

SNAP Outreach to Older Adults in Maine

A Conversation with the Cabinet on Aging

December 10, 2025

What is SNAP Outreach?



Spread awareness about SNAP eligibility and policy changes.



One-on-one application assistance



Combat stigma and misconceptions about SNAP.



Support with maintaining benefits and navigating reporting requirements.

Why **SNAP Outreach?**

Introducing Maine's SNAP Outreach Plan



Opportunity:

- Take advantage of federal dollars to contract with and reimburse community-based organizations conducting SNAP outreach activities

Spring 2025

OFI conducts environmental scan to identify potential partners

May 2025

Issue Request for Quotes (RFQ) seeking SNAP outreach providers

Sept 2025

USDA approves Maine's expanded Outreach plan and designates funds

Oct 2025

OFI establishes contracts with 10 new providers, approving over \$800,000 federal back to Maine agencies.

SNAP Outreach Contract Model



- Currently 50% federal reimbursement
- Agency funding must be nonfederal and not otherwise obligated
- 50% federal reimbursement will decrease to 25% in Oct 2026 (HR 1).

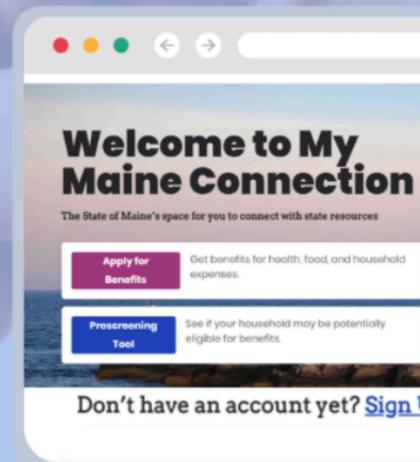
Maine's SNAP Outreach Contractors

- Food and Medicine
- Full Plates Full Potential
- Good Shepherd Food Bank
- Healthy Acadia
- Maine Access Immigrant Network
- Maine Community Integration
- Maine Federation of Farmers' Markets
- Mano en Mano
- Somali Bantu Community Association
- Southern Maine Area Agency on Aging

SNAP Outreach Resources

SNAP

Application Assistance



<https://www.fullplates.org/snap-outreach>



Do you receive SNAP benefits?

Several recent changes could impact you



IMMEDIATE CHANGES

Expansion of Work Reporting Requirements

Effective immediately, additional groups must now meet work reporting requirements:

- The age ceiling has been **raised to 64 years** (previously 54)
- Caregivers are now subject if their dependent is **14 years or older** (previously 18)
- **Veterans, people experiencing homelessness, and former foster youth** are no longer automatically exempt

If you are subject to SNAP work reporting rules, your benefit may be limited to 3 months in 3 years unless you qualify for an exemption or meet work requirements such as by working or volunteering.

Limits to the "Heat and Eat" Program

The "Heat and Eat" program, which provides the maximum SNAP utility allowance to households receiving **LIHEAP**, is limited to households that have **a person with a disability** or someone **at least 60 years old** effective immediately.

WHAT SHOULD YOU DO?

Make sure DHHS has your up-to-date **mailing address, contact information, and case information**. If there is a change to your benefits, you will receive a notice from DHHS beforehand. **MyMaineConnection** is a great online tool for updating contact information and checking notices.

You can also reach DHHS through their call center, open M-F from 7AM-4PM at **(855)-797-4357**.

Ending Hunger in Maine Initiative



Priorities for Aligned Action 2025–2027:
Maximize Federal Nutrition Programs &
Improve Access to Public Benefit
Programs through Outreach &
Application Assistance



