United Way of Tucson & Southern Arizona and
Arizona Department of Economic Security
Food Stamp Participation Program
Final Evaluation Report
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LeCroy & Milligan
ASSOCIATES, INC.

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Executive Summary

The Food Stamp Participation Program (*Alimentos Para Todos*) is a collaboration between the United Way of Tucson and Southern Arizona (UWTSA), the Arizona Department of Economic Security (DES), the Arizona Health Care Cost Containment System (AHCCCS), the Arizona Food Bank Network, and the Arizona Area Agencies on Aging that seeks to improve the SNAP[1] application process and expand participation in the program by Hispanic and elderly people. Funded by a 3-year grant from the U.S. Department of Agriculture (USDA), the program utilizes Health-e-Arizona, an on-line benefits application portal, to facilitate participation of previously hard-to-reach populations in the Supplemental Nutritional Assistance Program (SNAP). MyFamilyBenefits, another DES portal launched during the program period, adds to the ease of participating in SNAP by allowing people to manage their accounts on-line. UWTSA recruited faith-based and secular community organizations as partners in the program based on whether they serve Hispanics or the elderly within zip code areas identified as having large numbers of those groups who qualify but do not currently receive SNAP benefits. In Year 3, the project's number of primary partners increased to 17. The project had outreach partners in 8 counties.

The Year 1 process evaluation assessed implementation activities required prior to launch of the project at community partner and DES sites. The Year 2 process evaluation had two major foci: 1) to assess the implementation of the project's remaining preparatory activities; and 2) to assess the quality and efficiency of the system during its first months of implementation. The Year 3 process evaluation focuses on the ongoing implementation of program activities by DES, community partners, and UWTSA. Process evaluation questions for the third year include:

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[1] On Oct. 1, 2008, the USDA changed the name of the food stamp program to the Supplemental Nutrition Assistance Program (SNAP). In Arizona, the program is called the Nutrition Assistance Program.

Community Partners

- What challenges and successes have been experienced by community partner staff using Health-e-Arizona to assist SNAP applicants?

- What "lessons learned" do the staff of the community partners describe that can inform future SNAP participation efforts?

State Tasks

- What challenges and successes have been experienced by DES staff acting as assistors to individuals applying for SNAP benefits using Health-e-Arizona?

- What "lessons learned" do the staff of DES describe that can inform future SNAP participation efforts?

Fidelity to the Plan

- Are the targeted populations being reached?

- Have there been any modifications to the plan this year?

United Way

- Is the marketing plan continuing to be implemented?

- What types of outreach are being conducted this year?

- How do seniors who attend the program's outreach presentations perceive SNAP?

SNAP Participants

- What were the perceptions of SNAP participants regarding enrolling using Health-e-Arizona? How can those perceptions inform future SNAP participation efforts?

- What were the perceptions of SNAP participants regarding MyFamilyBenefits[2]? How can those perceptions inform future SNAP participation efforts?

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[2]MyFamilyBenefits is a web portal developed by DES that allow individuals to view the status of their application (for SNAP and other programs) and, after approval for participation in a program, to access information related to their public benefits.

In addition to the continuation of the process evaluation, the third year of the project includes an outcome evaluation. The outcome evaluation assessed progress towards the project's seven goals, which are:

1. Overall SNAP participation will increase from 49.7% to 65%;
2. SNAP participation by the elderly will increase by 15% (from 33,566 to 38,566);
3. SNAP participation by Hispanics will increase by 15% from (304,288 to 349,788);
4. Denials due to no-shows will decrease from 31.07% to 20%;
5. Annual FAA caseload will increase by 15% (from 607,000 to 698,000) without an increase in staff;
6. SNAP cycle time will decrease from 18 days to 16 days; and
7. 5,000 SNAP beneficiaries will manage their accounts through the MyFamilyBenefits within 60 days of implementation, and 30,000 will do so by 6 months from the on-line system's launch.

Year 3 Findings

Key process evaluation findings for Year 3 include:

➢ The partners appear to have successfully reached the targeted populations. In the 51 zip codes identified as having a large number of Hispanics and senior citizens who qualified for but did not receive SNAP benefits, the SNAP participation increased by an average of 83%.

➢ UWTSA successfully engaged in the project a broad collaborative of primary partners in Cochise, Maricopa, Pima, Santa Cruz, and Yuma Counties and outreach partners in Cochise, Graham, Greenlee, Maricopa, Pima, Pinal, Santa Cruz, and Yavapai Counties.

➢ UWTSA conducted an effective, multi-faceted marketing campaign to promote public awareness of the availability of applying for SNAP benefits through Health-e-Arizona at community partner sites and managing accounts on-line using MyFamilyBenefits. In particular, it is significant that the program greatly expanded its outreach efforts to senior citizens, given that the Year 2 evaluation showed that the increase in senior SNAP participation was smaller than originally planned.

- ➢ Community partner staff received Health-e-Arizona training that adequately prepared them to assist SNAP applicants.

- ➢ In Year 3, staffing cuts caused DES to have limited staff available to assist customers with the public access computers at which individuals could use Health-e-Arizona to apply for SNAP benefits at DES offices.

- ➢ Only 26% of seniors surveyed had knowledge of how to apply for SNAP benefits and 13% knew if they were eligible for such benefits.

Key outcome evaluation findings show that over the course of the 3 years of the grant:

- ➢ Arizona's overall SNAP participation rate increased from 49.7% (595,944 out of 1,198,097 eligible) to 69.3% (1,112,839 out of 1,603,363 eligible), surpassing the goal of an increase to 65% participation.

- ➢ SNAP participation by the elderly increased by 21% from 33,566 to 40,612, surpassing the goal of a 15% increase.

- ➢ SNAP participation by Hispanics increased by 42% from 304,288 to 432,212[3], surpassing the goal of a 15% increase.

- ➢ Denials due to no-shows increased from 31.07% to 51.4%, rather than decreasing to 20% as proposed.

- ➢ The Annual Family Assistance Administration (FAA) caseload increased by 83% from 607,000 to 1,112,839 with a 15% decrease in staff.

- ➢ The SNAP cycle time decreased from 18 days to 15 days, surpassing the goal of a decrease to 16 days.

- ➢ MyFamilyBenefits was used by 6,655 SNAP beneficiaries to manage their accounts within 60 days of the web portal's launch. The number of MyFamilyBenefits users increased to 105,777 within a year of its launch.

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[3] This number does not include Hispanic who are 65 years of age or older. In this report, the total for elderly SNAP participants includes non-Hispanics seniors and Hispanic seniors.

Introduction

The Food Stamp Participation Program (*Alimentos Para Todos*) is a collaboration between the United Way of Tucson and Southern Arizona (UWTSA), the Arizona Department of Economic Security (DES), the Arizona Health Care Cost Containment System (AHCCCS), the Arizona Food Bank Network, and the Arizona Area Agencies on Aging that seeks to improve the food stamp application process and expand participation in the program by the elderly and Hispanics. Additionally, the program aims to facilitate easier management of SNAP accounts by participants through use of the MyFamilyBenefits portal. Among the actions MyFamilyBenefits allows SNAP participants to perform are checking benefits status, viewing benefit amounts, and reporting address and other personal information changes.

Informal research conducted during 2006-2007 by UWTSA as part of a Food Stamp Outreach Grant from USDA identified transportation, physical limitations, advanced age, traveling to what is perceived as an "unsafe place," and the stigma of going to a government office as barriers to SNAP participation for the elderly and Hispanics.

Recent published studies have provided additional insight into the limited SNAP participation by the two groups and support the need for the Arizona Food Stamp Participation Program. A 1999 study by Ponza et al. of a nationally representative sample of households receiving food stamps and households not receiving food stamps found that eligible non-participating households with elderly members were 5 percent less likely to participate in the Food Stamp Program than eligible households without elderly members.[4] Elderly participation in SNAP increased 11% nationwide from 2,242,000 in fiscal year 2007 to 2,484,000 in fiscal year 2008. However, in 2008, the SNAP participation rate for eligible individuals 60 years and older was still only 35%.[5]

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[4] Ponza, Michael, James C. Ohls, Lorenzo Moreno, Amy Zambrowski, and Rhoda Cohen (Mathematica Policy Research, Inc.) (1999). "Customer Service in the Food Stamp Program." Alexandria, VA: Food and Nutrition Service , Department of Agriculture.
[5] Leftin, Joshua (Mathematica Policy Research, Inc.) (2010). "Trends in Supplemental Nutrition Assistance Program Participation Rates: 2001 to 2008 United States." Alexandria, VA: Food and Nutrition Service , Department of Agriculture.

Barriers to Participation by the Elderly

Focus groups with senior citizens have identified a number of barriers that deter seniors from applying for food stamps. Participants in focus groups conducted in 2001 in Washington State expressed the feeling that it would be humiliating for them to take a government "handout," and that others would look down on them as being lazy for accepting the help. A second major barrier reported by the seniors was transportation. Many said it was difficult for them to use public transportation to get to the government office where they had to apply for food stamps. A third major barrier for seniors applying for food stamps involves communication. It was reported that some seniors have difficulty navigating through government office phone menu systems to get the information they need. A third major barrier for seniors is misinformation about benefit levels and eligibility determinants. For example, some seniors believed they would have to sell their car or other personal property in order to qualify for food stamps, while others thought they would not qualify if they lived with one of their adult children, even if they cooked and ate separately. In addition, some seniors believed that if they received food stamps another person would be deprived of them.[6]

Focus groups conducted with senior citizen in Oregon in 2008 identified many of the same barriers to SNAP participation as were found in Washington, but also some additional ones. These included barriers related to the process of filling out an application in a government office, benefit eligibility, immigration status, and technology. In terms of issues with filing at a government office, senior concerns included waiting time length, difficulty in getting an appointment, reluctance to give out personal information, paperwork requirements, and perceived eligibility worker judgmentalism. Immigration related barriers included a fearfulness of the government leading seniors not to apply and confusion about citizen requirements as they relate to benefit eligibility. Some of the technology-related barriers mentioned by seniors included difficulties in using EBT machines and limited skills with computers needs to get information and apply for SNAP benefits.[7]

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[6] Gabor, Vivian, Williams, Susan Schreiber, Bellamy, Hilary & Hardison, Brooke Layne. (June 2002). *Seniors' Views of the Food Stamp Program and Ways To Improve Participation – Focus Group Findings in Washington State, Final Report*. Retrieved from http://www.ers.usda.gov/Publications/EFAN02012/
[7] Partner for a Hunger-Free Oregon (2008) www.oregonhunger.org/files/reports/ Senior%20focus%20groups.pdfhttp:// oregonhunger.org/resources

Barriers to Participation by the Hispanics

Hispanics constitute another population underrepresented in SNAP. The most recent data for Hispanics show that in 2005 only 53% of 8.7 million eligible Hispanics participated in the program.[8] Fifty-percent of the Hispanics participating in SNAP are members of working families.[9]

As with the elderly, eligible non-participating Hispanic households are less likely (4%) to participate in the program than non-Hispanic households. The data suggest that deterrents to Hispanic participation include the lack of program information and application material in Spanish and fear that the participation may put a family's immigration/citizenship status in jeopardy. [10] A large-scale 2003 study conducted at two emergency food pantries in the greater Los Angeles area that had large numbers of Hispanic clients found that limited English language ability was a strong predictor of clients not being food stamp program participants.[11] Cultural issues have been cited as a factor that may impact both Hispanic and elderly participation. Data from the Washington State focus groups with elderly individuals suggest that some elderly Hispanics may avoid applying for SNAP out of fear it would bring shame to their relatives because others would think they could not care for them. The focus groups also revealed that some Spanish-speaking Hispanic elderly people would quickly hang up when confronted with English choices on a government office's automatic phone system, not realizing that Spanish choices would be offered. [12]

A 2004 study of Hispanic SNAP participation in Tennessee reported that 52% of its survey respondents felt discomfort when applying for SNAP benefits. Among the causes of the discomfort cited by respondents were lack of staff with Spanish ability, staff attitudes, and the efficiency of the services.

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[8] Wolkwitz, Kari. (2008). *Detailed Tables of Food Stamp Participation Rates: 2000 to 2005*. Alexandria, VA: Food and Nutrition Service, Office of Research and Analysis, U.S> Department of Agriculture.
[9] Finegold, Kenneth (2008). Food Stamps, Federalism, and Working Families. Brief 6, August 2008. Washington, DC: The Urban Institute.
[10] Food Action and Resource Center. (2008). Access *and Access Barriers to Getting Food Stamps: A Review of the Literature*. Washington, D.C.: Food Action and Resource Center.
[11] Algert, Susan J., Reibek, Michael, & Renvall, Marian J. (2006). "Barriers to Participation in the Food Stamp Program Among Food Pantry Clients in Los Angeles." *American Journal of Public Health 96 (5):* 806-809.
[12] Gabor, Vivian, Williams, Susan Schreiber, Bellamy, Hilary & Hardison, Brooke Layne. (June 2002). *Seniors' Views of the Food Stamp Program and Ways To Improve Participation – Focus Group Findings in Washington State, Final Report*. Retrieved from http://www.ers.usda.gov/Publications/EFAN02012/

Additionally, almost 28%of respondents reported that were told by staff during the application process that the U.S. born children of undocumented parents are not eligible for SNAP benefits.[13]

Overview of Project

Funded in 2008 by a 3-year grant from the U.S. Department of Agriculture (USDA), the Food Stamp Participation Program utilizes Health-e-Arizona, an on-line benefits application portal developed by DES, to facilitate participation of these previously hard-to-reach populations in the Supplemental Nutritional Assistances Program (SNAP). Additionally, the program uses the MyFamilyBenefits web portal to facilitate easier management of SNAP accounts by participants.

The project's goals are to:

- Increase the SNAP participation rate in the state from 49.7% to 65%;
- Increase the number of Hispanic SNAP participants in the state by 15%;
- Increase the number of elderly SNAP participants in the state by 15%;
- Decrease in the rate of denials due to applicants not showing up for interviews from 31.07% to 20%;
- Increase the SNAP caseload by 15% without an increase in staff;
- Decrease the SNAP cycle time (time from application to disposition) from 18 to 16 days; and
- Have 5,000 SNAP beneficiaries manage their SNAP accounts through the MyFamilyBenefits within 60 days of implementation, and 30,000 do so by 6 months from the on-line system's launch.

Program Partners

UWTSA, in collaboration with the Arizona Food Bank Network and the Arizona Area Agencies on Aging, recruited faith-based and secular community organizations as partners in the program based on whether they serve Hispanics or the elderly within zip code areas identified as having large numbers of those groups who qualify but do not currently receive SNAP

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[13] Muhammad, Safdar and Tegegne, Fisseha. (2004) *Final Report Participation of Latino/Hispanic Population in the Food Stamp Program in the South.* Mississippi State, MS: Southern Rural Development Center, Mississippi State University

benefits. As of the end of Year Two, UWTSA had recruited 10 primary partners, 1 in Cochise County, 5 in Maricopa County, and 4 in Pima County. Primary partners received equipment (computers, scanners, fax machines, etc.) and specialized training in Health-e-Arizona. Exhibit 1 shows the names and locations of the primary partners. In Year 3, the project gained 9 new primary partners, 4 in Maricopa County, 4 in Pima County and 1 in Yuma County. Four of the new primary partners (Old Pueblo Community Services, Rio Vista Center, Valley Assistance Services, and Yuma Community Food Bank) were formerly outreach partners.

Exhibit 1. Year 3 Primary Community Partners

Partner Name	Partner Location
Cochise County	
South Eastern Arizona Governments Organization Region VI	Bisbee
Maricopa County	
Area Agency on Aging Region One	Phoenix
Chicanos Por La Causa	Phoenix
Cummings Community Center	Phoenix
First Pentecostal Church	Phoenix
Help 4 Kidz	Phoenix
My Sister My Friend	Phoenix
Rio Vista Center	Phoenix
Neighborhood Ministries	Phoenix
St. Mary's Food Bank Alliance	Phoenix
Vineyard Church North Phoenix	Glendale
Pima County	
Community Food Bank	Green Valley
Community Food Bank	Tucson
Interfaith Community Services	Tucson
Lutheran Social Services of the Southwest	Tucson
Old Pueblo Community Services	Tucson
Pima Council on Aging	Tucson
Pio Decimo Center	Tucson
Valley Assistance Services	Green Valley

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Santa Cruz County	
Community Food Bank	Amado
Community Food Bank	Nogales
Yuma County	
Yuma Community Food Bank	Yuma

One primary partner, the Community Food Bank, has 4 locations in 2 counties.

During the first two years of the project, UWTSA recruited a range of outreach partners in Cochise, Maricopa, Pima, and Santa Cruz Counties. Outreach partners actively provide printed material about Health-e-Arizona to the public and, in some cases, more specific information about the locations of primary partners and DES offices to individuals interested in applying for SNAP benefits.

