



Partnering With *CalFresh* to Improve Access to Nutrition Benefits

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Introducing California's new food assistance brand name.



The new name captures the essentials for a successful food assistance program.

- Accessibility
- Simplicity
- Freshness
- Empowerment

The change was needed to modernize the program.

- “Food Stamp Program” carries the stigma of a welfare program, not a health and nutrition program.
- Food stamps are no longer delivered by stamps.

The re-naming process began in 2008.

- In October 2008, Congress changed the name of USDA's Food Stamp Program to the Supplemental Nutrition Assistance Program (SNAP).
- In accordance, Assembly Bill 433 sponsored by Assembly Member Jim Beall was signed, requiring the CA Dept. of Social Services to rename its FSP.

A Stakeholder Work Group was formed with representatives from a variety of organizations.

- California Health and Human Services Agency
- California Dept. of Social Services
- California Dept. of Public Health – *Network for a Healthy California*
- First Lady Maria Shriver's office
- Assembly Member Jim Beall's office
- California Association of Food Banks
- County Welfare Directors Association of California
- County FSP representatives

A methodical approach was used throughout the 2-year process.

- A brand architecture similar to that of the *Network* was developed to reflect AB 433's marching orders:
 - Convey food stamps are no longer delivered by stamps.
 - The program supports healthy living.
 - The program is important to California agriculture.
 - The program would be better viewed as a health and nutrition program than a welfare program.

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Methodical Approach, cont'd.

- Formative research was conducted and evaluated.
- Six names and logo designs were developed and tested.
- Qualitative feedback was solicited from almost 700 low-income Californians.
- Result:



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The *CalFresh* Program is important to the health of millions of Californians.

- 3 million Californians currently participate in the program.
- Many are new participants due to the recession and unemployment.
- Current enrollment represents less than half the number who potentially qualify.

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Children make up the majority of *CalFresh* participants.

- In FFY09, ~60 percent of California participants were children.
 - ~20 percent preschoolers
 - ~40 percent school-aged children
- Slightly over 70 percent of *CalFresh* households included children in FFY09.
- Research shows that eating nutritious foods like fruits and vegetables can help children do better in school.

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The *CalFresh* Program is important to California's economy.

- Low-income Californians are at greater risk for obesity, type 2 diabetes and certain types of cancer, creating a huge burden on our economy.
 - *CalFresh* gives those in need access to healthy foods so they can lower their risk for serious health problems.
- Local economies and jobs benefit from *CalFresh*.
 - every \$1 of federal food stamp benefits results in \$1.79 of new local economic activity.

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CalFresh is for legal residents of California that meet the eligibility requirements.

Eligibility Requirements	
Household Size	1-8
Income	150% of the Federal Poverty Line
Assets	\$2,000 for individuals, \$3,000 for households
Residency	Legal resident of California for at least 12 months
Other	Not on parole or probation

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Re-branding is another step in program changes that benefit low-income Californians.

- Replaced paper coupons in 2001 with a convenient EBT card.
- Eligibility information is more available through a statewide hotline, mass media, ~100 community organizations.
- More online applications being used, often waiving requirements for face-to-face interviews.

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Program changes that benefit low-income Californians, cont'd.

- Created customer service call centers.
- Increased time period between certifications.
- Now considering only family incomes without forcing them into poverty by first depleting assets and resources.
- Automatically enroll school-aged children for school meal programs.

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With the many changes to the program, it is important for participants to know this:

- People currently using food stamps need not reapply.
- They will be automatically enrolled in *CalFresh*.
- They will continue receiving benefits on their EBT cards for as long as they qualify.

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What is the plan for rolling out *CalFresh* statewide?

- Media partnership with Clear Channel, Radio Bilingüe
- Outdoor advertising
- New brochures
- Tool Kit for *CalFresh* Outreach Partners
- Partnership with California Dept. of Aging
- Partnership with Senior Legal Hotline

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SNAP-ed funded partners can accelerate the roll-out by promoting *CalFresh*.

- Promote *CalFresh* by educating clients, partners, collaboratives and stakeholders about *CalFresh*.
- Co-brand materials with *CalFresh* when possible.

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USDA FNS is funding *CalFresh* Outreach separately from SNAP-Ed.

- 7 Prime Contractors
 - California Association of Food Banks
 - Catholic Charities of California
 - Central Valley Health Network
 - Clinica Sierra Vista
 - CSU Chico Research Foundation
 - Info Line San Diego, dba San Diego 211
 - UFW Foundation
- 88 Subcontractors
- 22 Sub Hub Contractors
- 117 contracted agencies

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Outreach partners are responsible for promotion *and* working to get participants into the system.

