

SNAPping Stigma Out of SNAP

07 | 16 | 2024



Agenda

The Supplemental Nutrition Assistance Program helps millions of households purchase food each month, yet more than 16 million adults over 50 are eligible for the but not enrolled. Learn how a behavior change marketing campaign was designed to reduce stigma around SNAP and increase enrollment in the program.

- AARP Foundation Overview
- Older Adult SNAP Enrollment Gap
- SNAP Stigma Research
- SNAP Stigma Campaign
- Discussion

Senior poverty is the problem. We're here to solve it.

More than 37 million older adults are either already living in poverty or only one life event away from slipping into it. Those who have suffered systemic racism and discrimination face compounded difficulties.

AARP Foundation works for and with vulnerable people over 50 to end senior poverty and reduce financial hardship by building economic opportunity. As a charitable affiliate of AARP, we serve AARP members and nonmembers alike. Through vigorous legal advocacy and evidence-based solutions, and by strengthening supportive community connections, we foster resilience, advance equity and restore hope.

To learn more, visit aarpfoundation.org or follow @AARPFoundation on social media.



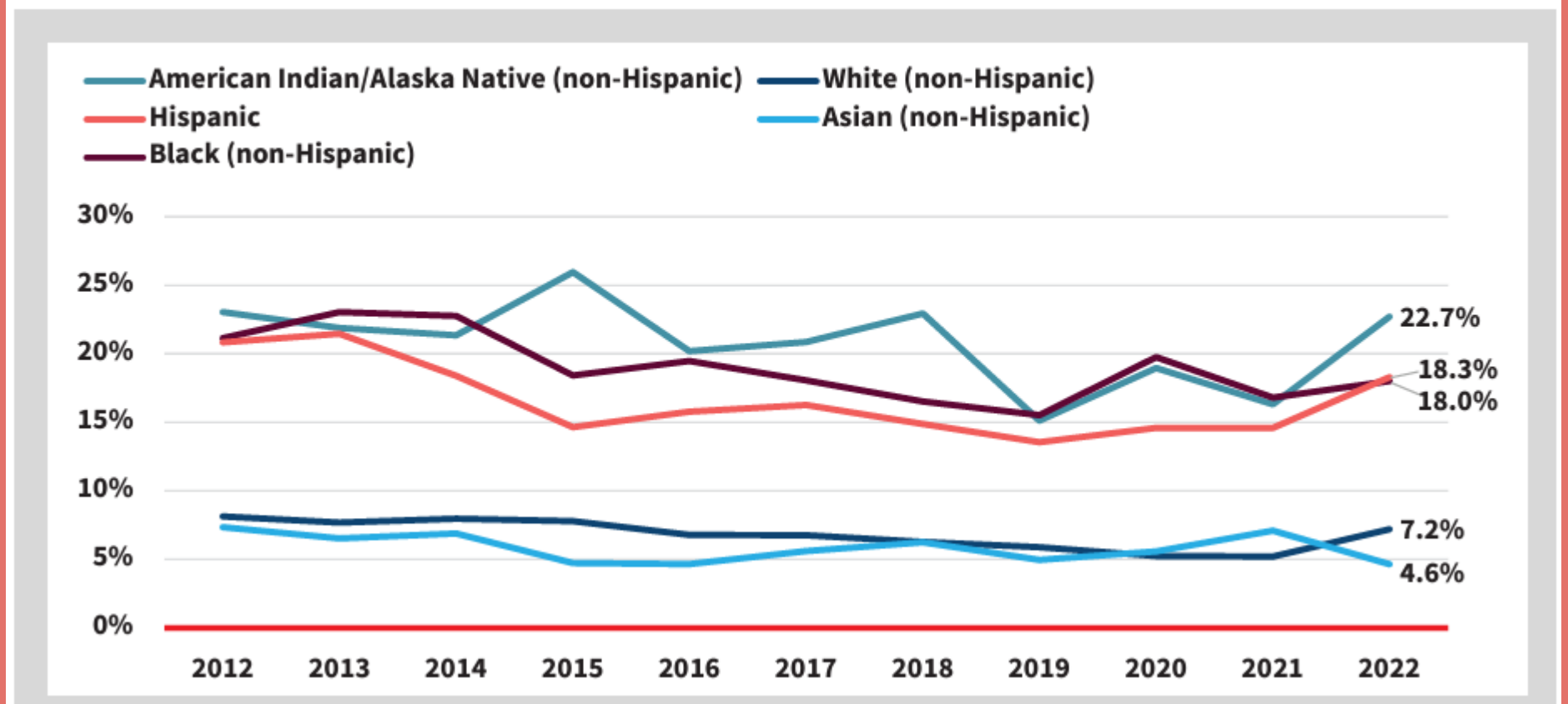
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Older Adult SNAP Enrollment Gap

In 2022, 11.8 Million Older Adults were Food Insecure

Food insecurity is associated with poorer health outcomes among older adults, including diabetes, high blood pressure, congestive heart failure, asthma, and depression

Trends in Food Insecurity Prevalence among Americans Ages 50+, by Race/Ethnicity



FY19 SNAP Participation

63%

Of adults over 50 who were eligible for SNAP were unenrolled

\$200

1 in 5 older adults who were eligible but not enrolled in SNAP were likely eligible for more than \$200/month

SNAP Improves Food Security Among Older Participants

Why does the older adult SNAP enrollment gap matter?

SNAP enrollment among older adults is associated with:

- Fewer hospital stays, emergency room visits, and long-term care admissions
- Decrease in Medicaid expenditures- on average \$2,360 less per person per year



Older Adult SNAP Journey

1 Awareness/Outreach

Outreach Sources

- SSI or other benefit application process
- Medical staff
- Social worker from human services agency or AAA service providers
- Food bank or SNAP outreach
- Social media ads
- Friends and relatives

2 Application

Steps

1. Obtain application by phone, online, or in person
2. Complete application
3. Provide documentation
4. Schedule interview

3 Interview/Eligibility Certification

Interview

Usually available by phone, but sometimes done in person; usually occurs within 14 days of submitting an application

More Documentation

Often, additional documents are necessary, such as pharmacy or other medical receipts; this can cause a delay in processing the application

Certification of Eligibility

4 Benefit Usage

Receive and Activate EBT Card
Maintain PIN access number

Use benefits

- At local stores
- At farmer's markets
- To order and receive delivered groceries

5 Periodic Checks & Recertification

Notice Sent to Home Address

Time Limit to Return an Enclosed Form

May Require an Interview Every 12, 24, or 36 Months

Barriers

- Social Isolation
- Lack of Information
- Perceived burdens (e.g., paperwork, security)
- Stigma
- Feeling undeserving or others need it more
- Low benefit levels
- Fear of scams

- Transaction costs (e.g., automated phone systems, hold times, transportation)
- Internet access/ability to function online
- Cognitive limits (e.g., memory issues, literacy levels)
- Complex eligibility rules

- Transportation
- Paperwork burden
- Sensory limitations (e.g., sight, hearing)
- Cognitive limits (e.g., memory issues, literacy levels)
- Need for individual assistance

- Cognitive Limits (e.g. remembering pin)
- Transportation
- Food preparation
- Affordability of fresh produce
- Limited delivery

- Change in household status or income
- Sensory limitations (e.g., sight, hearing)
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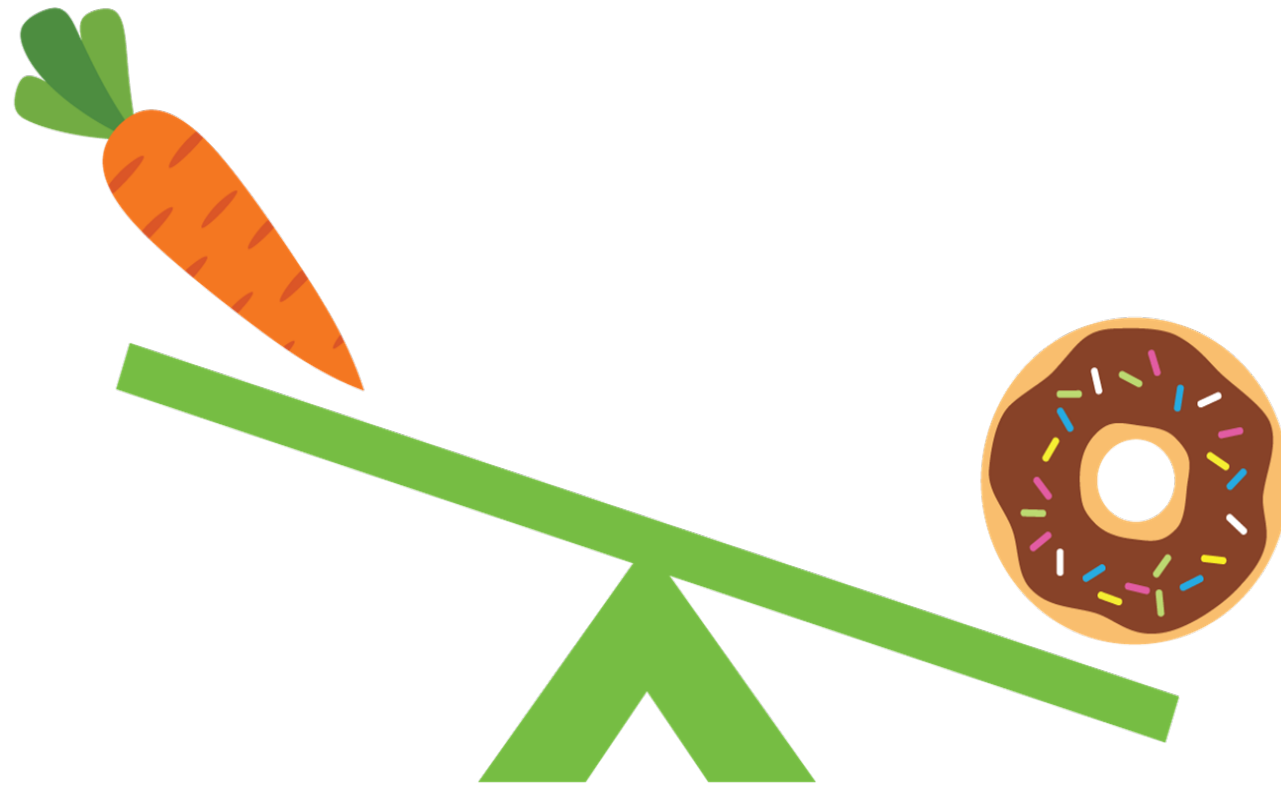
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May Require an Interview Every 12, 24, or 36 Months

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Overview of Anti-Stigma Campaign

We see behavior as a choice



Knowledge is only part of the picture



Building blocks of behavior change marketing

AUDIENCE

Who are
you trying
to reach?

