- 5 “application” staff
- Completed 1,722 SNAP screenings
- Completed 664 SNAP applications

FY2020 Covid-Era

- Covered 15 counties
- About 10FTE “application” staff
- Received 13,356 referrals
- Completed 8,684 SNAP applications
- Programs Department had 28 staff
- Offered 3 services: Child Hunger, SNAP, FOODRx

FY2023

- Increased to cover 17 counties
- About 12.75 FTE “application staff”
- Received about 18,600 referrals
- Completed about 9,000 SNAP applications
- Neighbor Services Department has 32 staff
- Increased to 5 services: CSFP, FOODRx, SNAP, Food Resources, and Care Center

What SNAP looks like in MN

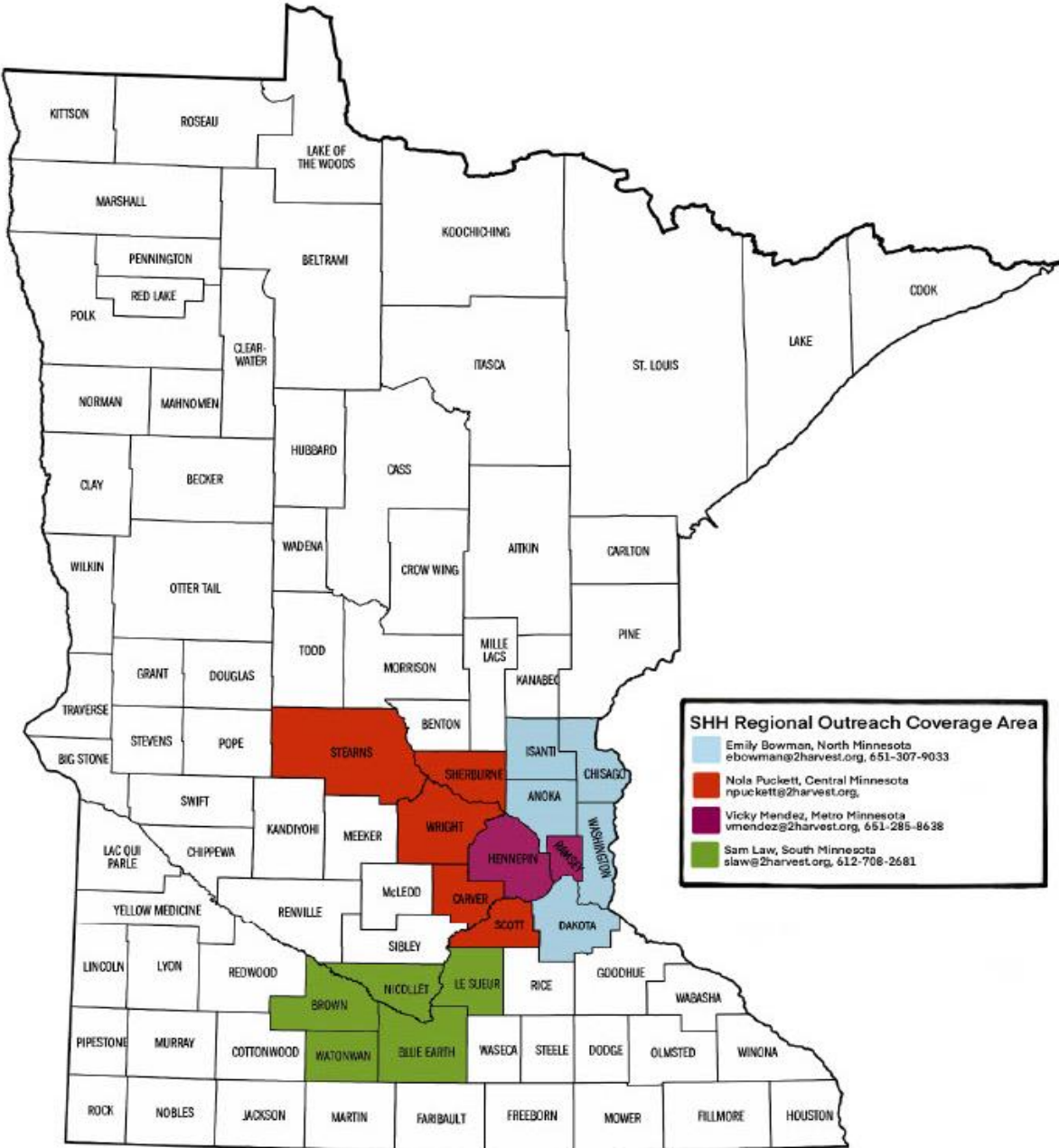
Supplemental Nutrition Assistance Program

