

NJFSI Survey Insights & Solutions for Strengthening SNAP in New Jersey



Who is NJFSI?

The New Jersey Food Security Initiative (NJFSI) is a multi-year collaborative effort to address food insecurity. The Food Research & Action Center (FRAC), a non-profit organization, is leading this work with funding from the Robert Wood Johnson Foundation (RWJF).

The Center for Nutrition & Health Impact (CNHI) is the evaluation partner for the NJFSI. Part of the evaluation includes the Benefits Enrollee Survey, which asks community members about enrollment barriers for SNAP and WIC and awareness of Summer EBT.

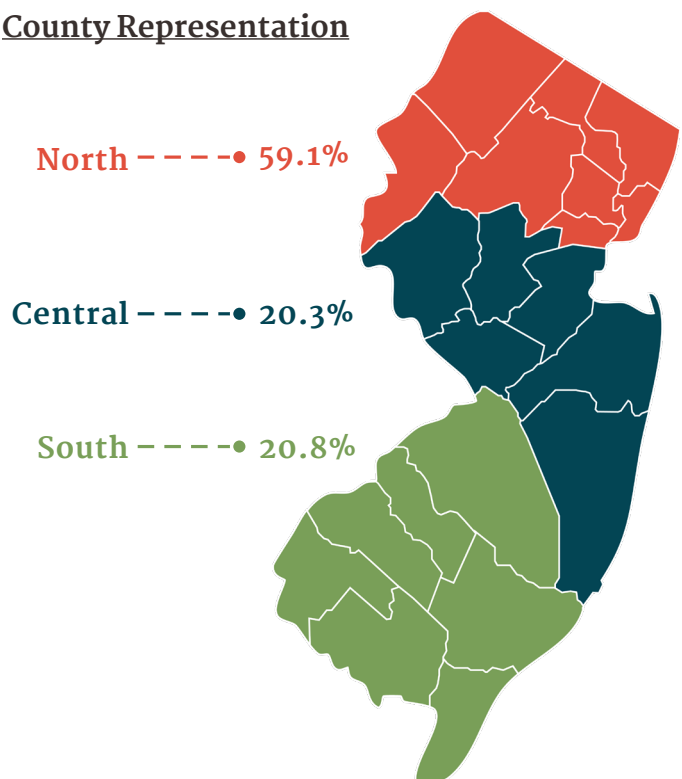


About the Sample

NJFSI grantees and Qualtrics recruited participants for this survey. All participants were experiencing food insecurity or had attempted to enroll in a food assistance program in New Jersey. Recruitment occurred from mid-September to mid-November 2024.

A total of 837 participants were included in the final analysis. Two-thirds of the sample identified as female, almost one-third as men, and a few participants selected 'some other way' of 'don't know or prefer not to answer.' Survey participants' ages ranged from 18 to 83 years old.

County Representation



| Racial and Ethnic Identity | Frequency (%) |
|---|---------------|
| White or European American | 357 (43.8%) |
| Black or African American | 183 (22.4%) |
| Hispanic or Latino | 176 (21.6%) |
| Multiple Racial Identities or Other Racial Identity | 100 (12.3%) |

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The two tables below show the results from survey questions asking about experiences with SNAP enrollment and challenges with SNAP.

SNAP Enrollment Experience

| Survey Item | % Agree/Strongly Agree |
|--|------------------------|
| I understood the questions on the New Jersey SNAP application. | 82% |
| Applying for New Jersey SNAP addressed my need. | 69% |
| The New Jersey SNAP application was easy to complete. | 64% |
| I was treated fairly when I applied for New Jersey SNAP. | 64% |
| When applying for New Jersey SNAP, I trusted that they would help me with my need. | 64% |
| Employees were helpful when I applied for New Jersey SNAP (e.g. staff at the County Board of Social Services). | 57% |
| Overall, I was satisfied with my experience applying for New Jersey SNAP. | 57% |
| The time it took to approve my New Jersey SNAP application was okay with me. | 50% |

Most Commonly Reported Challenges

| SNAP Challenge | Frequency (%) |
|--|---------------|
| Make too much to qualify for SNAP | 153 (41%) |
| Do not know too much about SNAP | 106 (29%) |
| Do not like relying on programs like SNAP | 80 (22%) |
| Want to save SNAP benefits for others that need it more | 77 (21%) |
| Would qualify for only a small amount of SNAP benefits, not worth it | 74 (20%) |

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Solutions in Action

NJFSI grantees are working across New Jersey at the local, county, and state level to pilot innovative solutions to strengthen SNAP. Grantee solutions being piloted include, but are not limited to:

- ◆ Providing a growing number of SNAP navigators across the state with resources for maximizing SNAP outreach and addressing barriers to SNAP enrollment.
- ◆ Meeting quarterly with the NJ Department of Human Services/Division of Family Development to collaboratively increase SNAP enrollment and participation.
- ◆ Expanding the Good Food Bucks program to an additional 26 sites, providing \$189,756 in matching dollars to over 15,000 NJ SNAP shoppers.
- ◆ Increasing the number of Farm Share Program shareholders able to purchase their shares via SNAP.
- ◆ Providing technical assistance to NJ growers to be able to accept SNAP, increasing the number of NJ farms, markets, farmers markets, and mobile markets that can accept SNAP as a form of payment.
- ◆ Developing and launching community-informed outreach campaigns and strategies to increase the number of residents aware of SNAP benefits and connected to SNAP Navigators for application assistance to increase the number of residents connected to SNAP.
- ◆ Integrating SNAP navigators into a variety of settings to create full-loop support and connection for attaining and retaining benefits with an increased rate of approved SNAP applications. Settings include healthcare systems, institutions of higher learning, food banks and pantries, community-based organizations, and more.



NJFSI grantees include City Green, C.R.O.P.S., CUMAC, Hunger Free NJ, nourish.NJ, NJ Office of the Food Security Advocate, and RWJBarnabas Health.