BEHAVIOR

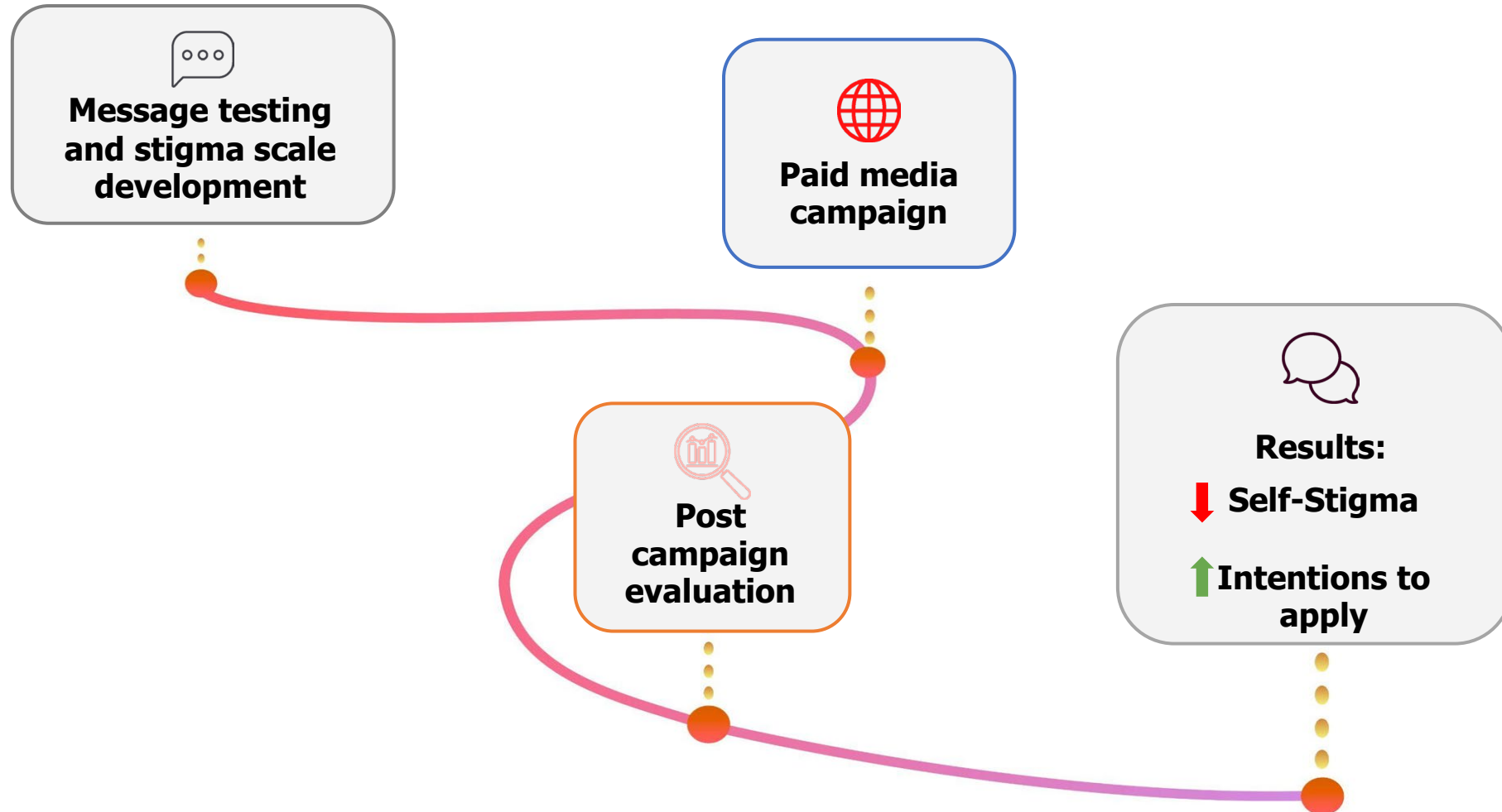
What do
you want
them to do?

WANTS & NEEDS

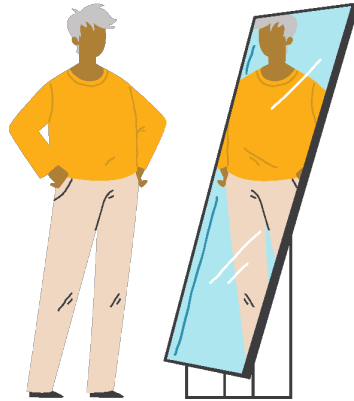
Why would
they do it
(really)?

Overview

How we tested our hypothesis that reducing stigma could increase enrollment



Hypothesis: There are two key types of stigma



Self-Stigma

“How do I feel about MYSELF using SNAP?”

Community Stigma

“How do I feel about OTHERS using SNAP?”

Research Process

Gathering formative, baseline and evaluation data

Qualitative insights (n=37)

In-depth interviews with residents and enrollment facilitators in metro Atlanta and Houston to:

- Understand **barriers and benefits** to enrollment
- Test **message frames and behavioral determinants**

Pre-Survey (n=1,496)

Statewide surveys in Georgia and Texas to:

- Gather **formative insights**
- Set **baseline measures**
- Validate **stigma scales**
- Test **creative**

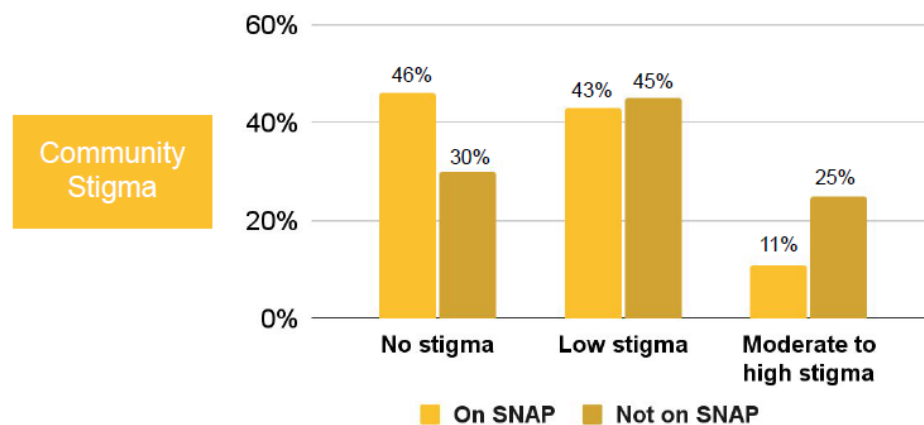
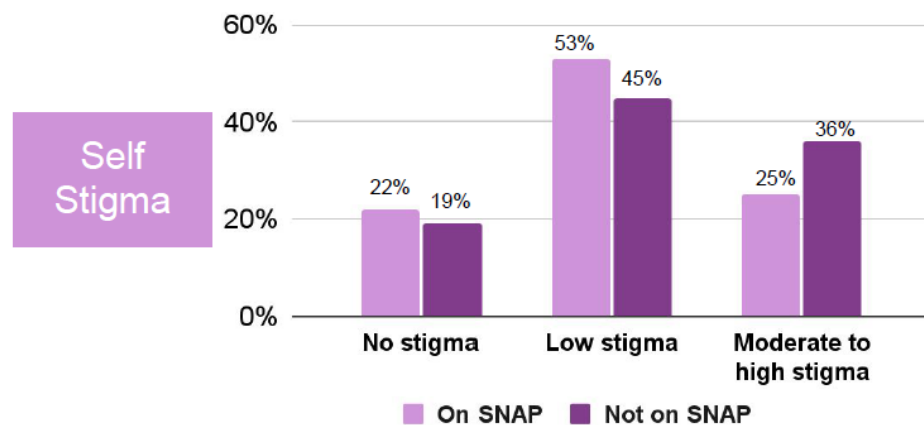
Post-Survey (n=538)

Evaluation survey in Houston metro area to:

- **Evaluate impact** of message campaign
- **Confirm predictive model** for stigma and enrollment

Baseline Survey Findings

Stigma levels



Most participants reported low levels of stigma (or even zero stigma).

Current SNAP recipients reported lower levels of stigma than those not on SNAP.

Levels of self stigma were higher than levels of community stigma.

Baseline Survey Findings

Stigma was related to attitudes and experiences with SNAP

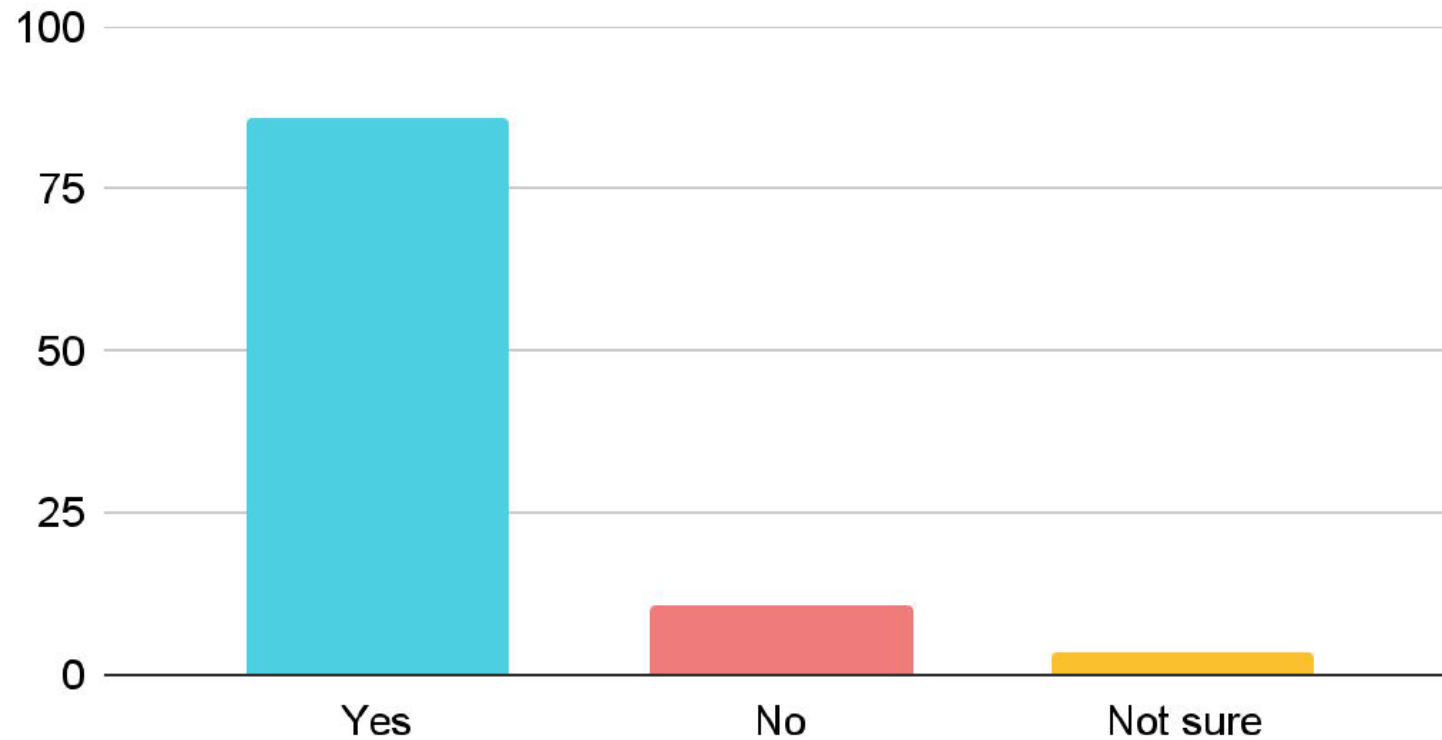
Levels of both self stigma and community stigma were higher among:

- Participants with lower overall exposure SNAP
 - Have not heard of SNAP
 - Do not know anyone on SNAP
 - Have not heard anyone talk about SNAP
- Participants with less positive attitudes toward SNAP and food stamps
- Participants who believed they were ineligible for SNAP even though they WERE eligible

Baseline Survey Findings

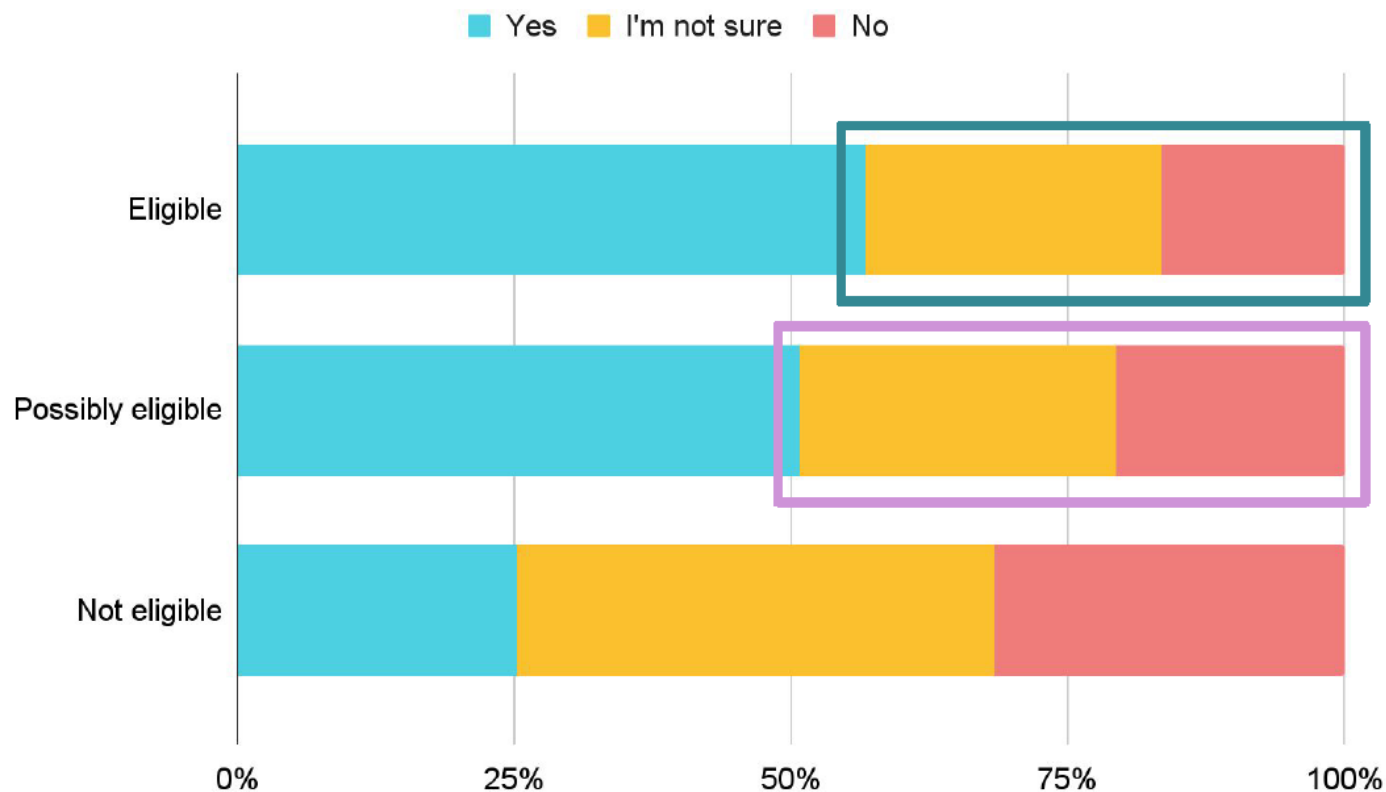
85% of people not on SNAP were aware of the program

Have you ever heard of SNAP, the Supplemental Nutrition Assistance Program?



