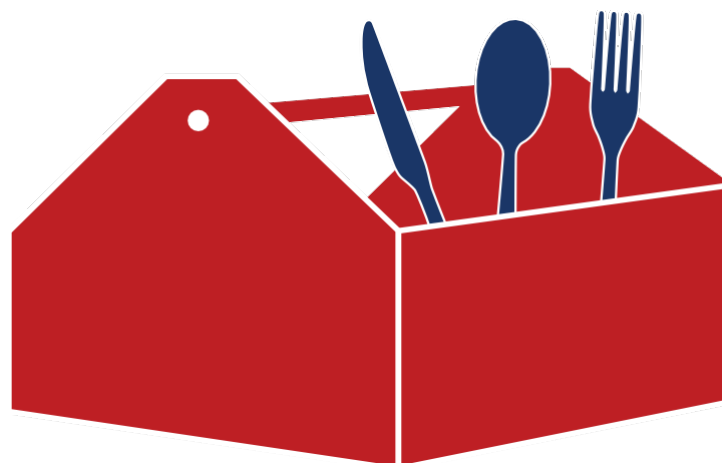




COLORADO BLUEPRINT  
**TO END HUNGER**

**ENROLLMENT OF  
MEDICAID MEMBERS IN  
SNAP AND WIC**



**TOOLKIT**



## Enrollment of Medicaid Members in SNAP and WIC Toolkit

Food insecurity is associated with poorer physical and mental health, a higher incidence of chronic disease, and higher healthcare costs.<sup>1,2</sup> Households with children as well as households headed by Black, Hispanic, and single parents are more likely to experience food insecurity than their counterparts.<sup>3</sup>

The Supplemental Nutrition Assistance Program (SNAP) is the first line of defense to address food insecurity. Families enrolled in SNAP receive money on an EBT card to purchase food. Children on SNAP automatically qualify for free school meals and additional funds when school is not in session (P-EBT). Medicaid Members (MM) are at high risk for food insecurity and the majority are eligible for SNAP.

The Supplemental Nutrition Assistance Program for Women, Infants, and Children (WIC) provides funds on an EBT card for nutritious food for pregnant and breastfeeding women and children younger than 5 years of age. Breastfeeding support and nutrition education is also provided. All MMs are financially eligible for WIC.

Both SNAP and WIC have been demonstrated to improve food and economic security, advance health and educational outcomes, and reduce health costs.<sup>4,5,6,7</sup> Unfortunately in Colorado, fewer than 50 percent of eligible MMs are currently enrolled in WIC or SNAP.<sup>8</sup>

Physicians and healthcare staff can leverage their relationships and touchpoints with MMs to promote the health benefits of the WIC and SNAP programs, ask if families are enrolled, and assist with program enrollment.



Increase awareness of the SNAP and WIC programs

Promote SNAP and WIC as health programs

Ask Medicaid Members: *“Did you know that SNAP & WIC will help your family access healthy food (to manage your diabetes or help your child thrive)? Are you currently enrolled in SNAP WIC?”*

Normalize: *“My patients have benefitted from the healthy food, nutrition, and breastfeeding support provided by WIC and SNAP.”*

Assist Medicaid Members with SNAP applications or WIC referrals:

- During clinic visits
- During care coordination visits
- During enrollment in Medicaid



## Enrollment of Medicaid Members in SNAP and WIC Toolkit

### Options to Assist with SNAP and WIC Promotion & Enrollment

Promoting the health benefits of SNAP and WIC together with enrollment assistance will yield greatest impact. The options listed below can be utilized by your health organization to effectively promote the programs and assist patients with SNAP and WIC enrollment.

#### General Information- SNAP and WIC programs and their health impacts:

- <https://www.colorado.gov/pacific/cdhs/supplemental-nutrition-assistance-program-snap>
- <https://doubleupcolorado.org>
- <https://www.coloradowic.gov/>
- <https://www.cbpp.org/research/food-assistance/snap-is-linked-with-improved-nutritional-outcomes-and-lower-health-care>
- <https://www.cbpp.org/research/food-assistance/wic-works-addressing-the-nutrition-and-health-needs-of-low-income-families>

#### SNAP and WIC Promotional Posters and brochures:

- SNAP: <https://www.endhungerco.org/snap-resources-new>
- WIC: <https://www.coloradowic.gov/resources-wic-partners>

#### Options for Enrollment Assistance:







The list is arranged by most effective practices to least effective. The most effective require the most time by someone on your staff.

- Assist patients by completing an application for SNAP and WIC using PEAKPro  
PEAKPro contact Emily Hunter at [Emily@HungerFreeColorado.org](mailto:Emily@HungerFreeColorado.org) or 720.583.3280
- Provide on-site navigation with Hunger Free Colorado (HFC) or County Human Services  
Contact Ninfa Drago at [Ninfa@HungerFreeColorado.org](mailto:Ninfa@HungerFreeColorado.org) or 720.569.2000  
Contact County Human Service <https://www.colorado.gov/pacific/cdhs/contact-your-county>
- Refer to a community organization that completes SNAP and WIC applications  
Colorado Springs and Pueblo [SNAP@careandshare.org](mailto:SNAP@careandshare.org)
- Call WIC office to schedule an appointment  
<https://www.coloradowic.gov/find-wic-clinic>
- Refer to WIC with state on-line referral  
<https://www.healthinformatics.dphe.state.co.us/WICSignUp>
- Promote the SNAP iPhone App: MyCoBenefits  
<https://apps.apple.com/us/app/mycobenefits/id1385079676>
- Send referral to HFC hotline  
Online Referral Form for Organizations: [bit.ly/SNAPreferral](https://bit.ly/SNAPreferral)
- Instruct Families to call 211 or HFC 855.855.4626  
For phone SNAP application assistance, WIC referral and other food resources.



# Enrollment of Medicaid Members in SNAP and WIC Toolkit

## Quality Improvement

-  **IDENTIFY THE TEAM:** Designate a project champion and team. Plan for regular team meetings to generate ideas, review data, share learning, and celebrate successes.
  -  **DEFINE THE OPPORTUNITIES TO INCREASE SNAP AND WIC ENROLLMENT:** Analyze your existing organization and determine what actions may increase enrollment outcomes.
  -  **ESTABLISH MEASURES:** Determine how you will evaluate whether changes to your existing system result in improvement. Example measures might include:
    - # (or %) of MMs asked about SNAP/WIC enrollment
    - # (or %) of MMs referred for enrollment assistance
    - # (or %) of MMs for whom SNAP/WIC enrollment is completed
    - % Patients satisfied with the enrollment processes
  -  **DETERMINE THE LEVERS AND GENERATE IDEAS:** Consider the leverage points in your existing enrollment system. Formulate and prioritize opportunities for impactful change.
  -  **SET YOUR GOALS:** Determine an initial testing aim and timeline (e.g., of the XX% of MMs seeking care at our office, we aim to improve enrollment completion from A% to B% by Z date).
  -  **TEST CHANGES:** Use iterative Plan, Do, Study, Act (PDSA) cycles to test small-scale changes. If possible, establish baseline value(s) for each measure and then begin tracking your referral and enrollment data. Based on your data, decide whether to adapt, adopt, or abandon each idea.
- <https://www.cms.gov/medicare/provider-enrollment-and-certification/qapi/downloads/pdsacyclededebedits.pdf>

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