In Year 3, the program greatly increased its number of outreach partners, particularly through the recruitment of numerous churches and senior centers, and expanded its range to Graham, Greenlee, Pinal, Yavapai, and Yuma Counties. A complete list of outreach partners can be found in Appendix A.

Evaluation strategy

LeCroy & Milligan Associates, Inc. was contracted by the United Way of Tucson and Southern Arizona to conduct a three-year evaluation of the Food Stamp Participation Program beginning in October 2008. The evaluation of the Food Stamp Participation Program is designed to inform UWTSA and DES about the implementation of the program at community partner sites and participating DES offices and impacts of the program on DES and the targeted populations.

The Year 3 process evaluation focused on the ongoing implementation of program activities by the state system, community partners, and UWTSA. The third year of the project also included an outcome evaluation that assessed progress towards the project's seven goals.

The evaluation utilizes a variety of qualitative and quantitative data sources to provide a comprehensive description of the program's implementation and impacts and to make recommendations for program improvements. In Year Three, these data sources included:

- Nutrition Assistance Applicant Survey
- Nutrition Assistance Assistor Survey
- Community Partner Health-e-Arizona Training Satisfaction Survey
- Senior Outreach Survey
- Focus groups with community partner staff
- An interview with the DES coordinator of the project
- Health-e-Arizona public access application statistics
- UWTSA outreach activities data
- UWTSA quarterly progress reports to USDA
- DES baseline data from 2007 and 2008
- DES administrative data from 2011
- Personal communication from DES statistician assigned to project

In Year 2, project implementation logistics pushed the survey period for the SNAP Applicant Survey and the SNAP Assistor Survey into the summer season. It is possible that that the heat of the summer season impeded people from going out to apply for SNAP benefits and, while doing so, completing the SNAP Applicant Survey. To increase survey participation in Year 3, the SNAP Applicant Survey and the SNAP Assistor Survey were administered over a 3-week period from April 25-May 15, 2011. The SNAP Assistor Survey was administered to community partner staff on-line, while the SNAP Applicant Survey was administered to applicants at community partner sites and other locations where community partner staff assist individuals in applying for SNAP benefits. In preparation for administration of the SNAP Applicant Survey and the SNAP Assistor Survey, the evaluator conducted a data collection training for community partner staff using the DES on-line i-Link system.

It is important to note that and in contrast to Year 2, the SNAP Applicant Survey was not administered to individuals applying for SNAP benefits at DES sites and the SNAP Assistor Survey was not completed by DES staff. These changes in data collection were made because staffing constraints caused by the state's hiring freeze and increased number of customers applying for SNAP benefits forced DES sites participating in the project to modify plans to offer public access computers fully staffed by DES employees for the SNAP application process. Thus, with limited staff availability there was no reason to include them in this data collection.

A third survey administered in Year 3 was the Senior Outreach Survey. A "snapshot" assessment of progress towards the project's outcome goals included in the Year Two annual evaluation report identified a lower than expected increase in the percentage of senior citizen SNAP participants. In response, the Senior Outreach Survey was developed and administered to gather additional information about barriers to senior participation. The survey was administered at outreach events held at senior centers in Maricopa County and Pima County from February to May 2011.

Evaluation Challenges

The Year 3 evaluation had one minor challenge. Staffing cuts limited DES from assigning employees to assist the public in applying for SNAP benefits using public access computers in participating DES offices as originally planned. Consequently, no applicant or assistor survey data was collected at DES sites.

Report Structure

The next section of the report presents the process evaluation findings. Findings are grouped in sub-sections based on the agency or organization responsible for implementing the activities. The process evaluation section is followed by one detailing outcome evaluation findings. A list of outreach partners, the SNAP Assistor Survey form, the SNAP Applicant Survey form in English, the SNAP Applicant Survey form in Spanish, the Senior Outreach Survey form, and a summary of Year 2 Outreach activities are contained in Appendix A, Appendix B, Appendix C, Appendix D, Appendix E, and Appendix F, respectively.

Process Evaluation Findings

Findings are presented below for process evaluation questions grouped by the project collaborator.

Arizona Department of Economic Security Activities

Process Evaluation Question
What challenges, if any, have been encountered by DES and how were they resolved?

Information on DES challenges in Year Three was collected in an interview with the project's DES coordinator. DES has faced a variety of challenges since the project's inception resulting from budgetary constraints caused by the state's economic crisis. Among these challenges were caseload increases, staff decreases, office closures, hiring freeze, turnover of specialized staff with no replacement of staff resources, changing operational models, and a focus on delivery of core services.   While in the project's first two years DES project staff was able to effectively deal with such challenges by revising the allocation of project responsibilities and activity completion deadlines, in Year 3 these were no longer an option.

One of the challenges DES faced in Year Three was the staffing of public access computers in DES offices. DES installed computers in participating offices for people to use to apply for SNAP benefits through Health-e-Arizona. DES planned to have a staff member available to assist individuals as they made their way through the application process. However, in Year Three DES staffing levels were not sufficient to allow dedicating staff time to assisting with such applications, although public access computers continue to be in place in some DES offices, with staff assistance as available.

Staff layoffs at participating DES offices impacted the project in another major way. From a low point in Year Two, in Year Three DES was able to modestly increase its number of eligibility workers. However, while new hires eventually help to ease staffing shortages, they initially require large amounts of one-on-one training time.

Staffing challenges and the constraints they have created to processing SNAP applications through Health-e-Arizona have led DES to adopt a client service strategy known as process management. The goal of process management is to help individuals accomplish what they came to a DES office for in one visit. For example, DES staff might help a benefit applicant through a number of consecutive required steps such as finger imaging, interviewing, and dropping off of documents, resulting in a SNAP application ready for processing on the same day.

Process Evaluation Question

What "lessons learned" do the staff of DES describe that can inform subsequent phases of the project and/or other SNAP participation efforts?

As mentioned above, in Year 3 the SNAP Assistor Survey was not completed by DES employees. Information on lessons learned was collected for the Year 2 evaluation using this survey. Thus, specific information regarding lessons learned is not available.

United Way of Tucson and Southern Arizona Activities

Data on United Way's activities was collected from quarterly progress reports United Way prepared for USDA and from information supplied by the project coordinator.

Process Evaluation Question

Have secondary partners been identified and engaged?

The project's secondary partners provide referrals to locations where individuals may apply for SNAP benefits using Health-e-Arizona (i.e., primary partners and DES offices) and distribute informational material about SNAP, Health-e-Arizona, and MyFamilyBenefits. UWTSA has recruited a large and varied group of secondary partners for the project in eight different counties. A large proportion of the secondary partners are food banks, community centers, senior centers, churches, or faith-based organizations. The number of secondary partners increased substantially from Year 2 to Year 3. A complete list of secondary partners is shown in Appendix A.

Process Evaluation Question
Has the marketing plan been implemented?

Implementation of the marketing plan developed for the project by UWTSA began in Year 2 (see Appendix F). In the third year of the project, outreach components included:

- development and distribution of flyers, posters, and other informational materials at government offices, libraries, food banks, and other public locations;
- presentations at social service agencies, senior centers, and other community locations;
- production of a promotional video to show in movie theaters; and
- production of a public service video for distribution to 300 Hispanic churches and running on Spanish language TV stations (including Univision)

Exhibit 2 provides descriptions of the outreach activities that were conducted in Year 3 (the 9th through 12th quarters of the project).

Exhibit 2. Year 3 Outreach Activities

Type of Activity	Description	Location	Agency/organization
Quarter 9 (Oct. 1, 2010 – Dec. 31, 2010)			
Presentation	➢ Informational presentation about SNAP eligibility requirements and Food Stamp Participation Project were given.	Pima County	Old Pueblo Community Services, faith-based organizations, volunteers with the Economic Security Initiative
Movie Theater Advertising	➢ A 30-second digital screen shot video promoting MyFamilyBenefits ran for 1 weeks at 16 movie theaters in Glendale, Mesa, Sierra Vista, Tucson, and Green Valley.	Cochise County, Maricopa County, Pima County	General public
Workshop	➢ In collaboration with the Arizona Community Action Association, workshops were conducted (in Spanish) with 35 seniors at the Nogales Senior Center.	Santa Cruz County	UWTSA, Nogales Senior Center, Arizona Community Action Association

Radio PSA	➤ English and Spanish versions of a PSA promoting the Community Food Bank as a SNAP application assistance location were run on the following stations: Clear Channel (KWMT, KNST, KOOL, KHOT, KRQQ, KXEW, KPZR) Citadel (KIM, KHYT, KTUC, KCUB); Journal (KMXZ, THE TRUTH, MEGA, THE FAN); Lotus (KLPX, La Caliente, KMFA, KTKT); Good News (KVOI).	Pima County	UWTSA

Quarter 10 (Jan. 1, 2011 – Mar. 31, 2011)

Presentation/ Trainings for Potential Primary Partners	➤ Two presentations/trainings for potential primary partners about the public portal online application and SNAP eligibility and outreach were conducted; updated guides about SNAP eligibility criteria and on-line application process were distributed.	Pima County	American Red Cross, Old Pueblo Community Services, Community Food Bank, faith-based organizations

Presentations to Senior Citizens	➤ In collaboration with the Arizona Community Action Association presentations took place at 4 senior centers in both Pima and Maricopa counties; a total of 80 seniors were informed about SNAP eligibility and directed to an agency in their area that can assist with the application.	Maricopa County, Pima County	El Rio Neighborhood Center, Freedom Park Senior Center, and Ellie Towne/Flowing Wells Senior Center in Tucson; Devonshire Senior Center in Phoenix
	➤ Lutheran Social Services (a primary partner) began doing outreach at Armory Park Senior Center twice a week.	Pima County	Armory Park Senior Center in Tucson
Posters and brochures	➤ Posters and brochures were updated to direct individuals to three main websites that will help them determine their eligibility, apply on-line, and manage their accounts on-line (MyFamilyBenefits).	All counties with community partners	DES Offices, Valley of Sun United Way, Arizona Association of Food Banks, Arizona Community Action Association, Chicanos Por la Causa (Phoenix), SNAP Ed program (Phoenix), Pima Council on Aging, and other community partner locations
Movie Theater Advertising	➤ A 30-second digital screen shot video promoting MyFamilyBenefits continued running for 4 additional weeks at 16 movie theaters in Glendale, Mesa, Sierra Vista, Tucson, and Green Valley.	Cochise County, Maricopa County, Pima County	Movie theaters

Radio PSA	➤ English and Spanish versions of a PSA promoting the Community Food Bank as a SNAP application assistance location were run on the following stations: Clear Channel (KWMT, KNST, KOOL, KHOT, KRQQ, KXEW, KPZR) Citadel (KIM, KHYT, KTUC, KCUB); Journal (KMXZ, THE TRUTH, MEGA, THE FAN); Lotus (KLPX, La Caliente, KMFA, KTKT); Good News (KVOI).	Pima County	UWTSA
Quarter 11 (Apr. 1, 2011 – June 30, 2011)			
Reprint of Brochures	➤ Additional brochures were printed highlighting the 3 main websites for public to use to evaluate service eligibility, apply on-line, and manage their accounts (i.e., My Family Benefits.); brochures contained an insert with a list of agencies that are available to assist with the online application.	Cochise, Graham, Greenlee, Maricopa, Pima, Pinal, Santa Cruz, Yavapai, and Yuma Counties	Community and faith-based partners, outreach partners
Development of New "Mini-brochures"	➤ An 8 ½ x 11 inch English/Spanish brochure that folds down to business card size for carrying in a wallet or purse was created; the mini-brochure contains information about documents needed to complete an application, URLs of the application and account management websites, and DES contact phone numbers.	Cochise County, Maricopa County, Pima County, Santa Cruz County	Community partners and DES staff.

Emergency Food Box (EFB) Brochure Stuffing	➤ Community Food Bank of Southern Arizona received approximately 30,000 brochures. Most were distributed in EFBs out of their main site, but some were sent out to their satellite locations in Marana, Amado and Nogales.	Pima County and Santa Cruz County	Arizona Association of Food Banks and the Community Food Bank
	➤ Desert Mission Food Bank (North Phoenix) distributed 10,000 brochures in EFBs.	Maricopa County	
	➤ United Food Bank received 10,000 brochures. Most of the brochures were placed in EFBs distributed through their partner agencies in Mesa and the East Valley, but some went to agencies in Gila and Graham County.	Maricopa County, Gila County, Graham County	
	➤ Yuma Community Food Bank distributed 8,000 brochures in EFBs.	Yuma County	
	➤ St Mary's Food Bank Alliance received approximately 50,000 brochures. Sixty percent were distributed in EFBs from their main location while 40% were distributed in EFBs sent to agencies (primarily in South Phoenix) and to their facility in Surprise.	Maricopa County	

Public Service Videos	➤ Alma Vision Hispanic Network developed a 30 second and 60 second public service announcement video in both English and Spanish to be distributed by Unidad Christian Newspaper to 300 local Hispanic churches. The PSA was played by three Hispanic Christian television stations and Univision reaching primarily Maricopa and Pima Counties.	Maricopa County, Pima County	Hispanic churches, Spanish language Christian television stations
Radio PSA	➤ English and Spanish versions of a PSA promoting the Community Food Bank as a SNAP application assistance location were run on the following stations: Clear Channel (KWMT, KNST, KOOL, KHOT, KRQQ, KXEW, KPZR) Citadel (KIM, KHYT, KTUC, KCUB); Journal (KMXZ, THE TRUTH, MEGA, THE FAN); Lotus (KLPX, La Caliente, KMFA, KTKT); Good News (KVOI).	Pima County	UWTSA
Quarter 12 (July 1, 2011 – Sept. 30, 2011)			
Brochure Distribution	➤ There was continued distribution of the SNAP and MyFamilyBenefits info brochure reprinted in Quarter 11.	Cochise, Graham, Greenlee, Maricopa, Pima, Pinal, Santa Cruz, Yavapai, and Yuma Counties	Community and faith-based partners, outreach partners, City of Tucson's Human Services Department, Pima Council on Aging

Mini-brochure distribution	➤ There was continued distribution of the mini-brochure developed in Quarter 11.	Cochise County, Maricopa County, Pima County, Santa Cruz County	Community partners, DES staff, Pima Council on Aging, UWTSA Partner Campaign
Public Service Videos	➤ Copies of the Alma Vision Hispanic Network 30 second and 60 second public service announcement videos were distributed to primary partners.	Cochise County, Maricopa County, Pima County, Santa Cruz County	Community partners
Training Video	➤ A Health-e-Arizona training video was developed and distributed to primary partners and posted on the DES website	Cochise County, Maricopa County, Pima County, Santa Cruz County	Community partners and DES
Radio PSA	➤ English and Spanish versions of a PSA promoting the Community Food Bank as a SNAP application assistance location were run on the following stations: Clear Channel (KWMT, KNST, KOOL, KHOT, KRQQ, KXEW, KPZR) Citadel (KIM, KHYT, KTUC, KCUB); Journal (KMXZ, THE TRUTH, MEGA, THE FAN); Lotus (KLPX, La Caliente, KMFA, KTKT); Good News (KVOI).	Pima County	Community Food Bank
Presentations to Senior Citizens	➤ Pio Decimo Center (a primary partner) began doing outreach at Armory Park Senior Center twice a week.	Pima County	Armory Park Senior Center in Tucson

Presentation to Economic Security Initiative Volunteers	➢ A presentation about SNAP eligibility and community partners where people can receive assistance in the SNAP application process was made to volunteers working with UWTSA's Economic Security Initiative for elders.	Pima County	UWTSA
Head Start Health Fair	➢ Information was distributed to parents attending a Head Start health fair.	Pima County	UWTSA

Community Partners Activities

The findings for the process evaluation questions pertaining to community partner activities come from data from the SNAP Assistor Survey, UWTSA quarterly reports to USDA, and DES administrative data. Over the period of April 25-May 15, 2011, seventeen community partner staff members completed the on-line SNAP Assistor Survey. The survey focused on their experiences assisting individuals in applying for SNAP benefits using Health-e-Arizona (see Appendix B for the complete survey). The same survey was used in previous project years with assistors at both community partners and DES sites. Findings are presented below.

Process Evaluation Questions
To what extent do the staff at partnering faith-based and community organizations feel prepared to facilitate the web-based SNAP application procedure?   *What is the overall feedback from faith based and community organization staff members regarding the training process?*

In Year Three, all Health-e-Arizona training for community partner staff was provided on-line. Community partner staff accessed DES training modules as their initial training in use of the system and also as a "refresher" for those who had earlier receive classroom training. A question on the SNAP Assistor Survey asked community partner staff the extent to which they felt prepared by the SNAP training to help people apply for SNAP benefits using Health-e-Arizona. No additional training feedback was obtained in Year 3.

Exhibit 3 shows that 47% of the respondents felt completely prepared, with an additional 41% feeling mostly prepared.