Baseline Survey Findings

Do you think you might be eligible for SNAP?



People who are eligible reported thinking they they are ineligible because:

- They do not live with children (37%)
- Some other reason (37%)

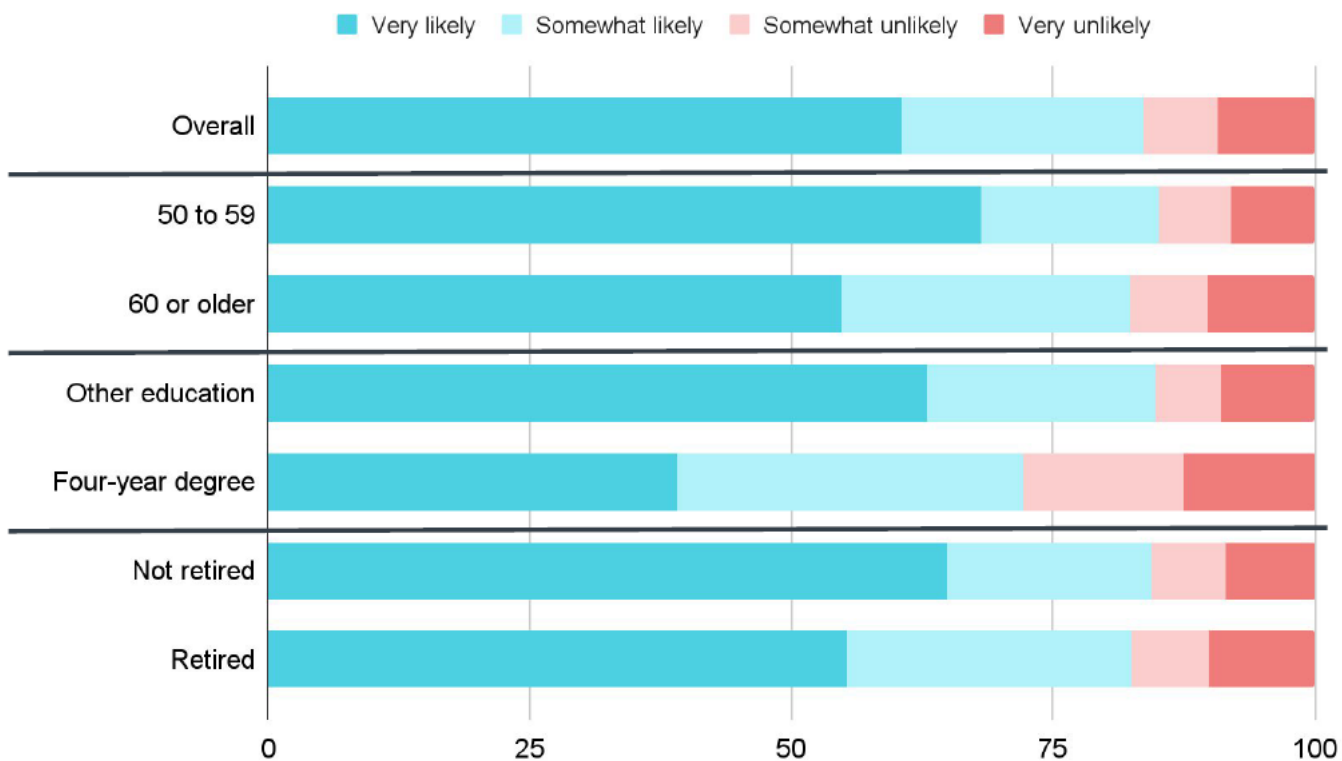
People who might be eligible reported thinking they are ineligible because:

- They have too high income (47%)
- They do not live with children (35%)

Baseline Survey Findings

Most people without SNAP are likely to apply if eligible

If you found out that you were eligible for SNAP, how LIKELY would you be to apply?



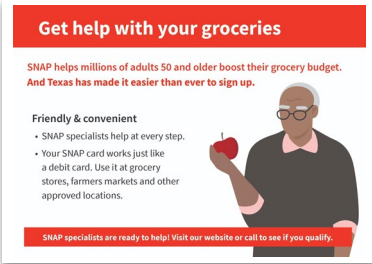

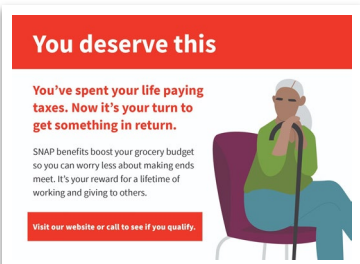


Some were more likely to apply if they found out they were eligible:

- Adults age 50-59
- Those with education status that was not a four-year degree (“less than high school”, “high school/GED”, “some college”, “Associate’s degree”, “post grad degree”)
- Those who are not retired

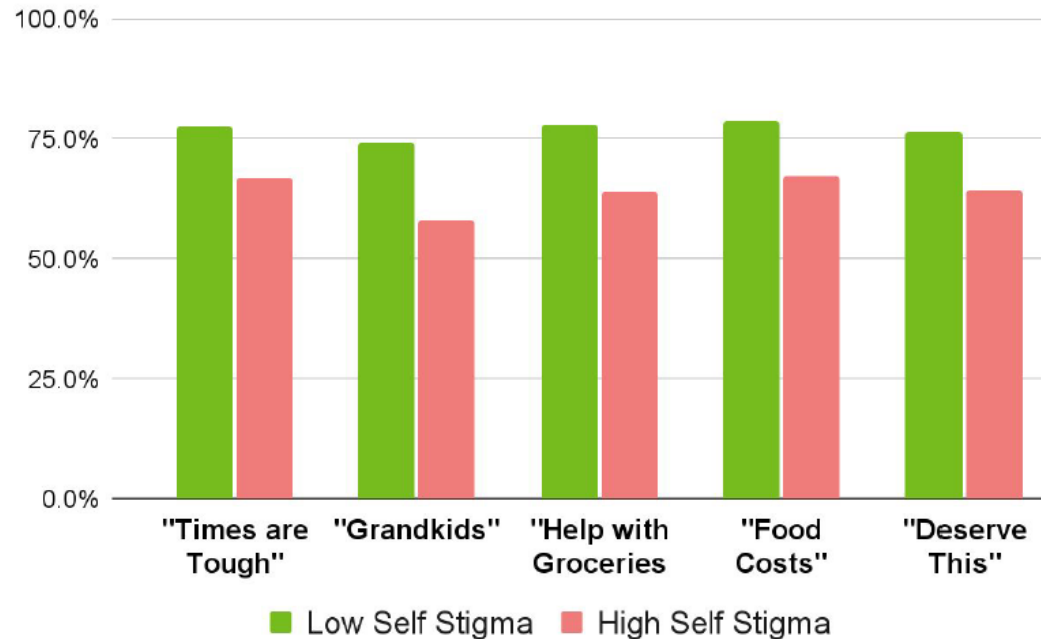
Creative Testing

Which behavioral determinants could reduce stigma and drive enrollment?

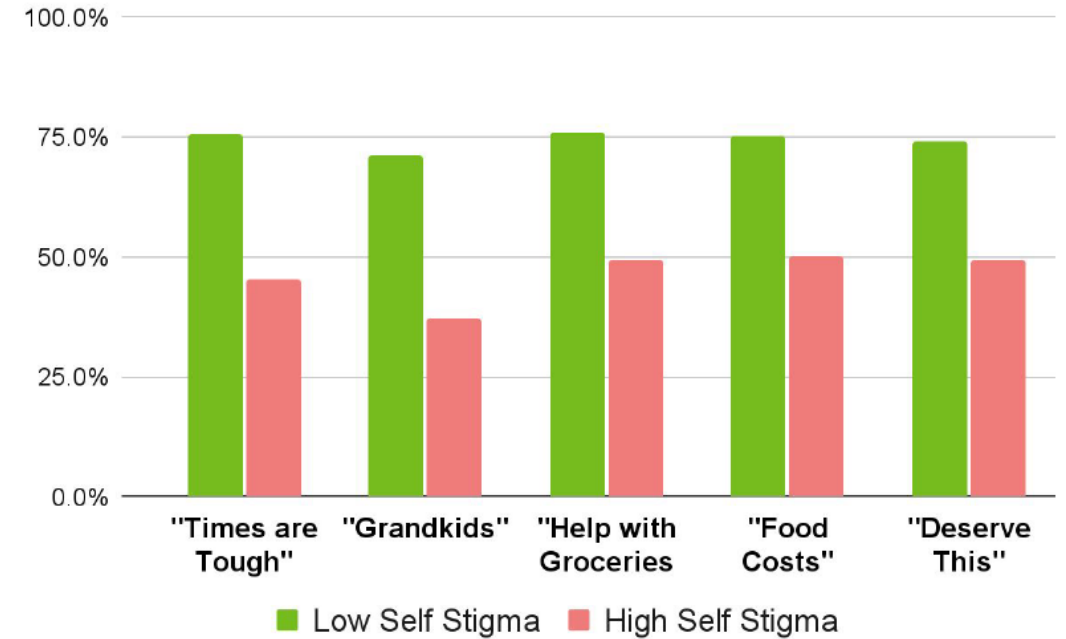
Theme	Times Are Tough (Audio)	Grandkids (Audio)	Get help with your groceries	Food costs rising? SNAP can help	You deserve this
Determinant	Self-standard: <i>"I can get by"</i>	Reward: <i>Food as medicine</i>	Social Norms & Reduced Friction: <i>Most people do this and it's easy</i>	Social Norms & Social Permission: <i>Most people do this and I know what I might get</i>	Reward: <i>"Getting what's mine"</i>
Ad			 <p>Get help with your groceries</p> <p>SNAP helps millions of adults 50 and older boost their grocery budget. And Texas has made it easier than ever to sign up.</p> <p>Friendly & convenient</p> <ul style="list-style-type: none"> • SNAP specialists help at every step. • Your SNAP card works just like a debit card. Use it at grocery stores, farmers markets and other approved locations. <p>SNAP specialists are ready to help! Visit our website or call to see if you qualify.</p>	 <p>Food costs rising? SNAP can help.</p> <p>When you're retired, rising costs can take a bite out of your monthly income. That's why millions of adults 50 and older use SNAP to boost their grocery budget.</p> <p>Visit our website or call to see if you qualify for an average of \$135 per month.</p> <p>So when the cost of living rises, you can still buy what you need.</p>	 <p>You deserve this</p> <p>You've spent your life paying taxes. Now it's your turn to get something in return.</p> <p>SNAP benefits boost your grocery budget so you can worry less about making ends meet. It's your reward for a lifetime of working and giving to others.</p> <p>Visit our website or call to see if you qualify.</p>

