

ACCESS NYC

Benefit Information. One Place.

Newsletter

October 2008

Welcome - Bienvenido - 歡迎 - أهلا وسهلا - Byenveni - 환영합니다 - Добро пожаловать

School Meals Online Application

Have you submitted the School Meals application for your child? The School Meals application is still available on ACCESS NYC. Families with children that attend public, charter, and private schools can submit one application for all the children that live in their household. The application process is easy, secure, and convenient. **Apply today!**

ACCESS NYC Computer Terminals Still Available!

Do you feel that your organization missed out on this great opportunity to provide your clients with an ACCESS NYC computer terminal?

You can still apply and the application process is even easier! You can submit your application and within 1 week you will find out how many terminals your organization was awarded!

To receive an application please send an email to accessnyc@hhsconnect.nyc.gov subject Computer Giveaway. We look forward to receiving your application! For any additional questions you can call Sarah Galena at (718) 826-5108.



ACCESS NYC's 2nd Anniversary



Two short years ago ACCESS NYC launched with 21 City, State, and Federal benefit programs. Website visitors could screen themselves for these benefits, get more information about them, and begin the application process with blank and pre-populated forms.

Today, ACCESS NYC is part of HHS-Connect and has expanded to include over 35 benefit programs, increased the number of applications available on the website, and as of August 2008 includes an application for School Meals that can be completed and submitted online.

Since October 2006 ACCESS NYC has been visited over 312,848 times, and more than 66,000 applications have been downloaded, 22% of which were pre-populated with information from the screening tool.

HHS-Connect

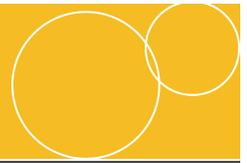
In January of this year ACCESS NYC

became part of HHS-Connect, which is led by Kamal Bherwani. The work done through this new initiative builds on the success of ACCESS NYC and will utilize technology and coordinated agency practices to more efficiently and effectively provide Health and Human Services to New Yorkers. In addition to its long range plan, HHS-Connect has identified 5 "quick wins" to help build and sustain momentum for the project.

School Meals Online Application

HHS-Connect completed its first "quick win" with the launch of the School Meals Online Application. New Yorkers can complete and submit this application online in all 7 languages available on ACCESS NYC, and families can submit one application for all of their children, even if they attend different schools.

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2nd Anniversary

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In his announcement on September 8th, Mayor Bloomberg stated that “offering the School Meals application online will not only make the process easier for parents, but it will also make it easier for schools to process the applications.” The launch of the online application provided ACCESS NYC with a valuable opportunity to reach the public as multiple news sources reported on the online application including NY1 which reported the story in its news cycles on September 8th and 9th. The story can be viewed at <http://www.ny1.com/Default.aspx?ArlD=85617>.

Training & Outreach

The Training and Outreach team continues to promote the website through various activities. The team has conducted more than 230 trainings throughout the City with over 5,000 participants since it formed in fall 2007. The team has also participated in 36 information, employment, and senior fairs, and where internet service is available has been providing computers for fair participants to use ACCESS NYC.

ACCESS NYC Counselors

ACCESS NYC has developed 3 counselor models to make ACCESS NYC more accessible to New Yorkers who need assistance using the website. These counselors are readily available to assist anyone who needs help using the website.

The 3 models include:

- **On-site counselors** provide information and screening assistance to community members in their neighborhoods in Brooklyn, Manhattan, and the Bronx.
- **Mobile counselors** travel to various sites throughout the City with the HRA Food Stamp and Nutrition Outreach Program (FSNOP) to provide screenings.
- **Tax-Prep Plus** counselors worked during the tax season to provide low cost tax preparation and free benefit screenings on ACCESS NYC. This joint initiative with the Office of Financial Engagement (OFE) served over 550 New Yorkers.

Computer Giveaway

ACCESS NYC is giving away FREE computers to non-profit organizations and City agencies so that the public will have additional ways to access to the website. To date, ACCESS NYC has distributed 300 computers. Any non-profit organization or City agency interested in receiving a computer(s) should email accessnyc@hhsconnect.nyc.gov to request more information.

Marketing Campaign

On April 28th ACCESS NYC launched its first marketing campaign. This campaign ran throughout the summer with posters on subway platforms, in subway cars, and at check cashing locations.

ACCESS NYC has also developed new informational materials that have the same look and feel as the marketing campaign, creating a recognizable ACCESS NYC “brand”. These materials provide valuable information for New Yorkers about ACCESS NYC and

how to use the website. Request a poster and other materials to remind New Yorkers that this great resource is available for their use by emailing accessnyc@hhsconnect.nyc.gov.



Contact ACCESS NYC for Free Training and Materials

E-mail Sabrina Smith-Sweeney (ssmith-sweeney@hhsconnect.nyc.gov) for information on trainings, marketing materials and help with adding a link to ACCESS NYC to your website

Call 311 with questions about using the program or click on the contact us button on the top of every page