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Feeding Wisconsin Joins National Movement to End Senior Hunger

40 community organizations work together to increase SNAP enrollment among older adults

Madison, WI (October 19, 2020) – [Feeding Wisconsin](http://www.FeedingWI.org), in partnership with the [National Council on Aging](http://www.ncoa.org) (NCOA), has joined a nationwide effort to fight senior hunger by dramatically increasing participation by eligible seniors in the [Supplemental Nutrition Assistance Program](http://www.fns.gov) (SNAP), also known in Wisconsin as FoodShare.

Even before the COVID-19 pandemic, over 9.8 million older adults across the country experienced food insecurity, meaning they lack consistent access to adequate, nutritious food. Today, those numbers are quickly rising. SNAP is the nation’s most effective and widest-reaching anti-hunger program. Research by Center for Budget and Policy Priorities shows that participation in SNAP reduces food insecurity overall by 30%, yet the U.S. Department of Agriculture estimates that only 48% of eligible older adults aged 60+ participate in the program.

“We’ve heard from older adults and our local partners that accessing and paying for food is a critical need right now,” said [Josh Hodges](http://www.ncoa.org), NCOA Chief Customer Officer. “Food, on average, is the second highest household expenditure for people aged 60+, and too often they have to stretch their food budget in order to make ends meet. That’s where SNAP can help.”

Feeding Wisconsin is one of 40 community organizations around the country that is stepping up its efforts to assist older adults in applying for SNAP. Feeding Wisconsin will screen and provide application assistance to older adults with limited income for SNAP eligibility. The initiative aims to help at least 40,000 older adults enroll.

“We’re honored to be part of a Senior FoodShare Enrollment Initiative that has the potential to help tens of thousands of older adults improve their health and financial security,” [De’Kendra Stamps](http://www.feedingwi.org), FoodShare Outreach Program Director. “Feeding Wisconsin has a strong history of helping Wisconsin’s aging population navigate pathways to food security. We’re confident that increasing SNAP enrollment with targeted outreach strategies and other proven outreach methods will have a profound effect on the lives of older adults in Wisconsin.”

For more information, visit www.ncoa.org/SeniorHunger.

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About Feeding Wisconsin

Feeding Wisconsin is the statewide association of the six Feeding America food banks that provide food to local food programs in all 72 counties of the state. Our mission is to coordinate and enhance the statewide work of our member food banks to ensure that everybody in Wisconsin has access to the food and benefits they need to work, learn, play and live healthy lives.

We assist our members raising statewide food and funds, increasing awareness about hunger in Wisconsin, strengthening the public and private solutions to hunger and food insecurity, and catalyzing the statewide public-private partnerships so that we can all strive Forward together toward our collective vision of a hunger-free Wisconsin. Learn more at www.feedingwi.org and @FeedingWI.

About NCOA

The National Council on Aging (NCOA) is a trusted national leader working to ensure that every person can age well. Since 1950, our mission has not changed: Improve the lives of millions of older adults, especially those who are struggling. NCOA empowers people with the best solutions to improve their own health and economic security—and we strengthen government programs that we all depend on as we age. Every year, millions of people use our signature programs BenefitsCheckUp®, My Medicare Matters®, and the Aging Mastery Program® to age well. By offering online tools and collaborating with a nationwide network of partners, NCOA is working to improve the lives of 40 million older adults by 2030. Learn more at www.ncoa.org and @NCOAging.

