



Launching the Brand

Frequently Asked Questions
About the Development and
Implementation of the New Name



Why Rebrand Now?

- ✦ Congress chose SNAP
- ✦ States Given Option - 17 states other name
- ✦ State Bill (AB 433) called for change:
 - ✦ Reflects that “stamps” don’t exist
 - ✦ Reflects that it can support healthy living
 - ✦ Reflects the benefits it provides agriculture
- ✦ In retrospect – ideal time given the economy and increased in interest



Why Did Legislators Choose CalFresh?

- ✦ They Didn't
- ✦ Congress Legislated SNAP; CA different
- ✦ DSS Convened Stakeholders
- ✦ Focus groups key to development
 - ✦ Images and concepts came directly
 - ✦ Tested SNAP as well
- ✦ Interviews and Testing
- ✦ Final Decision by Secretary

Phase 1:
Four Low-income Focus Groups
Phase 2:
Twenty-two Interviews w/Stakeholders
Phase 3:
Online Low Income Survey w/653



Won't it get confusing?

- ✦ Challenges of different state names nothing new:
 - ✦ Medi-CAL
 - ✦ CalWORKS
- ✦ 17 other states have experience

Key point: not a new program*; can't get food stamps, SNAP and CalFresh

*Best if you don't call it a program



More questions

- ❑ What is this going to cost and who pays?
- ❑ What is the logo supposed to be?
- ❑ Aren't policy changes needed not PR?
- ❑ Isn't the "Fresh" part misleading?
- ❑ Will we miss out on or waste money?
- ❑ Others?