Exhibit 3. Perception of Preparedness for Assisting SNAP Applicants

To what extent do you feel prepared by the SNAP training to help people apply for SNAP benefits using the web-based SNAP application process?
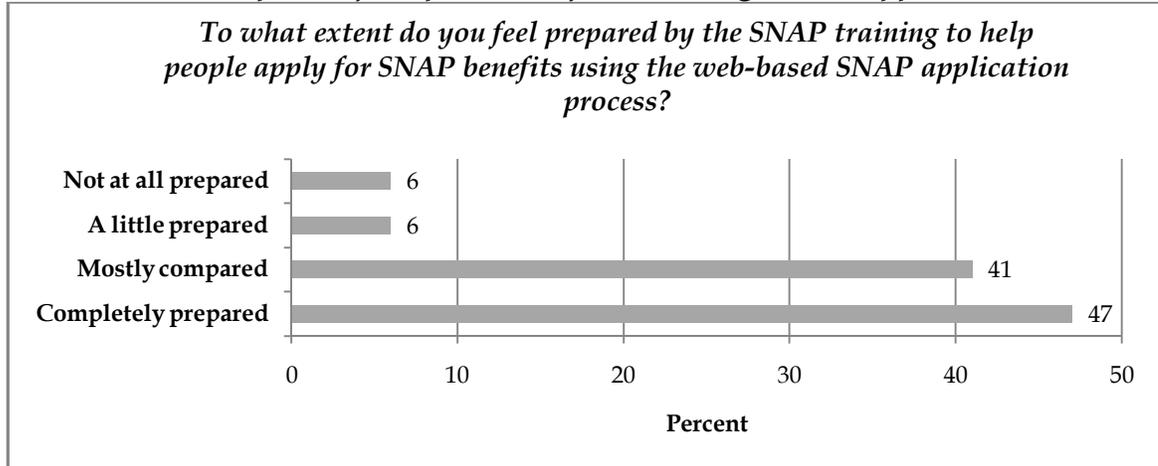
n=17

Process Evaluation Questions
What obstacles have been encountered by the faith-based and community organization partners when assisting clients in applying for SNAP benefits using Health-e-Arizona?

Responses to several questions on the SNAP Assistor Survey are useful for understanding the obstacles community partners encountered while assisting SNAP applicants. Two questions, although not directly related to obstacles encountered, do provide useful information about the context in which assistance was provided. Community partner staff was asked to identify all locations where they assisted SNAP applicants, with the option of choosing more than one location. Exhibit 4 shows that 65% of the respondents reported they assisted individuals at community partner sites. The two respondents who chose "Other" specified that this meant locations of the Community Food Bank. Therefore, as the Community Food Bank is a community partner, the percentage that assists at community partner sites may actually be higher. It is notable that 42% of the respondents assist at various locations out in the community and 35% do so in clients' homes.

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Exhibit 4. Locations of SNAP Application Assistance
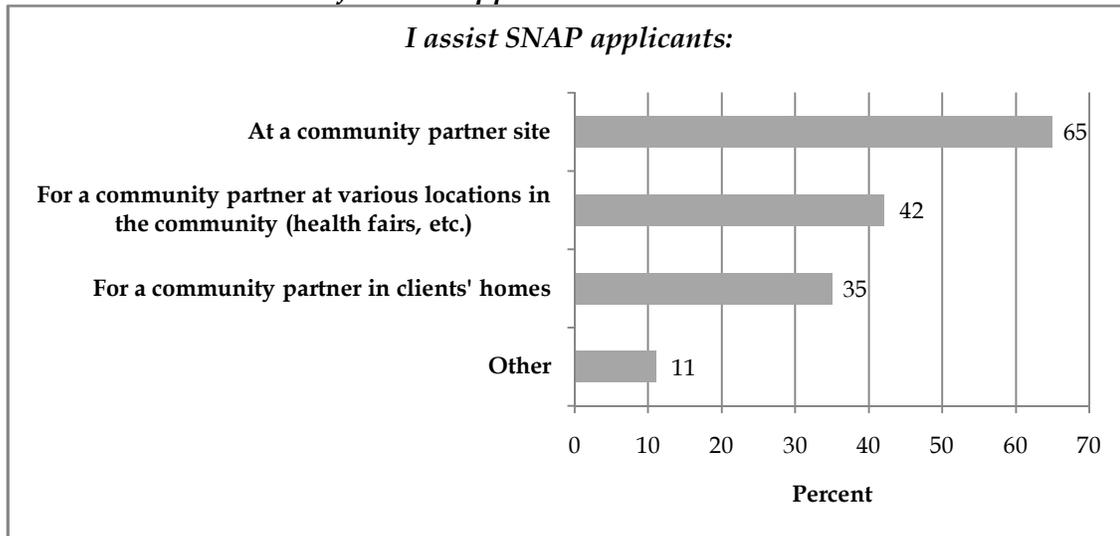
I assist SNAP applicants:

(bar chart)

- At a community partner site — 65
- For a community partner at various locations in the community (health fairs, etc.) — 42
- For a community partner in clients' homes — 35
- Other — 11

Percent (x-axis: 0, 10, 20, 30, 40, 50, 60, 70)

n=17 Percentages do not total to 100% because respondents were asked to select all responses that were true for their assisting experience.

A second survey question about the context of assistance provided asked assistors to report all the ways in which they help individuals apply for SNAP benefits. Exhibit 5 shows that most (88%) of the respondents assist SNAP applicants in all aspects of the application process, from entering their information into Health-e-Arizona to faxing in their required documents. Twenty-nine percent of the respondents help individuals applying on their own at a public access computer located at a community partner site, while 18% help individuals apply on their home computers. The following are the explanations for a choice of "Other":

- *Help seniors with the application.*

- *I help clients self-advocate and troubleshoot their cases by helping them read letters from DES and contacting the DES liaison if necessary.*

Exhibit 5. Ways of Providing SNAP Application Assistance
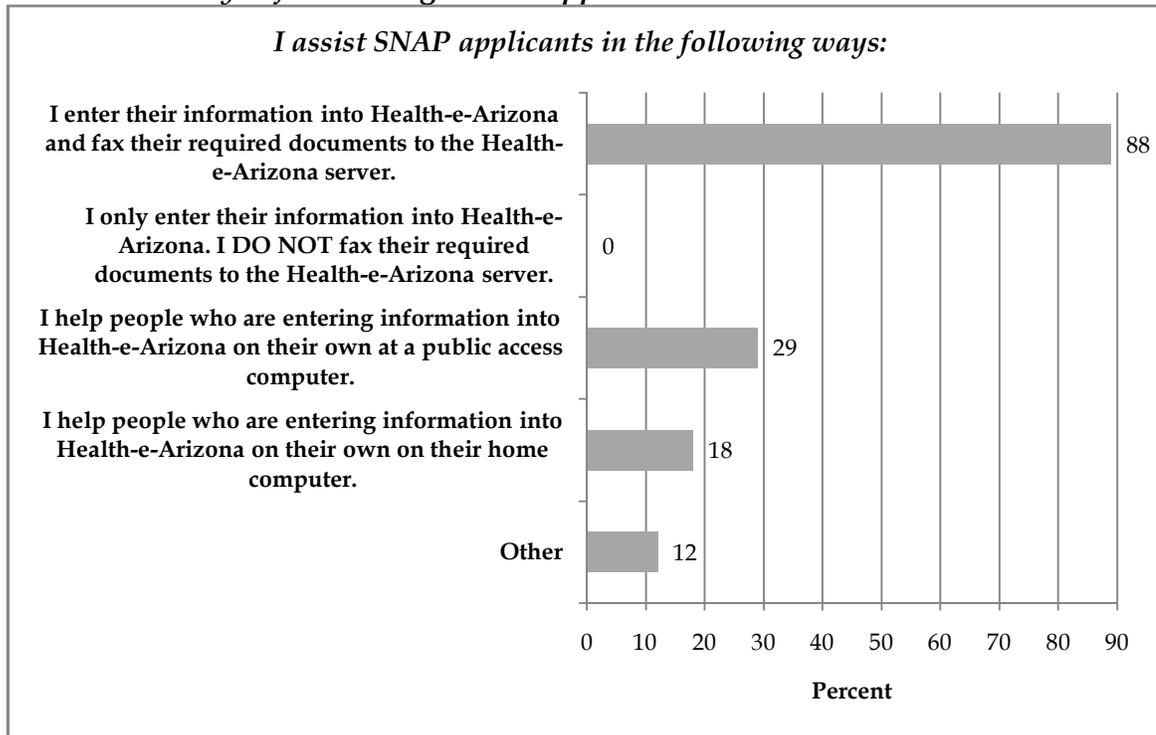
n=17   Percentages do not total to 100% because respondents were asked to select all responses that were true for their assisting experience.

A third survey question asked respondents to identify obstacles they had encountered while using Health-e-Arizona to help people apply for SNAP benefits. Exhibit 6 shows that 40% of respondents reported the SNAP applicants they assisted had concerns about the new system. However, responses to the SNAP Applicant Survey presented below do not support the supposition that a large percentage of applicants are uncomfortable with an on-line application process. Twenty percent of respondents reported that Health-e-Arizona had "crashed"[14] during the application process (causing them to have to start the process over), 20%feel it takes them longer to complete an application using Health-e-Arizona, and 7% have forgotten instructions for using the system that they received during training.

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[14] For security reasons, after approximately 20 minutes of idle activity on a screen Health-e-Arizona "times out" an application that is in progress. It is possible that respondents conflated timing out with malfunctioning of the system.

Exhibit 6. Obstacles Encountered While Assisting SNAP Applicants

What obstacles have you encountered while using Health-e-Arizona to assist people applying for SNAP benefits?
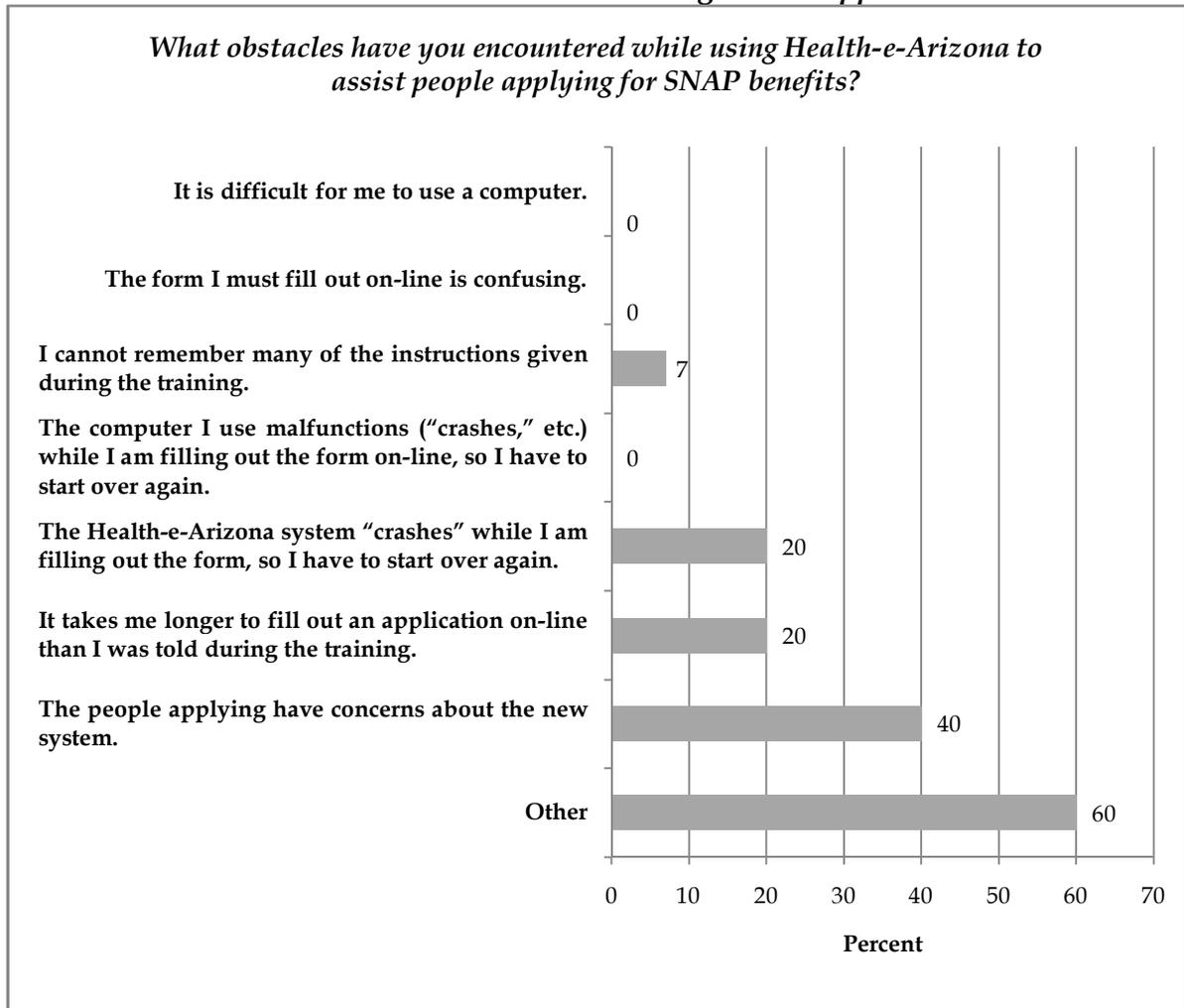
n=15   Percentages do not total to 100% because respondents were asked to select all responses that were true for their assisting experience.

A number of the assistor respondents chose to provide other obstacles they had encountered.

- *Translating Spanish to English*
- *I still wonder whether I am filling out income correctly so that our clients get the maximum benefits.*
- *The application in Spanish. The translation with some words are sometimes hard to interpret even knowing Spanish.*
- *Some people are uncomfortable using computers.*
- *Sometimes the Health e Arizona system is too slow.*

The fourth survey question asked SNAP assistors how they dealt with the obstacles they encountered while assisting applicants. Exhibit 7 shows that respondents commonly used two methods to deal with such obstacles. Half (50%) tried different buttons of Health-e-Arizona until they were able to get the system to do what they wanted, while 44% called the DES liaison or One-e-App and were able to get help. Thirty-eight percent were able to find a solution by looking through their training materials. Only 6% of the respondents reported being unable to reach a DES liaison or One-e-Apps when facing an obstacle and having to stop an application only partially completed. Several "Other" responses mentioned seeking the help of a co-worker and one respondent reported seeking the assistance of a translator.

*Exhibit 7. Methods Used to Deal with Obstacles Encountered While Assisting SNAP Applicants*
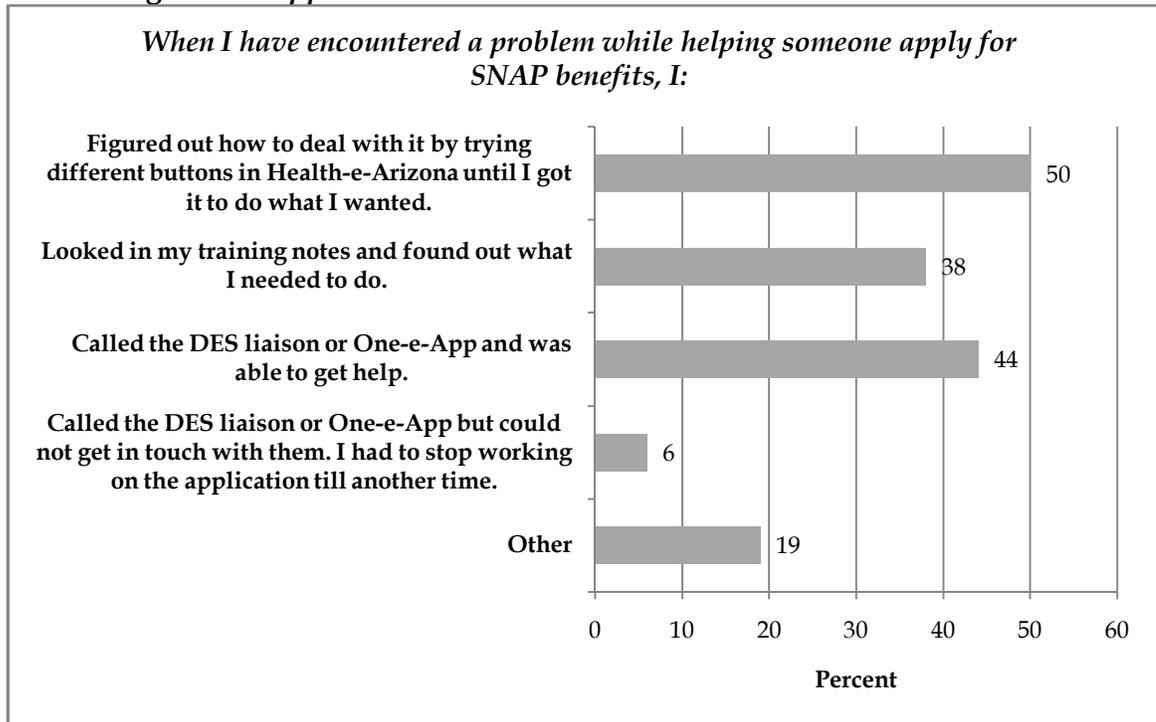
n=16   Percentages do not total to 100% because respondents were asked to select all responses that were true for their assisting experience.