Baseline Survey Findings

Percent who reported that the ad made them feel much more positively about SNAP



Percent who reported that the ad made them much more likely to apply for SNAP

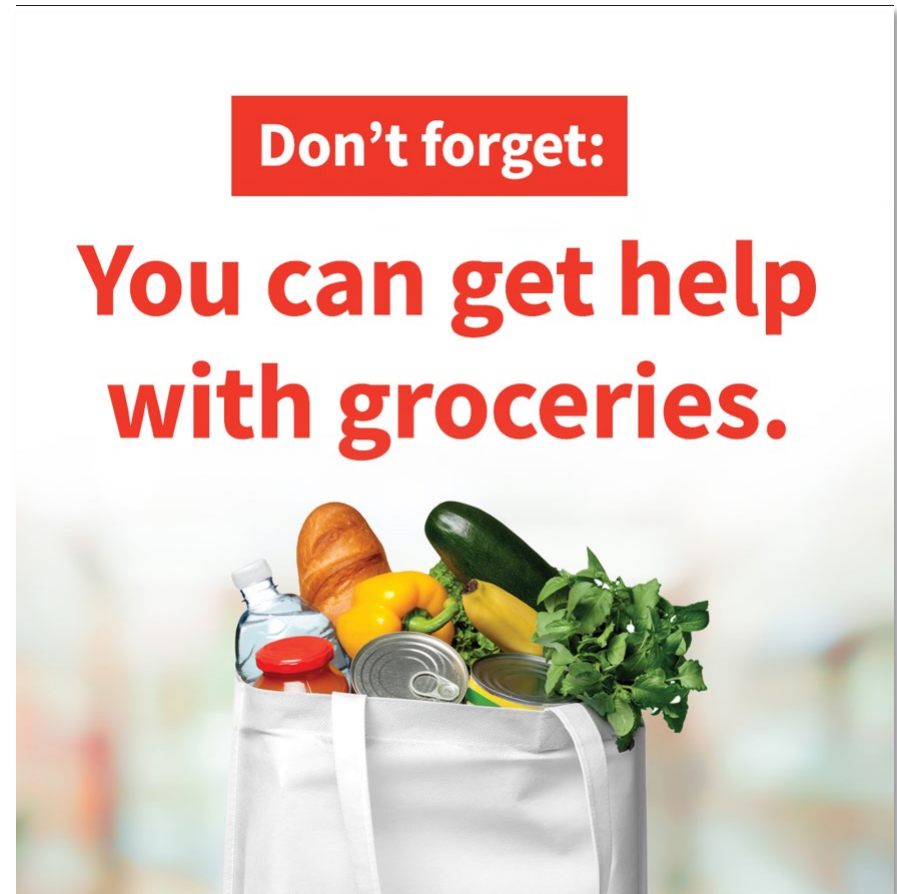


Top-performing Test Creative

Normalizing SNAP Enrollment

<h3>Help with Groceries</h3> <p>Determinants: Social Norms & Reduced Friction</p>	<h3>Food Costs</h3> <p>Determinants: Social Norms & Social Permission</p>
<p data-bbox="494 686 1217 772">Get help with your groceries</p> <p data-bbox="519 803 1174 858">SNAP helps millions of adults 50 and older boost their grocery budget. And Texas has made it easier than ever to sign up.</p> <p data-bbox="529 911 749 933">Friendly & convenient</p> <ul data-bbox="537 948 843 1090" style="list-style-type: none">• SNAP specialists help at every step.• Your SNAP card works just like a debit card. Use it at grocery stores, farmers markets and other approved locations.  <p data-bbox="519 1153 1189 1186">SNAP specialists are ready to help! Visit our website or call to see if you qualify.</p>	<p data-bbox="1335 686 2053 772">Food costs rising? SNAP can help.</p>  <p data-bbox="1696 815 2010 953">When you're retired, rising costs can take a bite out of your monthly income. That's why millions of adults 50 and older use SNAP to boost their grocery budget.</p> <p data-bbox="1684 996 2030 1165">Visit our website or call to see if you qualify for an average of \$135 per month.</p> <p data-bbox="1702 1100 1964 1143">So when the cost of living rises, you can still buy what you need.</p>

Creative Overview: Digital



Creative Overview: Out of home

AARP Foundation
For a future without senior poverty.

Get extra money for groceries

Rising food costs can take a bite out of your monthly income.

That's why thousands of Texans over 50 use SNAP to boost their grocery budget.

Find out if you qualify for an average of \$133 a month.

VISIT aarpfoundation.org/TXSNAP
CALL 866-935-1003
Se habla español.

TAKE ONE →



Get extra money for groceries

Rising food costs can take a bite out of your monthly income.

That's why thousands of Texans over 50 use SNAP to boost their grocery budget.

Find out if you qualify for an average of \$133 a month.

VISIT aarpfoundation.org/TXSNAP
CALL 866-935-1003




Food costs are rising in Texas. SNAP can help.

Your SNAP card works just like a debit card. Use it at grocery stores, farmers markets, and other approved locations.

It's easier than ever to sign up. SNAP specialists are ready to help every step of the way.

Find out if you qualify and then apply online or by phone.
Se habla español.

VISIT aarpfoundation.org/TXSNAP
CALL 866-935-1003



Get extra money for the items in your cart!

With food costs rising, people over 50 are using SNAP to boost their grocery budget.

Find out if you qualify

VISIT aarpfoundation.org/SNAPTEx
CALL 855-519-2026
Se habla español.



Creative Overview: Direct Mail

Get extra money for groceries

When food costs are on the rise, a trip to the grocery store can take a bite out of your monthly income.
Let SNAP boost your grocery budget.

Find out if you qualify for an average of \$136 a month.

VISIT aarpfoundation.org/GeorgiaSNAP
CALL 866-463-0684
TEXT Get SNAP 3 to 74544



Direct Mail B – Atlanta


Thousands of Georgians over 50 are already boosting their grocery budget with the federal Supplemental Nutrition Assistance Program, or SNAP (formerly known as food stamps).

It's easier than ever to sign up.

SNAP specialists are ready to help every step of the way. Apply online, via text, or over the phone.
Se habla español.

AARP Foundation
601 E Street NW
Washington, DC 20049

NON PROFIT
U.S. Postage
PAID
Tallahassee, FL
Permit No. 801



Direct Mail – Atlanta

Get extra money for groceries

When food costs are on the rise, a trip to the grocery store can take a bite out of your monthly income.
Let SNAP boost your grocery budget.

Find out if you qualify for an average of \$133 a month.

VISIT aarpfoundation.org/SNAPTexas
CALL 866-913-5121
TEXT Get SNAP 2 to 74544



Direct Mail A – Houston

Pilot media campaign in Houston

Goals

- Increase knowledge and positive views of SNAP
- Reduce SNAP-related stigma



Channels

- Facebook / Instagram
- YouTube
- Programmatic video



Audience Targeting

- Houston area residents 50+ with incomes <\$25K (prioritizing 60+ and <\$25K)
- Houston area Black residents 50+ with incomes <\$25K
- Houston area Hispanic residents 50+ with incomes <\$25K

Evaluation survey methodology

Online survey

- Fielded May 9 - June 7, 2023

Target audience

- Participants age 50 and older (prioritizing 60+)
- Household Income <\$25,000 (prioritizing <\$15,000)
- Geographic location: Houston

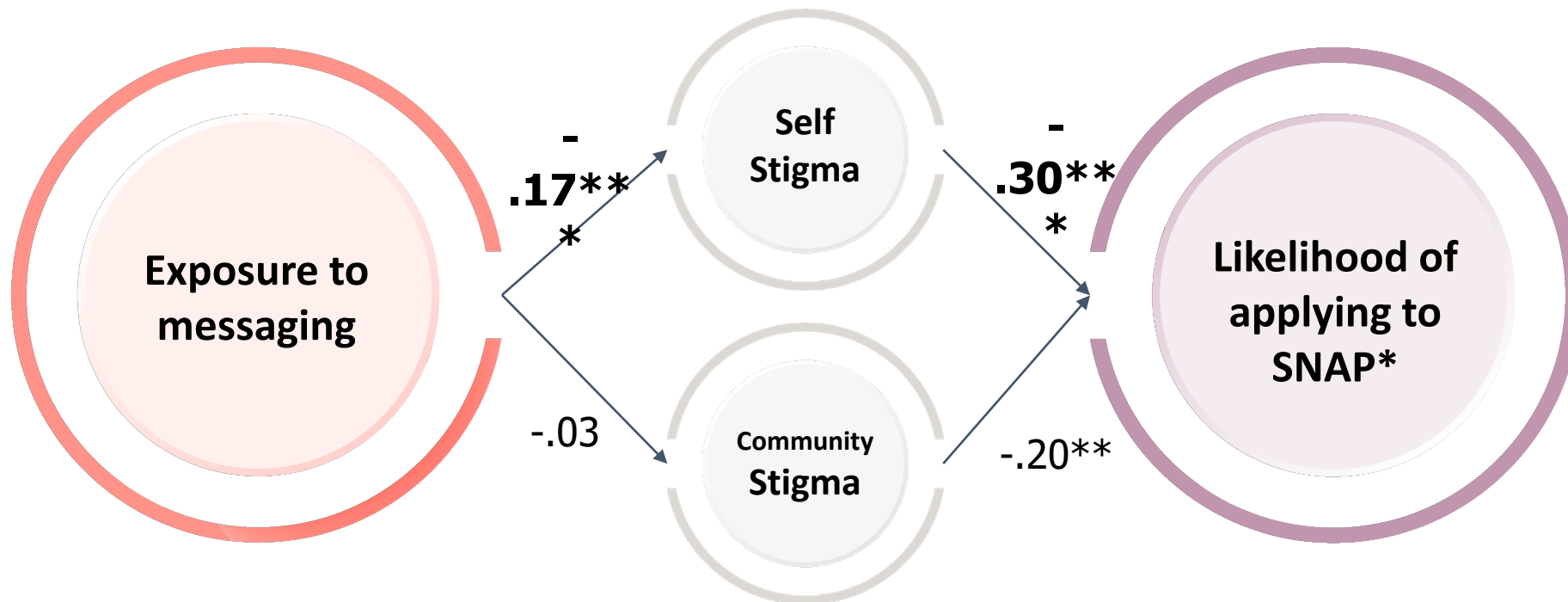
Survey topics

- Awareness and favorability of SNAP
- Attitudes toward and experience with SNAP
- Future SNAP enrollment intentions
- Self- and community stigma
- Exposure to messaging campaign



Stigma and likelihood of applying for SNAP benefits

Indirect effect through self-stigma: $[B = .05(.02), p = .009]$

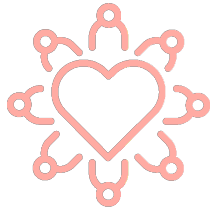


Interpretation: Exposure to ads leads to increased likelihood of applying to SNAP because it reduces self-stigma

Two surprising findings

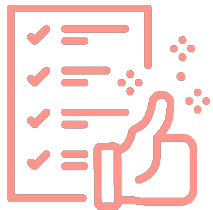
- In our baseline survey, **62% of participants said they preferred to apply online.**
 - Of those who applied online in our most recent paid media push:
 - **28% were age 70-79**
 - **8.5 % were 80+**
- **Incorrect perceptions about eligibility** continue to be a barrier
 - In the baseline, **4 out of 5 said they would be somewhat or very likely to apply** if they learned they were eligible
 - In the evaluation, **nearly half of those not enrolled were unsure of their eligibility** when every participant likely qualified

Implications for similar campaigns



Messages **normalizing SNAP enrollment** and **emphasizing ease of applying** reduced stigma and promoted program participation

- Exposure to ads predicted lower levels of self-stigma
- Statistical models demonstrated that reduced stigma is associated with increased likelihood of applying



The stigma scales developed for this research **could be adapted other topic areas**

- The scales were adapted and streamlined from previously validated surveys.
- Self- and community stigma scales had strong measurement characteristics

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Discussion

Discussion

1. Millions of older adults are missing out on billions of SNAP benefits each year;
2. Stigma is just one barrier to overcoming the SNAP enrollment gap;
3. We can use behavior change marketing to reduce SNAP stigma.



Discussion Questions

1. What stood out the most from this presentation?
2. How do you think anti-stigma messaging could be applied to other programs?
3. What challenges might you have in doing so and how could AARP Foundation help?

AARP Foundation Public Benefit Guides



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For a future without senior poverty.

Appendix

Survey scale questions

Self stigma: “How do I feel about MYSELF using SNAP?”

Community stigma: “How do I feel about OTHERS using SNAP?”

SELF Stigma for <u>SNAP Users</u>	SELF Stigma for <u>SNAP Non-Users</u>	COMMUNITY Stigma
<p>How do you feel about using SNAP? How much do you agree or disagree with the following statements? <i>(1 = strongly disagree - 5 = strongly agree)</i></p> <ol style="list-style-type: none">1. I do not want anyone to know I used SNAP to buy food.2. I feel embarrassed when I use SNAP to buy food.3. People treat me differently if they know I use SNAP to buy food.4. I think less of myself for using SNAP to buy food.5. SNAP is meant for people like me. [reverse scored]	<p>Think about YOU YOURSELF using SNAP. How much would you agree with the following statements? <i>(1 = strongly disagree - 5 = strongly agree)</i></p> <ol style="list-style-type: none">1. I would not want anyone to know I used SNAP to buy food.2. I would feel embarrassed if I used SNAP to buy food.3. People would treat me differently if they knew I used SNAP to buy food.4. I would think less of myself if I used a SNAP card to buy food.5. SNAP is meant for people like me. [reverse scored]	<p>Think about PEOPLE OLDER THAN 50 WHO USE SNAP. How much do you agree with the following statements? <i>(1 = strongly disagree - 5 = strongly agree)</i></p> <ol style="list-style-type: none">1. They don't know how to manage their money.2. They're taking the lazy way out.3. They just need some help putting food on the table. [reverse scored]4. They are taking help that younger families need more.5. They've made bad choices in their life.

