



Food Stamp Outreach

Presented by

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Community Outreach Effects to Community

Why Outreach Efforts?

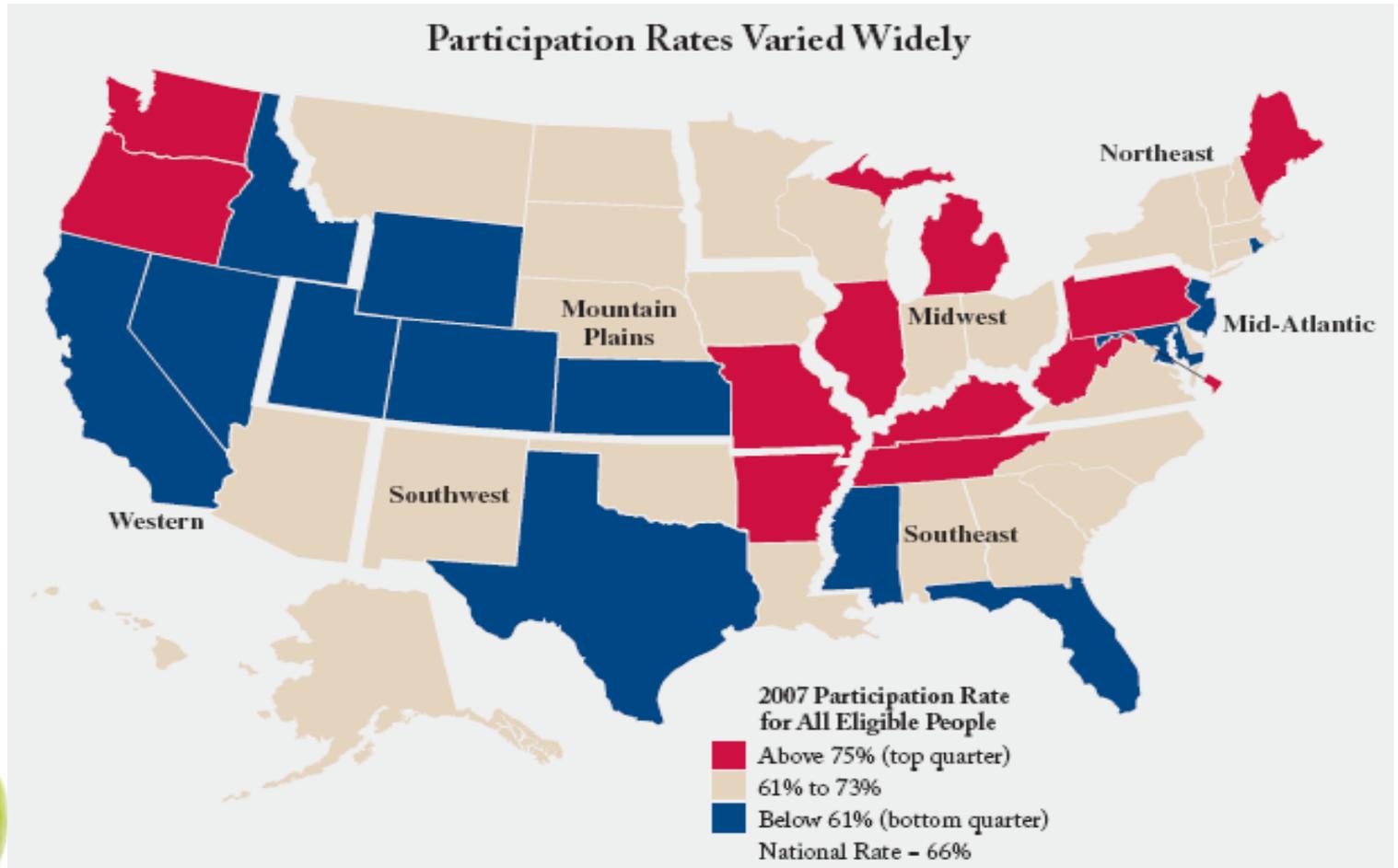
- Approximately half of potentially eligible California residents are not participating in the Food Stamp Program.



