

**California Food Stamp Program Access Improvement Plan
FFY 2009**

4. Outreach Project Details

Project Number 1			
Goal	Provide infrastructure that enables Projects 2 and 3 to improve participation in the Food Stamp Program (FSP) by approximately 17,000 households in California.		
Timeline	Start	10/1/2008	End 9/30/2009
Description of Activity	<p><u>Administration, Leadership and Partnership</u></p> <ul style="list-style-type: none"> • Administer, provide oversight and lead the California Food Stamp Program Access Improvement Plan (AIP). • Maintain a comprehensive, well-coordinated leadership infrastructure between the <i>Network</i>, California Department of Social Services (CDSS), United States Department of Agriculture – Western Region Office (USDA WRO), California Association of Food Banks (CAFB), Central Valley Health Network (CVHN), and other public and nonprofit sector advocacy and direct service organizations at state and local levels. • Provide forums (Food And Nutrition Outreach [FANOut] and Interagency Food Assistance Committee [IFAC]) and resources for program administration, program and partnership development, and interagency collaboration for food stamp outreach in California aimed at reducing structural barriers in the FSP, increasing participation in the FSP, and providing leadership and support for the acquisition of supplemental funding and resources to fully achieve the goals, objectives and activities in the FFY 2009 plan. • Partner with CDSS, CAFB, CVHN, Public Health Institute (PHI)/other master contractor, and Runyon, Saltzman & Einhorn (RS&E) to provide trainings to community-based partners. <p><u>Community Services</u></p> <ul style="list-style-type: none"> • Work with CAFB, CVHN, PHI/other master contractor, and RS&E to ensure programmatic objectives and fiscal requirements are met. • Wherever possible, create synergy with Food Stamp Nutrition Education (FSNE) and other state-level programs and agencies to increase participation. <p><u>Communications</u></p> <ul style="list-style-type: none"> • Provide technical assistance for CAFB, CVHN and their subcontracting partners to help publicize their activities and promotions in target counties and regions. • Provide support to USDA FSO media campaigns as requested. • Keep track of calls to California’s Food Stamp Information Line. <p><u>Evaluation and Research</u></p> <ul style="list-style-type: none"> • Provide technical assistance on evaluation design and implementation for AIP. • Provide timely submission of reports to CDSS and other stakeholders. 		
Contractor	No contractor		
Role of Contractor	n/a		
Evaluation	<p>Process Evaluation: CDPH will synthesize progress reports from CAFB and CVHN, as well as call information generated by angel.com, and work with AIP partners to address barriers to improve results.</p> <p>Outcome Evaluation: CDPH will assess and report on AIP performance relative to FFY 2009 goals and objectives, as well as work with AIP partners to determine the degree to which it is possible to track application success rate. Additionally, state- and county-level FSP participation trends will be tracked and, on an annual basis, a county-level Program Access Index calculated to assess FSP participation dynamics and performance. CDPH will also share with AIP</p>		

