

# GRANT ANALYSIS FORM

## OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department/Maternal and Child Health Division**

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### Category of Request

**New Grant**

**Grant Continuation**

**Change in Previously Approved Grant**

**Previous Council File No.**

**Previous Council File No.**

**Project/Program Title: FoodShare Outreach Grant (Community Healthcare Access Program – CHAP)**

**Grantor Agency: State of Wisconsin Dept of Health Services**

**Grant Application Date:** N/A (Continuation)

**Anticipated Award Date:** November 2021

**Please provide the following information:**

#### 1. Description of Grant Project/Program (Include Target Locations and Populations):

The purpose of this funding is to continue support for the City of Milwaukee Health Department (MHD) Community Healthcare Access Program (CHAP), formerly the Medical Assistance Outreach Program. Currently with CHAP there is a heavy focus on Medical/Healthcare Access servicing but with DHS funding this will bolster the program to improve access to healthy, nutritious food by increasing information about FoodShare and support applying for FoodShare benefits. CHAP will focus on increasing FoodShare awareness, including providing application assistance to harder to reach groups of potentially eligible individuals, including but not limited to formerly incarcerated individuals re-entering the community, students, individuals experiencing homelessness, or individuals with transportation or language barriers. This will exponentially increase the depth and intentionality of outreach to those struggling with food insecurity by way of targeted collaboration and education. CHAP has been successful by intensifying efforts in community outreach to high-risk populations, especially pregnant women, and partnering with new community-based organizations. This project will provide mobile and multi-site application assistance, F-SET enrollment assistance, and employment resources.

#### 2. Relationship to City-wide Strategic Goals and Departmental Objectives:

Per Feeding America's 2018 Food Insecurity Data, Milwaukee County has approximately 119,940 food insecure people with 80% of them being below the SNAP poverty level threshold. This is estimated to increase exponentially with the impact of COVID; ravaging the target audiences' ability to feed themselves without substantial intervention. The CHAP program continues to build on its successful approach to establishing community partnerships to engage clients where they are in the community. CHAP continues its efforts to coordinate with other organizations that conduct outreach and enrollment services in the Milwaukee area to ensure a maximum impact and geographic access/coverage. CHAP helps Milwaukee's low-income populations get enrolled in FoodShare, BadgerCare Plus, the Federally Facilitated Marketplace, Childcare, Family Planning Only Services and Elderly, Blind and Disabled Medicaid. This allows clients to gain access to healthy food options, health insurance which leads to improving overall quality of life.

The City of Milwaukee Health Department's Mission, Vision and Values grandly revolve around health equity and strategic approaches to improving the health, safety and well-being of Milwaukee residents. Specifically, one of the Values is "Equity" in which "we acknowledge historic and current injustices in our community and strive to cultivate an environment where everyone in our community has equal opportunity to be healthy".

#### 3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

Enrollment in state benefit programs and FoodShare is greatly improved through community-based outreach and application assistance. Increasing FoodShare awareness, including providing application assistance to harder to reach groups of potentially eligible individuals will help address food insecurities. MHD staff assists clients with completing online applications and renewals, facilitating necessary documentation electronically and serve to answer questions and troubleshoot problems after initial applications and renewals are sent. By increasing coordination among local food pantries, it is anticipated that reliance on emergency food systems (i.e., food pantries) will decrease while increasing access to FoodShare outreach services, which will ultimately lead to greater self-sufficiency for people served. With this funding CHAP will be able to fund development of SNAP outreach material including but not limited to print collaterals, social media messaging and other educational materials in efforts to provide up to date and accurate information regarding eligibility and application access. The funding will also support the allocation of staff time to focus on the FoodShare Outreach and help them increase pertinent partnerships with food/nutrition related community based partners. Overall this project will bring awareness through effective and strategic messaging, targeted collaboration with community partners and increased accessibility for potential applicants.

**4. Results Measurement/Progress Report (Applies only to Programs):** The overall goal of this program is to transform local practices and capacity by addressing food insecurity and increasing access to healthy, nutritious food by increasing information about FoodShare and providing help to those seeking assistance when applying for FoodShare benefits in the City of Milwaukee.

Yearly, CHAP will:

Complete 200 FoodShare applications

Complete 200 FoodShare renewals

Complete 200 Technical Assists

Conduct Quarterly FoodShare Outreach Events

This will be done by continuing to develop new community partnerships, fully onboarding new staff, implementing new outreach strategies and materials, and changes made to the online enrollment platform that will provide faster benefit determinations. The program provides quarterly reporting and coordination with the Grantors on outcomes and troubleshoots barriers to actively strategize how to meet the goals of the program. This is including but not limited to evaluating:

- 1) Status of progress meeting enrollment, renewal and technical assistance goals.
- 2) Number of enrollments by site.
- 3) Status on all components of the scope of work to include program successes.

- 4) Strategies that did not work and lessons learned.
- 5) Best practices.
- 6) Data on strategies employed and copies of presentations, advertisements, and other forms used to promote BC+ programs.
- 7) Names and number of new community partners and results of partnership.
- 8) Member Experience Stories/Surveys.

**5. Grant Period, Timetable and Program Phase-out Plan:**

November 1, 2021 – September 31, 2022

**6. Provide a List of Subgrantees:**

N/A

**7. If Possible, Complete Grant Budget Form and Attach.**

See Attached Budget