



Department of
Job and Family Services

Ted Strickland, Governor

Helen E. Jones-Kelley, Director

OFFICE OF FAMILY STABILITY LETTER #77

July 28, 2008

TO: Directors, County Departments of Job and Family Services

FROM: Jeanne Carroll, Deputy Director
Office of Family Stability

SUBJECT: Renaming the Food Stamp Program

On June 18, 2008, Congress enacted The Food, Conservation and Energy Act of 2008 (FCEA) reauthorizing the Food Stamp Program. Section 4001 of the Act officially changed the name of the Food Stamp Program to the Supplemental Nutrition Assistance Program (SNAP) effective October 1, 2008. With the longstanding change in benefit delivery from food stamps to electronic benefit transfer, a change to the program name more accurately reflects this conversion and further assists to reduce the stigma associated with the program.

The changeover from the Food Stamp Program is expected to be phased in over time on all manuals, applications, guides, notices, forms, etc. The Ohio Department of Job and Family Services (ODJFS) will work very closely with the Food and Nutrition Service, county departments, applicants, retailers, community based organizations, the media, and advocacy groups to reduce or eliminate confusion with respect to the name change.

The USDA has instructed states to discontinue use of the "Food Stamp" name; however, has indicated states that have adopted different names for their program will be allowed to continue use of such names. This option is currently being pursued in Ohio.

Together, we can potentially use this as an opportunity to create the image and message we want to convey to all Ohioans in need of food assistance, beginning first and foremost with the renaming of the program in Ohio. To initiate this positive movement, ODJFS is announcing a contest to rename our food stamp program. We invite all county departments to participate in this effort. The guidelines for the contest are as follows:

30 East Broad Street
Columbus, Ohio 43215
jfs.ohio.gov

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- One submission per county can be submitted to Trudie Bormann at Trudie.Bormann@jfs.ohio.gov
- All submissions must be received by 5:00 PM on August 15, 2008.
- A committee comprised of state and county staff will select three submissions to recommend for final selection. Interested parties will be offered the opportunity to provide input in the top three selections.
- Final selection will be made by ODJFS executive management.
- The winning selection and submitting county will be announced and acknowledged for their submission.

Some ideas of soliciting input could include: conducting an internal renaming contest, soliciting suggestions from recipients (for example using a suggestion box in your front lobby), or forming a renaming committee.

Together, all of us involved in the administration of the food stamp program have made concerted cooperative efforts recently to improve the program in any way possible. We continue to work diligently to review our policies and processes so that the program in Ohio is accessible to those who want to participate, administratively efficient, and provides the right amount of benefits in a timely manner. We look forward to working with all of you to use this occasion to create a new appearance and impression for an overall improved program.

Any questions regarding this letter may be directed to Trudie Bormann at 614-644-1524 or e-mail at Trudie.Bormann@jfs.ohio.gov

JC: tb

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