

Healthy Incentives Pilot



Fresh. Canned. Dried. Frozen.

It's **HIP** to be healthy!



Welcome Community Partners

Stephanie Brown
Frank Martinez Nocito

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What have you heard about the Healthy Incentives Pilot (HIP)?



Fresh. Canned. Dried. Frozen.

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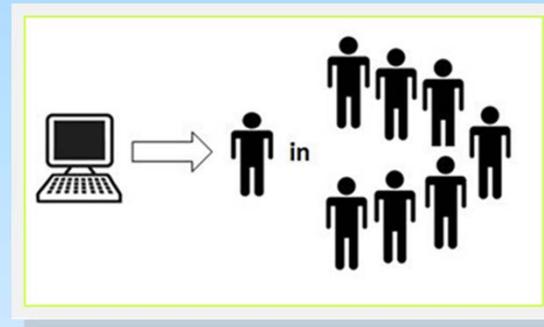


Overview

- What is HIP?
- How does it work?
- HIP target foods
- Which foods do not qualify?
- How does HIP benefit community members?
- Questions?

Healthy Incentives Pilot

- What is HIP?
- Goal of the pilot
- Random selection



- HIP incentive

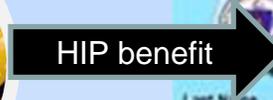
How does HIP work?



\$40 spent on food with participant SNAP EBT card



\$10 spent on HIP target fruits and vegetables



\$3 credit to participant EBT card for future SNAP purchases

Shopping and the HIP incentive

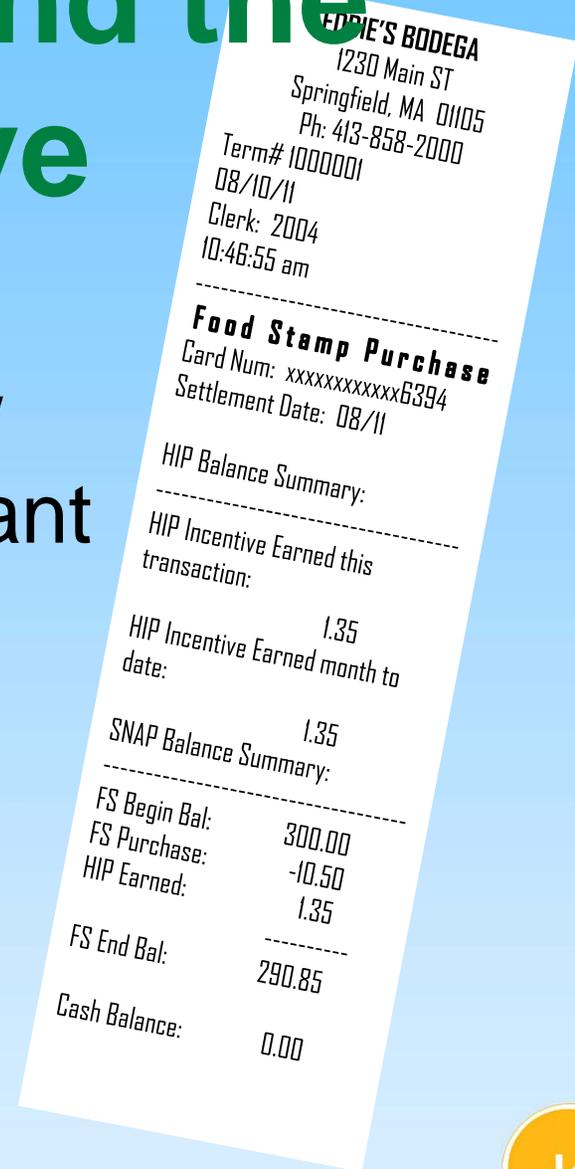


- Where can participants shop?
- How were stores chosen?
- Store checkout
- What can participants purchase with the HIP benefit?

Shopping and the HIP incentive



- Finding out how much a participant earned
- Suggestions for new stores



Identifying HIP retailers

- HIP retailers list
- Watch for this decal

on the store door



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HIP target foods



Why are fruits and vegetables important?

Which are HIP target foods?

Fresh whole or cut fruit
(without added sugar, salt, fats or oils)



Which are HIP target foods?

Fresh whole or cut vegetables
(without added sugar, salt, fats or oils)



Which are HIP target foods?

Canned fruit

(without added sugar, salt, fats or oils)



Which are HIP target foods?

Canned vegetables

(without added sugar, fats or oils)



Which are HIP target foods?

Dried fruits and vegetables
(without added sugar, salt, fats or oils)



Which are HIP target foods?

Frozen fruit
(without added sugar)



Which are HIP target foods?

Frozen vegetables

(without added sugar, fats or oils)





Which foods do not earn the HIP incentive?

- White potatoes
- Fruit juice
- Herbs and spices
- Dried beans
- Pickled vegetables
- Condiments
- Vegetable juice

HIP timeline

- When do HIP benefits begin and end?
- Notices to participants
- Retailers
- Farmers markets

Training timeline



- When will the different stakeholder groups be trained?
- What is the purpose of each training?
- What materials will each group receive?

Evaluation

- Who is responsible for conducting the evaluation?
- What will the evaluation accomplish?
- What is your role?

Benefits to the community



- Increase access to healthful foods
- Improve the well-being of greater community
- Improve the perception of SNAP
- Inform the development of SNAP policy
- National model



Role of Community partners



- Information resource
- HIP participant support
- Focus groups
- Provide feedback to HIP
- Serve as host training sites



Media and community partners

- We encourage our community partners to refer any HIP-related media inquiries to Amy West (617-348-5614) at DTA or Paulette Song (617-573-1610) at EOHHS
- Together, we can ensure consistent HIP messaging throughout the pilot

Summary

- What is HIP?
- What foods earn the HIP benefit?
- How does HIP work?
- What is your role?
- How does HIP benefit my community?



HIP information resources

- 1-888-987-4487
- DTA.HIP@state.ma.us
- www.mass.gov/dta/hip
- HIP staff



Questions?

Thank you for attending
this HIP training.

Your feedback is welcome
and appreciated!



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