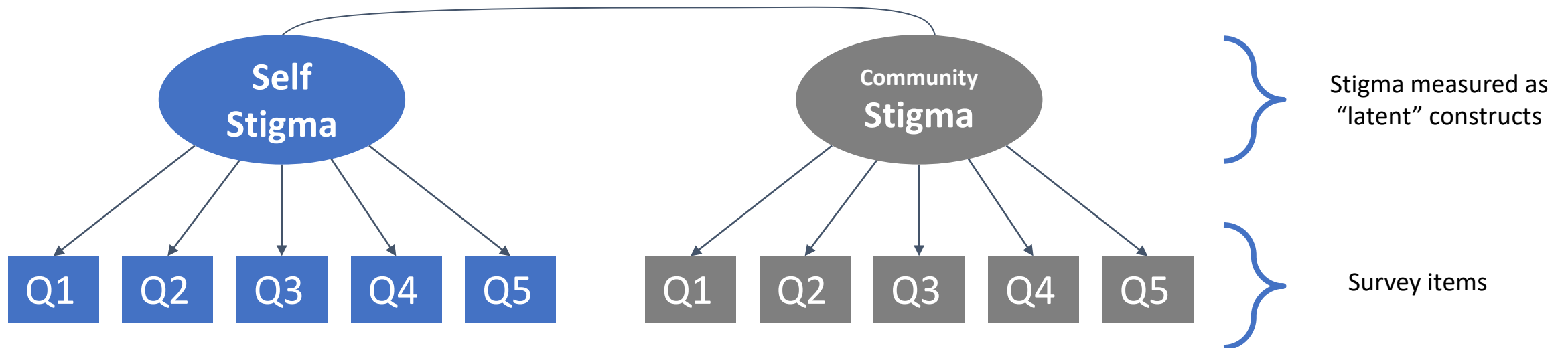
Evaluation survey demographics (N = 538 participants)

Gender	Age	Race / Ethnicity
Female: 405 (75.3%) Male: 114 (21.2%)	50-59 years old: 261 (48.5%) 60 years old or older: 277 (51.5%)	American Indian/Native Alaskan: 5 (0.9%) Asian: 9 (1.7%) Black: 109 (20.3%) Hispanic/Latino: 53 (9.9%) White: 337 (62.6%) Other: 25 (4.6%)
Household Composition	Income	Education
Total household size One: 209 (38.8%) Two: 193 (35.9%) Three or more: 136 (25.2%) Living with children under 18 Yes: 72 (13.3%) No: 466 (86.6%)	Under \$10K: 109 (20.3%) \$10,000-\$15,000: 106 (19.7%) \$15,001-\$20,000: 109 (20.3%) \$20,001-\$25,000: 136 (25.3%) \$25,001-\$30,000: 78 (14.5%) \$30,000 or more: 0	Less than high school: 30 (5.6%) High school/GED: 171 (31.8%) Some college but did not graduate: 172 (32%) Vocational/Technical school/Associate's degree: 84 (15.6%) Four-year college degree: 56 (10.4%) Post grad degree (e.g., JD, PhD, MD, Master's, etc.): 25 (4.6%)

Stigma Measurement Model

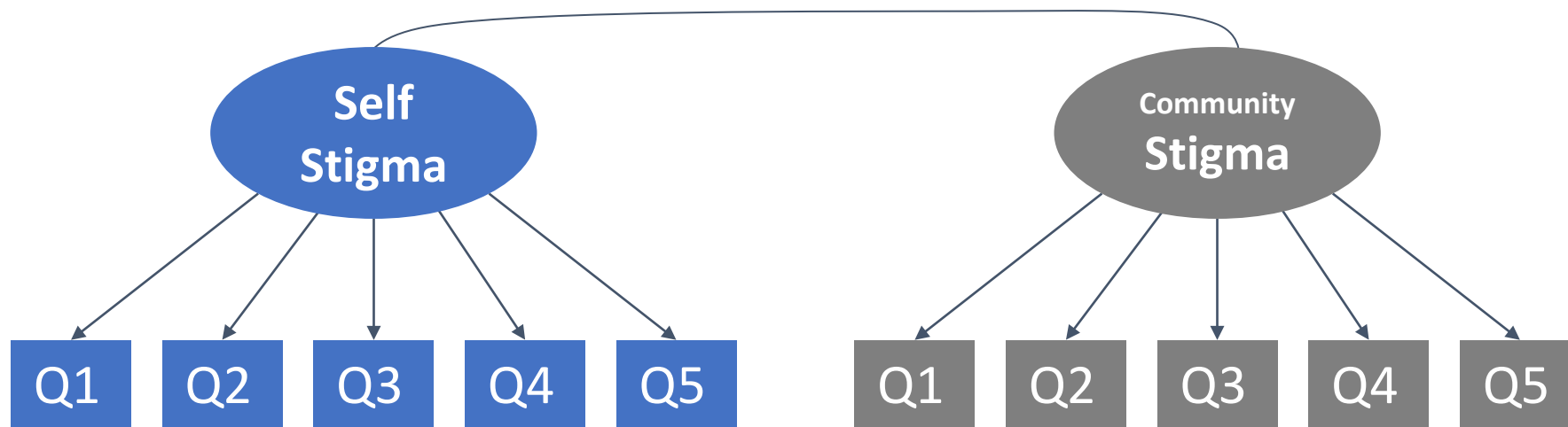
Confirmatory factor analysis:

- Tests the strength of associations between individual items and constructs
- Assesses whether “higher-order” constructs are distinct
- Accounts for measurement/method error
- Provides multiple indices of model fit



Step 1: Confirm Measurement of SNAP

- Measurement models for participants enrolled in SNAP and participants who were not enrolled provided excellent fit to the data (see appendices for values).
- Model fit was similar across tested demographic groups (age, education, race/ethnicity).
- Self and community stigma measures were significantly but moderately correlated indicating they represent distinct facets of stigma.
- Similar to baseline assessment, most participants reported generally lower levels of stigma, but scales demonstrated high levels of variability.



Stigma model fit indices and model parameters

- **Stigma measurement models**

- Models fit well with minimal modifications (removing self item 5, error covariances freed)
- All variable loadings > .50
- Fit:
 - Unenrolled in SNAP: $\chi^2(25) = 51.55, p = .001, CFI = .98, TLI = .97, RMSEA = .056 (.034 - .078)$
 - Enrolled in SNAP: $\chi^2(34) = 68.79, p < .001, CFI = .95, TLI = .93, RMSEA = .072 (.047 - .096)$
- No tested multigroup model exceeded a CFI difference of .01, indicating invariance across groups

- **Structural models**

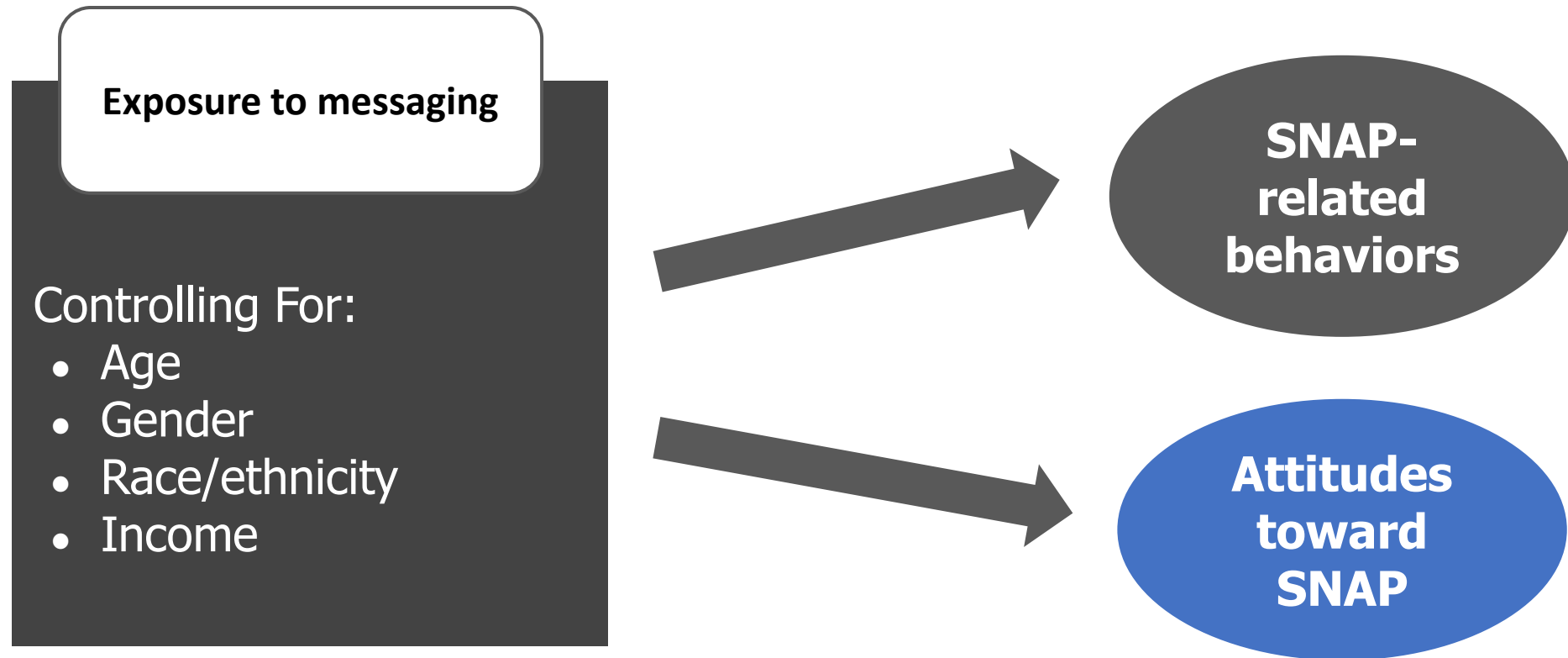
- All models provided good fit to the data (CFI's > .925, RMSEA's < .081)
- For consistency across tested models, no additional modifications were made to improve fit

- **Multigroup structural models**

- No tested multigroup models had CFI differences exceeding .01, indicating no moderation
- Unenrolled models for Black and Hispanic were approaching .01 (.005, .007)
 - Parameters were of similar strength and direction for Black and Hispanic participants but prediction of stigma was marginal
 - Post hoc analysis indicated that SE's were larger due to small sample size
 - Overall pattern indicates a lack of moderation across groups

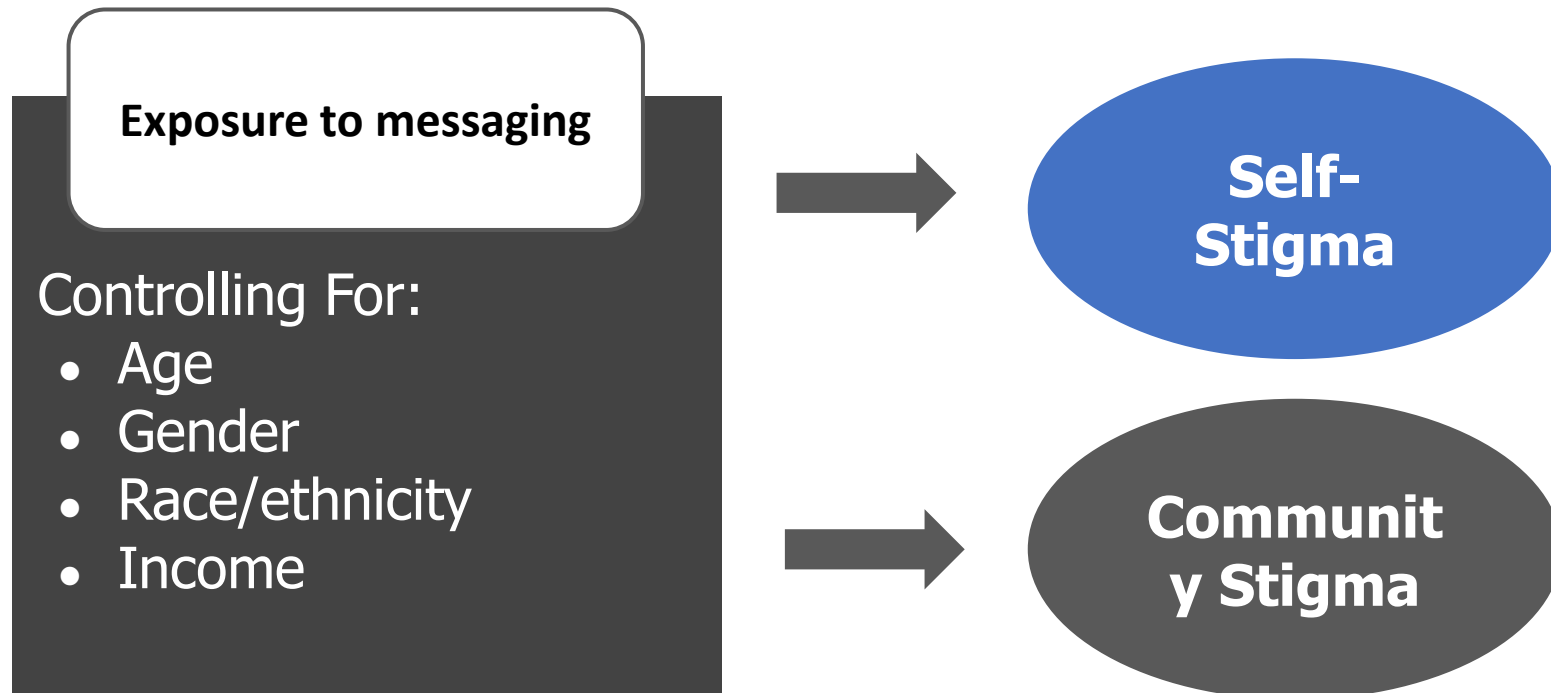
How do messages impact SNAP behaviors and attitudes?