Southern Maine
AGENCY
On AGING
EMPOWERING OLDER ADULTS
AND THEIR CAREGIVERS

SNAP Outreach to Older Adults in Maine

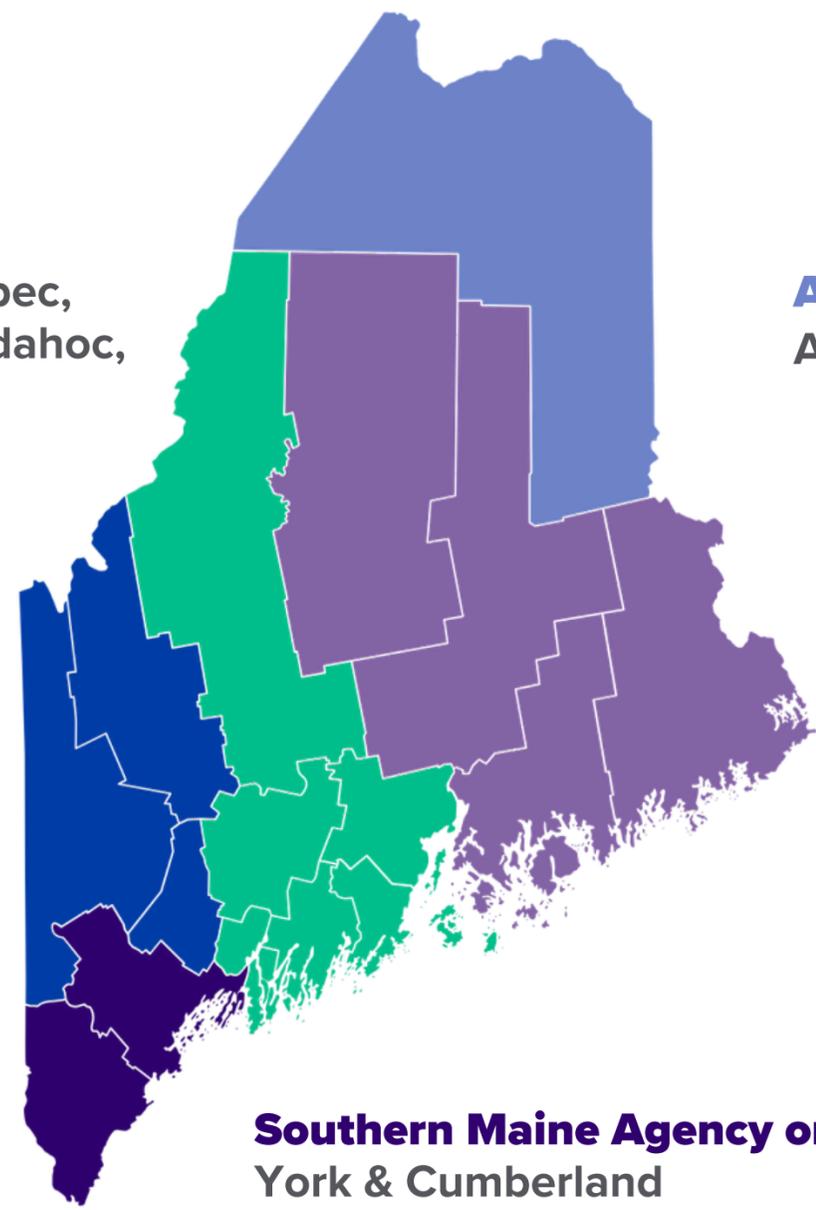
Carly Williams
Fiddlehead Strategies

Spectrum Generations Kennebec, Knox, Lincoln, Somerset, Sagadahoc, Waldo, Brunswick & Harpswell

Aroostook Agency on Aging
 Aroostook

SeniorsPlus Androscoggin, Franklin & Oxford

Eastern Area Agency on Aging
 Hancock, Penobscot, Piscataquis & Washington



Southern Maine Agency on Aging
 York & Cumberland
 (excluding Brunswick & Harpswell)

Each year, Maine's Area Agencies on Aging provide critical services to 53,000 older Mainers, Mainers living with disabilities, and their caregivers.

Maine's AAAs have served Mainers for over 50 years!



AgeWise Maine Programs

- | | |
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| <ul style="list-style-type: none">• Nutrition<ul style="list-style-type: none">○ 12,000+ Mainers served annually○ Meals on Wheels○ Social Dining Sites• Caregiver Support<ul style="list-style-type: none">○ 3,200 Family Caregivers supported annually○ Support Groups/ Information○ Respite for ME (R4ME)○ Referrals/Education | <ul style="list-style-type: none">• Medicare Counseling<ul style="list-style-type: none">○ 5,500+ Mainers served annually• Information & Referrals<ul style="list-style-type: none">○ 27,000 Mainers annually○ Information, Referrals, Benefits Screening, Application Assistance and more• Volunteer Services<ul style="list-style-type: none">○ 1,500 volunteers statewide• <i>And more!</i> |
|--|--|

Snapshot: Aging in Maine

Many older adults face isolation and other barriers to aging safely at home:

- Maine is the demographically oldest state in the nation and is aging rapidly.
 - By 2030 it's expected that Maine will have 393,399 people 65+, a 36% increase from 2020. *[Office of the State Economist]*
 - 52% of single older Mainers can't afford basic needs [Meals on Wheels of America]
 - 25% of Mainers 65+ live alone [Meals on Wheels of America]

Food Insecurity

- 34,478 (8%) Mainers 60+ experiencing limited or uncertain access to adequate food or worse. *[Meals on Wheels of America]*
- Only 26.7% of eligible older adults in York and Cumberland counties are enrolled in SNAP, slightly lower than 28.7% statewide. *[National Council on Aging]*

Current Issues Impacting Older Adults & AgeWise Maine Response

Financial Insecurity: Housing, healthcare costs, navigating Medicare open enrollment, SNAP benefits

AAA Response to Food Insecurity Statewide:

- Additional meals going out to current individuals on Meals on Wheels
- Grab and Go meal distribution with community partners – food pantries, older adult housing facilities, etc.
- Checking in and providing food resources to existing clients in other programs (Money Minders, Phone Pals, etc)

In addition, Southern Maine AAA has also become a SNAP Outreach Contractor with OFI

Southern Maine Agency on Aging



- Serves York and Cumberland Counties
- Serve 18,000 individuals annually
- 1,900 Meals on Wheels clients
- 1,700 attend congregate dining sites annually



SNAP Outreach at SMAA



Strategy: Ramp up existing effort

- Train volunteers to support with SNAP outreach and education
- Direct individuals to SMAA for application support
- Leverage existing trust and relationships with community partners and individuals



Focus on:

Meals on Wheels

Inform and support Meals on Wheels clients with in-home SNAP outreach

Community Cafés

Encourage and support attendees at dining sites with SNAP applications

Community Partners

Share SNAP information at community partner events to expand reach



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Thank you for your time!
Questions?