



NEW YORK STATE
OFFICE OF TEMPORARY AND DISABILITY ASSISTANCE
 40 NORTH PEARL STREET
 ALBANY, NY 12243-0001
Andrew M. Cuomo
Governor

Administrative Directive

Section 1

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| Transmittal: | 12-ADM-07 |
| To: | Local District Commissioners |
| Issuing Division/Office : | Center for Employment and Economic Supports |
| Date: | August 28, 2012 |
| Subject: | Supplemental Nutrition Assistance Program (SNAP) – New Name for the Food Stamp Program |
| Suggested Distribution: | Temporary Assistance Directors Food Stamp Directors Employment Coordinators Staff Development Coordinators |
| Contact Person(s): | Food Stamp Bureau at 518-473-1469 |
| Attachments: | Attachment 1 - SNAP Poster, Pub-4985 |
| Attachment Available On – Line: | <input type="checkbox"/> |

Filing References

| Previous ADMs/INFs | Releases Cancelled | Dept. Regs. | Soc. Serv. Law & Other Legal Ref. | Manual Ref. | Misc. Ref. |
|--------------------|--------------------|---------------------------------|--|-------------|------------|
| | | 18 NYCRR, sections 387.0, 387.1 | Food, Conservation, and Energy Act of 2008 (P.L. 110-246 Chapter 41 of the Laws of 2012 | | |

Section 2

I. Summary

This Administrative Directive (ADM) informs social services districts (SSDs) that Section 95 of the New York State Social Services Law has been amended to change the name of the **Food Stamp Program** to the **Supplemental Nutrition Assistance Program (SNAP)**, effective August 29, 2012.

The name change will not affect clients' SNAP benefits. Recipients will continue to receive SNAP benefits as before and access them as before. Clients do not need to reapply and will not lose SNAP benefits as a result of the name change.

The name change will not impose any new reporting requirements on SSDs.

II. Purpose

The purpose of this ADM is to inform SSDs that the name of the **Food Stamp Program** in New York State will change to the **Supplemental Nutrition Assistance Program (SNAP)**, effective August 29, 2012. It also informs the SSDs about the steps that the New York State Office of Temporary and Disability Assistance (OTDA) is taking to implement the name change, and about the steps that SSDs must and should take to implement the name change.

III. Background

In October of 2008, the United States Department of Agriculture (USDA), Food and Nutrition Services, changed the name of the federal Food Stamp Program to the **SNAP**. The name change was mandated by the Food Conservation and Energy Act of 2008, also known as the Farm Bill. This national name change was implemented to more accurately reflect the program's mission to help poor and low-income households meet their nutritional needs by providing supplemental assistance for the purchase of food, and nutrition education to inform and encourage program participants to use the benefits to achieve a healthier lifestyle.

States have been encouraged, but not required, to change their state's program name to SNAP. As of January 2012, twenty six states had changed the name of the Food Stamp Program to SNAP. Changing the name of New York State's Food Stamp Program to SNAP has the following advantages:

- It allows closer association with the national program name, and permits New York State to take greater advantage of federal and national outreach and informational efforts;
- It reinforces the nutritional intent and supplemental nature of the program;
- It removes any perceived stigma that may be associated with the outdated term "stamps"; and,

- Where a perceived stigma exists among non-participating, eligible households, it removes a barrier to participation in the program.

IV. Program Implications

Beginning August 29, 2012, any reference in any currently existing OTDA or SSD form, notice, contract, policy directive, document, or electronic media to the “Food Stamp Program” shall be considered to be a reference to the SNAP and references to “food stamp benefits,” “food stamp coupons,” “food stamps,” or any other reference using a variant or abbreviation of “food stamp” shall be considered to be a reference to SNAP benefits.

Beginning August 29, 2012, any reference in any new OTDA or SSD form, notice, contract, policy directive, document, or electronic media should be to the SNAP and to SNAP benefits.

V. Required Action - State

OTDA is in the process of updating existing notices and forms, and manuals and systems to reflect the name change during the normal course of business. This incremental approach will reduce the costs of implementing the name change.

A. Client Notices

All notices issued through the Client Notice System (CNS) that may have a reference to the Food Stamp Program have had the following sentence (or an equivalent sentence) added: *“As of August 29, 2012, any reference to the Food Stamp Program in this notice shall mean the Supplemental Nutrition Assistance Program (SNAP) and any reference to Food Stamp benefits or Food Stamps (FS) shall mean SNAP benefits.”*

As noted above, the change of all references to “the Food Stamp Program,” “food stamps,” and “food stamp benefits,” etc., to the appropriate SNAP reference within the text of notices will be completed as quickly as possible during the normal course of business and notice revisions.

B. Forms

References to “the Food Stamp Program,” “food stamps,” and “food stamp benefits,” etc., will be changed to the appropriate SNAP reference within the text of printed forms as form stock is depleted and forms become due for re-ordering of stock. Priority will be given to forms most commonly provided to and used by clients. Some common forms, such as the LDSS-2921, “Statewide Common Application,” – as well as other lesser-used forms -- are used by multiple programs administered or supervised by multiple state agencies. Changes to such forms will be made in consultation with other state agencies and will be completed as soon as feasible.

A reference to the name change will be posted to the OTDA LDSS e-Form webpage. The downloadable PDF versions of e-forms available from this page will be revised to reflect the name change as part of an ongoing form review process.