2007 Food Stamp Participant Rates for States

Participation Rates Varied Widely

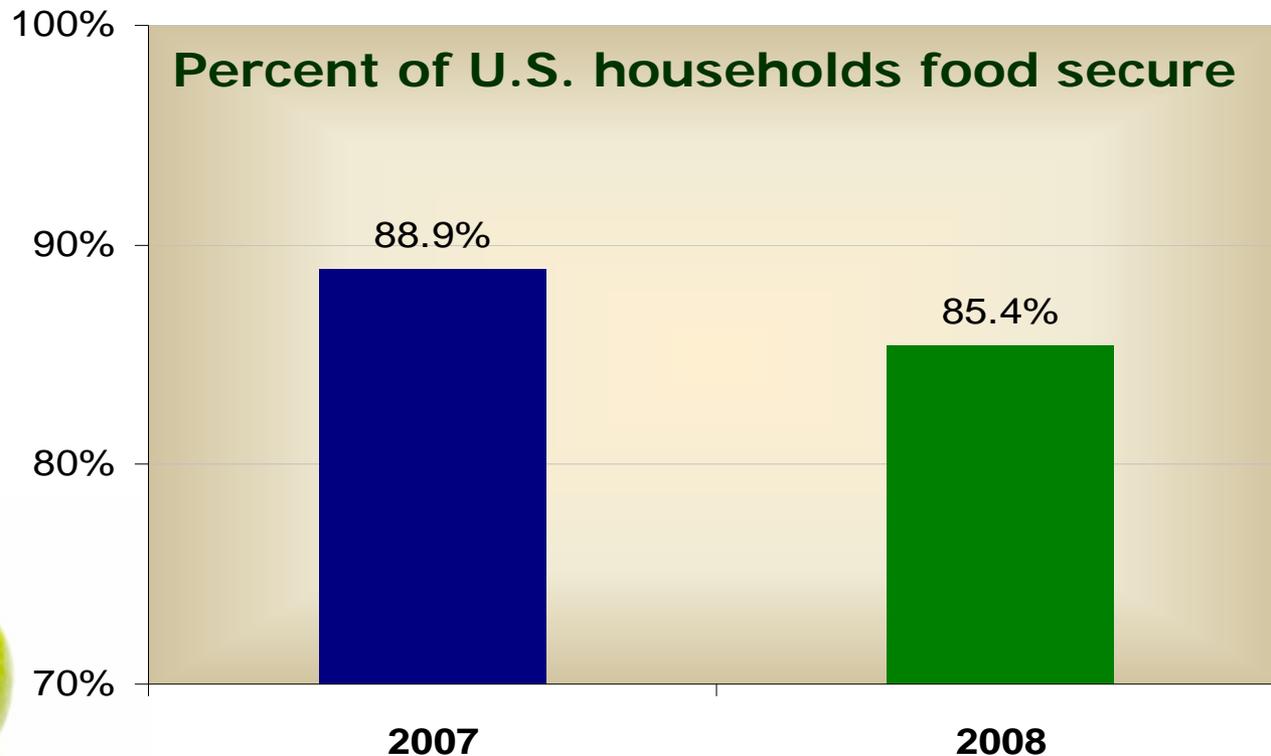
California
48%



Source: Produced by Mathematica Policy Research, for the Food and Nutrition Service, United States Department of Agriculture, November 2009.

Food Security

Food secure—These households had access, at all times, to enough food for an active, healthy life for all household members.



Source: Mark Nord, Margaret Andrews, and Steven Carlson, Household Food Security in the United States, 2008, Economic Research Service, United States Department of Agriculture, November 2009.



Food Security & Economics

Unemployment Rate

	California	United States
February 2010	12.5%	8.2%
February 2009	10.2%	9.7%

Monthly Food Stamp Percent of Change

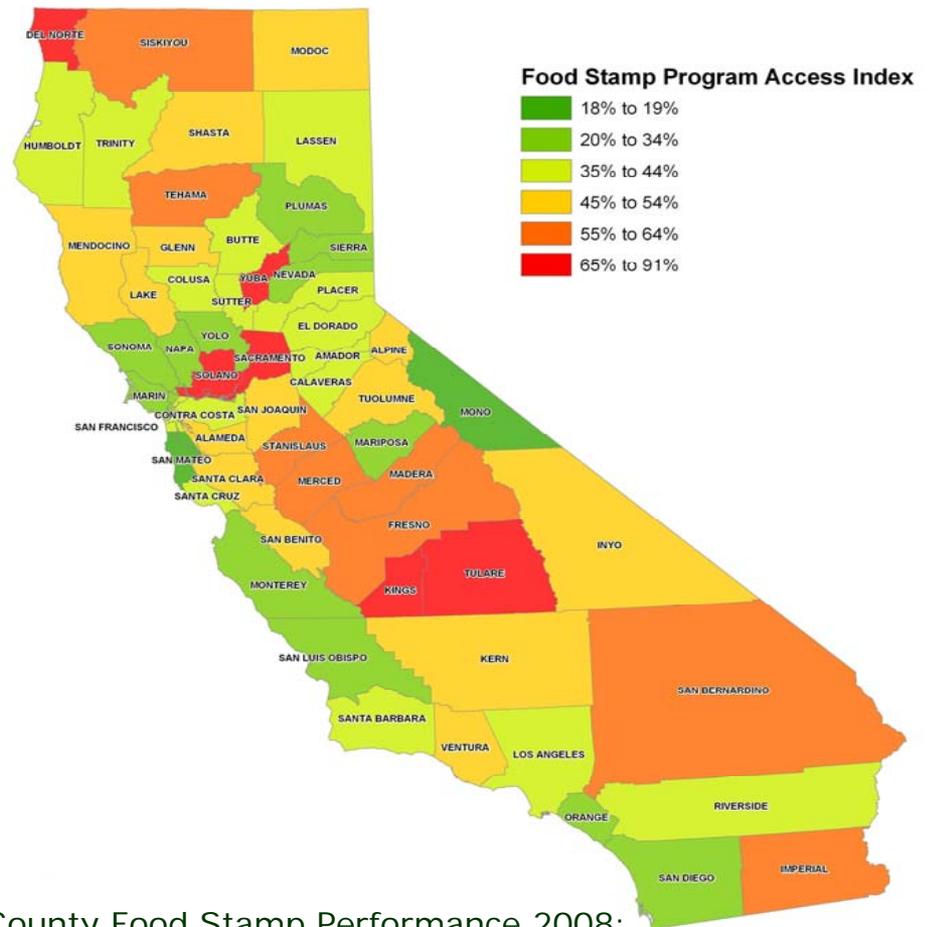
January 2009-2010	23.6%	22.4%
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County Food Stamp Participation Rate

2008 Food Stamp Participant Rates for Counties

State Average: 45.5%



Source: Tia Shimada, Measuring County Food Stamp Performance 2008: The Program Access Index, California Food Policy Advocates, February 2010.

