

BCDHHS Wins 2018 AASD Distinguished Service Award!



Boulder County Housing and Human Services was recognized August 29th, 2018 with a **Distinguished Service Award** by the American Association of SNAP Directors (AASD) at a the 2018 American Public Human Services Association (APHSA) Annual AASD/NASTA conference in Reno!

The 2018 AASD Distinguished Service Award for a State or Locality was given to BCDHHS for being a leader in innovative practices and policies that lead to demonstrated success for families, such as the ones in our SNAP Outreach Plan. This plan was created to help ensure that all residents in Boulder County have access to education and enrollment in SNAP, as food insecurity remains an issue at both the county and statewide levels in Colorado, which ranks 45th out of the 50 states in enrollment of low-income individuals who appear eligible for the program. Our outreach plan was created alongside local community partners such as Emergency Family Assistance Association (EFAA), Community Food Share, OUR Center, Sister Carmen Community Center, Hunger Free Colorado, and others. The plan focused on understanding barriers to enrollment, decreasing the number of food insecure people in Boulder County, and reducing churn in the SNAP program. We surveyed clients, conducted focus groups, compiled data from other agencies, and targeted outreach to those who appeared eligible through the data we have. We also conducted outreach through out-stationed technicians. In all, we sent over 30,000 postcards and 2,517 emails encouraging SNAP enrollment. We accomplished 3,148 new enrollments and reduced program churn by more than 5% through all of this.

Our SNAP Outreach Plan was a success largely because of the innovative data-driven and targeted work to identify potentially eligible clients and our collaboration with community partners.