

# ACCESS NYC

Benefit Information. One Place.

Newsletter

August 2008

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



## Changes to the WIC Program

Women Infant and Children (WIC)

After 30 years of successfully improving the health of WIC participants by providing milk, cheese, eggs, cereal, and infant formula, the WIC Program is adding new foods that are consistent with the Dietary Guidelines for Americans.

WIC is a supplemental food and nutrition program that provides healthy foods and nutrition education for low-income pregnant and postpartum women, infants and children up to the age of 5.

WIC is providing more resources and support to breastfeeding mothers, such as peer counselor programs, breast pump rentals and more food for the mother.

What are some of the changes?

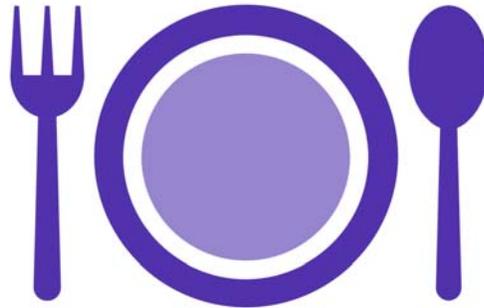
- Participants will be able to purchase fresh fruits and vegetables.
- Participants will be able to purchase whole grain breads and cereals along with brown rice.
- Participants will be able to purchase low-fat dairy products

The WIC Program is excited about these changes. If you would like more information about the program, call the Growing Up Healthy Hotline at 1-800-522-5006.

WIC is one of the 35 benefit programs that you can screen yourself for on ACCESS NYC at [www.nyc.gov/accessnyc](http://www.nyc.gov/accessnyc).

# School Meals

Apply today. On paper. Online. On time.



## HHS-Connect Launches Online Application on ACCESS NYC

HHS-Connect is pleased to announce the expansion of ACCESS NYC to include online applications! ACCESS NYC now offers families of children at public, charter, and private DOE schools the option to apply for School Meals online.

This new functionality offered on ACCESS NYC is part of the larger project of HHS-Connect to improve access to health and human services by leveraging technology and is the first of 5 "Quick Win" initiatives for HHS-Connect to be completed.

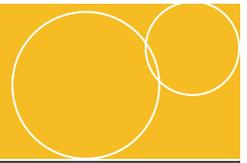
"The launch of the online School Meals application represents an important first milestone for the HHS-Connect team," said Kamal Bherwani, Chief Information Officer for Health and Human Services and Executive Director of HHS-Connect. "With the close collaboration of both the

Department of Education and the Department of Information Technology and Telecommunications, in just a few short months, we were able take an age old paper-based process and make it better and more efficient online."

Apply for School Meals online and save time. Parents only need to submit one application for all of their children, even if their children attend different schools. You can submit the online application on ACCESS NYC in your language of choice: English, Spanish, Chinese, Russian, Korean, Haitian Creole or Arabic.

The paper application is still available and can be used by any family that prefers that method. It is also available in the same languages as

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Clockwise from left: Sabrina Smith-Sweeney, Marva Gayle, Sarah Galena, Fritz Doseau, Sara Schanzer

# ACCESS NYC

## Training & Outreach Team Celebrates 1<sup>st</sup> Anniversary!

In addition to conducting informational and training sessions, the ACCESS NYC team has spearheaded special projects and initiatives to promote the ACCESS NYC web site in innovative ways.

In April 2008 the team successfully launched the first ever ACCESS NYC marketing campaign. The 4 month campaign included ads in 50% of subway cars, ads on 200 subway platforms, and ads at 44 check cashing offices.

The team also partnered with other organizations for several initiatives such as on-site ACCESS NYC counselors at Catholic Charities, Union Settlement, Groundwork, and C.A.B.; an HRA mobile outreach team; and Tax Prep Plus, a program with OFE that made low cost tax preparation and free ACCESS NYC screenings available in one visit.

The team is also in the process of giving away ACCESS NYC terminals to non-profit organizations and City agencies, giving New Yorkers more places to use ACCESS NYC.

All the hard work has paid off as ACCESS NYC has seen a 24% increase in monthly visits to the site, a 35% increase in completion of the screening tool, and the number of accounts created each month has more than doubled.

The Training & Outreach team is very proud of its successes and is looking forward to another great year! You can contact the team at [accessnyc@hhsconnect.nyc.gov](mailto:accessnyc@hhsconnect.nyc.gov) to request a training, materials, or ACCESS NYC terminals.

The ACCESS NYC Training & Outreach team is celebrating its one year anniversary and all the successes of the past year! Funded for another year by the Center for Economic Opportunity (CEO), the team is excited to kick-off its second year as part of the larger Mayoral initiative to improve access to human services, HHS-Connect.

One way the team promotes ACCESS NYC is to conduct informational and training sessions for community based organizations and City agencies. Over the past year the ACCESS NYC team has conducted more than 200 sessions and has trained over 5,000 individuals.

## School Meals

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the online application as well as Bengali, French, Greek, Hebrew, Italian, Hindi, Polish, and Urdu.

By creating multiple access channels for the School Meals application, the City is providing families with a choice to submit the application in the way that is best for them.

Of course, you can still use ACCESS NYC to prescreen, get information and take action for 35+ City, State and Federal benefits and programs. Learn how to apply, print applications and get office locations. As always the web site is free and is simple to use.

This is one idea that clicks with everyone!

To learn more or to submit your School Meals application online, visit ACCESS NYC at [www.nyc.gov/accessnyc](http://www.nyc.gov/accessnyc) today!

Reflecting the changes with the School Meals online application ACCESS NYC has updated the Quick Reference Guide and Guidebook. The update Quick Reference Guide is now available in 7 languages on ACCESS NYC: (English, Spanish, Chinese, Arabic, Korean, Russian, and Haitian Creole). The guidebook is available in English. To order these or any other materials for your organization or parents send an email to Sabrina Smith-Sweeney at [ssmith-sweeney@hhsconnect.nyc.gov](mailto:ssmith-sweeney@hhsconnect.nyc.gov).



### Contact ACCESS NYC for Free Training and Materials

E-mail Sabrina Smith-Sweeney ([ssmith-sweeney@hhsconnect.nyc.gov](mailto: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