

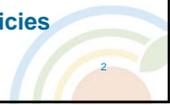


### Bonus Session: Advances in CalFresh Promotion and Outreach

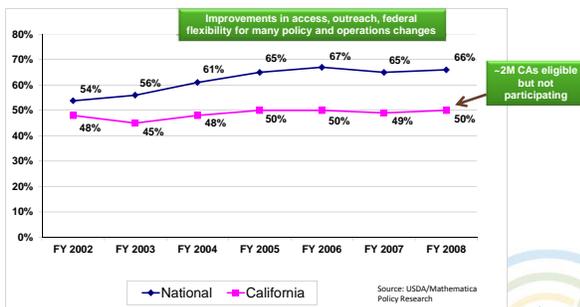
Network Statewide Collaborative Meeting  
November 15, 2011

### Opportunities for cal2fresh Outreach and Promotion

- CalFresh promotion – everyone’s job!
- Promotion Highlights
  - Messaging, Materials, Media
- Network Outreach—Growth
- Trends and recent favorable policies



### Trends - National and California SNAP Participation Rates (% eligible participating) FFY 2002-2008

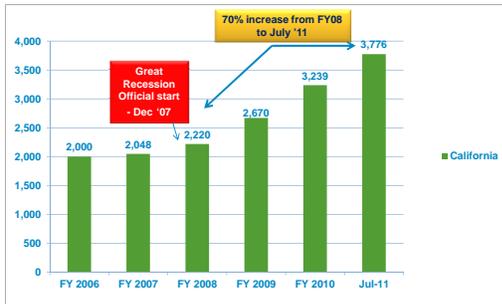


### New policies Governor Brown signed - Oct 6<sup>th</sup> 2011

- AB 6 by Assembly member Felipe Fuentes (D-Los Angeles) –removing finger imaging requirement, six-month reporting and “Heat & Eat” Initiative
- AB 69 by Assembly member Jim Beall (D-San Jose) – Senior Food Security Act of 2011

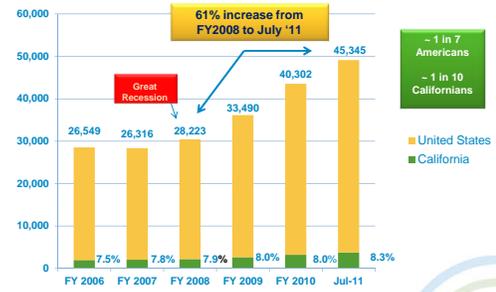


### CalFresh (federal): Average Monthly Participation – persons (in thousands)



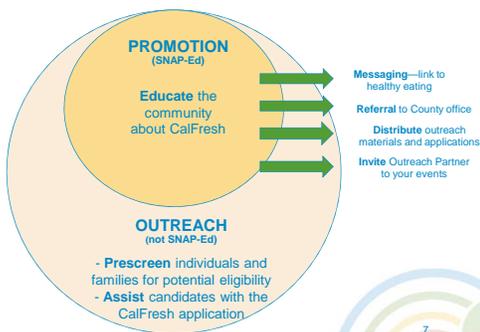
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### SNAP- National – Average Monthly Participation – persons (in thousands)



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### calfresh Promotion and Outreach



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### North Coast Collaborative— School Meals CalFresh Promotion

Flyer ~ 40,000 families

Poster – cafeterias & offices

**CalFresh: Better Food for Better Living**  
 Did you know eating healthy foods such as fruits and vegetables can help your child do well in school?

**Need more money for food?**  
 If your child qualified for the school lunch program, your family may qualify for CalFresh too.

- CalFresh can help your family purchase fresh produce from local growers.
- You can be eligible for CalFresh even if you have a car, live in a house or can get home using a wheelchair.
- Using CalFresh is easy. Families receive an electronic benefit transfer (EBT) to use just like a debit card at grocery stores and fresh produce markets.
- If you are not eligible for CalFresh, you may still be eligible for other food assistance programs.
- Personal information is not shared with other agencies, such as the immigration authorities.