Process Evaluation Question
Are the partners serving the targeted populations?

The project originally identified 51 zip codes in Maricopa County and Pima County whose residents included a large number of Hispanics or elderly persons who qualified for but did not receive SNAP benefits. The community partners were chosen, in part, because they are located within those zip codes. Exhibit 8 shows the change in SNAP participation in the targeted zip codes from baseline to near the end of the project.[15] All zip codes except one showed an increase in SNAP participants from baseline to July 2011, with increases ranging from a low of 2% to a high of 350%. The average increase for the 51 targeted zip codes was 82%, far surpassing the statewide increase of just under 20%.

Exhibit 8. Change in SNAP Participation by Targeted Zip Codes

Zip Code	City	Number of SNAP Participants February 2008	Number of SNAP Participants July 2011	Amount of Change
85003	Phoenix	1,486	2,026	+ 36%
85004	Phoenix	593	1,013	+71%
85006	Phoenix	5,812	8,423	+45%
85014	Phoenix	3,046	5,125	+68%
85016	Phoenix	3,327	5,703	+71%
85020	Phoenix	2,997	5,394	+80%
85028	Phoenix	393	807	+105%
85034	Phoenix	1,862	2,140	+15%
85040	Phoenix	7,564	13,069	+73%
85044	Phoenix	835	2,344	+181%
85048	Phoenix	443	1,169	+164%
85215	Mesa	311	690	+122%

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[15] DES zip code level baseline data for Hispanics was not available disaggregated by age. Such an age disaggregation for Hispanics would be required to separate out Hispanic senior citizens (65 or older), who were grouped together with non-Hispanic senior citizens to calculate participation by seniors, from Hispanics less than 65 years of age. Therefore, zip code level findings could not be reported disaggregated for Hispanics and senior citizens.

Zip Code	City	Number of SNAP Participants February 2008	Number of SNAP Participants July 2011	Amount of Change
85220	Apache Junction	3,224	5,192	+61%
85226	Chandler	751	2,062	+175%
85236	Higley	31	8	-74%
85248	Chandler/Sun Lakes	411	668	+63%
85250	Scottsdale	368	741	+101%
85251	Scottsdale	1,468	3,007	+105%
85253	Scottsdale/Paradise Valley	70	226	+223%
85254	Scottsdale	552	1,376	+149%
85255	Scottsdale	144	459	+219%
85256	Scottsdale	886	1718	+94%
85257	Scottsdale	1,437	2867	+100%
85258	Scottsdale	166	422	+154%
85259	Scottsdale	194	510	+163%
85260	Scottsdale	360	989	+175%
85262	Scottsdale	51	140	+175%
85263	Rio Verde	3	6	+100%
85264	Scottsdale/Ft. McDowell	26	85	+227%
85268	Fountain Hills	242	613	+153%
85281	Tempe	4,048	7058	+74%
85282	Tempe	3,286	6372	+94%
85320	Aguila	171	215	+26%
85322	Arlington	74	138	+86%
85331	Cave Creek	230	752	+227%
85342	Morristown/Cir	87	216	+148%
85351	Sun City	404	992	+146%
85355	Waddell	165	645	+291%

Zip Code	City	Number of SNAP Participants February 2008	Number of SNAP Participants July 2011	Amount of Change
85373	Sun City	295	788	+167%
85375	Sun City West	161	297	+84%
85390	Wickenburg	436	814	+87%
85633	Sasabe	6	27	+350%
85639	Topawa	106	108	+2%
85704	Tucson	1,058	2164	+105%
85708	Tucson	26	37	+42%
85715	Tucson	552	1133	+105%
85718	Tucson	332	842	+154%
85719	Tucson	3,591	6077	+69%
85737	Tucson/Oro Valley	283	623	+120%
85739	Tucson/Saddlebrook	486	1235	+154%
85750	Tucson	179	520	+191%
Total		**55,029**	**100,045**	**Average +82%**

Source: DES databases titled *FS Clients in Feb 08, Estimated July 2011 SNAP Participants and Population*
All percentages are rounded off.

Findings from analysis of DES administrative data that are presented in the outcome evaluation section of this report further confirm increases in the targeted populations. These findings show that, over the course of the project, SNAP participation statewide by Hispanics increased by 42% and participation by senior citizens increased by 21%.

Additional data useful for assessing whether the partners are serving targeted populations were gathered using the Senior Outreach Survey. Data from Year 2 showed the number of senior citizen enrolled in SNAP had increased by 5% since baseline. This modest level of increase called into question the project's ability to create a 15% increase in senior citizen enrollment in SNAP,

a project goal. From February to May 2011, the project administered a survey to senior citizens attending outreach events at senior centers to obtain additional information about the barriers that may be preventing partners from enrolling more seniors for SNAP benefits. A total of 28 seniors completed the survey. Of the 28 respondents, 57%were 76 years of age or older. A majority (71%) of the seniors were women. Seventy-one percent of the respondents were White, 25% were Hispanic, and 4% were African Americans. Twenty-one percent of the seniors had received Food Stamp/SNAP benefits in the past, and only 7%currently received them.

It appears that lack of information about the SNAP application process is common amongst the respondents, with only 26% reporting they knew how to apply. Four respondents provided information about how they learned about the Food Stamp/SNAP application process. Their responses were:

- *Back in the 1970s, don't remember. Only the grief of going thru the process.*

- *Here at Freedom.*

- *From my neighbor.*

- *Sent me an app, but $10/month.*

Respondents were also asked if they currently qualify for SNAP benefits. Of the 24 seniors that answered the question, 13% responded affirmatively, 54%responded negatively, and 33% said they didn't know. There were limited responses to a follow-up question asking seniors who qualified for, but had not applied for SNAP benefits, why they had not applied. A respondent indicated that they did not know if they qualified answered the follow-up question with "Because of my income." Another respondent stated, "Like I said before, grief, frustration."

An open-ended question asking about the kinds of difficulties seniors face when applying for SNAP benefits received more responses. These responses included:

- *We received two stimulus checks & now for 2 years we have no increase in living on our checks. It seems every time we're given something it still costs us something.*

- *Don't know where to go.*

- *Approximately, $10/month.*

- *I have never applied for assistance or benefits. So I do not know anything about the program.*

- *Sometimes you feel bad getting assistance for anything, but the time came for me to seek help as I could no longer pay everything and had no money left at the end of the month. Now I don't care what people think-and I very much appreciate the help I get with food and medical. Thanks!!!*

Process Evaluation Question

What "lessons learned" do the staff of the community partners describe that can inform subsequent phases of the project and/or other SNAP participation efforts?

The "lessons learned" by the community partner staff are best gleaned from responses to several questions of the SNAP Assistor Survey and findings from two focus groups with community partner staff. A survey question asked respondents their perception of the degree of difficulty of assisting people to apply for SNAP benefits using Health-e-Arizona. Exhibit 9 shows that 59% of respondents experienced their assistance with the application process as being easy and 12% as a little bit difficult. Twenty-nine percent of respondents reported the process had been difficult at first. It is worth noting that no community partner staff found the assisting process as being difficult and that that the percent that found it easy increased from 32% in Year Two. As a whole, the responses to the question suggest that community partner staff became more accustomed to the process in Year Three.

Exhibit 9. Perception of Preparedness for Assisting SNAP Applicants

Assisting people applying for SNAP benefits using Health-e-Arizona has been:

	Percent
Easy	59
A little bit difficult	12
Difficult	0
Difficult at first, but is getting easier with practice	29
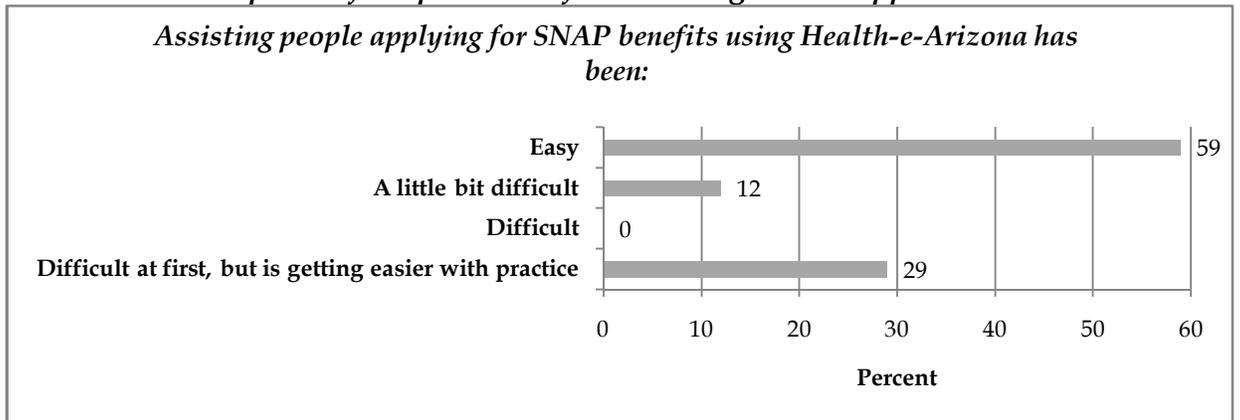
n=17

Another survey question asked assistors to report the reaction of SNAP applicants to the new on-line application system. Exhibit 10 shows that 71% of the respondents felt that applicants using Health-e-Arizona to apply for SNAP found it easy and efficient. This is an increase from 41% who gave this response in the previous year, perhaps reflecting assistors' increased comfort and proficiency with Health-e-Arizona. Twelve percent of respondents reported that applicants felt the new on-line process was good but took too long. Twelve percent also reported that the people they had assisted had been fearful of entering their data on-line.

The one assistor that chose "Other" explained their response in this way: "*They feel it is easy but sometimes not as efficient because of delay of benefits and miscommunication coming from the DES office.*"

As a whole, these data suggest that assistors have seen mostly positive reactions from the public using Health-e-Arizona to apply for SNAP benefits. However, it is worth noting that small percentages of assistors continue to commonly find that their clients are reluctant to enter their data into an on-line form or feel the process takes too long.

Exhibit 10. Applicant Reactions to On-line Application Process

Please descibe the reaction of the applicants you have been assisting in the process of applying for SNAP benefits using Health-e-Arizona:

- They feel it's an easy and efficient way to apply. — 71
- They feel it's a good way to apply, but it takes too long. — 12
- They feel it's a difficult way to apply. — 0
- They are fearful of entering their personal data into an on-line form. — 12
- Other — 6

Percent (axis: 0 10 20 30 40 50 60 70 80)
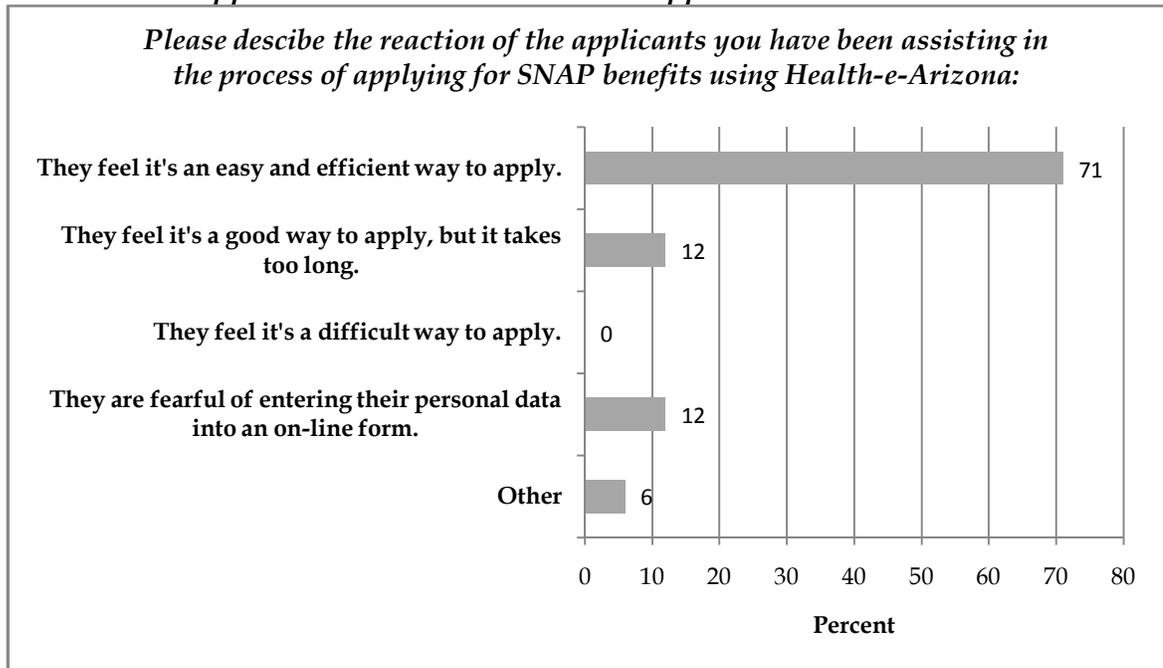
n= 17   Percentages do not total to 100% due to rounding.

Survey participants were also asked one open-ended question about their experience assisting SNAP applicants:

> *Is there anything else you can say about assisting people to apply for SNAP benefits using the Health-e-Arizona application process that you believe will help improve the implementation of the project in the coming years (e.g., things that work very well and should be done more, things that don't work well and should be changed)?*

Nine of the 17 (53%) survey respondents opted to answer this question. These responses, which follow, include a wide range of suggestions, concerns, and compliments.

- *More information about who can apply, what are rules regarding Kids Care, qualifying for Access, maximum income limits.*

- *Looking forward to when we are at 100% and we know how to help our clients so they get all benefits allowable.*

- *Having a contact at the local office has been an enormous help. Melissa Martin is always willing to help and provides great assistance!*

- *Some work on the Spanish part of the application with the wording could make*

it easier for the client and the assistor to understand. Also maybe having options in the start of the applications such as maybe applying for only one program. An example would be if a person only wanted to apply for nutrition assistance then they would only be asked the nutrition assistance questions and so on for other programs that clients can qualify for.

- *Most of the people I have helped feel that it takes more time than they are able to spend answering the questions for the little amount of money they will get.*

- *Creating a field for the middle name so that it is universal with all the pages. Some pages have a place for middle name and some don't.*

- *One of the things that make the process a little difficult is when the system won't let you continue with the application because you're missing some numbers. (i.e. the person is a veteran but don't remember the date of service or Medicare number) sometimes I just have to check NO in order to continue.*

- *The amount and quality of assistance I can provide people with the Health-e-Arizona application would be halved without the DES liaisons. I use them extensively and appreciate them greatly. I believe other assistor agencies could benefit greatly by using them more frequently.*

- *The DES case managers at the local offices in Tucson are resistant to the new system and actually refuse to help clients whose applications have been started through Health-e-Arizona. Case managers from my agency have had to go down to the DES offices in person and remind the DES workers that they cannot refuse to look in the Health- e- Arizona system for an application. This has happened numerous times, and it is an ongoing problem.*

Process Evaluation Question

What are the perceptions of the SNAP applicants regarding the on-line application process? How can those perceptions inform subsequent phases of the project and/or other SNAP participation efforts?

The findings for the process evaluation questions pertaining to SNAP Applicants' perceptions of the Health-e-Arizona application process are derived from data of the SNAP Applicant Survey.

This 9-question survey was administered over a 3-week period from April 25-May 15, 2011 at community partner sites and other locations where community partner staff assist in the SNAP application process.

To avoid confusion for applicants, survey questions referred to the program by its name in Arizona, Nutrition Assistance, rather than by its federal name of SNAP.

It is worth noting that the frequencies of answers to some questions changed noticeably from last year to this year, perhaps due to the survey not being administered at DES offices this year. For example, the percentage of applicants who reported they applied for SNAP benefits at a DES office went from 15% last year to 1% this year. A total of 157 applicants completed the survey over this period, 139 completing the English version and 18 the Spanish version. One percent of the respondents were under 19 years of age, 36% from 20-44 year old, 45% were 44-64 years old, and 19% were 65 years or older. Given the small number of applicants that completed the Spanish version of the survey, aggregate findings are presented here. As all applicants did not answer all questions, the percentages provided are based on the number of respondents for each question. Percentages sometimes do not total to 100% due to rounding. Exhibit 11 shows the ethnicity of the survey participants.

Exhibit 11. Participants' Ethnicity

	White	Hispanic	African American	Native American	Asian American	Other
Number (percent) of participants	**52** (33%)	63 (40%)	29 (19%)	5 (3%)	2 (1%)	6 (4%)

n= 156

Participants were asked how they had learned about applying for Nutrition Assistance benefits using Health-e-Arizona. Exhibit 12 shows that most (71%) of the respondents learned from an employee at a community agency that they could apply for Nutrition Assistance benefits using the Health-e-Arizona system at the location where they were doing so. This percent included both respondents who selected this answer and respondents who selected "Other" and named a community agency. Most of the community agencies named were primary partners in the project. Other locations where applicants had learned about applying for Nutrition Assistance benefits included a community center, a church, and a police station.

