



CalFresh Promotion

CalFresh is the new name for California's Supplemental Nutrition Assistance Program or food stamps. Promoting the new name and encouraging participation in *CalFresh* is a great opportunity to make sure as many eligible Californians participate in the program as possible. Below are some strategies that all *Network*-funded projects can use. These strategies ensure collaboration and a consistent *CalFresh* message.

- **Learn about the CalFresh Program:** As you prepare to engage in *CalFresh* promotion, educate yourself about the benefits and the application process in your county. Visit a county *CalFresh* office or visit www.myfoodstamps.org/apply.html for valuable information.
- **Distribute CalFresh Materials:** *Network*-funded partners can distribute materials that promote *CalFresh* as long as they do not use nutrition education funds to create outreach materials. Free outreach materials are sometimes available from your county human services department or from community based outreach partners. Additional outreach materials are available through the USDA at: <http://foodstamp.ntis.gov>. Note: If you use USDA materials, they should include local information about how and where to apply for *CalFresh*.
- **Invite CalFresh Outreach Partners to Your Events:** The *CalFresh* outreach partners provide prescreening and application assistance to *CalFresh* candidates. You may work with your *CalFresh* outreach partners to arrange these services. To locate the *CalFresh* outreach partners visit <http://networkforahealthycalifornia.net/outreach>. In addition, you may partner with a local county human services department. They may be able to deploy eligibility workers or send a representative to locations that serve high volumes of *CalFresh* candidates.
- **Provide CalFresh Applications:** Ask the *CalFresh* outreach partners to provide *CalFresh* application packets that include, the application, instructions, addressed envelopes, and information for applying online. Online applications will be available in every county by January 2011; most counties already accept them. Provide *CalFresh* application packets in waiting rooms, lobbies, and other places that are easy for clients to access. Remember, nutrition education funds may not be used to assist people with their applications.
- **Make CalFresh Information Part of Your Work:** Educate your nutrition education clients about *CalFresh*. If you would like to tell your clients where their nearest *CalFresh* office is, visit www.myfoodstamps.org/apply.html for location information.

For more information about coordinating with your *CalFresh* outreach partners, visit www.myfoodstamps.org/ or <http://networkforahealthycalifornia.net/outreach>

Or contact Maria Leech, *Network for a Healthy California* at (916) 449-5318 or email at maria.leech@cdph.ca.gov to learn about what other *Network* programs are doing to promote *CalFresh*.