



Oregon

John A. Kitzhaber, MD, Governor

Department of Human Services

Office of the Director

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The Honorable Jackie Winters
900 Court Street NE, S-301
Salem, OR 97301

Dear Senator Winters:

This is in response to your question about DHS outreach. In general we try to be very frugal with outreach, especially when it involves GF.

The Supplemental Nutrition Assistance Program (SNAP) is at the heart of the Nation's safety net for hunger. In Oregon approximately one in five people receive SNAP benefits, and over \$1 billion is issued in SNAP benefits. The Food and Nutrition Service estimates that approximately every \$5 in SNAP benefits generates as much as \$9 in total economic activity.

DHS contracts with the Oregon Hunger Task Force (OHTF) to provide outreach to potentially eligible SNAP recipients. In 2012, the OHTF sub-contracted with Univision to reach out to underserved Latino populations in the Portland Metro area. The total cost for this project, which will continue until September 30, 2013, is \$40,000. The funding source for this project is 50 percent Oregon Hunger Task Force fund and 50 percent Federal Fund.

SNAP Outreach

- Oregon contracts with 11 contractors to provide SNAP outreach
- Based on the SNAP outreach strategic plan that was developed in 2009, projects are focused on targeted underserved populations
- For FY 2013, the focus is on rural Oregon and seniors

Contracted SNAP Outreach Projects – State Funds Only show each of these contractors may also spend their own funding that is not subsidized by DHS.

The following contractors received General Funds in the amount of \$157,798 for FY 2011:

Contractor	General Fund	SNAP Bonus Funds
Oregon Hunger Task Force	\$30,394	\$48,518
211 Info	\$58,886	
Oregon State University		\$20,000

The following contractors received General Funds in the amount of \$90,995 for FY 2012:

Contractor	General Fund	SNAP Bonus Funds
Oregon Hunger Task Force	\$30,394	\$19,597
211 Info	\$41,004	

DHS advertising/outreach has been done in the following three areas:

1. ADRC – this is a federal grant for \$40,000 in print/broadcast advertising to be done in the local areas of the pilots (Lane, Linn, Benton, Lincoln, Marion, Polk, Yamhill, Clatsop and Tillamook counties).

The bulk of the advertising was done in 2011, however, a small amount of the grant is still available for ads in 2012 (especially to promote the new “800” phone number.

2. OVRS – this is a grant of \$800,000 in federal stimulus funds (ARRA) for “Think Beyond the Label” broadcast/magazine advertising statewide. Those funds were also expended in 2011.

3. Raise Me Up – this was a grant from Casey Family Programs for \$40,000 for broadcast advertising to promote Oregon’s volunteer program. These funds were expended in 2011.

There have been no other areas of advertising done by DHS, and no new campaigns are in the pipeline.

Please let me know if you have questions.

Thank you.

Sincerely,



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ELM/cw

cc: Laurie Byerly