



## Food Stamp Promotion

Food stamp promotion may sound difficult. However, it doesn't have to be. Below are some strategies that all *Network*-funded projects can implement as part of their nutrition education intervention. The strategies listed below ensure collaboration and consistency of message in working with Food Stamp Nutrition Education (FSNE) providers to establish effective food stamp promotion. As you prepare to engage in food stamp promotion, consider educating yourself about the application process in your county by visiting a local food stamp office or by logging onto <http://www.myfoodstamps.org/apply.html>.

- **Distribute Materials:** *Network*-funded partners can distribute materials that promote the Food Stamp Program as long as they do not use FSNE funds to create or (re)produce those documents. Free, local outreach materials are often available through your county or through community outreach partners. Additionally, outreach materials are available through the USDA at: <http://foodstamp.ntis.gov>. *Note:* If you use USDA materials, they should have local information about how and where to apply for food stamps.
- **Invite County Eligibility Workers to Your Events:** Some counties have Eligibility Workers that they will outstation at locations with high volumes of potentially eligible households. If they don't do this on a regular basis, they may consider offering eligibility workers for special events. Contact your county's Food Stamp Program Specialist to request their participation.
- **Invite Community-Based Food Stamp Outreach Partners to Your Office:** Even if your county's Food Stamp Program staff is not available for your site or special event, local food stamp outreach partners who offer screening and application assistance may be available. To contact the outreach partners in your area, go to <http://networkforahealthycalifornia.net/outreach>.
- **Provide Food Stamp Program Applications:** Ask your county if they have a mail-in application process. If so, make sure that the application, instructions and addressed envelopes are available for your clients in waiting rooms and/or lobbies, information packets, and other places that are easy for clients to access. Remember, FSNE funds may not be used to assist people with their applications.
- **Make Food Stamp Information Part of Your Work:** Educate your nutrition education clients about the Food Stamp Program. If you would like to tell your clients where their nearest food stamp office is, visit <http://www.myfoodstamps.org/apply.html>.

For more information about coordinating with your food stamp outreach partners, visit <http://www.myfoodstamps.org>, <http://networkforahealthycalifornia.net/outreach>, or contact Mary Rousseve at the *Network for a Healthy California* at [Mary.Rousseve@cdph.ca.gov](mailto:Mary.Rousseve@cdph.ca.gov) to learn about what other FSNE programs are doing to promote food stamps.