Community Outreach Effects to Community

- **The Food Stamp Program helps families:**
 - Supplement their food budget
 - Alleviate hunger and malnutrition
 - Buy healthier foods at:
 - Local markets
 - Farmers markets
 - Purchase seeds and plant starts



Community Outreach Effects to Community

- **The Food Stamp Program helps communities:**
 - Better nutrition and health for families
 - Brings federal funds into the community
 - Assists food banks and other community-based organizations maximize resources



Community Outreach Effects to Community

Maslows-Hierarchy of Needs



Community Outreach Effects to Community

- **California Center for Rural Policy has associated food insecurity to the following poor health outcomes:**
 - Obesity
 - Diabetes
 - Heart disease
 - High blood pressure
 - Depression
 - Poor cognitive, academic & psychosocial outcomes



Community Outreach Effects to Community

2010 Humboldt County Nutrition and Food Insecurity Profile



FOOD AND NUTRITION ASSISTANCE PROGRAMS						
Food Stamp Program						
# Participating	Program Access Index (PAI)				County Rank (1 = best)	Additional Economic Activity Generated with Full Participation
	# Income-Eligible Individuals	# Income-Eligible Non-Participants	2007 PAI	2008 PAI		
10,202	25,222	15,020	0.494	0.404	32	\$28,233,265
National School Lunch Program (NSLP)						
# Students Eating FRP Lunch	#/% of Students Eligible for FRP Meals but Not Participating in NSLP		County Rank (1 = best)	Additional Federal Meal Reimbursement with Full FRP Participation		
5,566	3,854	41%	56	\$1,726,972		
School Breakfast Program (SBP)						
# Students Eating FRP Breakfast	#/% Students Eating FRP Lunch but Not FRP Breakfast		County Rank (1 = best)	Additional Federal Meal Reimbursement with All FRP Lunch Participants Eating FRP School Breakfast		
2,678	2,889	52%	20	\$692,182		
Summer Nutrition Programs						
Average Daily Participation		% Change in Participation 2007-08	#/% Students Eating FRP Lunch During School Year Who Do NOT Participate in Summer Nutrition Programs		County Rank (1 = best)	
All Summer Nutrition Programs July 2007	All Summer Nutrition Programs July 2008					
762	883	16%	5,051	85%	34	
Child & Adult Care Food Program (CACFP)						
# Licensed Childcare Facilities	# Children in Licensed Childcare	# of Licensed Childcare Facilities Enrolled in CACFP		% of Licensed Childcare Facilities Enrolled in CACFP		
226	3,472	130		57.5%		

DEMOGRAPHIC DATA			
Total Population:	129,000	Child Population:	27,659
Total Population in Poverty:	24,794	Child Population in Poverty:	6,272
% of Total Population in Poverty:	19%	% of Children in Poverty:	22.7%
# of Students Eligible for Free/Reduced Priced (FRP) Meals:		9,420	
# Participating in WIC Program:		5,370	
FOOD INSECURITY AND HEALTH INDICATORS			
Indicators*	County	County Rank (1 = best)	California
# of Adults in Food Insecure Households	8,000	n/a	2,875,000
% of Adults in Food Insecure Households	25.9%	7	34.8%
% of Overweight or Obese Adults	58.5%	26	57.1%
% of Children Overweight for Age	24.8%	58	11.2%
# of Individuals with Type II Diabetes	6,000	n/a	1,830,000
Breastfeeding Rate	91.5%	26	86.5%

NOTE: Please refer to the [METHODOLOGY](#) for more information on the above data. For more information about the profiles, please contact Evonne Silva, evonne@cfpa.net, or Tia Shimada, tia@cfpa.net, or visit www.cfpa.net.

Source: Evonne M. Silva & Tia Shimada, 2010 Nutrition and Food Insecurity Profiles: A Snapshot of Nutrition and Food Insecurity Across California, February 2010.

Community Outreach Approaches & Strategies

Food Stamp Forum North May 2009



Community Outreach Approaches & Strategies

Promising Practices

- Community education
- Partnership for community education
- Outstationing
- Outreach in partnership with retailers & other government programs
- Using media
- Informational materials
- Technology
- Utilize community application assistors and reduce application barriers



Community Outreach Approaches & Strategies

Promising Practices

- Customer service-friendly office procedures
- Outreach at community events
- Outreach at schools
- Outreach for specific populations
- One-stop shopping
- Utilizing sensitive approaches
- Town hall, round table, task force approaches
- Increase awareness of the Food Stamp Program
- Tailor outreach to specific community groups
- Educate community on new regulations



Community Outreach Approaches & Strategies

Highlights of the Humboldt County Food Stamp (FS) Strategic Plan

- Oversight by Food Stamp Task Force
- Community based trainings
- FS screening and referral process
- FS applications on the Mobile Engagement Vehicle
- Nutrition focused not welfare focused
- Media campaign