Multiple regression models examined associations between exposure to messaging and measured SNAP behaviors and attitudes

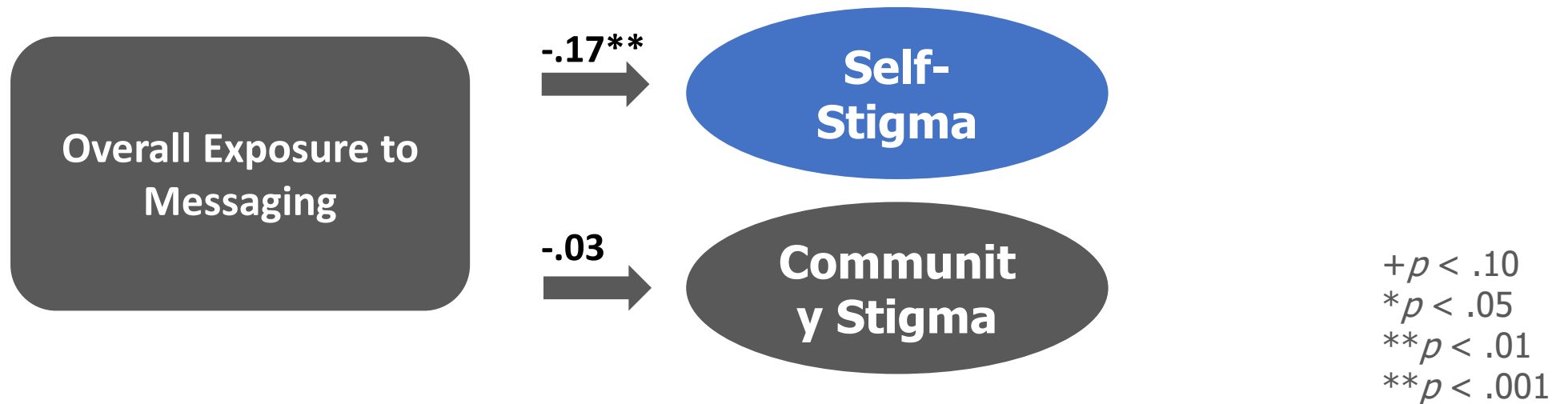


Step 3: Exposure to messaging and stigma

- Structural models examined associations between stigma measures and:
 - Exposure to the messaging campaign (recall of any ads).
 - Exposure to specific campaign messages (recall of specific ads).
- Models controlled for participant gender, age, income, and ethnicity.
- All tested models provided strong fit to the data.

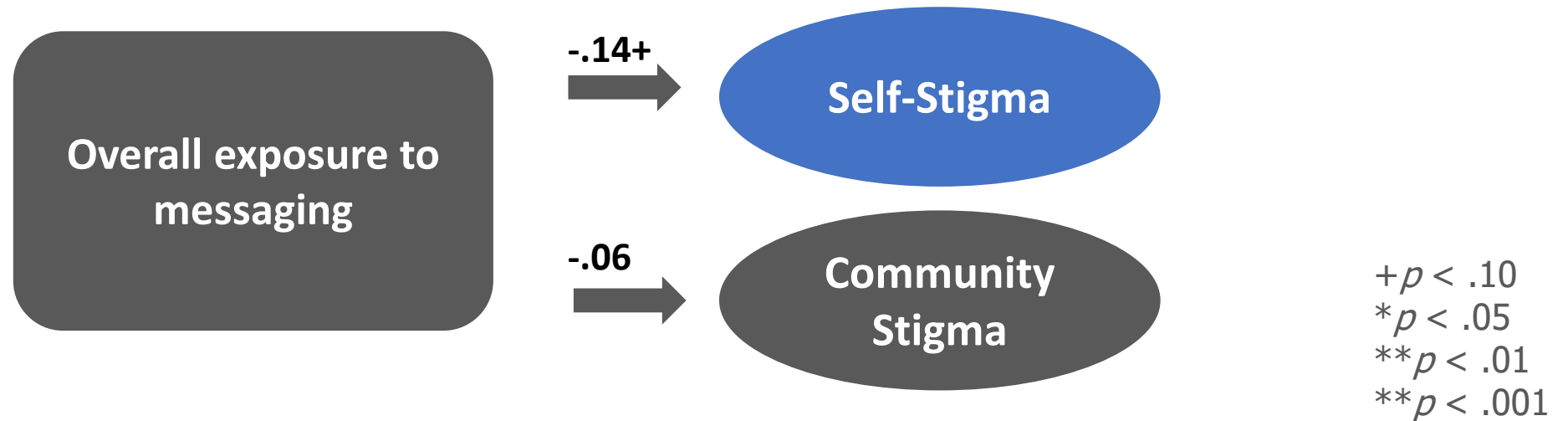


Unenrolled participants



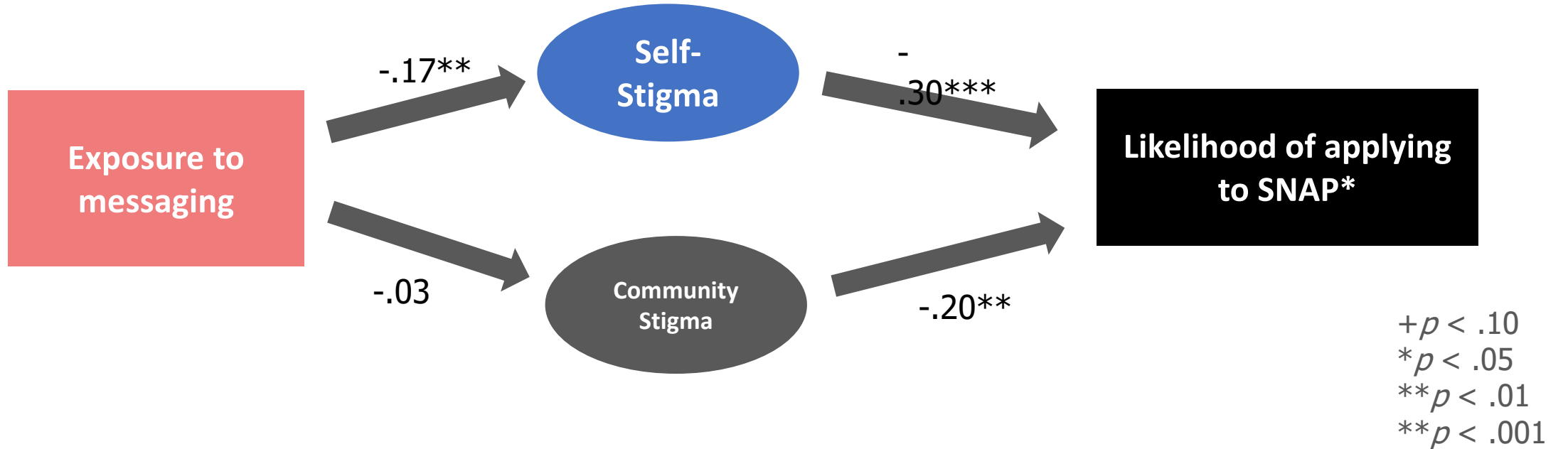
- Combined recall frequency across ads was associated with lower self-stigma.
- In separate models, recall of each of the two ads was associated with lower self-stigma.

Enrolled participants



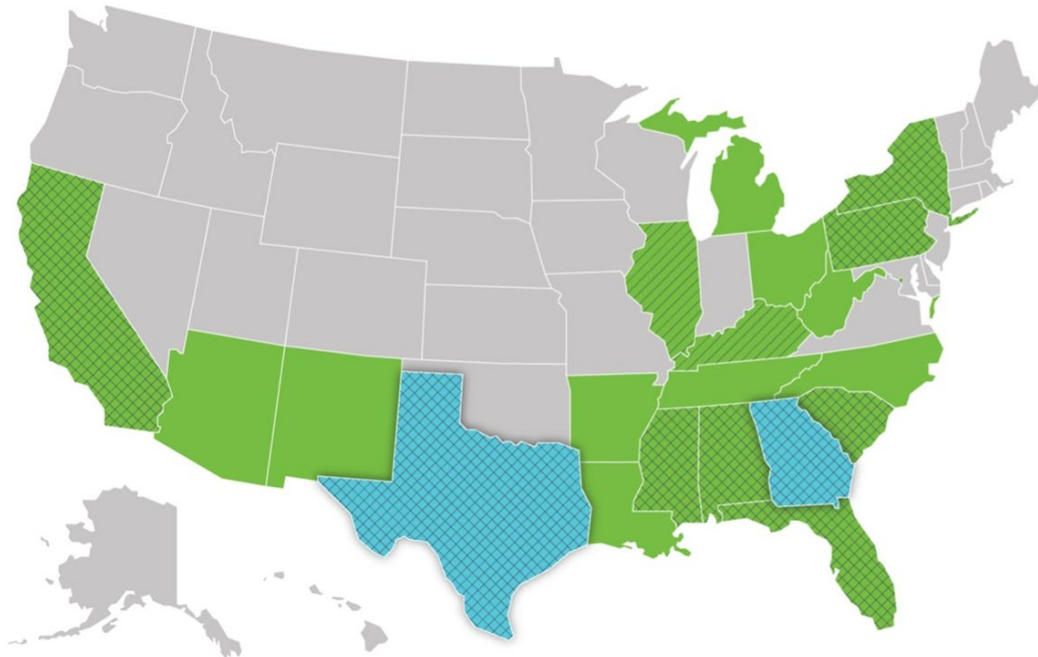
- Combined recall frequency across ads was marginally associated with lower self-stigma.

Stigma and likelihood of applying for SNAP benefits



Higher levels of both self- and community stigma were associated with decreased likelihood of applying to SNAP

Pilot market selection: Why Georgia & Texas



- AARP Foundation Priority State
- 2022 Grantee State
- ESAP State

	U.S.	GA	TX
Food insecurity	7%	8%	10%
Very low food security	3%	3%	4%
SNAP participation among eligible seniors (2015*)	42%	34%	36%

*Most recent state-level data available

Pilot market selection: Why Atlanta & Houston

Primary Considerations

AARP grantees present in the state

High food insecurity & low SNAP enrollment

SNAP participation among eligible seniors:

- US 42%
- GA 34%
- TX 36%

Generalizability

Racial-ethnic diversity

Regional representation

Atlanta

- Majority Black city
- Rural areas similar to other SE state

Houston

- 3rd highest Hispanic population in the US
- High percentage of 1st & 2nd generation immigrants

Feasibility and Impact

Large metropolitan areas to ensure campaign and research can be targeted

Metro-area U.S. population ranks:

- Houston = 5th
- Atlanta = 9th

Audio Ads: ‘Times Are Tough’ and ‘Grandkids’

Times Are Tough Determinant: Self-standard [I can get by]	Grandkids Determinant: Reward [food as medicine]
<p>I know how to get by. When times are tough, I’m good at going without.</p> <p>But I’m older now. And life isn’t supposed to be this hard all the time.</p> <p>So when a friend told me i could boost my grocery budget with SNAP, I thought, why not?</p> <p>Sure, I can ration or skip meals if I have to. But now I don’t have to. And you don’t have to either. Visit the SNAP website or call to see if you qualify.</p>	<p>I love taking care of my grandkids. But wow, can they eat!</p> <p>I don’t mind doing without to make sure they’re fed. But good food is fuel for the body. And I need all the energy I can get to keep up with these kids.</p> <p>That’s why I’m grateful for SNAP. It boosts my grocery budget so my whole family can eat well — and be well.</p> <p>See if SNAP is right for you. Visit the website or call to see if you qualify.</p>

Direct mail: 'Help with Groceries' in Texas & Georgia

Get help with your groceries

SNAP helps millions of adults 50 and older boost their grocery budget.
And Texas has made it easier than ever to sign up.

