



North Carolina State University's Family Resource Management programs focus on promoting community vitality and strengthening individual and family well-being. Two programs advancing these goals are *More In My Basket* and *More In My Basket At the Market*.

PROGRAMS

More In My Basket (MIMB) provides outreach for the Supplemental Nutrition Assistance Program (SNAP) in North Carolina through education about program eligibility, program benefits, and resources to stretch limited resources. Individual assistance is provided to help people apply for SNAP and expand their food budget. The goal of this program is to increase SNAP participation through education and minimizing barriers to participation.

More In My Basket at the Market (MIMB-Mkt) is a new program that was developed and implemented in Fiscal Year 2017. MIMB-Mkt provides education to introduce, instruct, and facilitate SNAP recipient's interest and skill in purchasing and preparing farmers' market produce while also acquainting them with their local farmers' market. The goal of the program is to increase access to fresh foods, while also increasing farmer income through direct sales.



MORE IN MY BASKET 2017-2018

SERVING NORTH CAROLINA

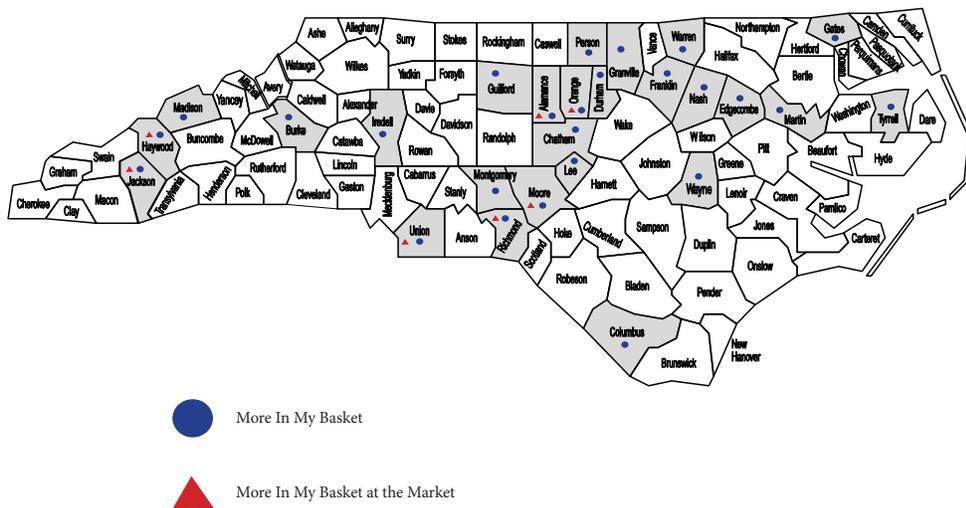
North Carolina Cooperative Extension has prioritized Agriculture and Food, Health and Nutrition, and 4-H Youth Development as the three pillars for Extension programming. Two issues that span all three of these areas are food insecurity and food access. Everyone needs food to survive and thrive but having the resources to access nutritious and healthy food is critical for people of all ages. Two Extension program that address food access are *More In My Basket* and *More In My Basket at the Market*.

1,659,050 individuals in North Carolina experience food insecurity.

The Supplemental Nutrition Assistance Program (SNAP) is the nation's first line of defense against hunger. It is a food assistance program with 1.4 million participants in North Carolina. To encourage participants to make healthy food choices, many farmers' markets now accept SNAP benefits. *MIMB-Mkt* is designed to address the challenges of low SNAP utilization and sales at farmer's markets.

MIMB and MIMB At the Market Counties
FY17

In Fiscal Year 2017 the programs reached 26 counties in North Carolina



PROGRAM IMPACTS

MIMB-Mkt Across the seven markets, from January to October 2017 there were approximately 226 SNAP transactions totaling \$2,870 dollars.

MIMB In FY 2017, MIMB reached 71,810 people. Private screenings were provided to 162 individuals and 84 received assistance completing the SNAP application. It is estimated that these 84 households were eligible for \$122,240 in benefits to expand their food dollars and reduce food insecurity. North Carolina communities experience a \$9 economic boost for every \$5 in FNS benefits spent in grocery stores, farmers' markets, or other eligible retailers. As a result, MIMB generated an additional \$220,032 in economic activity across North Carolina.



MIMB and MIMB-Mkt programs are conducted by Extension Agents across North Carolina. In FY 2017 1,803 individuals were reached through outreach events.

DIRECT OUTREACH RESULTS

Highlights for MIMB

- 96% learned that even \$16 can impact their food budget.
- 94% learned how to apply for SNAP.
- 91% will share information learned during the program with someone they know.
- 40% plan to apply for SNAP.