Community Outreach Tools

**Community training done by social services/food bank/public health—
targets specific populations:**

- Public Health Field Nurses
- Senior centers
- Family resource centers/geographic locations
- Foster youth
- Housing & Homeless Coalition
- The Job Market



Community Outreach Tools

Humboldt Food Stamp Screening Tool

- Collects basic information to determine if there is potential eligibility for food stamps
- All clients have the right to apply and be interviewed even if they appear ineligible
- Rely on community based organizations to use the screening tool
- Available in English and Spanish



Community Outreach Tools

Humboldt County Screening for Food Stamp Application

Resident of Humboldt County Yes No

One household member must be a US citizen or documented alien. Yes No

Is there at least one household member **NOT** receiving SSI/SSP? Yes No

Resources (including but not limited to, cash on hand, bank accounts, CD's , stocks and bonds*) does not exceed \$2000? Yes No

If no, is there a child under 18 in the household? Yes No

Resources do not exceed \$3000 if over age 60 or permanently disabled. Yes No

*Excluded from resource determination are one home if occupied by Food Stamp household, Retirement accounts, and all vehicles.

Gross income; excluding verified court ordered child support payments; do not exceed the following chart amounts*: Yes No

Gross Income Chart: October 1, 2009 – September 30, 2010

Household size	1	2	3	4	5	6	7	8
*Maximum Gross Income	\$1,174	\$1,579	\$1,984	\$2,389	\$2,794	\$3,200	\$3,605	\$4,010

*Maximum gross income does not apply to Food Stamp households over age 60 or permanently disabled.

If you answered "Yes" to all the above questions you may be eligible to Food Stamp benefits to help meet your families' nutritional needs. You need to submit an application for Food Stamps to the **Department of Health and Human Services – Social Services Branch** located at:

929 Koster St., Eureka
727 Cedar St., Garberville
1200 Airport Rd. Hoopa

(707)269-3590
(707)923-2759
(530)625-4251



Community Outreach Tools



Community Outreach Tools

Media Campaign

- Nutrition vs. Welfare Program
- New federal program name change– Supplemental Nutrition Assistance Program (SNAP)
- “Bring A Million \$ to Humboldt” campaign



Community Outreach Food Stamp Access Tools

- **Streamlining**
 - One-e-Application
- **On-line application**
 - C 4 Yourself
- **Screening or self-assessment tools**
 - Eligibility screening tools
 - USDA SNAP Pre-Screening Tool
 - Benefit Calculators
 - Humboldt County Self-Sufficiency Calculator



Community Outreach Tools Streamlining

One-e-App & Food Stamps

Web-based system that streamlines the enrollment process to public-sector health programs

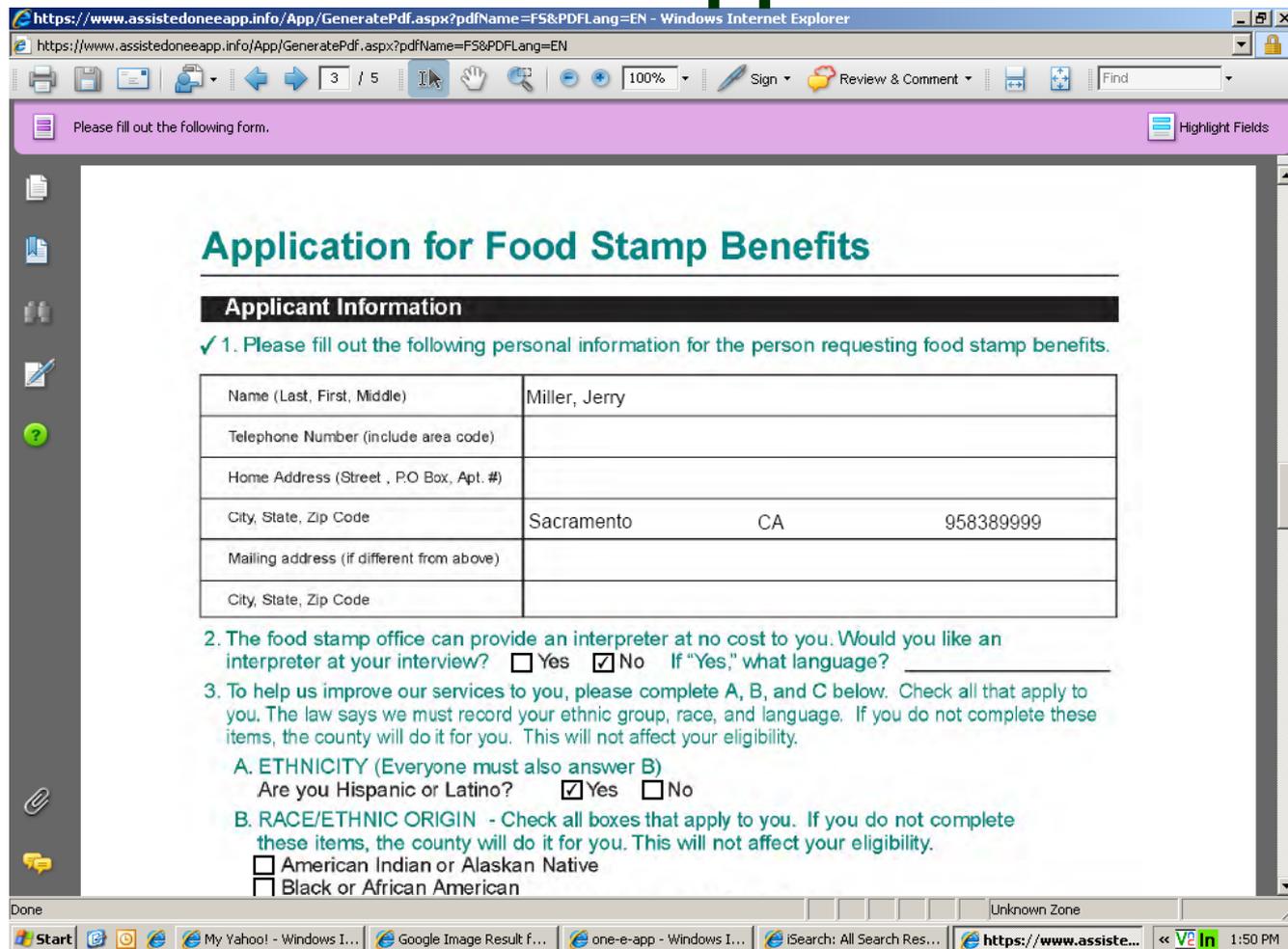
- One-e-App provides for a one-stop approach to enrollment
- February 2010, Humboldt County implemented a food stamp application component to its One-e-App
- Allows community-based partners to simultaneously screen and enroll families for Medi-Cal, Healthy Kids and Food Stamp Programs