C. On-Line Applications and Websites

The following message has been posted to the **myBenefits** website, informing users about the name change:

“As of August 29, 2012, any reference to the Food Stamp Program shall mean the Supplemental Nutrition Assistance Program (SNAP) and any reference to Food Stamp benefits or Food Stamps (FS) shall mean SNAP benefits.”

All references to “Food Stamp Program,” “food stamps,” or “food stamp benefits,” etc., will be changed as revisions or updates are made to the myBenefits screens.

OTDA webpages are being updated to reflect the name change. A statement reflecting the name change has been added to the OTDA’s website’s “Programs & Services” webpage, and will be added to the OTDA website’s “Laws & Policies” webpage.

D. Training

All training presentations by OTDA trainers or contract trainers will be revised to incorporate the use of the SNAP name.

All SNAP related training materials used by OTDA trainers and contract trainers developed prior to August 29th, 2012 will prominently display the following notice:

“As of August 29, 2012, any reference to the Food Stamp Program in these training materials shall mean the Supplemental Nutrition Assistance Program (SNAP) and any reference to Food Stamp benefits or Food Stamps (FS) shall mean SNAP benefits.”

All references to the Food Stamp Program in training materials will be revised to use the SNAP name when referring to the program. Training materials include, but are not limited to, curriculum, Participant Manuals, Leaders Guides, web-based courses, desk aids and training tools.

E. Manuals

All references to “Food Stamp Program,” “food stamps,” or “food stamp benefits,” etc., will be changed as revisions or updates are made to agency manuals. Priority for making changes will be given to manuals that are accessible to the public through the OTDA website.

F. Hotlines

Food stamp-related references on the OTDA hotline (1-800-342-3009) will be updated to reflect the name change by the effective date of the law. The Electronic Benefit Transfer (EBT) helpline (1-888-328-6399) also will be updated to reflect the name change by the effective date of the law. The OTDA hotline and the EBT helpline are both currently running a message stating “SNAP is the new name of the Food Stamp Program.”

VI. Required Action – Local Social Services Districts

Beginning August 29, 2012, any reference in any **new** SSD form, notice, contract, policy directive, document, or electronic media should be to the SNAP and to SNAP benefits.

By August 29, 2012, SSDs must:

- Update their notices and local equivalents of state notices that are not provided by OTDA to either change all references from Food Stamps to SNAP, or to include the following statement: *“As of August 29, 2012, any reference to the Food Stamp Program in this notice shall mean the **Supplemental Nutrition Assistance Program (SNAP)** and any reference to Food Stamp benefits or Food Stamps (FS) shall mean SNAP benefits.”*
- Inform and train local district staff about the name change and of the importance of using the new program name during client interactions, ***particularly when completing manual notices or other written communication related to any matter affecting or regarding eligibility for the program or benefit amounts.***
- Display the newly created Pub-4985, SNAP poster (copy attached). All SSDs will be drop-shipped a supply of Pub-4985 SNAP posters. Upon SSD receipt of this shipment, SSDs must display the poster in reception areas to inform the district’s clients of the recent program name change. This poster must be placed in close proximity to the poster Pub. 4842, “If you need an Interpreter,” and should remain posted through August 2013.

During the normal course of business and of making revisions, SSDs should revise existing forms and websites to reflect the name change. SSDs should give priority to changing the name in documents/websites/systems that are public-facing and to phase-in changes over time to other documents. SSDs must request OTDA’s approval all local equivalents of state forms that are being revised to reflect the name change as such changes are made. Additionally, SSDs should inform community organizations that are connected to the program about the name change (e.g., advocates, food pantries, Community Action Agencies, schools, and others).

VII. Systems Implications

A. Upstate WMS

There are no Upstate WMS changes that require SSD action.

B. New York City WMS

There are no NYC WMS changes that require SSD action.

C. CNS

There are no CNS changes that require SSD action. OTDA expects that all food stamp-related references within CNS notices will be changed to SNAP by September 30, 2012. In addition, as noted above, the following statement has been already been added to all CNS notices: *“As of August 29, 2012, any reference to the Food Stamp Program in this notice shall mean the Supplemental Nutrition Assistance Program (SNAP) and any reference to Food Stamp benefits or Food Stamps (FS) shall mean SNAP benefits.”*

VIII. Additional Information (Optional)

SSDs may optionally choose from one or more of the following publications to help with local understanding of the food stamp program name change to SNAP:

- Every Day, Older Adults Just Like you get SNAP, LDSS -4716 (SP) English/Spanish brochure
- Every Day, Older Adults Just Like you get SNAP, LDSS -4716A (SP) English/Spanish, poster
- Your Family May be Eligible for SNAP, LDSS- 4983 (SP), English/Spanish, brochure
- Your Family May be Eligible for SNAP, LDSS-4983A (SP), English/Spanish, poster

Any future written requests for master camera ready copies of the English and Spanish versions of the above publications should be submitted on OTDA-876: “Request for Forms or Publications,” and sent to:

Office of Temporary and Disability Assistance
BMS Document Services and Operational Support
PO Box 1990
Albany, NY 12201

The above referenced publications are posted on the OTDA Intranet website at: http://otda.state.ny.net/ldss_eforms/ and are available for downloading by SSDs for reproduction locally.

IX. Effective Date: Immediately

Issued By

Name: Phyllis Morris

Title: Acting Deputy Commissioner

Division/Office: Center for Employment and Economic Supports