Exhibit 12. Source of Information about Health-e-Arizona

I learned that I could apply for Nutrition Assistance benefits using the Health-e-Arizona on-line system at this location from:

Source	Percent
A DES office	3
The DES website	5
The website of another department of the State of Arizona	0
An employee at a community agency	64
A flyer/brochure	4
A health fair	4
A newspaper article	0
A friend or relative	11
Other (please specify)	10

Percent

n=157   Percentages do not total to 100% due to rounding.

Participants were asked to assess the degree of difficulty of using Health-e-Arizona to apply for Nutrition Assistance benefits. Exhibit 13 shows that almost 93% of the survey respondents reported that filling out the application using Health-e-Arizona was easy or very easy. Only 7% of respondents found the process difficult or very difficult.

Of the 152 respondents that answered the question about ease of applying for SNAP benefits through Health-e-Arizona, 72 explained their answer as requested. Most of the explanations shared the common themes that applying for Nutrition Assistance benefits with Health-e-Arizona had been easy because it was fast or the applicant had been assisted in the process. Some representative responses include:

- *Very fast. I appreciate this method more.*

- *At first scary but now I feel more comfortable.*

- *Easier than sitting in the DES office.*

- *It was very easy and convenient to do it online. Just having the time and cooperation to have it complete is all is needed.*

- *Self-explanatory.*

- *A lady asked questions and explained everything.*

Only a few of the answer explanations expressed specific concerns about the application process. Some representative responses include:

- *With help. Personally slow w/ computer.*

- *I had case manager translate or my children translate.*

- *Too many questions.*

- *Because I don't have a computer.*

- *Is easy but the communication is not good from the DES.*

- *Needed Spanish speaker.*

- *They need a lot of paperwork.*

Exhibit 13. Ease of Applying Using Health-e-Arizona

Filling out the applcation on-line was:
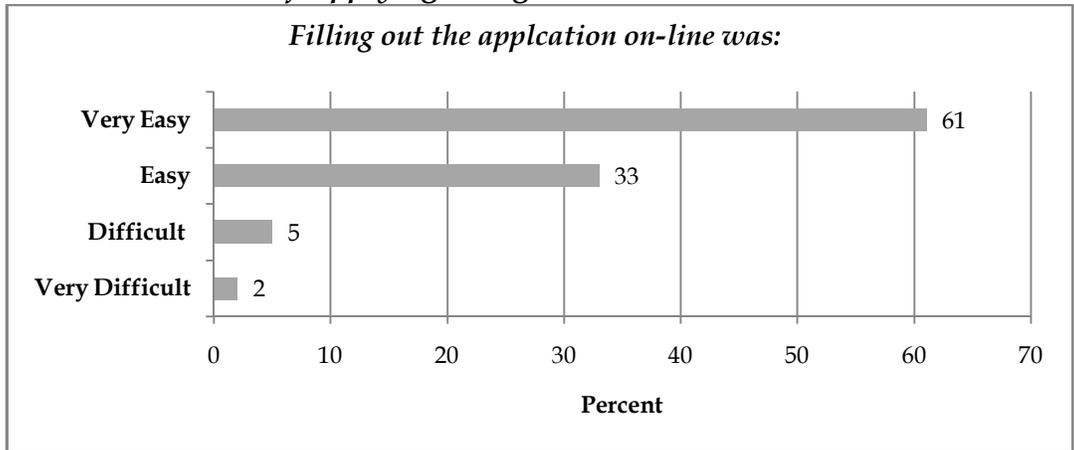
n=152   Percentages do not total to 100% due to rounding.

Applicants were asked about their level of agreement with a statement that SNAP application process using Health-e-Arizona works well. Exhibit 14 shows that 94% of respondents strongly agreed or agreed that the application process using Health-e-Arizona works well. Six percent of the respondents disagreed or strongly disagreed with the statement.

Explanations of responses of agreement or strong agreement with the statement largely share a theme of satisfaction with the convenience of the on-line application process. Some representative explanations include:

- *It took only 20 minutes.*

- *I didn't have to go very far or wait long to apply.*

- *I'm very busy, so this option works well for me.*

- *We did not have to drive all the way into town.*

- *Nice to be able to get help where I live.*

- *I love this process because of the privacy and how fast it happened.*

- *Yes. Because sometimes they lose a paper application.*

- *A lady came to my house. I have no car to go to the office.*

Several explanations of level of agreement chosen expressed dissatisfaction with some aspect of application process as a whole, although not necessarily about Health-e-Arizona. Some representative explanations include:

- *When I asked if my son was on a list it didn't show him but instead showed me somebody else's info.*

- *I need a faster answer.*

- *No one helped me to DES office, so this did no good.*

- *It's been 5 weeks since fingerprinting and no food stamps.*

- *I didn't understand all the questions. I had to ask mother.*

Exhibit 14. Functionality of Health-e-Arizona Application Process

The on-line application process works well.
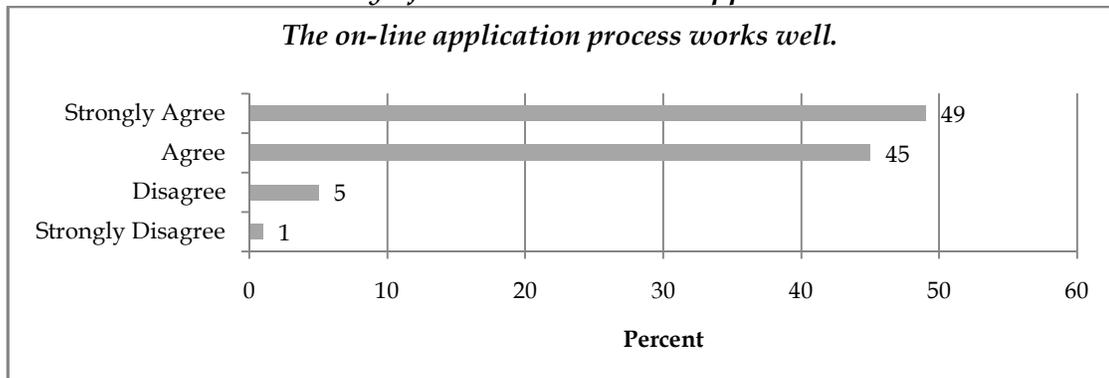
n=152

Applicants were asked to answer true or false to a statement that they would have applied for Nutrition Assistance benefits using a paper application had the Health-e-Arizona application process not been available. Exhibit 15 shows that almost 80% of respondents answered "true," meaning they would have applied anyway using a paper application. However, it is notable that almost 21% answered "false," indicating they would not have applied for Nutrition Assistance benefits had the Health-e-Arizona application process not been available.

Exhibit 15. Availability of Health-e-Arizona as Factor Influencing Decision to Apply for Nutrition Assistance Benefits

If I could NOT have applied for Nutrition Assistance benefits using the Health-e-Arizona on-line system, I would have applied at a DES office using a paper application.
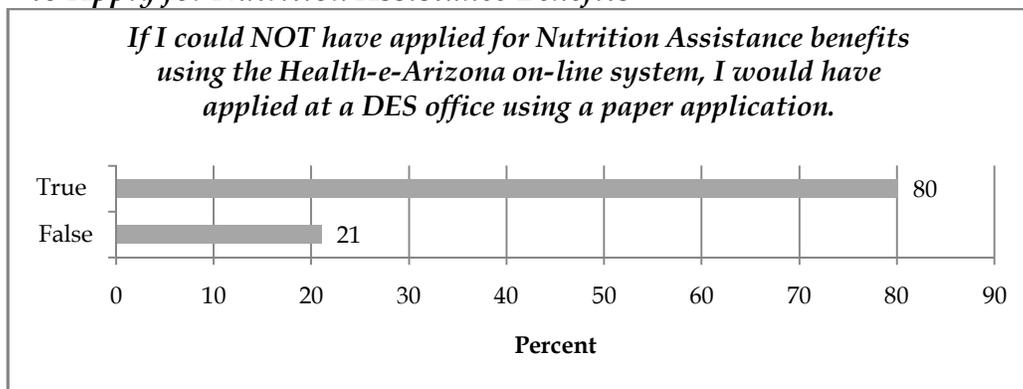
n= 146   Percentages do not total to 100% due to rounding.

Applicants were asked to hypothetically choose which Nutrition Assistance application method they would use were they to apply again in the future. Exhibit 16 shows that 83% of the respondents reported they would apply using Health-e-Arizona at a community agency (up from 57% in Year 2). Such a high percentage of response for this choice suggests that these applicants had a positive SNAP application experience at community partner sites. Another 10% of respondents reported they would apply on their own using Health-e-Arizona, and 3% with Health-e-Arizona at a DES office. Only 4% chose using a paper application. These data support the finding that most SNAP applicants surveyed were satisfied with applying for SNAP benefits using Health-e-Arizona.

Exhibit 16. Preferred Future Nutrition Assistance Application Method

If you need to apply for Nutrition Assistance benefits again in the future, which of the following methods would you use?
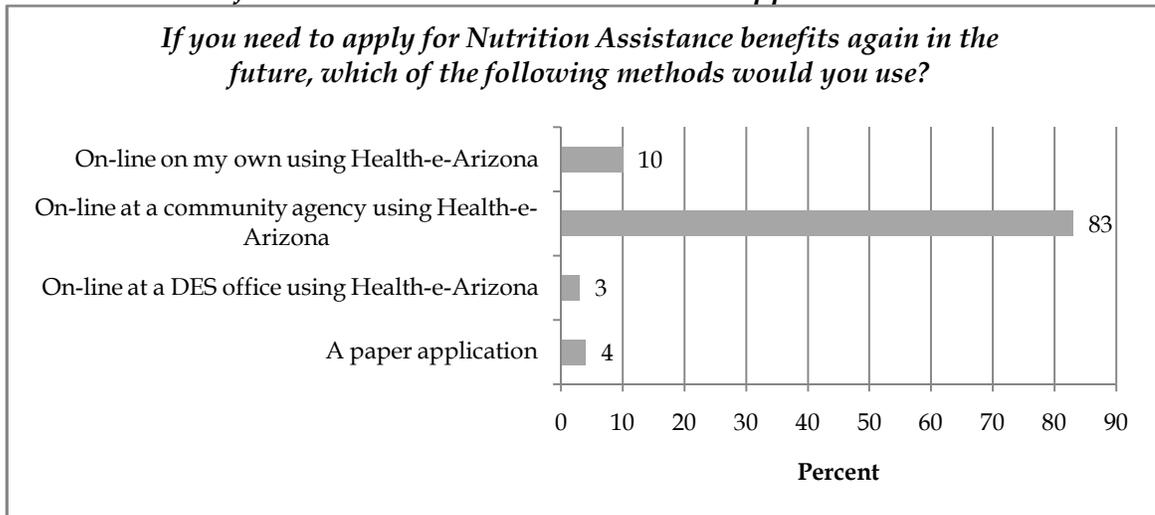
n= 145

Survey participants were asked where they had completed their application. Exhibit 17 shows that just over 66% completed their application at a community partner site, 21% at home (up from 9% last year), and 11% at another location. In some cases, applications completed at home are done on an applicant's own computer, while in other cases they are done on a laptop computer of a visiting assistor from a community partner. Therefore, it is not clear whether the large increase in individuals who applied for SNAP benefits in their home is due to an increase in provision of services by partners or that more people applied using their own computers.

Exhibit 17. Nutrition Assistance Application Completion Location

Where did you complete this application?
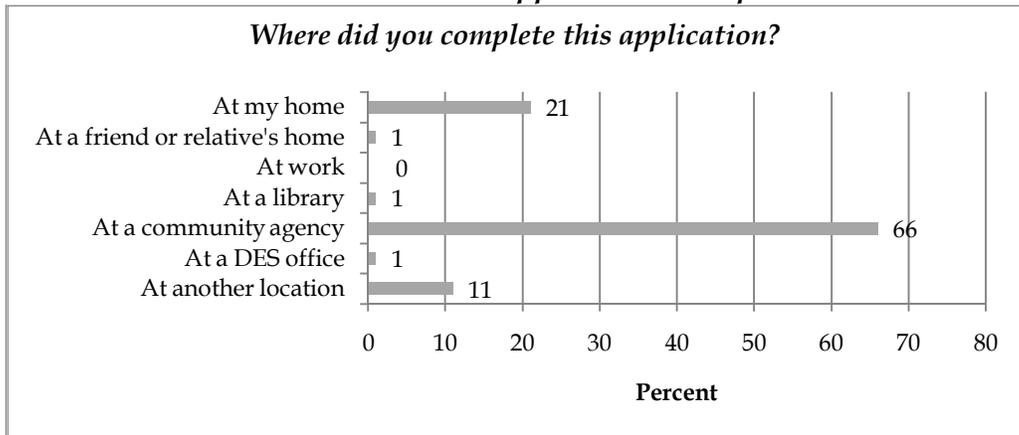
n=148

Survey participants were also asked an open-ended question about their experience applying for SNAP benefits:

Is there anything that could be changed in the process of applying for Nutrition Assistance benefits on-line using Health-e-Arizona to improve it?

A total of 43 applicants responded to the question. The most common theme of the responses was that there was nothing that needed to be done to improve the process of applying for Nutrition Assistance benefits using Health-e-Arizona. A number of respondents answered with just a "no." Some other responses representative of this theme include:

- *It was very easy and helpful.*
- *No, it's excellent. Thank you.*
- *Don't change.*

The second most common theme of the responses did not directly address the issue of the process of applying for Nutrition Assistance Benefits but rather benefit levels or eligibility criteria. Some representative responses include:

- *We need more food stamps.*
- *It would help to get more benefits.*
- *Raise the income requirements.*

The remaining responses were wide-ranging in theme. The following is a broad sample of these responses:

- *Difficult in communication with DES office.*
- *Too many questions.*
- *That DES needs to quit changing offices and assigning me a non-existent caseworker.*
- *Spanish Application.*
- *More explanation of requirements.*
- *It should tell you how much you will get.*
- *You should be able to skip going in for an interview. Why do you need finger prints?*
- *Be able to talk to someone on the phone.*
- *Let the social worker determine the case.*
- *Get an answer faster.*

Fidelity to the Plan

The findings for the process evaluation questions pertaining to fidelity to the plan come from data included in quarterly progress reports prepared by UWTSA for USDA, DES administrative data, and an interview conducted with the DES coordinator of the project.

Process Evaluation Questions
Are the targeted populations being reached?

This same question has been addressed above under process evaluation questions for community partners. As mentioned there, DES SNAP participation data for the state as a whole and for some of the zip codes focused on by the project show that the target populations, Hispanics and seniors citizens, were reached, although not to the same degree (see Outcome Evaluation findings below).

Process Evaluation Questions
Have any aspects of the plan been modified post-implementation, and if so, in what ways?

As noted above, a reduction in DES staffing levels necessitated suspension of plans to offer public access computers for the SNAP application process. DES could not provide staff support for use of these public access computers at their sites.

Community Partner Focus Groups

The evaluator conducted two focus groups with the staff of community partners near the end of the project that provide additional information regarding their experiences helping people apply for SNAP benefits using Health-e-Arizona. The data collected from these focus groups are presented in a separate section because they cut across a number of different process evaluation questions.

The first focus group was held at UWTSA's Tucson office in April 2011 and was attended by 8 staff members from community partners located in Pima

County and Cochise County. The second focus group for community partner staff from Maricopa County was conducted in June 2011 at DES headquarters in Phoenix. The Pima/Cochise focus group members had discussions that addressed the following questions:

1. *What is your opinion about the classroom Health-e-Arizona training you received? What did you like about it? What didn't you like about it? In what ways could it be improved?*

2. *What is your opinion about the Health-e-Arizona on-line refresher course you took? What did you like about it? What didn't you like about it? In what ways could it be improved?*

3. *What challenges did you or your agency/organization encounter as you assisted senior and/or Latino SNAP applicants and how did you deal with them?*

4. *What were your experiences in getting support/information from DES when you encountered difficulties with Health-e-Arizona during the application process?*

5. *What did the people you assisted in applying say to you about the Health-e-Arizona application process?*

6. *What could be done to improve the effectiveness of a program such as this in the future?*

7. *How would your experiences as a partner in this program influence your decision about whether or not to participate in another program like this in the future? What would be done to improve the experience of being a community partner in a project such as this in the future?*

Pima County /Cochise County Focus Group

Seven community partner staff members participated in the Pima/Cochise focus group. The participants had a generally favorable opinion of the Health-e-Arizona training they had received. One focus group member particularly appreciated the hands-on component of the classroom training during which she had the opportunity to practice with different scenarios. Another participant suggested that it would be better to not schedule trainings before the Christmas holiday season so that people do not forget what they learned before having a chance put their knowledge into practice.