Community Outreach Tools Streamlining

One-e-App

- Food stamp application is populated with information taken from a family's health insurance enrollment
- Applications are then turned over to the Social Services Branch for final granting



The screenshot shows a web browser window with the URL <https://www.assistedoneapp.info/App/GeneratePdf.aspx?pdfName=F5&PDFLang=EN>. The page title is "Application for Food Stamp Benefits". The form is titled "Applicant Information" and contains the following fields:

Name (Last, First, Middle)	Miller, Jerry
Telephone Number (include area code)	
Home Address (Street, P.O. Box, Apt. #)	
City, State, Zip Code	Sacramento CA 958389999
Mailing address (if different from above)	
City, State, Zip Code	

Below the form, there are three numbered questions:

- ✓ 1. Please fill out the following personal information for the person requesting food stamp benefits.
2. The food stamp office can provide an interpreter at no cost to you. Would you like an interpreter at your interview? Yes No If "Yes," what language? _____
3. To help us improve our services to you, please complete A, B, and C below. Check all that apply to you. The law says we must record your ethnic group, race, and language. If you do not complete these items, the county will do it for you. This will not affect your eligibility.
 - A. ETHNICITY (Everyone must also answer B)
Are you Hispanic or Latino? Yes No
 - B. RACE/ETHNIC ORIGIN - Check all boxes that apply to you. If you do not complete these items, the county will do it for you. This will not affect your eligibility.
 - American Indian or Alaskan Native
 - Black or African American

The browser's taskbar at the bottom shows several open applications: Start, My Yahoo! - Windows I..., Google Image Result F..., one-e-app - Windows I..., Search: All Search Res..., and the current page. The system clock shows 1:50 PM.



Community Outreach Tools

On-line application

C 4 Yourself

Access to Benefits Simplified



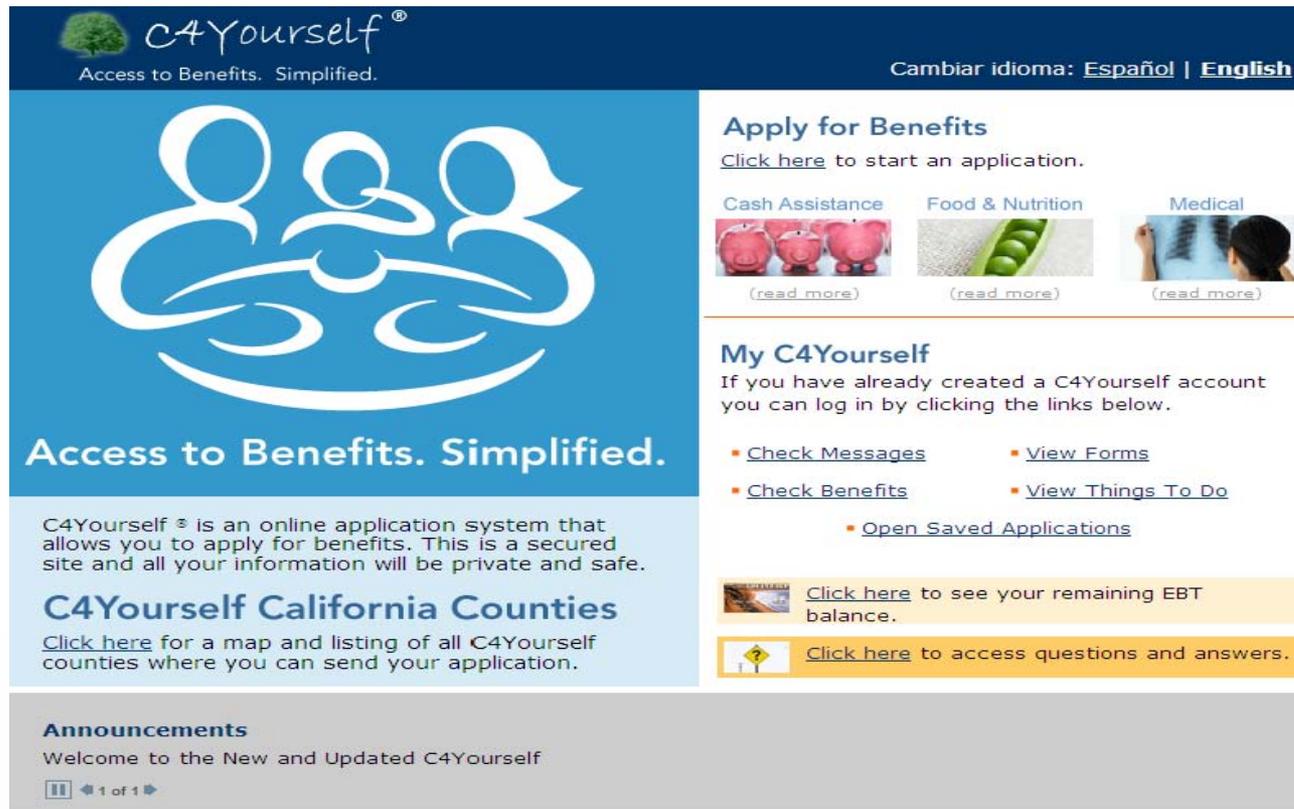
- C 4 Yourself is an online application system that allows residents to apply for public assistance benefits
 - Food and nutrition
 - Cash assistance
 - Medical
- This is a secure website and all information will be private and safe