For more information or to apply for CalFresh contact:  
 Additional contact information: **calfresh**

**Need more money for food?**  
 If your child is in the school lunch program, your family may be able to get CalFresh too.

**¿Necesita mas dinero para la comida?**  
 Si su hijo esta en el programa de almuerzo escolar, su familia puede recibir CalFresh tambien.

Eating healthy foods such as fruits and veg...  
 Comiendo alimentos saludables como...

For more information or to apply:  
 Para obtener mas informacion o para aplicar:

For Sonoma, Napa, Mendocino & Lake Counties: Dial/Markue 2-1-1

For Humboldt & Del Norte Counties: Dial/Markue (707) 441-1001

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## Promotion Highlights

- Retag existing materials
  - Add the CalFresh logo to existing advertising spots



- Updates
  - Food Stamp Office Resource Kits (FSORK)
  - ↓
  - CalFresh Office Resource Kit

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## FFY 2012 Promotion Highlights

New materials—connect CalFresh with accessing and eating healthy nutritious food

Outreach Toolboxes—General Market and Seniors

- o Brochures –
  - English/Spanish/Chinese/Hmong
- o Posters and Bookmarks
  - English/Spanish

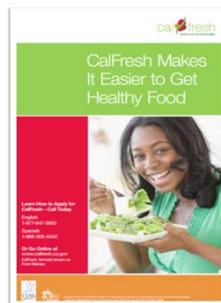
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## Example: Toolbox materials

### Brochures



### Posters



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## FFY 2012 Promotion Highlights

- Media outdoor and radio campaign in 4 media markets— LA, Fresno, Sacramento, San Francisco
  - CalFresh poster
  - CalFresh outdoor transit shelter, bus ads, and billboards
  - two dedicated Spanish-language radio spots

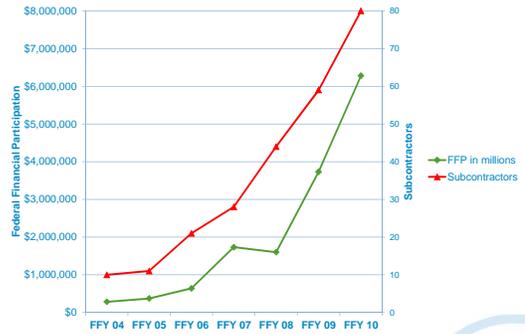
## CalFresh Outreach

- USDA federal participation program for CalFresh outreach
- Operating in 45 counties
- ~ \$10 million Federal reimbursement (approved) FFY2012
- 7 Prime contractors  
101 Subcontractors



calfresh

## Growth – Network CalFresh Outreach

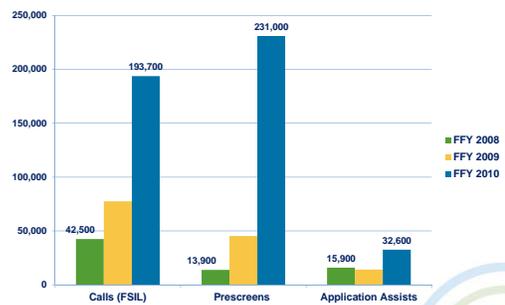


## 7 Prime Outreach Contractors



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## Growth in Outreach Activity



Food Stamp Information Line (FSIL)

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## Estimated Outcomes- FFY2010

- Estimated that outreach contractors helped to enroll
  - 28,500 new households
  - 68,400 new participants

### Initial State Share of \$6.3M

- ~\$120.6M SNAP benefit dollars (annual)
- ~\$215.8M economic benefit (annual)



## REAL CALFRESH OUTREACH STORIES



*Thank You!*



[Barbara.MkNelly@cdph.ca.gov](mailto:Barbara.MkNelly@cdph.ca.gov)

