



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

ROY COOPER • Governor

MANDY COHEN, MD, MPH • Secretary

SUSAN OSBORNE • Assistant Secretary for County Operations for
Human Services

Date: December 7, 2020

Dear County Directors of Social Services:

Attention: Food and Nutrition Services Managers and Supervisors

Subject: Benefits Data Trust (BDT) Text Messages

Priority: Information Only

North Carolina Department of Health and Human Services (DHHS), was selected in 2016 to partner with Benefits Data Trust (BDT) through a national funding opportunity to increase participation in the Food and Nutrition Services Program (FNS) for seniors dually enrolled in Medicare and Medicaid. BDT is a national nonprofit organization that provides comprehensive application assistance to help low income individuals and families gain access to needed services and benefits. BDT uses invested time and resources in analyzing data to focus on the outreach and enrollment assistance that involves outreach mailings and telephonic signature for households who are not enrolled in Food and Nutrition Services.

As part of a new outreach project, BDT will be sending text messages along with outreach letters to low income individuals and families 18 years of age and over receiving Medicare and or Medicaid who may be eligible for Food and Nutrition Services. The text messages will provide information regarding how to apply for Food and Nutrition Services benefits and direct them to call the North Carolina Benefits Center at 1-855-486-9333 Monday-Friday 9am-5pm. The North Carolina Benefits center provides assistance with questions and concerns regarding the Food and Nutrition Services application and enrollment process. The NC Benefits Center will complete the application via ePASS with the applicant over the telephone. For SNAP applicants, the application will be completed by telephone and faxed to the local DSS office.

The text messages will never ask for personal information or contain shortened links that look suspicious (links that do not display the entire web address). Households will have the opportunity to opt out of the text messages at any time.

Below are some examples of the text messages that BDT will begin sending out January 1, 2021:

- We want to help you stay healthy with food assistance! Thousands of people in your community already get assistance with Food & Nutrition Services! We can help you apply for free in a few steps. When will you call us? Reply 1 for today Reply 2 for tomorrow 1-855-486-9333 M-F 9AM-5PM Ref: NC111111

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF SOCIAL SERVICES • ECONOMIC AND FAMILY SERVICES

LOCATION: 820 S. Boylan Avenue, McBryde Building, Raleigh, NC 27603
MAILING ADDRESS: 2420 Mail Service Center, Raleigh, NC 27699-2420
www.ncdhhs.gov • TEL: 919-527-6300 • FAX: 919-334-1265

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

- Your friends at NC Benefits Center still want to help you apply for Food & Nutrition Services! Call today to apply 1-855-486-9333 M-F 9AM-5PM Reply 1 if you plan to call soon Reply 2 if you think you're not eligible Reply 3 if applying is too confusing Reply 4 if you've already applied Ref: NC111111
- Great plan! Add it to your calendar so you don't forget. We can't wait to help you get started! Call us anytime, M-F 9AM-5PM 1-855-486-9333 Ref: NC111111
- We haven't heard from you! Don't miss this opportunity to get assistance for food. You can apply for Food & Nutrition Services in a single phone call! Call the NC Benefits Center TODAY 1-855-486-9333 M-F 9AM-5PM When will you call us? Reply 1 for today Reply 2 for tomorrow Ref: NC111111

The text messaging project will assist individuals and families in providing information on how to apply for Food and Nutrition Services through the NC Benefits Center. This process will eliminate the need for applicants to visit the local DSS office.

If you have questions, please contact Connie Dixon at Connie.Dixon@dhhs.nc.gov.

Sincerely,



David Locklear, Deputy Director
Economic and Family Services Section

DL/vd

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