Participants felt the on-line refresher course was a useful learning tool. The course's positive features that were mentioned included that it was self-paced and it was easy to follow along.

Focus group members provided a variety of population-specific and system-related challenges they had faced while assisting individuals in applying for SNAP benefits. Similar to the information gathered in focus groups elsewhere in the United States that was presented earlier in this report, focus group members mentioned that they have heard from seniors that the small amount of SNAP benefits they will get is not worth the trouble of the application process. Other seniors have thought that their receiving SNAP benefits would prevent women and children in need from receiving those benefits. Community partner staff met the challenge of such views with strategies of encouragement and clarification of misunderstanding. One participant mentioned that she would counter seniors' assertions that the amount of benefits they would receive would likely be small by suggesting that even a small amount of benefits might allow a senior a meal out in a restaurant or to gradually save up a larger amount. As for seniors believing that their SNAP benefits would reduce what was available for others, community partner staff explained to seniors that SNAP was a federal entitlement program available to all in need.

Refugees, homeless people, formerly incarcerated individuals, and Latinos were other populations with whom community partner staff had experienced challenges in the SNAP application process. A focus group participant related that she had problems assisting refugees when there was no translator available who could speak the applicant's native tongue. Another spoke of the embarrassment some homeless individuals or prisoners feel when sharing personal information. Assisting applicants in an area that is private was mentioned as key for dealing with this kind of challenge. Focus group members noted that some Latinos are scared to share information because of Arizona's immigration laws. A focus group member suggested that more training is needed for dealing with undocumented families.

The main technical challenge mentioned during the Pima County focus group was the inability to revise information mistakenly entered into an application in Health-e-Arizona. In such cases, the application must be redone or the application will be denied.

Community staff recommended that Health-e-Arizona be modified to allow information already entered to be corrected.

Community partner staff regularly sought out DES assistance in dealing with the challenges they faced in assisting SNAP applicants. Focus group participants spoke of the variability of such assistance, with liaisons at one DES office being very willing to help, those at another office being reluctant about working with Health-e-Arizona, and the liaisons at a third office being impossible to contact by phone. However, there was strong agreement in the focus group that the help provided by Health-e-Arizona liaisons is very important. It was suggested that when a community partner staff needs assistance from DES with an application that directly contact those liaisons rather than staff at local DES offices.

Focus group members related SNAP applicants' opinions they had heard about using Health-e-Arizona to apply. According to the focus groups members, some applicants feel that being able to apply for SNAP benefits at a community partner site maintains their privacy because people who see them at such a location cannot know their reason for being there. This is in contrast with applying at a DES office where one may be easily identified as being there to apply for a government benefit. Focus group members had also heard from seniors, especially those who are disabled or have serious chronic health problems, that they appreciated not having to travel to DES offices and wait on long lines to apply for SNAP benefits. Responding to this, another focus group member noted that having people come to their sites to apply for SNAP benefits opened the door for them to provide case management and other referrals.

The Pima County community partner focus group's suggestions for improving the effectiveness of future programs like the Food Stamp Participation Project focused on the SNAP application, collaboration between DES and the community partners, and how DES deals with applications missing information. One focus group member recommended that the application be shortened. Some suggested that there needs to be an improved process of communication between DES and the community partners when an application is missing information so that the process does not drag on for an extended period of time or end up being denied.

In general, the Pima County community partner focus group members felt that participation in the project had been beneficial to their agency/organization. It was noted by one focus group member that being part of the project had brought their agency to the attention of SNAP applicants, which allowed them to provide other services to those individuals.

Maricopa County Focus Group

The Maricopa County focus group had 9 participants representing 5 community partners. Most of the questions asked were the same as were used for the Pima County/Cochise County focus group. However, questions about training asked the Maricopa participants to distinguish more about their experience with classroom and on-line training.

Those who had taken the classroom training felt it had been comprehensive and provided useful materials for later reference. Others focus group members expressed satisfaction with the convenience of on-line training and the fact that it enabled them to target just the information they needed. Some participants observed that it was optimal to begin assisting with applications soon after receiving training to maximize retention of what was learned. Also, at one agency a long gap in time between training and the opportunity to assist had meant that some staff who had received training were no longer employed or had been shifted to other positions because of agency cutbacks. However, a few participants noted that the Health-e-Arizona manual they had received and PowerPoints they had downloaded from webinars had proven to be helpful as reference materials long after training.

A few of the focus group members who participated in a training reported that they had gone on to train others at their agencies or organizations. One stated that it was crucial for an agency to have one or two people who became very knowledgeable about using Health-e-Arizona to serve as a trainer and "go-to" person for others. The most common method used to train new employees was to have them "shadow" colleagues as they assisted clients. However, in several cases those who had received training were paid staff while those who would be assisting clients were volunteers. One participant noted that the fact that most of her agency's assistors were volunteers and that the assistance of clients was done at night created special training challenges. Such volunteer assistors could not receive a DES classroom training, which is only available in the daytime.

As was the case with the Pima County/Cochise County focus group, the Maricopa focus group members related a wide variety of population-specific and system-related challenges they had faced while assisting individuals in applying for SNAP benefits. A few participants cited difficulties in contacting DES staff to resolve clients' application issues as being their most serious challenge. One related a story about a time that a DES worker told her over the phone that DES did not have some of a client's required documents while on her computer monitor she could see those documents already present in Health-e-Arizona. Another participant mentioned that at the beginning of his involvement with the project it had been easy to contact a DES liaison to get clients' SNAP application problems resolved, but that for the last six months, it had been much more difficult to get in touch with those DES staff members. A third focus group member related a story about trying to help a client who had applied on her own using Health-e-Arizona. The client came to the agency because she had received a letter from DES on the 10th of a month saying that if they did not receive certain information by the 13th of that same month then the application would be closed. Other focus group members confirmed that they also had clients that had received communications from DES requiring action within a very short timeline. A participant described one of her challenges as getting clients to come back to her when they receive such a letter so that they can get timely help, rather than getting upset and going directly to a DES office.

Another focus group member told of a different type of challenge he had experienced with DES staff. He emphasized the positive relationships he had developed with case workers and the office manager at the DES office nearest his organization. He related that these DES workers had helped him solve any problems his staff was experiencing with SNAP applications. The only real challenge this focus member had experienced was when DES office managers were reassigned to other locations. This had occurred 5-6 times, and each time he had to develop a relationship with a new office manager. At a certain point in his contact with the DES office another challenge had also arisen when the office's direct phone number changed. He noted that it took him a while to get the new phone number.

One participant described a variety of challenges his agency faced with seniors. His staff had observed that some seniors think they will only receive a small amount of benefits, and therefore, it was not worth their time and trouble to apply. His staff has also heard from seniors that they did not feel they were well treated by DES staff when they applied in the past. Other challenges mentioned by focus group members included lack of bilingual assistors, technical problems with Health-e-Arizona,[16] and the fact that most seniors encountered were already receiving SNAP benefits.

Focus group members shared SNAP applicants' opinions they had heard about using Health-e-Arizona to apply at community partner sites. The most common opinion shared was that clients appreciate the more personal atmosphere. Some participants shared that they already had a relationship with the client through other services being provided. One focus group member explained her clients' greater comfort with applying for SNAP at a community organization as being because the assistors are volunteers who can take more time on an application than DES staff. Other focus group members observed that clients feel more confident with the process when they apply at a community agency. They are able to have someone assist them and review their application. In addition, they know that in contrast to a paper application, Health-e-Arizona will not allow the assistor to proceed to the next step of the application unless all information has been entered correctly. Clients also like the immediacy of the on-line process in contrast with taking a paper application home and returning it at a later time.

Another client perspective regarding applying at a community partner site using Health-e-Arizona that was shared by focus group members concerned internet confidentiality. A participant observed that people who are computer literate have no problem with applying for SNAP benefits through Health-e-Arizona, but that people with little computer experience feel more comfortable going to a DES office and completing a paper application. Another participant mentioned that some seniors at his agency worry about supplying information such as their social security number for entry into an on-line application because they have been warned by senior organizations that doing so may put them at risk of identity theft.

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[16] Another focus group member suggested that based on his experience, the public version of Health-e-Arizona was slower and tended to have problems such freezing up more frequently than the subscriber version of the system.

Focus group members were asked a follow-up question about whether the enactment of stronger immigration legislation in the state had affected clients' willingness to apply on-line. A focus group member whose agency is located in a predominantly Hispanic part of Phoenix reported that following enactment of the law he had not observed an increased reluctance on the part of his clients to supply information, such as a social security number, that is needed for a SNAP application. Another participant observed that when the new immigration enforcement law first went into effect, people preferred to come to her agency to apply for SNAP benefits on-line because they feared misrepresenting themselves at a DES office and, thereby, risking deportation. She noted, however, that contrary to her expectation, young Hispanic parents born and raised in the U.S. prefer to apply at a DES office because they feel the process will be easier because they will be dealing with a case manager who already knows them.

The focus group ended with questions regarding ways to improve the program and potential interest in being involved in a similar program in the future. Participant responses to both questions included positive aspects of the program as well as challenges associated with involvement. The overall sentiment of the group was that the project had a positive impact on their communities and that they would be likely to participate in future similar projects. One focus group member noted that the project allowed his agency to offer an additional service to his community. Reflecting on whether his agency might participate in a similar project in the future, another focus group member mentioned that such participation would be likely but that based on his experience, it would be managed differently. Rather than having a busy system administrator like him serving as the project lead he would have a front-line worker who would use a "train the trainer" model to manage the project.

The challenges mentioned in response to the two questions included the lack of an on-line Spanish language Health-e-Arizona training for assistors, attrition of volunteers trained as assistors, and the failure of some DES liaisons to respond in a timely way to questions and requests for assistance.

Outcome Evaluation

The outcome evaluation assesses progress towards seven project goals:

1. Increase Arizona's Food Stamp participation rate from 49.7%[17] to 65%.

2. Increase the number of elderly people enrolled in Food Stamps by 15% (from 33,566 to 38,566).

3. Increase the number of Hispanics enrolled in Food Stamps by 15% (from 304,288 to 349,788).

4. Decrease the number of denials due to no-show from 31.07% to 20%.

5. Increase the annual FAA Food Stamp caseload of 607,000 without increasing staff.

6. Decrease the Food Stamp timely initial cycle time from 18 to 16 days.

7. 5,000 SNAP beneficiaries will manage their accounts through MyFamilyBenefits within 60 days of implementation, and 30,000 will do so by 6 months from the on-line system's launch.

Almost all of the baseline data for the outcome measure have come from the project's original proposal. Some additional baseline data and all of the July 2011 data used to measure progress towards the project's goals come from Excel databases provided by DES.

It should be acknowledged that factors outside of project activities have had a major impact on the project's outcome indicators. Since the beginning of the project, the serious economic recession being experienced both nationwide and in Arizona has resulted in a large number of people applying for and receiving SNAP benefits. In May 2011, more than 45 million (1 out of every 7) Americans were enrolled in SNAP, the highest participation number in the program's history. [18] In Arizona, an average of 544,688 participated in SNAP i.e., the Food Stamp program) in 2007.[19] By June 2011 the number of Arizona SNAP participants had grown to 1,083,451. [20]

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[17] The baseline data utilized for the program were computed by DES based on 2007 population data.
[18] Food Research and Action Center (n.d.). Retrieved on 8/9/11 from http://frac.org/reports-and-resources/
[19] Food Research and Action Center (n.d.). *National and State Program Data, Arizona*. Retrieved from http://frac.org/reports-and-resources/reports-2/
[20] Arizona Department of Economic Security (2011). *Statistical Bulletin June 2011*. Retrieved on 8/9/11 from https://www.azdes.gov/appreports.aspx

Exhibit 18 shows progress towards the project's seven long term outcome goals. The exhibit shows that the project achieved all of its goals except for one. The overall SNAP participation rate increased from 49.7%[21] to 69.3% over the period of the grant, surpassing the goal of reaching a 65% participation rate. Similarly, increases in the SNAP participation rates for the Hispanics and the elderly, 42% and 21% respectively, both surpassed project targets.

The project's goal to increase FAA caseload by 15% from 607,000 to 698,000 without an increase in staff was also achieved. Over the grant period, the number of SNAP participants increased by 83%, to 1,112,839 while the number of FAA staff decreased by 15%. The project also met its goal to decrease the application cycle time from 18 days to 16 days, with July 2011 DES administrative data showing a cycle time of 15 days.

The project was very successful in its promotion of use of the MyFamilyBenefits account management system. The project coordinator began promoting MyFamilyBenefits at community health fairs in the fourth quarter of Year 2 and DES staff conducted a MyFamilyBenefits training for community partner staff in that same quarter. It was reported in the Year 2 report that 6,655 individuals had opened accounts in the system as of September 17, 2010. The system had 105,777 users as of August 1, 2011, far surpassing the project goal of 30,000 users by six months from system launch.

Only in the case of decreasing the percentage of applicants denied benefits due to failure to appear at an interview was the project unable to meet its goal. While the goal was to decrease benefit denials due to "no shows" from 31.07% to 20%, DES July 2011 data show that this percentage actually increased by 20.3% to 51.4%. To ensure that such a high rate of denials due to no-shows was not an anomaly, DES computed the rate for June and found there was a similarly high rate (49%) for that month as well.

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[21] In 2007, Arizona had an estimated total population of 6,500,000. From that total, DES excluded military and individuals living in institutions to determine the poverty base, the number of people in a population used to calculate poverty level. In 2007, the estimated poverty base for Arizona was 6,331,393. Of those people constituting the poverty base, an estimated 1,198,097 were living at or below 125% of the federal poverty line and eligible to receive food stamp benefits. DES estimates for February 2008 showed that only 595,944 (49.7%) of 1,198,097 eligible individuals received food stamp benefits.

Although it is not clear why this rate has increased so substantially, it has been suggested that some SNAP beneficiaries were leaving the state following the implementation of a 24- month time limit for receiving Temporary Aid to Needy Families (TANF) benefits.

Exhibit 18. Progress towards Outcome Goals

Long Term Outcome	Baseline[1] Data	July 2011 Data	Change	Outcome Achieved?
1) Increase Arizona's overall participation rate from 49.7% (baseline) to 65% (at end of grant period).	595,944 SNAP participants out of 1,198,097 eligible individuals (**49.7% participation**)	1,112,839 SNAP participants out of 1,606,363 eligible individuals (**69.3% participation**)	+19.6	Yes
2) SNAP participation by the elderly will increase by 15% from 33,566 (baseline) to 38,566 (at end of grant period).	33,566	40,612	+21.0%	Yes
3) SNAP participation by Hispanics[2] will increase by 15% from 304,288 (baseline) to 349,788 (at end of grant period).	304,288	432,218	+42.0%	Yes
4) Denials due to no-shows will decrease from 31.07% (baseline) to 20% (at end of grant period).	31.07%	51.4%	+20.3%	No
5) Annual FAA[3] caseload[4] will increase by 15% from 607,000 (baseline) to 698,000 (at end of grant period) without increase in staff.	607,000 participants (1,557[5] staff)	1,112,839 participants (1,316 staff)	Participants +83%	Yes
6) SNAP cycle time will decrease from 18 days (baseline) to 16 days (at end of grant period).	18 days	15 days	-3 days	Yes

Long Term Outcome	Baseline[1] Data	July 2011 Data	Change	Outcome Achieved?
7) 5,000 SNAP beneficiaries will manage their accounts through MyFamilyBenefits within 60 days of implementation, and 30,000 will do so by 6 months from the on-line system's launch.	0	105,777[6]	NA	Yes

Data Sources: DES baseline data from project proposal; DES *Baseline Participation Rate – Arizona Source Data* Excel database; DES *ACT 2815 Estimated July 2011 SNAP Recipients and Population* Excel database; personal communication from DES's project statistician

[1] All baseline data was included in the original project proposal. In that proposal, some baseline data is identified as being from February 2008, while other baseline data is not. Except for the baseline data for Outcome #1, no sources of baseline data are available.

[2] This does not included 15,358 Hispanic SNAP recipients 65 years or older who have been included in the total for all 65+ SNAP recipients.

[3] The Family Assistance Administration (FAA) is the division of DES responsible for administering SNAP in addition to several other assistance programs. The data provided is the number of FAA filled PSE I-III staff positions, those directly dealing with SNAP.

[4] The caseload data supplied are for the number of SNAP recipients and does not include applications made but for which no disposition had yet been made.

[5] This staffing level is for January 2008. The February 2008 staffing level is not available.

[6] DES implemented a "soft" launch of MyFamilyBenefits in August 2010. As of Dec. 24, 2010, a total of 32,680 MyFamilyBenefits accounts had been opened, surpassing the goal of 30,000 within 6 months of launch.