- Expand community partnerships to promote *CalFresh*.
- Educate clients, partners, stakeholders about *CalFresh*.
- Help clients fill out application (hard copy or online).
- Help clients estimate *CalFresh* benefits.
- Partner with county *CalFresh* administrators to streamline access.

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CalFresh Outreach is statewide.



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CalFresh English-Language Brochure

CalFresh benefits can help you and your family.

- If you are the only person in your household that can apply for CalFresh.
- If you work full time, you and your family may still qualify for CalFresh.
- You may be eligible for CalFresh benefits if you are eligible for them.

How much will I receive in CalFresh benefits each month?

- The amount you get depends on your monthly income, and varies by county.
- Most households that receive CalFresh benefits get about \$100 each month.

How long will it take to get CalFresh benefits?

- It might, even if you meet all the requirements, take up to 30 days to get CalFresh benefits. In some counties, it may take up to 45 days. You may be able to get emergency assistance until you apply.

Special Note:

Some counties have special rules for people who are applying for CalFresh benefits. For more information, contact your local CalFresh office or visit www.calfresh.ca.gov.

Ready for CalFresh benefits today?

Better Food for Better Living

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CalFresh Spanish-Language Brochure

Los beneficios de CalFresh pueden ayudarte a usted y a su familia.

- Si usted es el único miembro en su hogar que puede aplicar por CalFresh.
- Si usted trabaja a tiempo completo, usted y su familia aún pueden calificar para CalFresh.
- Puede que sea elegible para los beneficios de CalFresh si usted es elegible para ellos.

¿Cuánto recibirá cada mes en beneficios de CalFresh?

- El monto que recibe depende de su ingreso mensual, y varía por condado.
- La mayoría de los hogares que reciben beneficios de CalFresh reciben unos \$100 al mes.

¿Cuánto tiempo le llevará obtener los beneficios de CalFresh?

- Puede que tarde hasta 30 días en obtener los beneficios de CalFresh, incluso si usted cumple con todos los requisitos. En algunos condados, puede tardar hasta 45 días. Puede que sea capaz de obtener asistencia de emergencia hasta que usted aplique.

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Nota Especial:

Algunos condados tienen reglas especiales para las personas que están solicitando beneficios de CalFresh. Para obtener más información, comuníquese con su oficina local de CalFresh o visite www.calfresh.ca.gov.

¿Listo para los beneficios de CalFresh hoy?

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Where are re-branding funds coming from?

- Funding for the new brand development and testing was provided by the The California Endowment.
- For *CalFresh* Outreach, USDA Food & Nutrition Service is reimbursing ~half the cost of a 2-year \$39.5 million budget. Other half is state share.
- Similar to the *Network's* Local Incentive Award Program, CDPH reimburses 50% of federal money to subcontractors and uses balance to manage program and administrative costs.
- An inter-agency agreement between CA Dept. of Social Services and CA Dept. of Public Health is in place (same as *Network*).

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Answers to Frequently Asked Questions

- Do people currently on the Food Stamp Program have to reapply?
 - People using food stamps do not need to reapply. They will be automatically enrolled in *CalFresh*, and will continue receiving benefits on their EBT cards for as long as they qualify.
- Am I excluded if I work?
 - No, you may still qualify depending on your income. For information on *CalFresh* benefits, call 1-877-847-3663 or visit www.calfresh.ca.gov. For information in Spanish, call 1-888-9-COMIDA.

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Answers to Frequently Asked Questions

- Can I get *CalFresh* if I am not a citizen?
 - *CalFresh* is for legal residents of California that meet the eligibility requirements. Citizen children of immigrants may qualify. Certain non-citizens such as those admitted for humanitarian reasons and those admitted for permanent residence are eligible for *CalFresh* benefits. Eligible household members can get *CalFresh* benefits even if other members of the household are not eligible.

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Answers to Frequently Asked Questions

- I am a senior. Can I qualify for *CalFresh*?
 - Many seniors are cashed out of the *CalFresh* Program and receive benefits as part of their Social Security check. If you are over 60 years old, call the Senior Legal Hotline at 1-800-222-1753 to ask about *CalFresh*.

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Answers to Frequently Asked Questions

- Isn't the name *CalFresh* misleading given that not everything purchased with EBT cards is fresh?
 - *CalFresh* is a name, not an exhaustive list of purchasable foods.
 - The "Fresh" portion of the name was designed to capture the images that participants shared of healthy living.
 - New name presents an opportunity to share a vision for the program.
 - program provides not just resources for food, but resources that can better support a healthy diet and lifestyle.
 - *CalFresh* provides participants and the public with a chance to look at food stamp purchases and the program in a new way.

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Contact information

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