

Healthy Incentives Pilot



Fresh. Canned. Dried. Frozen.

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



Welcome

HIP Trainers:

Gissell Abreu-Rodriguez

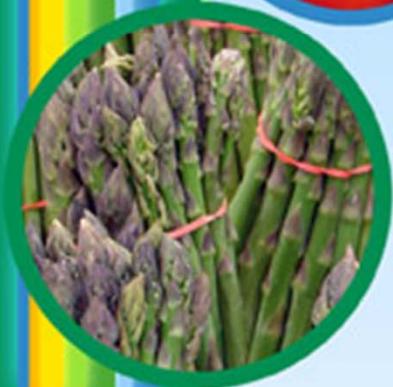
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Paula Tessier

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Training expectations

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



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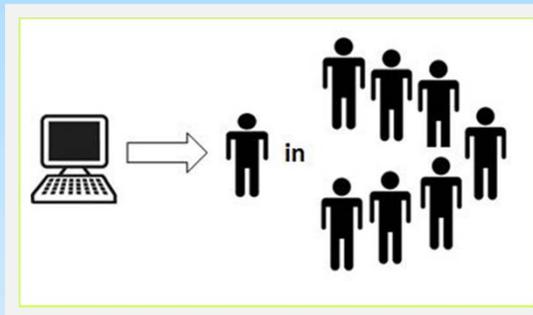
Understanding HIP

- Overview
- What is HIP?
- How does HIP work?
- HIP participant and community partner trainings
- HIP target foods
- Questions?



What is HIP?

- Goal of the pilot
- How will HIP participants benefit from the pilot?
- Random selection



- Who are our partners?

How does HIP work?



\$40 spent on food with your SNAP EBT card

includes



\$10 spent on HIP target fruits and vegetables

HIP benefit



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

HIP timeline

- When do HIP benefits begin and end?
- When will trainings begin?
- Notices
- Retailers
- Farmers markets



Evaluation

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



Changes in BEACON

- HIP households indicator
- Viewing HIP notices

What happens if:

- A SNAP case closes?
- A household splits?
- A SNAP client wants to know why they cannot participate in HIP?



Training timeline

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

Questions

- EBT issues?
- HIP questions?



HIP information resources

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



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)





Exercise

Which are HIP target foods?

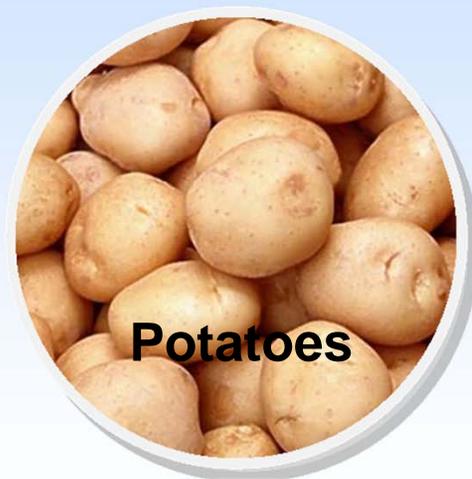
Which are HIP target foods?



Plantains



Nectarines



Potatoes



Lettuce

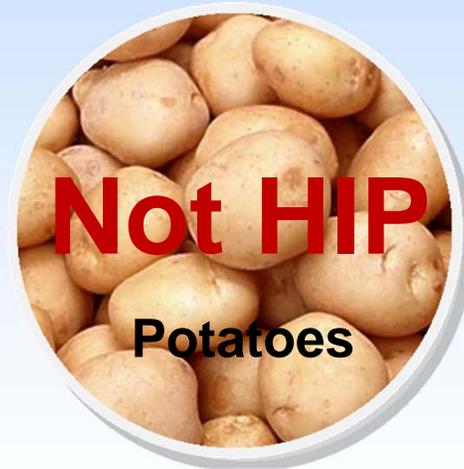
Which are HIP target foods?



Plantains



Nectarines



Not HIP

Potatoes



Lettuce

Which are HIP target foods?



Which are HIP target foods?



Which are HIP target foods?



Dried beans



Cantaloupes



Canned corn



Frozen broccoli and corn

Which are HIP target foods?



Dried beans



Cantaloupes



Canned corn



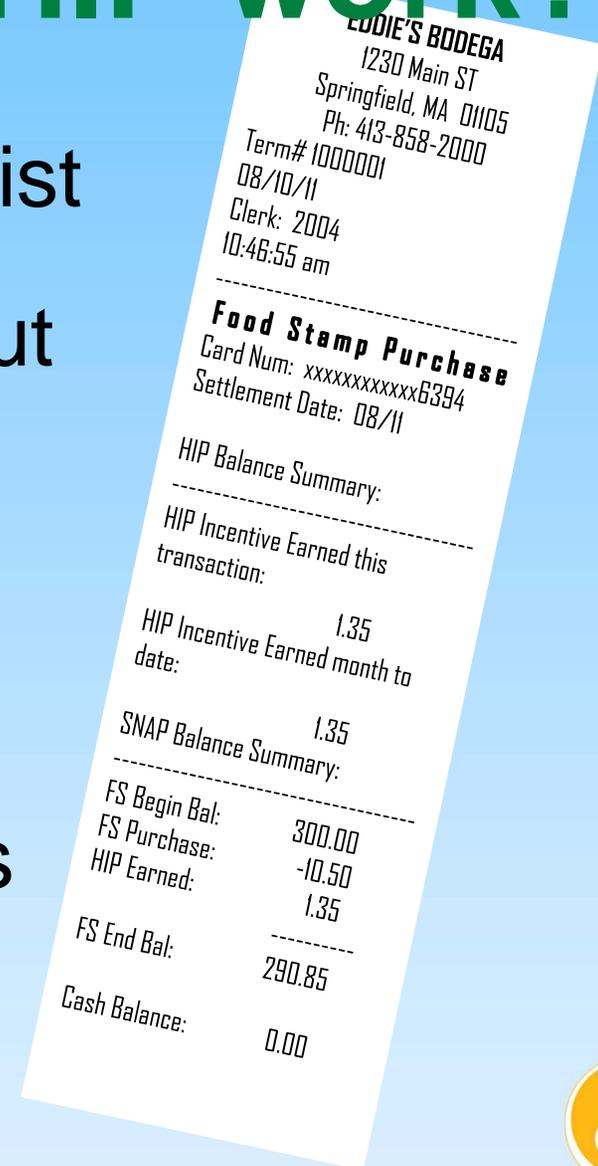
Frozen broccoli and corn

Shopping and the incentive

- Where can clients shop?
- How do they receive the benefit?
- How do they find out how much they have earned?
- What can clients purchase with the HIP incentive benefits?

How does HIP work?

- HIP retailers list
- Store checkout
- Reading the receipt
- Suggestions for new stores





Media protocol

You can find the updated policy at DTA online:

*[http://dtaonline/adminmemo/
media_protocol_and_tips_91
411.pdf](http://dtaonline/adminmemo/media_protocol_and_tips_91411.pdf)*



Summary

- What is HIP?
- What foods earn the HIP benefit?
- HIP target foods activity
- How does HIP work?

***Thank you for attending
this HIP training.***

***Your feedback is welcome and
appreciated!***



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