



SNAP E&T REVIEW

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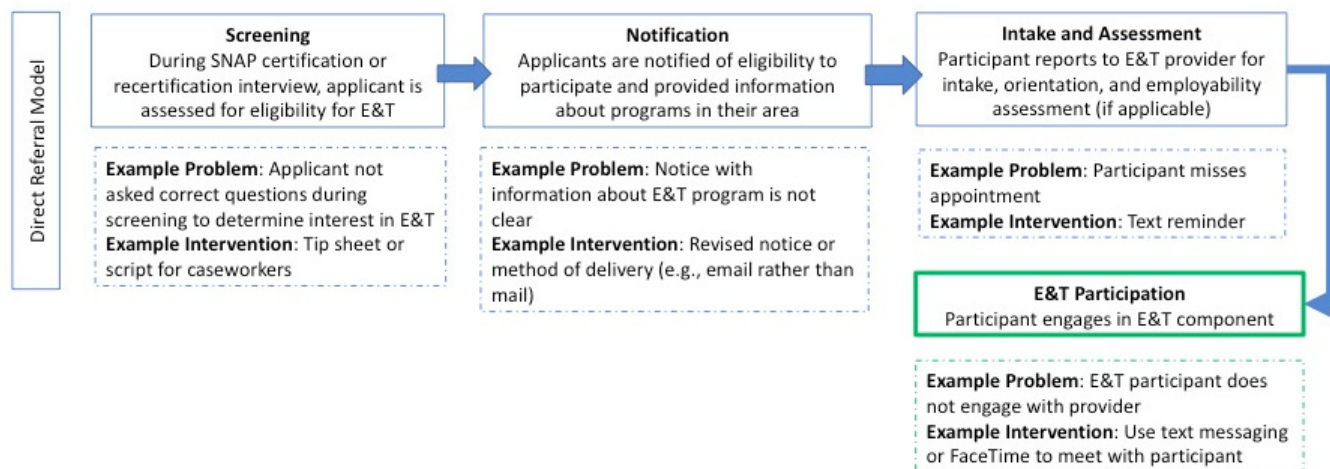
April/May 2021

EXPLORING ENGAGEMENT CHALLENGES IN THE E&T REFERRAL PROCESS

An individual's path to E&T is different in every State, but it often begins when they apply for SNAP. SNAP applicants are screened for eligibility and work registration, and then referred to E&T if they meet the criteria for participation. In this process, known as a direct referral, the potential SNAP E&T participant may be required to complete multiple steps before they finally engage in services, which may include being transferred to different staff, agencies, or service providers. Processes that have multiple hand-offs may discourage individuals from taking the next step that will ultimately connect them to E&T services.

From a behavioral science standpoint, State agencies and their provider partners should consider whether the number, timing, and nature of steps in referral processes might result in individuals failing to engage in SNAP E&T services. This includes examining whether communications to prospective participants are helping them effectively navigate these steps.

Below is a simplified illustration of the potential challenges that hinder participation in each step of a typical process (which varies by State). For example, during the initial screening, a State may not ask the applicant the appropriate questions that would accurately determine their eligibility for or interest in E&T. This could result in participant "drop-off." For each example problem, a possible solution is also listed.



To learn more about behavioral science and how it can be used to address common challenges in engaging participants in SNAP E&T, please [visit the S2S website](#). Here you will find tips on encouraging prospective participants to “take the next step” in a process toward engagement, as well as tips on developing more effective communications with your clients.

Upcoming Events, Important Dates & Resource Links

- FNS Requesting Applications for the FY 2021 SNAP Process and Technology Improvement Grants. The RFA for the [FY 2021 Process and Technology Improvement Grants \(PTIGs\)](#) was published on April 23, 2021. This grant competition supports projects that improve the quality and efficiency of operations and processes within SNAP offices. The application deadline is June 22, 2021.

Priority areas for FY 2021 funding include proposals that:

- Increase the use of human-centered design in SNAP applications and notices
 - Improve preparedness for public health emergency and pandemic response by strengthening virtual and disaster response operations
 - Improve SNAP customer service responsiveness and effectiveness
 - Demonstrate an impact on racial equity and inclusion and provide a comprehensive analysis of impacts to specific underserved communities (New in 2021: proposals in this area will be awarded up to 3 bonus points during the scoring process)
- Did You Miss the April 15th SNAP to Skills Webinar, Finding Solutions to Get E&T Participants to the Next Step? Access the Recording Now! Webinar presenters from MDRC shared how SNAP E&T programs might continually look for opportunities to develop and test small-scale solutions to participant engagement challenges.

Access the webinar recording [HERE](#).

- Upcoming Webinar: How State and Local Leaders are Creating Policy Conditions for an Equitable Economic Recovery. On May 13, Jobs for the Future (JFF) will host a webinar that will explore how the COVID-19 recovery presents an unprecedented opportunity to create a more equitable future. Panelists will discuss how State policy can revitalize regional economies in an equitable and inclusive way and help people rebound.

Register [HERE](#).

About the SNAP to Skills Project

Launched in October of 2015, SNAP to Skills (S2S) is a project of USDA's Food and Nutrition Service (FNS), to provide States the tools and resources they need to develop job-driven SNAP E&T programs that help SNAP participants find jobs and work toward self-sufficiency. The project seeks to help advance SNAP E&T programs in all States through these tools and resources, while 7 States have been selected to receive enhanced technical assistance. In Federal Fiscal Years 20-21, these are: Colorado, Illinois, Kentucky, Louisiana, Oregon, Pennsylvania, and Rhode Island.

Previous editions of the SNAP E&T Review are accessible [HERE](#).



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To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

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