Friendly & convenient

- SNAP specialists help at every step.
- Your SNAP card works just like a debit card. Use it at grocery stores, farmers markets and other approved locations.



SNAP specialists are ready to help! Visit our website or call to see if you qualify.

Get help with your groceries

SNAP helps millions of adults 50 and older boost their grocery budget.
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Friendly & convenient

- SNAP specialists help at every step.
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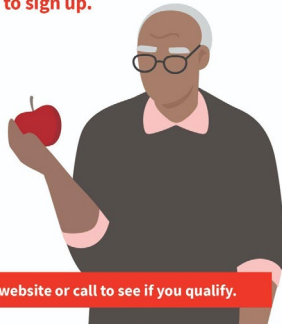
Behavioral Determinants:
Reduced friction + social norms

Get help with your groceries

SNAP helps millions of adults 50 and older boost their grocery budget.
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Friendly & convenient

- SNAP specialists help at every step.
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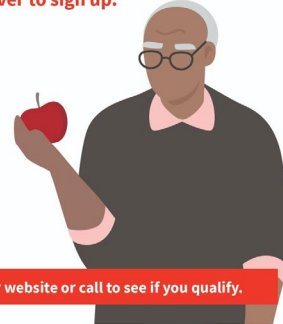
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Friendly & convenient

- SNAP specialists help at every step.
- Your SNAP card works just like a debit card. Use it at grocery stores, farmers markets and other approved locations.



SNAP specialists are ready to help! Visit our website or call to see if you qualify.

Direct mail: 'Food Costs'

Food costs rising? SNAP can help.

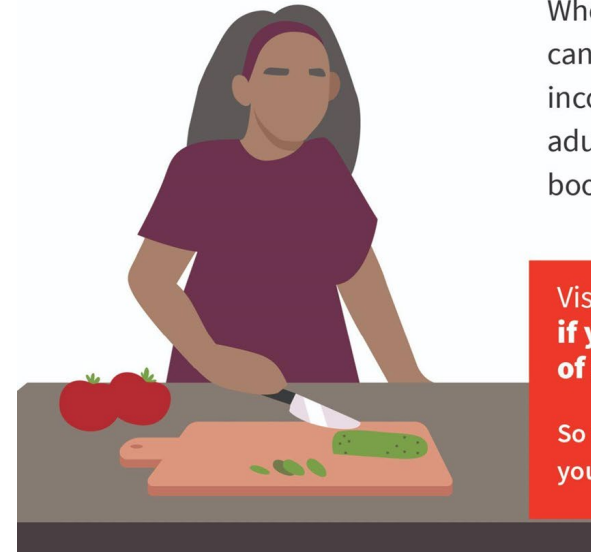


When you're retired, rising costs can take a bite out of your monthly income. That's why millions of adults 50 and older use SNAP to boost their grocery budget.

Visit our website or call to **see if you qualify for an average of \$135 per month.**

So when the cost of living rises, you can still buy what you need.

Food costs rising? SNAP can help.



When you're retired, rising costs can take a bite out of your monthly income. That's why millions of adults 50 and older use SNAP to boost their grocery budget.

Visit our website or call to **see if you qualify for an average of \$135 per month.**

So when the cost of living rises, you can still buy what you need.

Behavioral Determinants: Social permission + social norms

Direct mail: 'Deserve This'

You deserve this

You've spent your life paying taxes. Now it's your turn to get something in return.

SNAP benefits boost your grocery budget so you can worry less about making ends meet. It's your reward for a lifetime of working and giving to others.

Visit our website or call to see if you qualify.

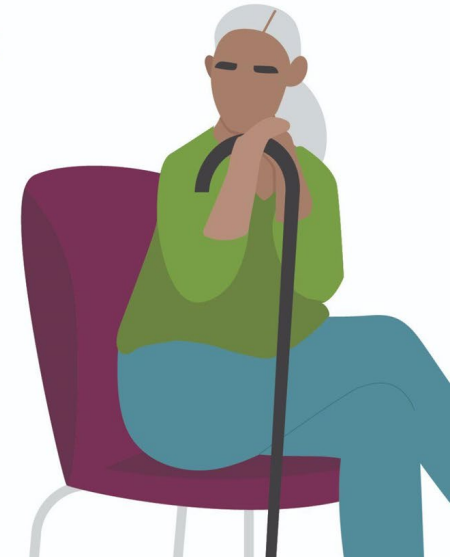


You deserve this

You've spent your life paying taxes. Now it's your turn to get something in return.

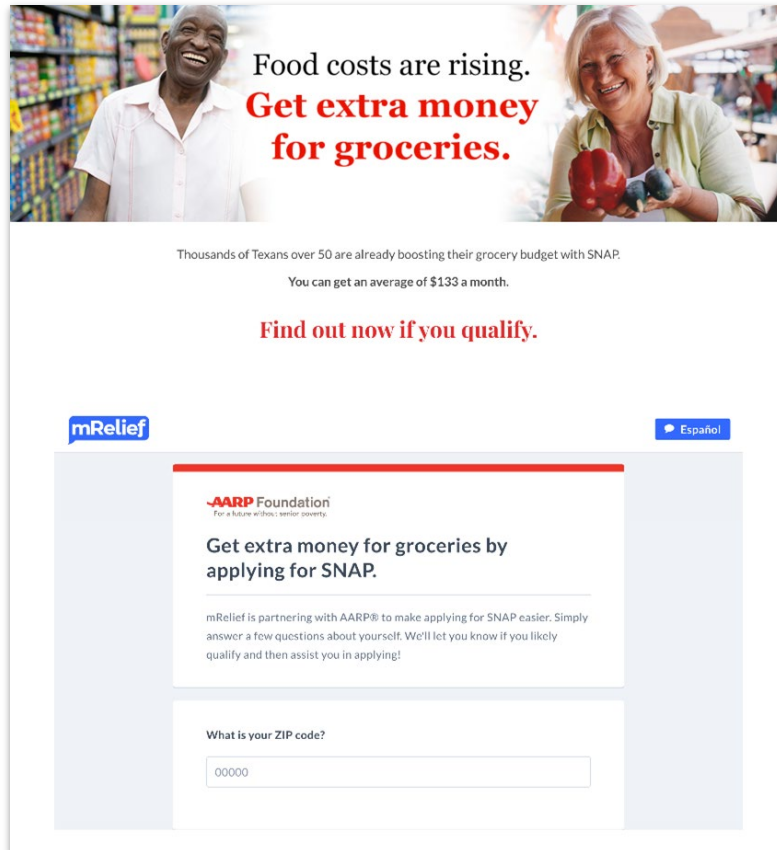
SNAP benefits boost your grocery budget so you can worry less about making ends meet. It's your reward for a lifetime of working and giving to others.

Visit our website or call to see if you qualify.



Behavioral Determinant: Reward [deserved benefit]

Original Landing Pages



**Food costs are rising.
Get extra money
for groceries.**

Thousands of Texans over 50 are already boosting their grocery budget with SNAP.
You can get an average of \$133 a month.

Find out now if you qualify.

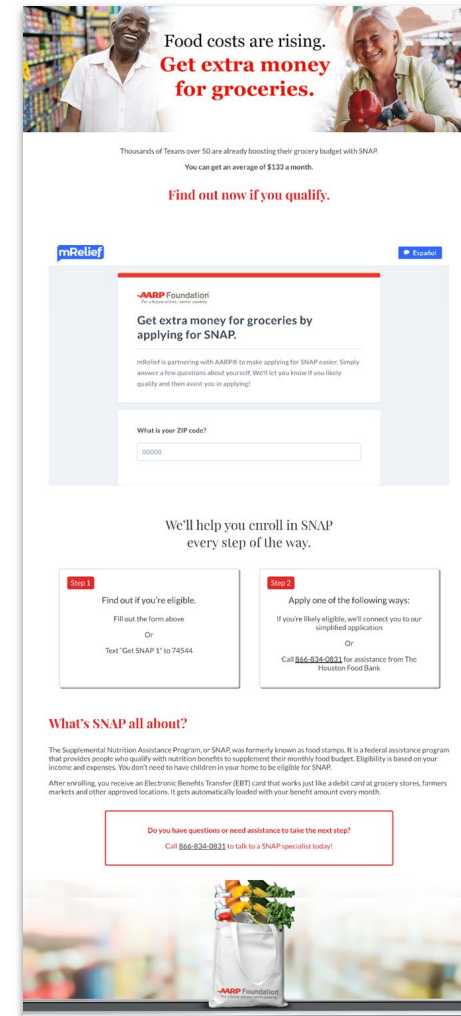
mRelief Español

AARP Foundation
For a future without senior poverty.

**Get extra money for groceries by
applying for SNAP.**

mRelief is partnering with AARP® to make applying for SNAP easier. Simply answer a few questions about yourself. We'll let you know if you likely qualify and then assist you in applying!

What is your ZIP code?



**Food costs are rising.
Get extra money
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Thousands of Texans over 50 are already boosting their grocery budget with SNAP.
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**Get extra money for groceries by
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mRelief is partnering with AARP® to make applying for SNAP easier. Simply answer a few questions about yourself. We'll let you know if you likely qualify and then assist you in applying!

What is your ZIP code?

We'll help you enroll in SNAP
every step of the way.

Step 1
Find out if you're eligible.
Fill out the form above
Or
Text "Get SNAP 1" to 7544


Step 2
Apply one of the following ways:
If you're likely eligible, we'll connect you to our
simplified application
Or
Call **866-634-0811** for assistance from The
Houston Food Bank.

What's SNAP all about?

The Supplemental Nutrition Assistance Program, or SNAP was formerly known as food stamps. It is a federal assistance program that provides people who qualify with nutrition benefits to supplement their monthly food budget. Eligibility is based on your income and expenses. You don't need to have children in your home to be eligible for SNAP.

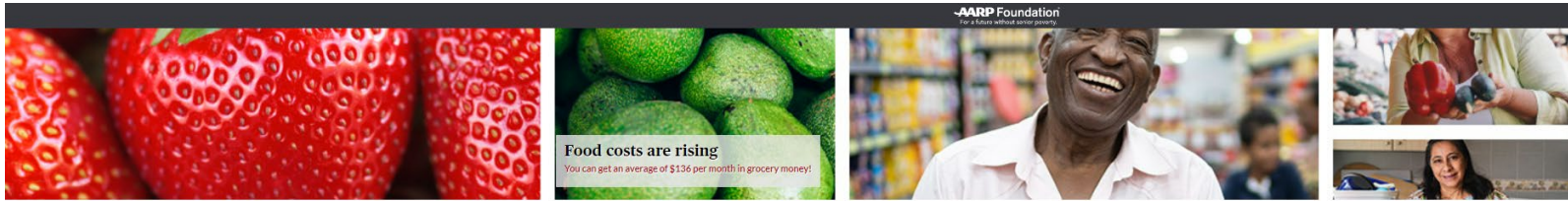
After enrolling, you receive an Electronic Benefits Transfer (EBT) card that works just like a debit card at grocery stores, farmers markets and other approved locations. It gets automatically loaded with your benefit amount every month.

Do you have questions or need assistance to take the next step?
Call **866-634-0811** to talk to a SNAP specialist today!



NEW Landing Page

AARP Foundation
For a future without senior poverty



Food costs are rising

You can get an average of \$136 per month in grocery money!

It's easier than ever for adults over 50 to boost their grocery budget. The Supplemental Nutrition Assistance Program or SNAP – formerly known as food stamps – already helps thousands of Georgians. But many more may be eligible based on their income and expenses.

After enrolling, you will receive a card that works just like a debit card to purchase food at grocery stores and other approved locations. The card is automatically loaded with your benefit every month.

2 Easy Ways to Find Out If You Qualify

Online

Use our easy online tool to find out if you qualify.

