



Fresh. Canned. Dried. Frozen.
It's **HIP** to be healthy!

What is HIP?

The Healthy Incentives Pilot (HIP) is a partnership between DTA and the United States Department of Agriculture Food Nutrition Service (USDA/FNS), and is the only one of its kind in the country. The primary goal of HIP is to test whether providing a financial incentive to SNAP (Food Stamps) clients will encourage them to purchase more healthy fruits and vegetables.

When does HIP start and end?

HIP starts on November 1, 2011 and continues for 14 months (through December 31, 2012). HIP participants will begin earning their HIP incentive in November 2011.

Who is in the study?

There are 7,500 SNAP households in Hampden County that were randomly chosen (by computer) to be HIP participants.

HIP: What retailers need to know

HIP Target fruits and vegetables

Participants earn the HIP benefit when they purchase HIP target foods. As a quick reference guide, please note the following:

- *HIP target foods are fresh, canned, dried and frozen fruits and vegetables.*
- *Without added sugar, salt, fats or oils (with some exceptions).*
- *While white potatoes **do not** count, sweet potatoes and yams **do**.*
- *Dried beans, such as pinto, kidney, black, and other beans **are not** HIP target foods.*
- *Vegetables such as green beans, pea pods, and snap peas **are** HIP target foods.*
- *HIP target fruits and vegetables are consistent with those eligible under the rules for the national WIC fruits and vegetables voucher program.*

Please see the "HIP Target Fruits and Vegetables Guidelines" list for more information on eligible fruits and vegetables.

What role do food retailers play in HIP?

Food retailers (supermarkets, grocery stores, bodegas, convenience stores, farmers markets) have a very important role in HIP. HIP participants will only get their incentive on HIP target foods when they shop in HIP participating stores. The success of the pilot depends on you!

What role do cashiers play in HIP?

- *Your role is to process HIP transactions so participants get credit for the HIP target foods they buy at your store. In addition, your role is to give us feedback on the pilot.*
- *You may receive questions from HIP participants about their purchases and their earned incentive amounts. The other side of this sheet provides some common questions and answers.*

*If a customer asks for more information, please refer the customer to the **DTA HIP call-line: 1-888-987-4487**.*

NEED MORE INFORMATION ABOUT HIP?
DTA HIP CALL-LINE 1-888-987-4487
MONDAY THROUGH FRIDAY BETWEEN 9:00 AM AND 5:00 PM



Potential questions and answers

All HIP participants will receive information explaining the study, how it works, which stores are participating in the pilot and what fruits and vegetables are eligible for the incentive. The participants chosen for the pilot will also be invited to attend a training on HIP. Nonetheless, you may run into a situation with a HIP customer where they may have questions. **Please refer all questions to the DTA HIP call-line 1-888-987-4487, Monday through Friday between 9:00 AM and 5:00 PM.** Sample questions:

Q: If a customer reads the receipt and asks why certain fruits and vegetables did not count for HIP, how should I respond?

A: Explain to the customer that a HIP target food list is available through DTA.

Q: What do I do if a customer tells me they are in HIP after I finish the transaction?

A: Customers must identify themselves as HIP before they pay.

Q: If a customer says they are a HIP participant, but are not earning their incentive and think they should, what is the correct response?

A: The customer might not be a HIP participant or may not have purchased HIP target foods.

Q: If a customer asks why they were not chosen for HIP, how should I respond?

A: HIP participants were chosen randomly by a computer. Most Hampden County SNAP clients were not chosen for HIP.

Q: If a customer reads their receipt and does not understand the HIP transaction information, what should I tell the customer?

A: The customer may not realize that they were chosen to participate in HIP.

NEED MORE INFORMATION ABOUT HIP?

DTA HIP CALL LINE 1-888-987-4487

HAVE TECHNICAL QUESTIONS ABOUT YOUR EBT MACHINE?

ACS RETAILER CUSTOMER SERVICE LINE 1-866-891-7897