DES Administrative Data Regarding Health-e-Arizona Acceptance

DES administrative reports provide some additional useful outcome data about public acceptance of Health-e-Arizona and MyFamilyBenefits. Exhibit 19 shows some representative data about the use of Health-e-Arizona to apply for SNAP benefits. SNAP applications submitted through Health-e-Arizona consist of two major categories. The first category is application submitted through public access computers. Public access computers include those located in public spaces such as DES offices, libraries, and schools as well those located in private homes or offices. The second category is applications submitted through subscribers. Subscribers pay a fee that allows them special access to Health-e-Arizona for the purpose of assisting the public in applying for SNAP or other government benefits. Subscribers are most often community organizations or social service agencies. The most current data from Health-e-Arizona data may serve as a snapshot of use of the on-line application process. In July 2011, a total of 41,194 households that used public access computers were screened eligible and applied for SNAP benefits

through Health-e-Arizona. This is a slight (3%) increase from the same month in 2010. A total of 8,103 households applied for SNAP benefits in July 2011 through Health-e-Arizona subscribers, a substantial (19%) increase from July 2010. Through July 2011, a total of 158,735 households were screened eligible and applied for SNAP benefits through Health-e-Arizona, with 138,952 of those households doing so using public access computers and 19,783 doing so with the help of subscribers such as the project's primary partners.

Exhibit 19. Health-e-Arizona SNAP Applications

	July 2011	**July 2010**	**Total 2011**
Public Access	41,194	40,163	138,952
Subscriber	8,103	6,791	19,783

A large numbers of households also used Health-e-Arizona for renewal of their benefits. Exhibit 20 shows that a total of 128,278 households used public access computers for their renewals while 8,971 households renewed their benefits with the assistance of subscriber agencies.

Exhibit 20. Households that Used Health-e-Arizona for SNAP Renewal

	July 2011	**Total 2011**
Public Access	19,179	128,278
Subscriber	NA	8,971

In addition to Health-e-Arizona, another on-line system developed by DES that is used by some SNAP beneficiaries is MyFamilyBenefits. The system allows individuals to track the status of their benefits from SNAP and other DES administered programs and later to make changes on-line to their account information as needed. Useful data about public acceptance of the MyFamilyBenefits is available from the findings of an ongoing on-line DES survey began in July 2010 of individuals who opened a MyFamilyBenefits account.[22]

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[22] The survey has thus far elicited 2,199 responses, although some of its questions were answered by fewer respondents.

Findings from the survey show that almost 41% of the respondents had heard about MyFamilyBenefits from the DES website and 18% at a DES office. Almost three-fourths (74%) of the respondents said they access their MyFamilyBenefits account from home, 12% from the home of a friend or relative, and 6% at work. Respondents were asked to rate on a 1-5 scale their level of agreement with statements about the ease of registering for and using MyFamilyBenefits, with 1 meaning strongly disagree and 5 meaning strongly agree. The average level of agreement score for a statement saying it was easy to register for MyFamilyBenefits was 4.26. The average level of agreement score for a statement saying respondents would use the site again and recommend it to others was 4.19. The cumulative average score for the 8 ease of use questions was 3.76. It appears that the public finds it easy to register for and use MyFamilyBenefits.

Summary

UWTSA and DES successfully implemented the project in each of its three years. The following sections provide findings about the successes and challenges for each project year.

Year 1 Findings

Activities in the first year of the project focused on recruitment of primary and outreach partners, launch of a marketing campaign, revision of SNAP application policies, development of a customer account management web portal, purchase and installation of computer equipment and training of primary partner staff. UWTSA obtained participation commitment from primary partners and outreach partners in Cochise, Maricopa, Pima, and Santa Cruz Counties and held a teleconference to inform partners about progress in program implementation. Marketing plan efforts included revision of USDA SNAP outreach material to reflect Arizona's name for the program (Nutrition Assistance) and local contact information and the updating of outreach material produced in the past for the Food Stamp program for use by DES and partner agencies. UWTSA also designed a bus poster promoting SNAP participation and a poster promoting the *My Family Benefits* web portal to be posted in DES offices, partner sites, and community health centers. UWTSA purchased computers, fax machines, and other equipment to be used by primary partners and DES.

DES succeeded in obtaining a USDA policy waiver that allows SNAP applicants for whom it is a hardship to participate in a face-to-face interview to request a phone interview. To further increase the ease of applying for SNAP benefits, DES implemented an electronic signature. Design of the MyFamilyBenefits portal was completed. DES developed a Health-e-Arizona training curriculum, trained its staff members in the use of Health-e-Arizona for SNAP applications, and finalized contracts for trainings and Health-e-Arizona subscription agreements with primary partners.

DES staffing cuts caused by reduced funding from the state caused some minor challenges to project implementation. The launch of MyFamilyBenfits, posting of SNAP application information on the state's on- AZ 211

information and referral website[23], and the installation of computers at primary partner sites were project activates affected in this way. Revision of the UWTSA contract with DES to allow for more cost-effective purchase of IT equipment also slightly delayed launch of the project. Another factor contributing to a minor delay in project implementation was the retirement of the UWTSA staff person responsible for the grant proposal, which occurred soon after the grant was awarded but before project staff were hired.

Poor economic conditions in the state also affected recruitment of partners. Faith-based and community partners were experiencing budget constraints at the same time the demand for services was increasing. At least one faith-based partner was forced to move from primary to secondary status based on staffing limitations.

Year Two Findings

The project's final preparatory activities were completed near the beginning of Year 2, following which the project was fully launched. UWTSA successfully engaged in the project a broad collaborative of primary and secondary partners in Cochise, Maricopa, Pima, and Santa Cruz Counties. DES installed all required IT equipment at community partner sites and participating DES offices. DES provided its staff training in the use of Health-e-Arizona and, in collaboration with UWTSA, effectively trained community partner staff in the using Health-e-Arizona to assist SNAP applicants. UWTSA conducted a multi-faceted marketing campaign to promote public awareness of the availability of applying for SNAP benefits through Health-e-Arizona at community partner sites and DES offices.

Near the end of Year 2, the MyFamilyBenefits web portal was given a "soft" launch to allow for further testing and refinement of the system. Data from a DES survey showed that the public reaction to the system was very positive.

Year Three Findings

The findings of the evaluation show that UWTSA and DES largely implemented the program with fidelity and successfully achieved most goals of the Food Stamp Participation Program. The program successfully engaged a diverse group of community and faith-based primary partners in Maricopa

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[23] The AZ 211 website was shut down due to budget cuts.

County and Pima County as well as a large number of outreach partners located in eight Arizona counties. The process evaluation found that most assistors at the community partner agencies perceived that their Health-e-Arizona training prepared them to help people apply for SNAP benefits using Health-e-Arizona. Survey data showed that there is a high level of public acceptance of applying for SNAP benefits through Health-e-Arizona. These findings support the validity of the model of using faith-based and community agencies as locations for individuals to apply for SNAP benefits. However, community partner focus group data showed that such partners may need ongoing, readily accessible technical support from the state to maintain their commitment.

Findings indicate that program reached its targeted populations. There were large increases in SNAP participation in the 51 targeted areas and large increases statewide in Hispanic and elderly SNAP participation. The only major change to the program's implementation was that DES had limited staff available to assist at public access computers with access to Health-e-Arizona. DES had just begun to implement this component of the program at participating DES offices in Year 2 when increasing budget constraints made fully staffing the public access computers difficult. To compensate for these limitations, DES instituted a process management system for benefit applicants, designed to help individuals complete their application in the course of a single visit to a DES office.

The program's outcome goals may be divided into two types, those related to an increase in SNAP participation and those related to increased efficiencies at DES resulting from shifting the application process to the on-line Health-e-Arizona system. Over the course of the project, the statewide SNAP participation rate increased from 49.7% to 69.3%, surpassing the goal of 65%. SNAP participation by Hispanics increased by 42% from 304,288 to 432,218, far surpassing the goal of a 15% increase to 349,788. SNAP participation by the elderly increases by 21% from 33,566 to 40,612, surpassing the goal of a 15% increase to 38,566.

All except one of the goals related to increasing DES efficiencies through use of Health-e-Arizona were achieved. Overall FAA caseload increased by 83% from 607,000 to 1,112,839 without increase in staff with a reduction in staffing.

This far surpassed the goal of a 15% increase with stable staffing levels. SNAP cycle time has decreased from 18 days to 15 days, surpassing the goal of a decrease to 16 days. A decrease in cycle time is likely to have a positive impact on client satisfaction.

Decreasing denials due to no-shows for interviews from 31.07% to 20% is the only outcome goal that was not achieved. Instead, denials due to no-shows increased to 51.4%. No information is available about the reasons for this increase, but it has been suggested that some SNAP recipients left the state in reaction to recently adopted 24-month TANF time limits.

The number of users of MyFamilyBenefits had passed 105,000 as of August 1, 2011, far surpassing the project goal of 30,000 users by 6 months from project launch. Such a rapid public acceptance of the application is significant as usage of the application has implications for both participant satisfaction and cost savings for the state. Participants will be able to access information about their SNAP benefits and report changes in their personal information 24 hours a day without having to visit a DES office. At the same time, the state may realize cost savings from the need for fewer workers needed to assist SNAP participants in-person and on the phone.

The findings together demonstrate that the United Way of Tucson and Southern Arizona and the Arizona Department of Economic Security collaboration in the Food Stamp Participation Program had a positive impact on SNAP participation by the elderly and Hispanics in Maricopa County and Pima County.

Sustainability

The project developed collaborative, technological, and training resources and brought about state policy changes that will provide a solid base for sustainability of the project's community-based SNAP application activities after the project has ended. The collaborative infrastructure will be sustained with the assistance of the Arizona Community Action Association (ACAA). ACAA has been the partner agency that has managed the USDA contracts for SNAP outreach provided to DES. ACAA will continue to collaborate with DES in support of the project's community partners by providing SNAP eligibility workshops, trainings, outreach materials, and facilitated monthly meetings.

The equipment and software that were obtained by this project have become the property of Arizona Department of Economic Security. Consequently, if a community partner ceases to participate in the SNAP application assistance process, the equipment provided them by the project can be removed and installed at another community partner site in an underserved area. The project has produced a Health-e-Arizona training video which will be available for the training of staff at new sites recruited in the future. UWTSA will continue to refer clients to partners established for assistance with the SNAP application process, and additional resources about applying will be available on the DES website.

Several major policies and procedures related to the SNAP application process were implemented or revised as a result of the project. These include instituting the use of an electronic signature and the easing of the hardship requirement that previously mandated in-person visits to DES for all SNAP application processes.

The system changes initiated through the project have contributed to significant cost efficiency for the AZ Department of Economic Security that contribute to sustainability. The MyFamilyBenefits web portal alone will yield an estimated cost savings of $756,000 by eliminating five minutes per web inquiry and three inquiries for every registered member. My Family Benefits serves as an enhancement to the state's local Interactive Voice Response phone system which allows customers access to their own case information, thereby reducing the number of live agents needed to handle customer calls. Use of the portal may also reduce the number of in-person visits customers make to local offices. This in return creates efficiency in the way DES staff are able to use their time, allowing them to focus on processing applications to determine eligibility. Allowing such a focus is important, given that the number of applications coming in via the online application system has continued to increase over recent years. MyFamilyBenefits will also provide a standard procedure to report changes and lays the foundation for other enhancements to improve customer self-service tools, such as e-mail/message center notifications and electronic document submission processes.

Replication Potential

The project's model has great potential for replication in other states. A state considering such a project should first investigate the technical possibilities that exist in current benefit application systems. It should utilize the resources and collaborative input from various state agencies that are involved in the application process for government benefits. Identifying target areas of the state (e.g., zip codes, census tracts) with low participation rates is a valuable step that should be done during the early planning stage to assure that geographic areas with the greatest unmet need are addressed first. The success of this project highlights the value of partnering with faith-based and community agencies to administer the SNAP application process, thereby expand a state's service delivery systems by utilizing a valuable asset that already exists in local communities.

Lessons Learned

Several useful lessons were learned in the course of implementing the project. One important lesson was that community partners have differing training and support needs. Training and support resources that were appropriate for agencies whose full-time staff assisted SNAP applicants were not always useful to agencies that used community volunteers as assistors. For example, one agency's volunteers provided services only at night, and therefore were not available for classroom training during the daytime. The project found it useful to have experienced community partners mentor new partners as they joined the project. In this way, a new partner was able to learn how to use the public application and to get tips on how to implement and incorporate SNAP application assistance into its regular programs.

The need to optimize the training of new staff and volunteers led to a plan to develop a training video in both English and Spanish for use at community agencies and DES offices. The video will preclude the necessity of full day classroom trainings and be accessible even to those with minimal computer knowledge. The video format will allow staff and volunteers to view sections based on their time availability as is possible with online training and also serve as a useful "refresher" course.

Other lessons learned come from DES experiences with implementing the on-line application process. DES found there were substantial staffing requirements associated with assisting an on-line SNAP application process through public access computers in DES offices. Moreover, the project didn't take into account the need to create awareness that public access computers were available for applying on-line at selected DES offices.   In retrospect, making computers available to expand access to the on-line application might have been more successful after more marketing had taken place. The original plan to install public access computers in kiosks in high traffic locations such as supermarkets and libraries will also prove to be effective when preceded by appropriate marketing.

Rather than continuing focus on fully staffing the public access computers, DES offices implemented a new process management system. The system allows people to walk in the office and walk out with benefits if they meet all eligibility requirements.

DES also found that its staff had differing levels of knowledge about the on-line application process. Community partner staff, in the course of phone communications with DES to assist a person experiencing problems with their applications, observed that some DES workers were not aware how to access eligibility documentation that had been submitted electronically.   It was realized that there is a need for further education of DES offices about how to deal with the two ways that people apply for SNAP benefits, the traditional paper application and through Health-e-Arizona. Project experience suggest that if DES continues to provide dedicated helpline staff to assist community partners and client's using the online application there will be fewer unnecessary visits to local offices requiring face-to-face help.
By providing such support for community partners they can also help guide clients through the application process more successfully by ensuring that all necessary documents are submitted and follow up is done promptly.

Appendix A: Outreach Partners

Partner Name	Partner Location
Cochise County	
United Way of Sierra Vista	Sierra Vista
Senior Centers: Benson Senior Center, Bisbee Senior Center, Douglas Senior Center, Ethel Berger Center, Huachuca City Senior Center, Sunsites Senior Community Center, Tombstone Senior Center, Willcox Senior Center	Arizona Sunsites, Benson, Bisbee, Douglas, Huachuca City, Sierra Vista, Tombstone, Wilcox
Graham County	
Safford Senior Center	Safford
Greenlee County	
Senior Centers: Clifton Senior Center, Duncan Senior Center	Clifton, Duncan
Maricopa County	
A New Leaf's Mesa Community Action Network	Mesa
Association of Arizona Food Banks[24]	Phoenix
Arizona Community Action Association	Phoenix
Chicanos Por La Causa	Phoenix
Civitan Foundation	**Phoenix**
Keogh Health Connection	Phoenix
Maricopa Community Health Center	Phoenix
St. Vincent de Paul	Phoenix
Tanner Chapel African Methodist Episcopal Church	Phoenix
Tempe Community Action Agency	Tempe
Town of Guadalupe	Guadalupe
Valley of the Sun United Way	Phoenix
World Hunger Education, Advocacy & Training (WHEAT)	Phoenix
Senior Centers: Adam Diaz Senior Center, Chinese Senior Center, Deer Valley Community Center, Desert West Community Center, Devonshire Senior Center, Goelet A. C. Beuf Community Center, Manzanita Senior Center, Marcos De Niza Senior Center, McDowell Place Senior Center, Paradise Valley Comm. Center, Pecos Community Center, Senior Opportunities West Senior Center, Shadow Mountain Senior Center, Sunnyslope Senior Center	Deer Valley, Paadise Valley, Phoenix

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[24] Although the Association of Arizona Food Banks is located in Phoenix, it is assisting with distributing 100,000 brochures to community food banks around Arizona.