Community Outreach Tools

On-line application

Access to benefits simplified



The screenshot shows the C4Yourself website interface. At the top left is the logo "C4Yourself®" with the tagline "Access to Benefits. Simplified." and a language selector "Cambiar idioma: Español | English". The main content area is divided into several sections: "Apply for Benefits" with a "Click here" link to start an application; three categories: "Cash Assistance" (with a piggy bank icon), "Food & Nutrition" (with a pea pod icon), and "Medical" (with a chest X-ray icon), each with a "read more" link; "My C4Yourself" section for logged-in users with links for "Check Messages", "View Forms", "Check Benefits", "View Things To Do", and "Open Saved Applications"; a yellow box with a "Click here" link to see EBT balance; and another yellow box with a "Click here" link to access questions and answers. Below this is an "Announcements" section with the text "Welcome to the New and Updated C4Yourself" and a "1 of 1" indicator. The footer contains a copyright notice and a "VeriSign Secured" logo.

C4Yourself® is a registered trademark of California Statewide Automated Welfare System (SAWS) Consortium IV Joint Powers Authority. Read our [Privacy Statement](#).



Community Outreach Tools

Eligibility Screening

USDA SNAP Pre-Screening Tool

- This tool asks users questions about their income and household circumstances
- Informs users of potential eligibility based on input
- Powerful tool to those dubious about their eligibility
- Provides information to nearest office to apply for food stamps



Community Outreach Tools Eligibility Screening

USDA SNAP Pre-Screening Tool



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[Español](#)

Supplemental Nutrition Assistance Program (SNAP) Pre-Screening Eligibility Tool

[Start Tool](#)



This Pre-Screening Tool can be used to determine if you may be eligible to receive SNAP benefits. This Pre-Screening Tool is not an application for SNAP. An application for SNAP benefits must be made at your local SNAP Office. Click [here](#) to find the office that serves your area.

Before you begin, you may want to look up the amounts of your earnings, rent or mortgage, utility bills, child support, day care expenses, medical bills (if you are 60 or older, or disabled), child support payments or SSI, social security or VA payments. Please note that if you live in California and receive Supplemental Security Income (SSI) benefits because special rules may apply you may not be eligible for SNAP. For more information, you should contact your county assistance office.

[How To Use This Tool](#)

[Internet Basics](#)



Community Outreach Tools

Benefit Calculators

Humboldt County Self-Sufficiency Calculator

- This tool asks users questions about their income and household circumstances
- Informs users of potential eligibility and actual dollar amounts expected for applicable benefit programs based on input
- User friendly and simple to understand
- Provides detailed application instructions and referral to the appropriate local agency for each potential benefit program



Community Outreach Tools

Benefit Calculators

Humboldt County Self-Sufficiency Calculator

The image displays the Humboldt County Self-Sufficiency Calculator interface, which is divided into several sections:

- Family Information:** Includes fields for Language Preference (English), City (download), Age of Head of Household (18-63 years), and Additional Adults with whom you share (18-23 and 24-59).
- Expense Information (monthly):** Includes input fields for Housing Costs (\$0), Utility Costs (\$0), Food Costs (\$0), Transportation Costs (\$5), Child Care Costs (\$0), Health Care Costs (\$0), and Miscellaneous Costs (\$0).
- Calculator Results:** Shows a summary of income and expenses. Income (monthly) is \$60.81, and Total Income (+) is \$70.46. Expenses (monthly, out-of-pocket after benefits) are \$100.00, and Total Expenses (-) is \$100.00. Taxes (monthly) are \$40.74, and Total Taxes (-) is \$40.74. Tax Credits (monthly) are \$0.00, and Total Credits (+) is \$0.00. Net Taxes are \$40.74.

