



## North Carolina Department of Health and Human Services Division of Social Services

2401 Mail Service Center • Raleigh, North Carolina 27699-2401  
Courier # 56-20-25 Fax 919-733-9386

Beverly Eaves Perdue, Governor  
Lanier M. Cansler, Secretary

Sherry Bradsher, Director  
(919) 733-3055

November 17, 2010

### **Re: Food and Nutrition Service (FNS) Outreach Plan**

Dear County Director of Social Services:

Attention: Food and Nutrition Services Supervisors

USDA has approved North Carolina Department of Health and Human Services (NC DHHS) formal FNS Outreach Plan for FY 2011. Many households are potentially eligible for FNS benefits, but often fail to apply because they don't know how or where to apply, or even if they may be eligible. The primary goal of the FNS outreach plan is to break down barriers, through education, keeping North Carolina's neediest individuals and families from receiving the nutritional benefits they need.

For FY 2011, North Carolina's FNS Outreach Plan will continue to target and provide outreach activities to low-income individuals and families, elderly households, Hispanic households, and households with unemployed individuals.

North Carolina will have two contractual partners: North Carolina State University and MANNA Food Bank, Inc. (on behalf of the NC Association of Feeding America Food Banks: Food Bank of the Albemarle, Food Bank of Central & Eastern North Carolina, Inter-faith Food Shuttle, MANNA Food Bank, Second Harvest Food Bank of Metrolina, Second Harvest Food Bank of Southeast North Carolina, and Second Harvest Food Bank of Northwest North Carolina).

North Carolina will also have working, outreach partnerships with The Consulate General of Mexico in Raleigh, North Carolina Division of Aging, North Carolina Employment Security Commission, The Coalition to Reduce Hunger in Brunswick County, Ashe Services for Aging and The Area Agency on Aging.

North Carolina's goal, through its collaboration with the above agencies, is to raise awareness of the FNS program, the eligibility criteria, the nutritional benefits available through the program, and erase myths and stigmas associated with the program.

Education is vital and will enable individuals and families to make an informed decision about whether to apply for FNS.

This fiscal year we are pleased to announce that, in addition its many outreach activities, The NC Association of Feeding America Food Banks will be assisting six counties (Ashe, Bladen, Burke, Henderson, Onslow, and Orange) with hiring outpost workers who will have the ability to interview, take, and process FNS applications. All partner agencies will provide an array of outreach services ranging from assisting with application completion to displaying outreach posters, pamphlets, brochures, and other FNS information to potentially eligible individuals and families.

Outreach partners will also provide the toll-free CARELINE number, as well as information about ePASS.

Households choosing application assistance through partner agencies have the option to submit their application through the partner agency, in person, by an authorized representative, by fax, or by mail to their local DSS agency. Upon receipt of any application, follow normal application processing procedures outlined in FNS Manual Section 300, Applications.

If you have any questions, please contact the Economic and Family Services Help Desk at 919-334-1100.

Sincerely,

A handwritten signature in cursive script that reads "Dean Simpson".

Dean Simpson, Chief  
Economic and Family Services

DS/vbw

**EFS-FNSEP-46-2010**