[Apply Online](#)

By Text

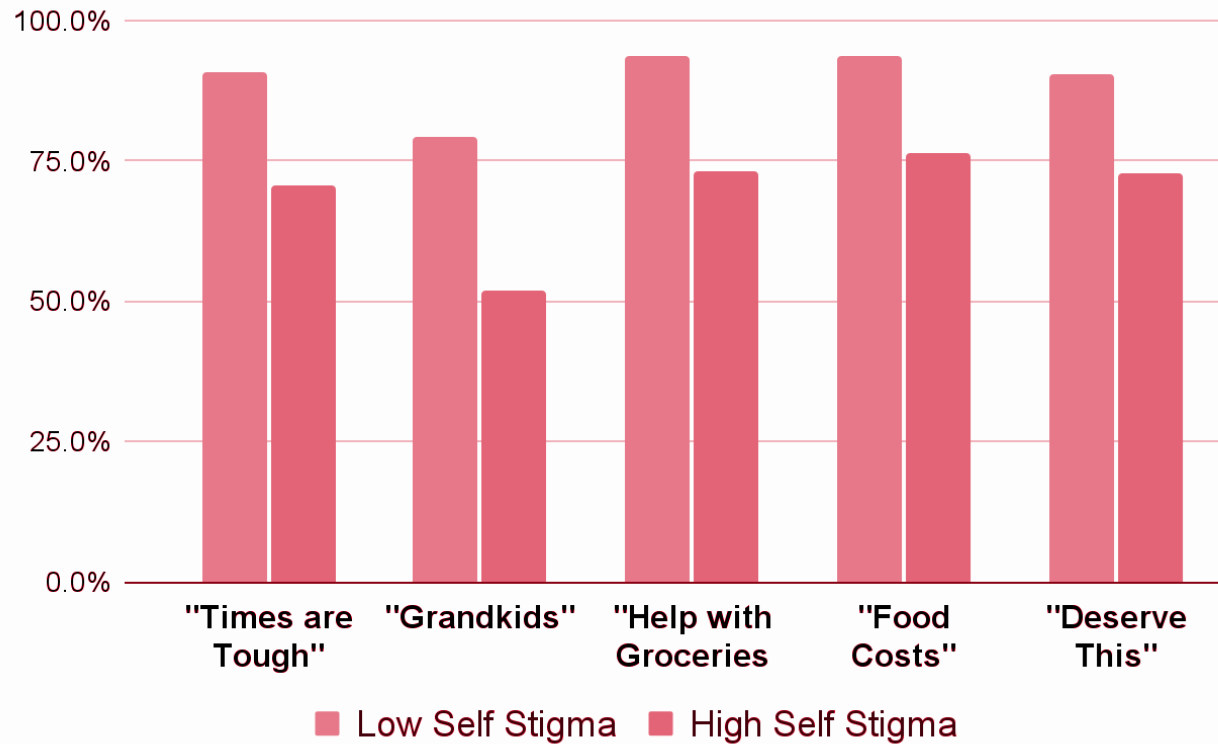
Text "Get SNAP 1" to 74544 to see if you qualify.

How Does SNAP Work?

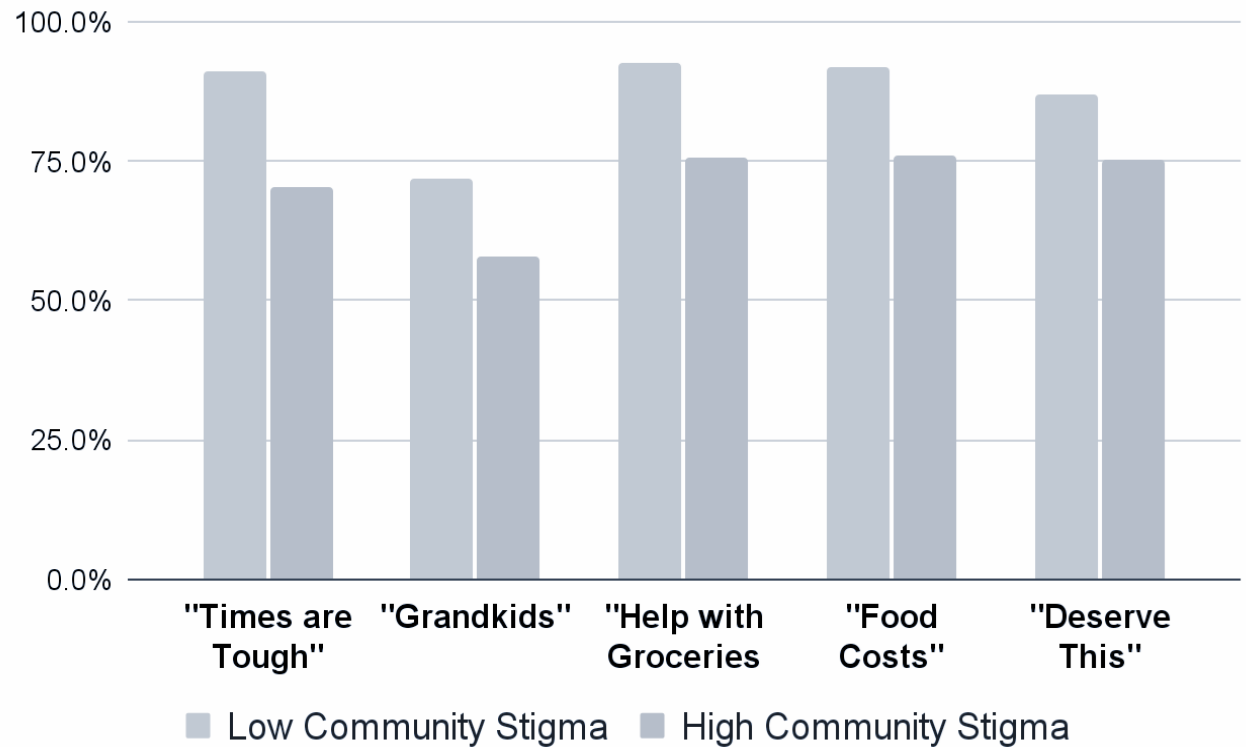
- How do I use SNAP benefits? +
- Do I need to have children in my home to qualify? +
- What if others need SNAP assistance more than me? +
- How much grocery money will I get? +
- What can I buy with SNAP? +

Stigma and Personal Relevance

Percentage who rate ad as highly or somewhat relevant



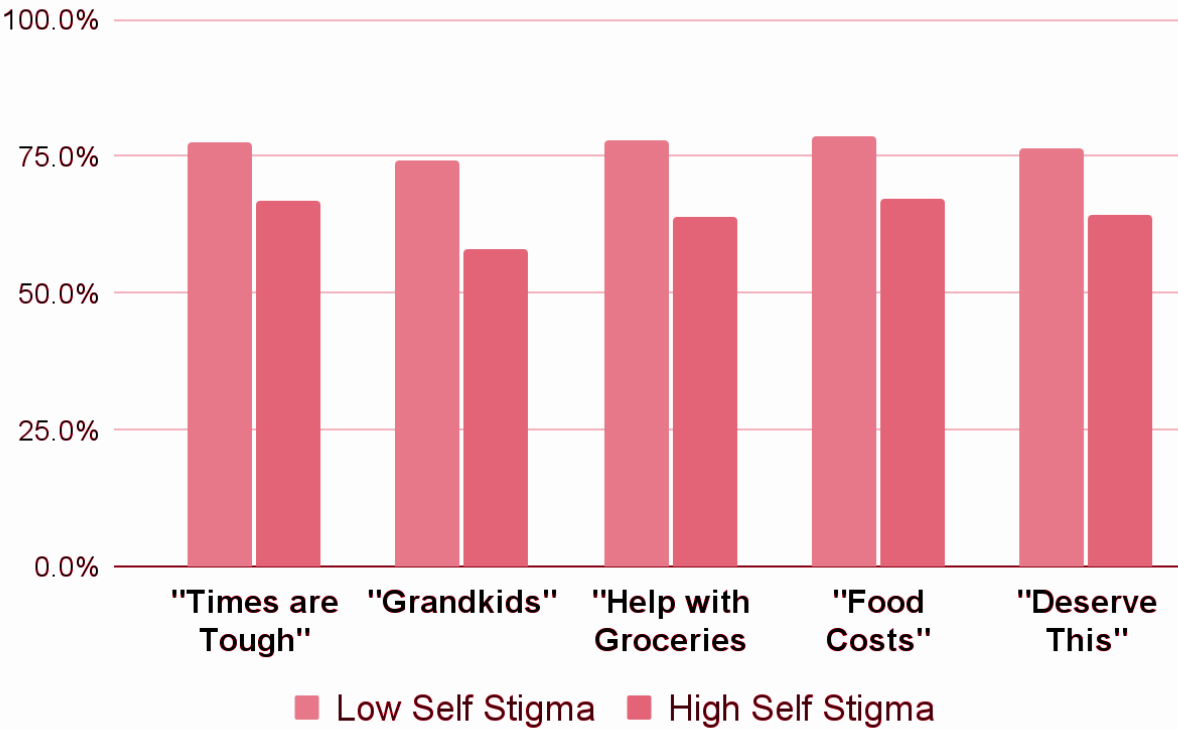
High self stigma = highest 1/3 of self stigma ratings (n = 503)
Low self stigma = lowest 1/3 of self stigma ratings (n = 503)



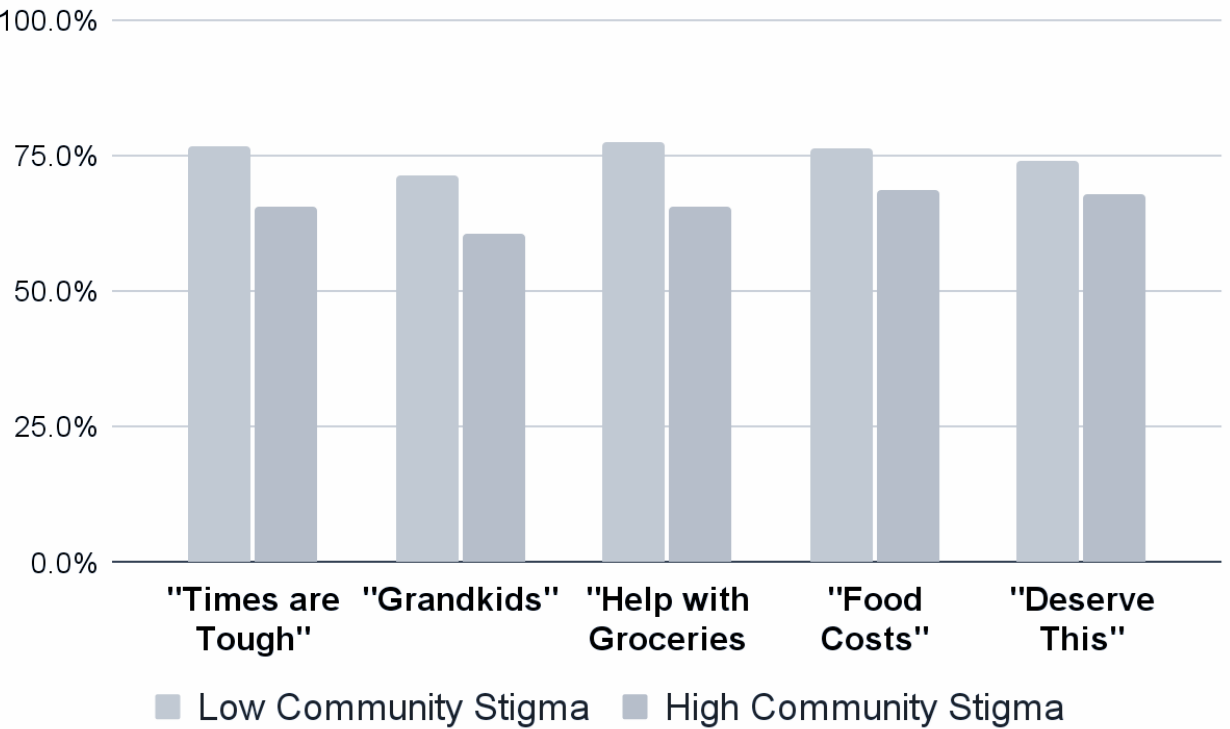
High community stigma = highest 1/3 of community stigma ratings (n = 542)
Low community stigma = lowest 1/3 of community stigma ratings (n = 497)

Stigma and Positive Attitudes about SNAP

Percentage who reported that ad made them think much more or somewhat more positively about SNAP



High self stigma = highest 1/3 of self stigma ratings (n = 503)
Low self stigma = lowest 1/3 of self stigma ratings (n = 503)



High community stigma = highest 1/3 of community stigma ratings (n = 542)
Low community stigma = lowest 1/3 of community stigma ratings (n = 497)