

DATE: December 23, 2019

TO: Subscribers

SUGGESTED DISTRIBUTION:

FROM: Jeffrey Gaskell, Deputy Commissioner
Employment and Income Support Programs

SUBJECT: NY State of Health to SNAP Outreach

EFFECTIVE DATE: Immediately

CONTACT PERSON: SNAP Policy Bureau (518) 473-1469

Purpose:

The purpose of this General Information System (GIS) is to inform social service districts (districts) that the New York State Office of Temporary and Disability Assistance (OTDA) has partnered with the New York State Department of Health (NYSDOH) to facilitate access to the Supplemental Nutrition Assistance Program (SNAP) by providing information through the New York State of Health (NYSOH) Marketplace. Individuals and families applying or recertifying for Medicaid coverage through the NYSOH Marketplace who appear to be income eligible for SNAP, and who are determined to be eligible for Medicaid, are given the opportunity to receive information about SNAP eligibility and about how to apply for SNAP.

Program Implications:

Following the determination of Medicaid eligibility, the NYSOH online application presents language briefly explaining what SNAP is, informs the applicants that they may be eligible to receive SNAP benefits, and gives them the option to receive more information about SNAP. Applicants who choose to receive more information are required to enter their email address. NYSOH then sends an outreach email explaining that applicants can apply for SNAP online or by going to their local department of social services or local center. The email contains a link to either the myBenefits or ACCESS NYC landing page based on the applicant's district of residence.

Since this initiative began on September 26, 2019, over 30,000 individuals have opted to receive information about SNAP. As a result, districts may experience or may already have experienced an increase in the number of SNAP applications.