The results page also includes a sidebar with a summary of income (Month \$ 600, Year \$ 7200) and a list of benefits and expenses that are included or excluded in the calculation.



Community Outreach Partners

- Community partners are essential to our outreach efforts
- Provide clients with information about the Food Stamp Program
- Share the nutrition message
- Assist the client in completing the screening and application for benefits



Community Outreach Partners

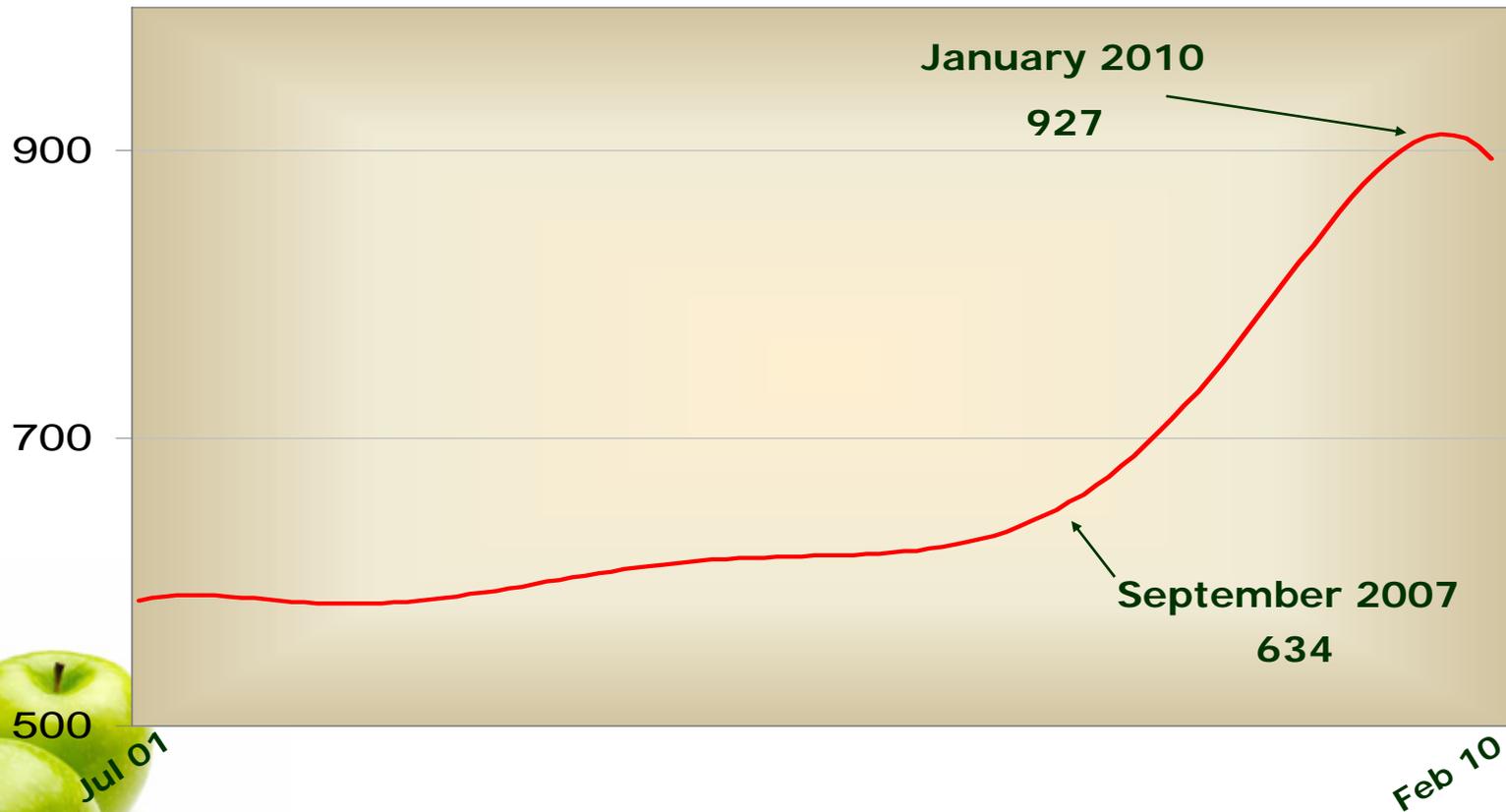


Community Outreach Partners



Food Stamp cases in Humboldt County

Humboldt County Food Stamp Program Application Trend Data



Source: County of Humboldt, Department of Health & Human Services, Integrated Progress & Trends, (February 2010) R=0.7786

Food Stamp cases in Humboldt County

Humboldt County Food Stamp Household Count February 2009 to February 2010



Source: Humboldt County State Report DFA 256 - Food Stamp Program Participation and Benefit Issuance Report (February 2010)



Who is eligible

Basic Eligibility Standards:

- Households—people who purchase and prepare food together
- Resident of the county
- Have a valid Social Security Number
- U.S. citizen or qualified immigrant
- Statewide Fingerprint Imaging System (SFIS)
- Income and resource limits
- CalWORKs households are categorically eligible
- SSI/SSP “not” eligible
- Expedited Food Stamps
- Must provide documents to grant case

