

Appendix AA. Project Overview for Case Study Site Recruitment

OMB No. 0584-XXXX

*Modernizing Channels of Communication
With SNAP Participants*

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Modernizing Channels of Communication With SNAP Participants: Project Overview for Case Study Site Recruitment

PURPOSE: This document will be sent to potential case study sites to provide more detail surrounding the project and expectations for sites that chose to participate. It will be attached to the introductory email.



Modernizing Channels of Communication With SNAP Participants Study Overview

The U.S. Department of Agriculture's Food and Nutrition Service (FNS) has contracted with Insight Policy Research (Insight) to study the use of mobile technologies in SNAP. The primary purpose of this study is to highlight best practices and lessons learned from the various mobile communication strategies (MCS) deployed in State SNAP agencies through case studies. Insight will examine the range of functions available through the MCS and assess client and SNAP agency perspectives on the MCS. These findings will help FNS and States improve communication with clients and identify best practices that lead to improved program outcomes. This information is particularly important today because improvements in mobile apps and mobile-enabled websites can help States streamline their operations while improving communication with SNAP participants.

This project has four study objectives:

1. Present the landscape of mobile technology use across the Nation and provide a basis for selecting the MCS case studies.
2. Conduct case studies to better understand States' processes and challenges and the distinct features of their MCS.
3. Gather clients' perspectives on these technologies.
4. Summarize the best practices and lessons learned for States that choose to implement or improve upon these technologies moving forward.



Site Visit Overview

To deepen FNS's understanding of the benefits and challenges of implementing MCS, Insight will conduct in-depth case studies in five States to collect comprehensive information on a distribution of different MCS. During the in-person site visits, we will interview the State SNAP director, MCS staff, software developers/IT staff, and partner organizations. These interviews will examine the history, goals, objectives, and functionality of MCS. During the visits, we will also conduct a group interview with frontline staff at one local office to assess how, if at all, MCS affect their daily operations and gather their perceptions of the challenges and benefits of MCS. Finally, we will conduct two focus groups with SNAP participants who have actively used the States' MCS and will conduct brief interviews with individuals in the local office waiting room. We are requesting the following amount of time from each type of stakeholder:

- State SNAP director: 60-minute interview
- 1–5 State staff involved in MCS implementation: 90-minute interviews
- 1–2 software developers and/or IT staff: 60-minute interviews
- 1–5 local office frontline staff: 60-minute interviews
- 1–3 community partners: 60-minute interviews
- Two groups of 6–12 SNAP participants/MCS users: 90-minute focus groups
- 5–20 local SNAP office waiting room visitors/MCS nonusers: 5-minute survey

The results will be compiled into several reports for FNS: a case study report specific to the five selected States, a focus group report capturing participant perspectives across the five States, and a final report.

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