

A Guide to the Engagement Team



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History of the Team

- USDA FNS working to address SNAP participation rates by offering 50% reimbursement of administrative costs to SNAP departments that submit a SNAP Outreach Plan
 - Due to Idaho Regulatory Restrictions, the Idaho Department of Health and Welfare is not permitted to perform educational activities around SNAP
 - SNAP/WIC Engagement Team (previously SNAP Into Action) was created as a privately funded plan
 - Partners submitted letters of commitment to the plan annually
 - IHRTF continually surveyed and provided technical assistance
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Purpose of SNAP/WIC Engagement Team

- Expand SNAP Into Action to include WIC education and outreach
- Decrease barriers to participating in Idaho SNAP/WIC Programs
- Create a network of leaders who advocate, dispel myths, and facilitate participation
- Provide accurate, up to date, timely, and consistent information

Why It Matters^{1,2,3}



ELIGIBLE IDAHOANS PARTICIPATING IN SNAP



ELIGIBLE IDAHOANS NOT PARTICIPATING IN SNAP



ELIGIBLE IDAHOANS PARTICIPATING IN WIC



ELIGIBLE IDAHOANS NOT PARTICIPATING IN WIC



ELIGIBLE WORKING IDAHOANS NOT PARTICIPATING IN SNAP



ELIGIBLE OLDER IDAHOANS NOT PARTICIPATING IN SNAP



INCREASED BY 97% IDAHOANS WHO DIDN'T HAVE ENOUGH TO EAT OVER A ONE-WEEK PERIOD



1 IN 9 IDAHO RESIDENTS LIVE IN FOOD INSECURE HOMES

Previous Plans

- [SNAP Into Action 2019](#)
- [SNAP Into Action 2016](#)
- [SNAP Into Action 2015](#)



Purpose of Nutrition Assistance Programs^{4,5}

SNAP: Provide healthy foods to low-income families.

WIC: Help women, new mothers, infants, and children up to the age of 5, thrive through the promotion of healthy lifestyle choices.

Populations Served

- Individuals (SNAP)
- Students (SNAP)
- Seniors & Disabled (SNAP)
- Families (SNAP/WIC)
- Children (SNAP/WIC)
- Pregnant mothers (SNAP/WIC)
- Guardians of children under the age of 5 (SNAP/WIC)

Resources

1. SNAP Participation Rates by State, All Eligible People (FY 2018). USDA Food and Nutrition Services. 2018. <https://www.fns.usda.gov/usamap#>
2. State Data. USDA Economic Research Service. Updated February 7, 2024. <https://data.ers.usda.gov/reports.aspx?StateFIPS=16&StateName=Idaho&ID=17854>
3. Week 61 Household Pulse Survey: August 23 – September 4. United States Census Bureau. Updated September 20, 2023. <https://www.census.gov/data/tables/2023/demo/hhp/hhp61.html>
4. About SNAP. Idaho Department of Health & Welfare. <https://healthandwelfare.idaho.gov/services-programs/food-assistance/about-snap>
5. About WIC. Idaho Department of Health & Welfare. <https://healthandwelfare.idaho.gov/services-programs/food-assistance/about-wic>
6. SNAP Into Action. Idaho Hunger Relief Task Force. <https://www.idahohunger.org/snap-into-action>