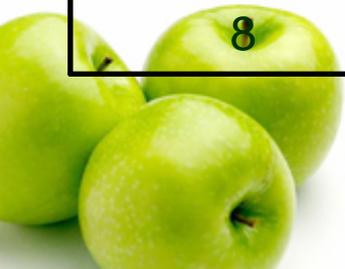


Who is eligible

Maximum Income and Household Allotments

HOUSEHOLD SIZE	MAXIMUM GROSS INCOME	MAXIMUM NET INCOME	MAXIMUM ALLOTMENT	ELDERLY & DISABLED MAX GROSS INCOME
1	1174	903	200	1490
2	1579	1215	367	2004
3	1984	1526	526	2518
4	2389	1838	668	3032
5	2794	2150	793	3547
6	3200	2461	952	4061
7	3605	2773	1,052	4575
8	4010	3085	1,202	5089

Source: All County Letter No. 09-12, State of California-Health & Human Services Agency, Department of Social Services, February 27, 2009.



Recent Changes to Food Stamp rules

Recent Changes to Food Stamp rules:

- Resources of families with minor children exempt
- Face to face application & recertification interview requirement waived for all-June 2009 to May 2013
- ABAWD rule suspended-April 2009 to September 2010
- Weekly supplemental Unemployment Insurance Benefit (UIB) authorized by ARRA excluded as income
- 2010 Census income excluded as earned income

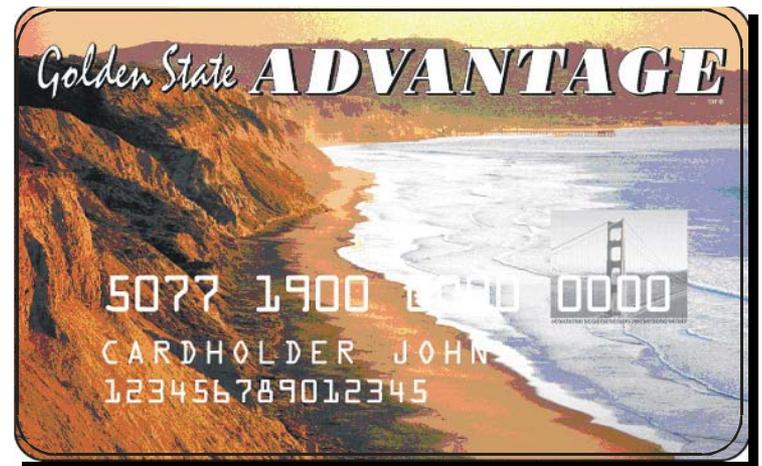


All County Letters issued by State of California-Health & Human Services Agency, Department of Social Services.

How the Program is Accessed

Electronic Benefit Transfer (EBT)

- Food stamp coupons discontinued
- Safer, non-discriminatory, convenient
- Reduces stigma
- Works like a debit card
- Balance is printed on store receipts



How the Program is Accessed

Electronic Benefit Transfer (EBT)



Community Outreach

American Recovery & Reinvestment Act (ARRA)

Temporary Assistance for Needy Families Emergency Contingency Fund (TANF-ECF) Short-Term Non-Recurrent Benefits

Categories of Assistance:

- Nutrition
 - Food boxes
 - Food vouchers
- Housing
- Utilities
- Employment support



Community Outreach Partners

Goals of Newly forming Humboldt Food Policy Council by California Center for Rural Policy

- Provide a forum for discussion & bring stakeholders together regarding our local food systems
- Examine how Humboldt's food system operates & how well it is serving the community's needs
- Develop ideas & recommendations for improvement through public policy changes
- Other goals include:
 - Education of officials & the public
 - Building partnerships & coordination between existing programs



Community Outreach Partners

Humboldt Community for Activity and Nutrition (Humboldt CAN)

- Humboldt CAN was formed in 2007
- Established a “Call to Action” for County
- Adopted the Humboldt Partnership for Active Living (HumPAL) indicators of community health
- Indicators are measurable goals which can be used to organize and motivate residents to improve health
- Social marketing campaign



Community Outreach Partners

Humboldt Healthy Communities Challenge: A Call to Action

Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	
Increase Physical Activity Levels of Adults	Increase Physical Activity Levels of Youth	Improve Healthy Eating of Adults	Improve Healthy Eating for Youth	Increase Adult's use of Active and Public Transportation	Increase Youth's use of Active and Public Transportation	Take the pledge



Eat Well, Get Moving, Feel Good

Food Stamp Outreach

Questions:



Food Stamp Outreach

Resources:

- US Department of Agriculture:
<http://www.usda.gov/wps/portal/usda/usdahome>
- California Food Policy Advocates: <http://www.cfpa.net/>
- California Center for Rural Policy: <http://www.humboldt.edu/~ccrp/>
- Food Research and Action Center: <http://www.frac.org/>
- California Association of Food Banks: <http://www.cafoodbanks.org/>
- Community Food Security Coalition: <http://www.foodsecurity.org/>
- California Department of Public Health-Food Stamp Outreach:
<http://www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx>
- California Department of Social Services-Food Stamp Programs:
<http://www.dss.cahwnet.gov/foodstamps/>

