

## California Food Stamp Program Access Improvement Multi-Year Plan Federal Fiscal Year (FFY) 2011 - FFY 2012 Executive Summary

Guided by a two-year strategic plan, the California Department of Social Services (CDSS) and the *Network for a Healthy California (Network)* of the California Department of Public Health will continue working to increase food stamp participation in California. In FFY 2011 and FFY 2012, the Access Improvement Plan (AIP) aims to increase Food Stamp Program (FSP) participation in California by at least 29,252 households and 31,784 households, respectively.

- **Partnerships:** The work set forth in the multi-year AIP relies on partnerships with California Association of Food Banks (CAFB), Central Valley Health Network (CVHN), Catholic Charities of California, California State University, Chico Research Foundation, Clinica Sierra Vista, San Diego, and United Farm Workers Foundation to provide food stamp outreach activities throughout California.
- A new state-level partnership has been established with the California Department of Aging (CDA) to address food stamp participation in the senior population. The partnership will develop a promotional brochure, flyers and informational fact sheet for CDA's network of 33 Area Aging Centers. In addition to materials, linkages will be created between the CDA Centers and the Senior Legal hotline which will handle the prescreening and application assistance with senior-friendly expertise.
- **State-level Support and Oversight:** CDSS will provide leadership and oversight to CDPH to ensure successful implementation of the AIP. The *Network* will implement the AIP by providing state-level staff to oversee the contractors providing food stamp outreach activities throughout California, ensuring the programmatic and fiscal requirements of the AIP Plan are delivered. The *Network* will also provide communications support, training, coordination and evaluation support to contractors and subcontractors. The *Network* will continue its contract with the Public Health Institute (PHI) to provide state-level staff with expertise in the FSP, project management, and research and evaluation, marketing, media and public relations to better support the projected growth for FFY 2011 -2012.
- **New Contractors:** The multi-year AIP includes two new contractors: Clinica Sierra Vista and 211 San Diego. California State University, San Marcos National Latino Research Center (CSUSM), did not renew due to inability to obtain state share funding commitment by the solicitation due date. The 211 San Diego was originally under the California Association of Food Banks umbrella contract but now has sufficient capacity to contract directly with CDPH. Clinica Sierra Vista was a subcontractor with CVHN and has sufficient capacity to contract directly with CDPH.
- **Continuing Contractors:** CAFB and CVHN both redistributed their subcontractors in FFY 2011-2012. CAFB will have a total of 37 subcontractors and 11 sub-subcontractors in 24 counties. CVHN will have a total of nine subcontractors and 11 sub-subcontractors in 16 counties. Catholic Charities of California has 13 subcontractors in 32 counties. California State University, Chico Research Foundation has 11 subcontractors in 12 counties.
- **Growth:** The AIP will be providing direct services in 48 of California's 58 counties by seven contractors, 89 subcontractors, and 22 sub-subcontractors. This is an increase over FFY 2010. Clinica Sierra Vista will provide services in two counties and 211 San Diego has 19 subcontractors providing coverage in 24 counties. (See the Attachments section for a coverage map and list of subcontractors categorized by county.) The total AIP combined state and federal share budget for FFY 2011 is \$19.2 million. The total combined state and federal share budget for FFY 2012 is \$20.7 million.
- **Priority Counties:** The multi-year AIP continues to provide funding in four Priority Counties (Fresno, Humboldt, Imperial, and San Diego) and extends the funding in Tulare County. Priority Counties were recommended by Food and Nutrition Education and Outreach (FANOut) Committee; this designation allows for organizations with low resources in high-need counties to be granted money to conduct food stamp outreach without requiring state share contribution. Fresno County was added to the list of Priority Counties in FFY 2010 after being declared an economic disaster area due to the severe

impact of the economic downturn. Additional outreach staff will be committed to the Firebaugh and Huron areas to address their special needs, as defined by USDA. Priority county support and services are provided through CAFB.

- **Media, Advertising and Public Relations Services:** The *Network* has released RFP #10-10029 to secure media, advertising and public relations contract expertise to address activities in the AIP. Activities will include creating local synergy when national ads are placed by the United States Department of Agriculture (USDA) in California's media markets, developing promotional materials, conducting media spokesperson trainings and planning and implementing the launch and branding of the new name for the California Food Stamp program. All activities support efforts to increase food stamp participation among Californians. There is approximately \$250,000 included in the budget for program rebranding efforts.
- **Telephonic Services:** Through a contract with Angel.com, CAFB will ensure the continuation of California's statewide, toll-free Food Stamp Information Line (FSIL); the *Network* will continue to monitor call volume. FSIL enables callers from anywhere in California to receive accurate and local information about applying for food stamps in the callers' county of residence. The 211 San Diego will provide a network of live operators to respond to FSIL callers and to cross-promote the FSP to callers interested in other programs for people with low incomes.
- **Emphasis on Results:** Higher targets have been negotiated with community outreach partners for prescreening and application assists to improve overall efficiency of the AIP. With the exception of the 211 agencies, all of the subcontracting agencies, except for two, are providing prescreening and application assistance directly to the client.
- **Strengthening County Partnerships:** CDSS and CDPH will assist community outreach partners with obtaining results from their outreach efforts by assigning Health Education Consultant (HEC) IVs and Health Program Specialist I to work as liaisons with outreach partners to negotiate the counties' preferred process for community-based outreach and help identify the mechanisms for securing information required for evaluation of program.