

MA Food System Forum
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HIP Messaging

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- Explain HIP as you would to someone who doesn't know about it to the person next to you
 - Participants describe HIP to each other
 - I.e. Do you know that you deserve that you deserve and have earned benefits through SNAP called HIP. SNAP is from Washington but HIP is by Massachusetts so we still have it. If you want to learn more come to my clinic.
 - What key terms did you have in common?
 - Produce
 - Extra money
 - State funded
 - Household size
 - How many of you heard a word or concept that you did not hear in your own explanation?
 - Did you hear something that really clicked with you and what was it that clicked for you or was it confusing?
 - Too many acronyms
 - Talking about too many specifics
 - Hard to hear sometimes in places with a lot of background info
 - Stumbling over some of the changes the program has gone through
 - How many of you explained the mechanism by which the transaction happens?
 - DTA was able to change the mechanism by which is processed
 - You were always able to get the full amount of HIP even if you only have \$0.01 on SNAP, but you used to have to swipe the card many many times based on the amount you had on SNAP
- We need to change the way we describe HIP
 - Working on new messaging that keys into what is really important right now
- What are the key points or what is still relevant right now?
 - If you have SNAP you have hip
 - Fruits and Veg
 - It won't take from your SNAP
 - It's on the same card
- Talk to the person next to you to come up with ideas
 - Maybe will emphasize to make this part of your shopping routine
 - Can we make it easier to access the benefits you have
 - Explain how much you have to spend on HIP?
 - There are some challenges because there are changes in where you can access veg and fruits

- Hours of vendors change
 - Is there a phone number to figure out where to go?
 - Web-based sources make it hard for people without web access to find out where to go
 - Have a number that people can call
 - Maybe use residence coordinators at local org that supports food security to get messaging out
- Share something that your group came up with:
 - Bring your EBT card with any amount or more and get \$40 or more in fruits and vegetables
 - Trying to include and ask in there
 - When you buy fresh local produce with your SNAP card, you get reimbursed for anywhere from \$40-\$80
 - Comment: if there was an easy export of locations to distribute to their participants
 - There is an export button, but it is hidden...you have to scroll to right
 - It is not the most pretty form
 - Community partners can understand and break down into a more accessible format
 - Extra free local food at certain places and if you are in a place give people a list of local places (because you can also get eggs and meat in addition to other things)
 - \$40/\$60/\$80 breakdown easily accessible and explained for folks somewhere
- After shutdown more people found out about for the first time
 - Want to work on aligned collaborative messaging about HIP
 - How to explain in a language you are not fluent in
 - Would be helpful to have a one-pager with language in Spanish
 - There is a video in Spanish by DTA which was really helpful
- Please flood Esther's inbox with feedback on HIP messaging, asking for help with this and to keep this conversation going
 - If you are interested in being part of a group that works on HIP messaging together
 - dta.hip@mass.gov
- Questions:
 - Have you talked to people who use program? They can explain it better than folks who are service providers and vendors because they are the ones who use it
 - Could do focus group with MFAC or BFAC