

Food Stamp Promotion and Outreach – *A Federal Perspective*

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Why perform Food Stamp Promotion?

- Clients understand that Food Stamps are there to help them buy nutritious food.
- Clients gain a positive attitude about applying.
- Clients have basic information to make an informed decision about applying.

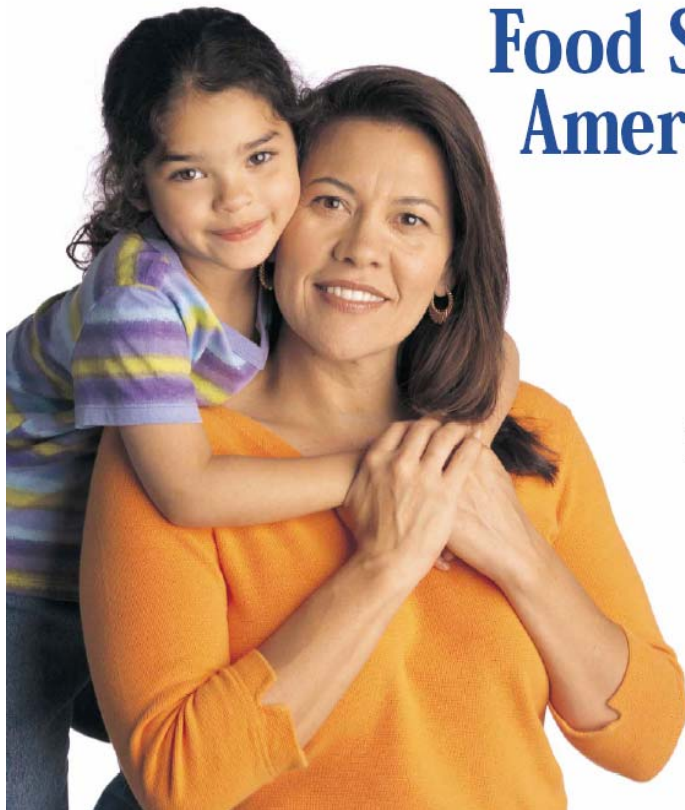
What is the difference between Promotion and Outreach?

- Promotion is encouraging Food Stamp participation during a nutrition education contact. *The primary objective of the activity is to provide nutrition education.*
- Outreach is encouraging Food Stamp participation outside of a nutrition education contact. *The primary objective of the activity is to encourage Food Stamp participation .*

What are some examples of Promotion?

- *Verbally encouraging clients to apply*
- *Providing minimal referral information, like Food Stamp Program contact information*
- *Including a brief message in nutrition education material, such as a nutrition education pamphlet or in media, to encourage Food Stamp participation*
- *Distributing materials about the Food Stamp Program as a small portion of a primarily nutrition education contact*

Food and Nutrition Service Materials



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America Stronger.**

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food stamps. Find out.

Call **1-800-221-5689**

United States Department of Agriculture
Food and Nutrition Service
www.fns.usda.gov
FNS-339



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How do you order Food Stamp Materials?

- Order free English and Spanish-language pamphlets, bookmarks, and posters and English-language magnets at:
<http://www.fns.usda.gov/fsp/info.htm>
- Download materials in 35 languages at:
<http://www.fns.usda.gov/fsp/outreach/translations.htm>



What are some examples of Outreach?

- Developing, printing, updating, “localizing”, or reprinting brochures whose primary objective is Food Stamp participation
- Conducting meetings with a primary objective of Food Stamp Participation
- Performing research or compiling reports on Food Stamp access or participation
- Developing or placing media or otherwise planning or conducting a marketing campaign with the primary objective of Food Stamp participation
- Promoting systems change to increase Food Stamp access and participation

What is unallowable for Promotion and Outreach?

- Acting as a client's authorized representative.
- Advocacy on behalf of specific Food Stamp recipients or applicants
- Lobbying about Food Stamp access and participation
- Recruiting individuals for Food Stamp participation
- Volunteer time, except in public organizations
- Promoting creation of farmers' markets or the development of EBT capability in those markets
- Performing activities meant to encourage participation in programs other than the Food Stamp Program