



DEPARTMENT OF HEALTH AND HUMAN SERVICES  
DIVISION OF SOCIAL SERVICES

ECONOMIC & FAMILY SERVICES

ROY COOPER  
GOVERNOR

MANDY COHEN, MD, MPH  
SECRETARY

WAYNE E. BLACK  
DIRECTOR

January 17, 2018

**Dear County Director of Social Services**

**Attention: Food and Nutrition Services Managers and Supervisors**

**Subject: Benefits Data Trust Outreach Project Update**

The Benefits Data Trust (BDT) Walmart Technical Grant began outreach August 2017 to seniors age 60 to 64 enrolled in Medicaid but not Supplemental Nutrition Assistance Program or Food and Nutrition Services (SNAP/FNS). BDT uses data-driven strategies to identify and target outreach efforts.

Individuals who are in the target group received letters from BDT regarding their potential eligibility for FNS. Once BDT is contacted by this group, they offer eligibility pre-screenings to those households. If a household is potentially eligible, comprehensive application assistance is provided if the household chooses to complete an application. The North Carolina outreach efforts have been very successful regarding responses received and enrollment of seniors in the SNAP/FNS program.

Attached is a list of the current total number of mailings, responses received and applications submitted by county.

If you have any questions, please contact Connie Dixon at 919-527-6319 or via email at [connie.dixon@dhhs.nc.gov](mailto:connie.dixon@dhhs.nc.gov).

Sincerely,

A handwritten signature in blue ink that reads "David Locklear". The signature is written in a cursive style with a blue highlight effect.

David Locklear  
Deputy Director

DL/cd

Attachments (2):

[NC County Detail](#)  
[BDT Applications Summary](#)

**EFS-FNSEP-02-2018**