Partner Name	Partner Location
Pima County	
Area Agency on Aging Region II	Tucson
American Red Cross	Tucson
Bnai' B'rith Gerd and Inge Strauss Manor	Tucson
C. E. Rose Elementary School Resource Center	Tucson
Child Parent Centers, Inc.	Tucson
Church of God in Christ	Tucson
Coalición de Derechos Humanos	Tucson
Gideon Baptist Church	Tucson
Gospel Rescue Mission – Men's Center	Tucson
Hope United Methodist Church	Tucson
Grace Temple Missionary Baptist Church	Tucson
Interfaith Community Services (will distribute to 51 affiliated congregations)	Tucson
Kool Smiles (2 locations)	Tucson
Ministerio Marantha	Tucson
Our Family Services	Tucson
Pima Council on Aging	
Pima County Libraries (27 branches)	
Pima County One Stop Community Services	Tucson
Revelation Missionary Baptist Church	Tucson
St. Johns Catholic Church	Tucson
St. John's United Methodist Church	Tucson
St. Monica Roman Catholic Parrish	Tucson
Santa Cruz Catholic Church	Tucson
Southside Presbyterian Church	Tucson
South Tucson Community Church of the Nazarene	Tucson
Summit View Elementary School Volunteer Services	Tucson
University Physicians Hospital	Tucson
United Way of Tucson and Southern Arizona – Financial Stability Partnership	Tucson
WIC Offices (Abrams Public Health Center, Eastside, Flowing Wells, Kino Teen Center, Westside)	Tucson
WIC Office (in Arivaca Human Resources Center)	Arivaca
Senior Centers: Ajo Community Center, Archer Center, Armory Park Senior Center, Casa Community Center, Eastside Senior Center, El Pueblo Neighborhood Center, El Rio Neighborhood Center, Freedom Recreation Center, Marana Community Center, Northwest Neighborhood Center, Quincie Douglas Senior Center, Robles Junction Community Center	Ajo, Robles Junction,Tucson

Partner Name	Partner Location
Pinal County	
Pinal County Superior Court	Florence
Santa Cruz County	
Carondelet Holy Cross Hospital	Nogales
Casitas de Santa Cruz	Nogales
Mariposa Community Health Services	Nogales
Nogales-Santa Cruz County Chamber of Commerce	Nogales
Phoenix and Tucson Job Corps	Nogales
Santa Cruz Council on Aging	Nogales
Santa Cruz County Complex	Nogales
Santa Cruz County Victim Advocate	Nogales
United Way of Nogales	Nogales
Senior Centers: Nogales Senior Center, Patagonia Senior Center, Rio Rico Senior Center	Nogales, Patagonia
Vivian's Home Care	Nogales
Yavapai County	
United Way of Yavapai County	Prescott Valley

Appendix B: SNAP Assistor Survey

The following questions are designed to help the administrators of the Food Stamp Participation Program Grant to understand the challenges and benefits of the program so far, and assist them in making any needed changes to improve the quality of the program implementation. Your responses are anonymous, and will be combined and reported to stakeholders by an independent evaluator (LeCroy & Milligan Associates).

1) I assist SNAP applicants…
   (Please select ALL responses that are true for you):

   a) At a DES office
   b) At a community partner site
   c) For a community partner at various locations in the community (health fairs, etc.)
   d) For a community partner in clients' homes
   e) Other

   If you selected "other," please specify:

2) I assist SNAP applicants in the following ways…
   (Please select ALL that are true for you):

   a) I enter their information into Health-e-Arizona and fax their required documents to the Health-e-Arizona server.
   b) I only enter their information into Health-e-Arizona. I DO NOT fax their required documents to the Health-e-Arizona server.
   c) I help people who are entering information into Health-e-Arizona on their own at a public access computer.
   d) I help people who are entering information into Health-e-Arizona on their own on their home computer.
   e) Other

   If you selected "other," please specify:

3) What obstacles have you encountered while using Health-e-Arizona to assist people in applying for SNAP benefits?
   (Please select ALL that are true for you)

a. It is difficult for me to use a computer.
b. The form I must fill out on-line is confusing.
c. I cannot remember many of the instructions given during the training.
d. The computer I use malfunctions ("crashes," etc.) while I am filling out the form on-line, so I have to start over again.
e. The Health-e-Arizona system "crashes" while I am filling out the form, so I have to start over again.
f. It takes me longer to fill out an application on-line than I was told during the training.
g. The people applying have concerns about the new system.
h. Other

If you selected "other," please describe:

4) When I have encountered a problem while helping someone apply for SNAP benefits, I…
(Please select ALL that are true for you)

a) Figured out how to deal with it by trying different buttons in Health-e-Arizona until I got it to do what I wanted.
b) Looked in my training notes and found out what I needed to do.
c) Called the DES liaison or One-e-App and was able to get help.
d) Called the DES liaison or One-e-App but could not get in touch with them. I had to stop working on the application till another time.
e) Other

If you selected "other," please describe:

5) To what extent do you feel prepared by the SNAP training to help people apply for SNAP benefits using the web-based SNAP application procedure?
(Please choose the BEST answer below)

a) Not at all prepared
b) A little prepared
c) Mostly prepared
d) Completely prepared

6) Assisting people applying for SNAP benefits using Health-e-Arizona has been…
(Please choose the BEST answer below)

a) Easy
b) A little bit difficult
c) Difficult
d) Difficult at first, but is getting easier with practice

7) Please describe the reaction of the applicants you have been assisting in the process of applying for SNAP benefits using Health-e-Arizona. (Please select ALL that are true for you)

a) They feel it's an easy and efficient way to apply.
b) They feel it's a good way to apply, but it takes too long.
c) They feel it's a difficult way to apply.
d) They are fearful of entering their personal data into an on-line form.
e) Other

If you selected "other," please describe:

8) Is there anything else you can say about assisting people to apply for SNAP benefits using the Health-e-Arizona application process that you believe will help improve the implementation of the project in the coming years (e.g., things that work very well and should be done more, things that don't work well and should be changed)?

Appendix C: Nutrition Assistance Applicant Survey

This survey is for people who applied for Nutrition Assistance benefits (formerly called "food stamps") at a DES office or community partner site that used the web-based Health-e-Arizona application system. Please help us make this project a success by answering the following 9 brief questions. Thank you!

1. **My age is:**

    ○ under 19   ○ 45-64

    ○ 20-44   ○ 65 or older

2. **My ethnicity is:**

    ○ White   ○ Native American

    ○ Hispanic   ○ Asian American

    ○ African American ○ Other

3. **I learned that I could apply for Nutrition Assistance benefits using the Health-e-Arizona on-line system at this location from:**

    ○ The DES website   ○ A health fair

    ○ The website of another department of the State of Arizona   ○ A newspaper article

    ○ An employee at a community agency   ○ A friend or relative

    ○ A DES employee   ○ Other (please specify):_____

    ○ A flyer/brochure

4. **Filling out the application on-line was:**

    ○ Very easy   ○ Difficult

    ○ Easy   ○ Very difficult

Please explain your answer:

5. The on-line application process works well.

    ○ Strongly agree   ○ Disagree

    ○ Agree   ○ Strongly disagree

Please explain your answer.

---

6. If I could <u>NOT</u> have applied for Nutrition Assistance benefits this time using the Health-e-Arizona on-line system, I would have applied at a DES office using a paper application.

    ○ True   ○ False

7. If you need to apply for Nutrition Assistance benefits again in the future, which of the following methods would you use?

    ○ On-line on my own using Health-e-Arizona   ○ On-line at a DES office using Health-e-Arizona

    ○ On-line at a community agency using Health-e-Arizona   ○ A paper application

8. Where did you complete this application?

    ○ At my home   ○ At a community agency

    ○ At a friend or relative's home   ○ At a DES office

    ○ At work   ○ At another location

    ○ At a library

If "At another location," please specify where:

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9. Is there anything that could be changed in the process of applying for Nutrition Assistance benefits on-line using Health-e-Arizona to improve it?

If "yes", please explain your answer:

Appendix D: Nutrition Assistance Applicant Survey
Spanish Version

<u>Encuesta para los Solicitantes de Asistencia Nutricional</u>

Esta encuesta es para la gente que solicitó los beneficios de Asistencia Nutricional (antes llamado "estampillas para comida") en una oficina del Departamento de Seguridad Económica (DES, siglas en ingles) o en una agencia de la comunidad que utilizaron el sistema de Internet-basado de Health-e-Arizona. Ayúdenos por favor a hacer este proyecto un éxito contestando las 9 preguntas siguientes. ¡Gracias!

10. Mi edad es:

   ○ Menos de 19   ○ 45-64

   ○ 20-44   ○ 65+

11. Mi etnicidad es:

   ○ Blanco   ○ Nativo Americano

   ○ Hispano   ○ Asiático-Americano

   ○ Afro-Americano   ○ Otro

12. Aprendí que podría solicitar beneficios de Asistencia Nutricional usando el sistema de Internet-basado de Health-e-Arizona en esta localización de:

   ○ La pagina del Internet de   ○ Una feria de salud
     DES

   ○ Otra página del Internet de   ○ Un artículo del periódico
     otro departamento del
     Estado de Arizona

   ○ Un empleado de la agencia   ○ Un amigo(a) o pariente
     de la communidad

   ○ Un empleado de DES   ○ Otro (por favor especifique):
                                        _____

   ○ Un folleto

13. Llenando la solicitud en el Internet era:

○ Muy fácil   ○ Difícil

○ Fácil   ○ Muy difícil

Por favor explique su respuesta:

14. El proceso de la solicitud del Internet trabaja bien.

○ Muy de acuerdo   ○ Desacuerdo

○ De acuerdo   ○ Muy en desacuerdo

Por favor explique su respuesta.

15. Si no habría podido solicitar beneficios de Asistencia Nutricional usando el sistema de Internet-basado de Health-e-Arizona, habría aplicado en una oficina del DES usando una solicitud de papel.

○ Verdadero   ○ Falso

16. ¿Si necesita solicitar beneficios de Asistencia Nutricional en el futuro, cuál de los siguientes métodos utilizará?

○ En el Internet yo solo(a) utilizando Health –e-Arizona

○ Una solicitud de papel

○ En el Internet en una agencia de la comunidad utilizando Health-e-Arizona

○ En el Internet en una oficina del DES utilizando Health-e-Arizona

17. ¿A dónde lleno esta solicitud?

○ En mi casa   ○ En una agencia de la comunidad

○ En la casa de mi amigo(a) o pariente ○ En la oficina del DES

○ En el trabajo   ○ En otro lugar

○ En la biblioteca

18. ¿Hay cualquier cosa que se podría cambiar en el proceso de solicitar Asistencia Nutricional en el sistema de Internet-basado para mejorar el proceso? Si respondió si, por favor explique.

Por favor explique su respuesta:

Appendix E: Nutrition Assistance Participation Program Senior Outreach Survey

The United Way of Tucson and Southern Arizona and the Arizona Department of Economic Security are working to increase participation in the Nutrition Assistance program (formerly called "Food Stamps") by underrepresented groups. One group that had been identified as having many members who qualify for but do not receive Nutrition Assistance benefits is seniors.

Please help us find out how we might help more seniors to obtain Nutrition Assistance benefits by completing this short survey. Thank you!

Please check the answers that are true for you.

1. I live in:

   ○ Maricopa County   ○ Pima County

2. My gender is:

   ○ Male   ○ Female

3. My age is:

   ○ Under 65   ○ 66-70   ○ 71-75

   ○ 76-80   ○ 81-85   ○ 86+

4. My ethnicity is:

   ○ White   ○ Hispanic   ○ African American

   ○ Asian American   ○ Native American   ○ Other _____

5. I have received Nutrition Assistance benefits (Food Stamps) in the past.

   ○ Yes   ○ No

6. I receive Nutrition Assistance benefits (Food Stamps) now.

   ○ Yes   ○ No

7. I know how a person applies for Nutrition Assistance (Food Stamp) benefits.

   ○ Yes   ○ No

8. **If you answered "yes" to Question #7,** from whom did you learn about how a person applies for Nutrition Assistance benefits (Food Stamps)?

   _____

   _____

9. Do you currently qualify to receive Nutrition Assistance benefits (Food Stamps)?

   ○ Yes   ○ No   ○ I don't
                                      know

10. **If you answered "yes" to Question #9** but **DO NOT** currently receive Nutrition Assistance benefits (Food Stamps), why not?

   _____

   _____

   _____

   _____

11. Please check **ALL** statements below that you believe are true:

   ○ The amount of dollars of Nutrition Assistance benefits (Food Stamps) a senior can receive is very small, so it's not worth it for them to apply.

   ○ When a senior gets Nutrition Assistance benefits (Food Stamps), it makes their family look like they can't take care of them properly.

   ○ A senior's friends will think badly of them if they get Nutrition Assistance benefits (Food Stamps).

○ To apply for Nutrition Assistance benefits (Food Stamps), you have to go to a state government office.

○ To apply for Nutrition Assistance benefits (Food Stamps) a senior's income must be below the federal poverty line.

12. What are some of the difficulties or barriers that seniors face in applying for Nutrition Assistance benefits (Food Stamps)?

_____

_____

_____

_____

_____

_____

Thank you for completing this survey!

Appendix F. Year 2 Outreach Activities

Type of Activity	Description	Location	Agency/organization
Quarter 5 (Oct. 1, 2009 – Dec. 31, 2009)			
Posters	➤ Posters promoting Health-e-Arizona put up in participating DES offices, at community partner locations, child care providers' offices in Pima County, and on public buses in Tucson.	All counties with community partners and participating DES offices	UWTSA, DES
	➤ Distributed 1,000 posters promoting new on-line application process posted at community centers, social service agencies, colleges, food banks, and other locations.	Maricopa County	Valley of the Sun United Way
Workshop	➤ Workshop on updates in SNAP eligibility and benefits for Pima Council on Aging.	Pima County	UWTSA, DES, and the Arizona Community Action Association
Quarter 6 (Jan. 1, 2010 – Mar. 31, 2010)			
Press releases and Public Service Announcements (PSAs)	➤ English and Spanish-language press releases and PSAs developed ➤ Prepared a press release about the on-line SNAP application process targeting seniors	All counties with community partners and participating DES offices	UWTSA South Eastern Arizona Governments Organization, Area Agency on Aging, Region One

Flyers	UWTSA developed flyers promoting SNAP on-line application process. Flyers promoting SNAP and providing information about the location of DES offices and the zip codes they serve were provided to primary partners.	Maricopa County and Pima County	UWTSA, Community Food Bank (Tucson), Pio Decimo, My Sister My Friend, Cummings Community Center, St. Mary's Food Bank
	➤ The Community Food Bank (Tucson, Amado, Green Valley, and Nogales) began inserting flyers in food boxes.		
	➤ Pio Decimo Center, My Sister My Friend, Cummings Community Center, and St. Mary's Food Bank began distributing flyers.		
	➤ Distributed fliers about the on-line SNAP application process to agencies in Cochise, Greenlee, Graham, Santa Cruz Counties.	Cochise, Greenlee, Graham, Santa Cruz Counties	South Eastern Arizona Governments Organization, Area Agency on Aging, Region One
Posters	➤ Posters promoting SNAP were put up at libraries near community partner sites.	Maricopa County	UWTSA
Community Presentations	➤ Promotes SNAP through presentations to non-profit agencies in Maricopa County	Maricopa County	St. Mary's Food Bank (Phoenix)

Quarter 7 (Apr. 1, 2010 – June 30, 2010)			
Public Service Announcements	➤ English and Spanish radio public service announcements promoting the Community Food Bank as a SNAP application site were aired through a variety of media chains: Clear Channel (KWMT, KNST, KOOL, KHOT, KRQQ, KXEW, KPZR); Citadel (KIIM, KHYT, KTUC, KCUB); Journal (KMXZ, THE TRUTH, MEGA, THE FAN); Lotus (KLPX, La Caliente, KFMA, KTKT); Good News (KVOI).	Pima County	UWTSA
Outreach Presentations	➤ Outreach presentations about SNAP conducted by community partners: Community Food Bank conducted presentation at Citibank and Cottonwood Hospice ➤ UWTSA conducted presentations for 12 health promotoras and medical eligibility workers, House of Neighborly Services staff (2 workshops – one in English, one in Spanish), Our Family Services Staff ➤ UWTSA, in collaboration with Arizona Community Action Association, conducted a presentation for Pima Council on Aging case manager.	Pima County	Community Food Bank, UWTSA, Arizona Community Action Association, DES, Pima Council on Aging

Flyers	➢ 600 SNAP flyers distributed to libraries, churches, and schools; directors of congregate meal sites in Maricopa County and Pima County requested to post flyers and host presentations about SNAP.	Cochise County, Pima County, Maricopa County	UWTSA
Quarter 8 (July 1, 2010 – Sept. 30, 2010)			
Outreach Presentations	➢ Outreach presentations at congregate meal sites presented by Arizona Community Action Association, with Spanish translation; presentation by project coordinator in Spanish at Casa De Esperanza, Marcos de Niza Senior Center, Guadalupe Senior Center, South Mountain Senior Center, and mobile clinic at New Life Community Resource Center (Tucson)	Maricopa County, Pima County	Arizona Community Action Association
Health Fair Participation	➢ Participation in health fair at Sunnyside High School, Our House of Neighborly Services, El Pueblo Neighborhood Health Center (Tucson), University Physicians Healthcare health fair at Armory Park Senior Center, AARP/LULAC, New Start health fair	Pima County	UWTSA

Electronic Flyers	➢ Electronic flyers promoting SNAP application assistance by SEAGO, Community Food Bank of Green Valley and Nogales were sent to over 20 agencies on the Santa Cruz County Community Network	Santa Cruz County	UWTSA
MFB e-mails	➢ Sent e-mails promoting MyFamilyBenefits to outreach partners	Cochise County, Maricopa County, Pima County, Santa Cruz County	UWTSA

LeCroy & Milligan Associates, Inc. ——————————————————————
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