Highlights for MIMB-Mkt

- 30% participants now plan to use their EBT at the market after attending the program.
- 74% had increased confidence in storing fresh produce.
- 59% had increased confidence selecting fresh produce.



INDIRECT OUTREACH EFFORTS

To expand the reach of the programs, indirect outreach methods are used to target a larger audience. Indirect outreach strategies include social media, distribution of outreach brochures and flyers, and articles in newspapers.

Indirect outreach efforts reached more than 71,000 individuals

- 37,915 reached through social media.
- 19,595 reached through information disseminated by partner agencies.
- 14,300 reached through print media.

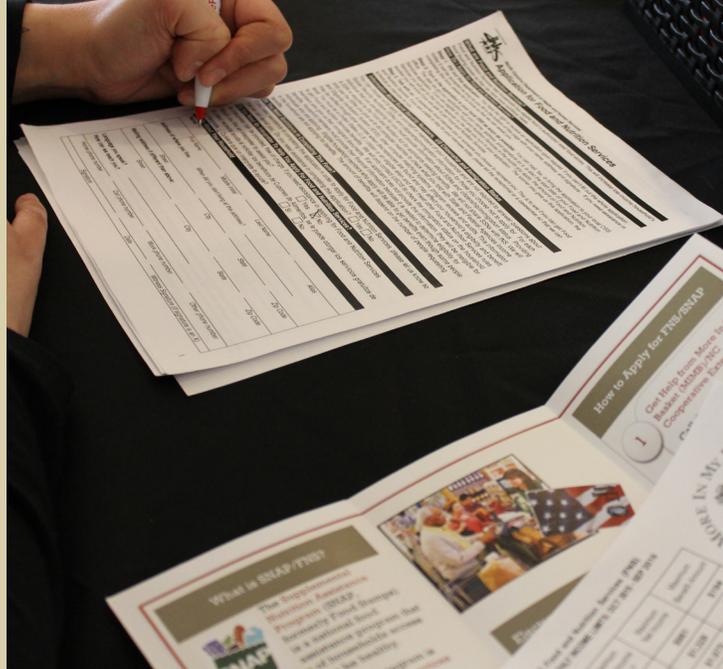
"I learned that you can buy plants and seeds to grow your own vegetables." -Columbus County participant

LONG-TERM IMPACTS

Since October 2010, MIMB has reached 175,000 people across North Carolina.

Participants were eligible to receive **\$1.75 million** in annual food assistance. The potential economic impact is **\$3.15 million** in local counties.

- 14,360 reached through events
- 63,307 reached through social media
- 84,817 reached through distribution of outreach materials
- 419 received SNAP application assistance



OUTREACH INNOVATIONS



Google outreach has been a success for MIMB in reaching people across the state of North Carolina. People seeking SNAP information are connected to and request assistance through the MIMB website. MIMB outreach staff receive the requests and respond to the person by phone, within 24 hours. In FY 2017, MIMB provided outreach information, application assistance, and/or resources to 63 individuals reached through Google outreach efforts.

More in My Basket was selected to present at the 2018 Family Economics and Resource Management Association Conference in Clearwater Beach, FL on Effective Social Media Practices for SNAP Outreach.

SUCCESS STORY

Mrs. Linda was receiving the minimum amount of SNAP benefits, \$16/month. She decided to attend a More in My Basket training session at her local senior's citizens center where they would teach ways on how to stretch monthly food dollars. During the training, she learned she could claim medical expenses on her SNAP application and that her local Farmers Market had incentive programs for people who shop with their SNAP benefits!

Mrs. Linda has many out-of-pocket medical costs which exceeded \$35 a month. A MIMB staff member helped Mrs. Linda with the process of contacting her local DSS case manager to amend her SNAP application and claim the medical deductions. The following month, Mrs. Linda's benefits were increased to \$80/month!! The MIMB staff member reminded her that her local Farmer's Market had a program called Double Bucks, that would double up to \$20 of her SNAP benefits. Mrs. Linda was ecstatic! Not only were her benefits increased, but she would be able to double up her \$20 and buy \$40 worth of local fresh produce!! Mrs. Linda made sure to call back the MIMB staff member that assisted her and thanked her for all her help. The increase freed up almost \$100 that she can now use to pay bills and afford medications that she was not able to purchase before.

"I learned how to use my EBT card to make purchases at the farmers' market." -Jackson County participant



NC STATE

EXTENSION

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