- Covid waivers have ended
- MN SNAP Participation Rate: 76% (2018)
 - National rate 82%



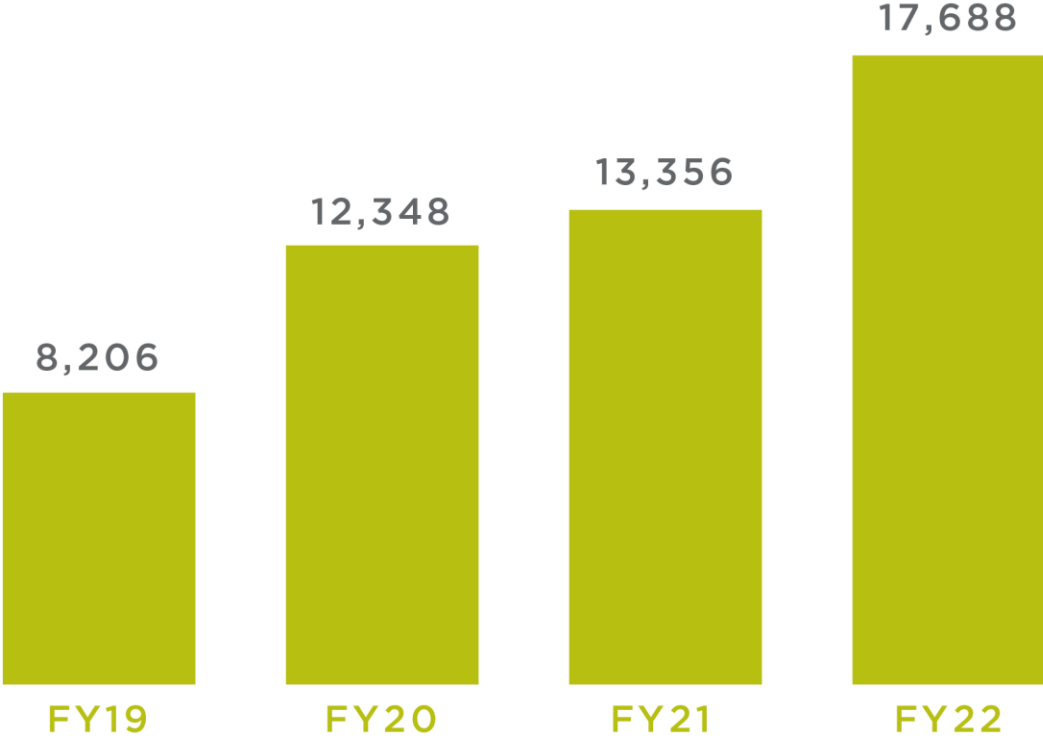
Second Harvest Heartland Neighbor Services

- ❑ Food and Non-Food Resources
- ❑ Screen for SNAP and CSFP eligibility
- ❑ SNAP Application Assistance
- ❑ SNAP Outreach
- ❑ CSFP enrollment
- ❑ FOODRx box program
- ❑ Launch of the Care Center
- ❑ Language services



Pandemic-era growth has become the norm. This indicates a need to be responsive and innovative for our neighbors.

SNAP REFERRALS



Neighbors earning lower incomes secure meals and groceries through one-on-one support that is compassionate, comprehensive and 100% confidential.



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care
center

To make the Care Center vision a reality, we invested in:

- Neighbor Experience
- Contact Center Build Up
- Technology Infrastructure
- Brand Development



CARE CENTER PROCESS



Neighbor
(60+, low income)



Not sure how to get food
for tomorrow...



SNAP application: Submit to county
(can take 2-6 weeks)



They also qualify for CSFP: Enroll
(once a month distribution)



Resources
Immediate and additional assistance



Public Facing Information (food shelf
address, phone # and hours) aggregated
into Knowledge Base for easy reference



Knowledge Base: Collection of all resources we know.

- Regularly updated
- Eventually available via web site (Future State)

RESOURCES



MEALS ON
WHEELS &
SENIOR DINING



LOCAL
FOOD SHELF



CSFP SENIOR
DISTRIBUTION
SITE



LOCAL PRODUCE
DISTRIBUTION



OTHER
RESOURCES
(energy/rent/Rx
assistance, etc.)

**KITCHEN
COALITION**
A PROGRAM OF SECOND HARVEST HEARTLAND

How we serve **NEIGHBORS**



- Caring and knowledgeable team of specialists that can provide support in multiple languages
- Dedication to addressing challenges and ensuring neighbors get the assistance they need when it's needed
- Human interaction strengthened by contact center technology: live calls, scheduled call backs, multi-lingual support and resources

Questions?

END
HUNGER
together



Thank you!!

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