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	partners FSP-oriented research and evaluation literature relevant to AIP's goals and strategies.		
Project Number 2			
Goal	Improve participation in the FSP by approximately 15,000 households in California.		
Timeline	Start	10/1/2008	End 9/30/2009
Description of Activity	<p><u>Food Stamp Outreach</u></p> <ul style="list-style-type: none"> • Partner with approximately 1,000 community agencies and government nutrition and food programs serving the target population in targeted counties (subcontractors' specific target = 1,041) • Provide approximately 450,000 FSP materials to individuals in targeted counties (subcontractors' specific target = 451,950) • Table at approximately 650 events in targeted counties (subcontractors' specific target = 649) • Provide approximately 150 FSO trainings for partnering organizations; train approximately 1,600 people (subcontractors' specific targets = 151 and 1,672) • Prescreen more than 60,000 individuals in targeted counties (subcontractors' specific targets = 63,245) • Assist more than 24,000 individuals with FSP applications in targeted counties (subcontractors' specific targets = 24,570) • Provide follow-up assistance to more than 20,000 households in targeted counties (subcontractors' specific targets = 20,170) • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase more than 21,000 FSP households' access to the FSP (subcontractors' specific targets = 21,440) • Provide 105,000 residents in targeted counties with accurate food stamp information and services over the phone (subcontractors' specific targets = 105,100) • Work collaboratively with FSP staff in targeted counties • Provide California Department of Public Health (CDPH) with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in targeted counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA • Contract with angel.com on behalf of CDPH 		
Contractor	California Association of Food Banks		
Role of Contractor	Partner with food banks and other community-based organizations to conduct food stamp outreach activities in 25 counties. Train, monitor and evaluate partners' food stamp outreach activities. Provide leadership, assistance and tools to local partners. Provide consultation and assistance related to the hotline and other FSO technology improvements. Partner with statewide organizations. Provide fiscal and programmatic oversight to subcontracting agencies. Contract with angel.com on behalf of CDPH. Prepare for FFY 2010. Provide reports to CDPH.		
Partner 1	Alameda County Community Food Bank		
Role of Partner 1	<ul style="list-style-type: none"> • Partner with 150 community agencies and government nutrition and food programs serving the target population in Alameda County • Provide 10,000 FSP materials to individuals in Alameda County • Table at 31 events in Alameda County • Provide 3 FSO trainings for partnering organizations; train 38 people • Prescreen 1,000 households in Alameda County 		

* Discrepancies in numbers are due to rounding.

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	<ul style="list-style-type: none"> Assist 500 households with FSP applications in Alameda County Provide follow-up assistance to 250 households in Alameda County Work with State/Federal partners to plan for media campaigns Educate stakeholders about food stamp outreach Increase 250 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with Alameda County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Alameda County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 2	Homeless Action Center
Role of Partner 2	<ul style="list-style-type: none"> Provide 350 FSP materials to individuals in Alameda County Table at 2 events in Alameda County Prescreen 350 households in Alameda County Assist 350 households with FSP applications in Alameda County Provide follow-up assistance to 175 households in Alameda County Work with State/Federal partners to plan for media campaigns Educate stakeholders about food stamp outreach Increase 175 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with Alameda County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Alameda County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 3	Fremont Family Resource Center
Role of Partner 3	<ul style="list-style-type: none"> Partner with 25 community agencies and government nutrition and food programs serving the target population in Alameda County Provide 4,000 FSP materials to individuals in Alameda County Table at 3 events in Alameda County Provide 3 FSO trainings for partnering organizations; train 60 people Prescreen 75 households in Alameda County Work with State/Federal partners to plan for media campaigns Educate stakeholders about food stamp outreach Increase 100 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with Alameda County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Alameda County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 4	Human Resources Council
Role of Partner 4	<ul style="list-style-type: none"> Partner with 10 community agencies and government nutrition and food programs serving the target population in Calaveras County

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	<ul style="list-style-type: none"> • Provide 3,000 FSP materials to individuals in Calaveras County • Table at 4 events in Calaveras County • Provide 2 FSO trainings for partnering organizations; train 10 people • Prescreen 120 households in Calaveras County • Assist 60 households with FSP applications in Calaveras County • Provide follow-up assistance to 60 households in Calaveras County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 75 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Alameda County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Calaveras County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 5	Food Bank of Contra Costa and Solano Counties
Role of Partner 5	<ul style="list-style-type: none"> • Partner with 80 community agencies and government nutrition and food programs serving the target population in Contra Costa and Solano Counties • Provide 20,000 FSP materials to individuals in Contra Costa and Solano Counties • Table at 8 events in Contra Costa and Solano Counties • Provide 6 FSO trainings for partnering organizations; train 100 people • Prescreen 2,500 households in Contra Costa and Solano Counties • Assist 300 households with FSP applications in Contra Costa and Solano Counties • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Contra Costa and Solano Counties' FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Contra Costa and Solano Counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 6	Village Community Resource Center
Role of Partner 6	<ul style="list-style-type: none"> • Partner with 10 community agencies and government nutrition and food programs serving the target population in Contra Costa County • Provide 1,500 FSP materials to individuals in Contra Costa County • Provide 4 FSO trainings for partnering organizations; train 20 people • Prescreen 300 households in Contra Costa County • Assist 300 households with FSP applications in Contra Costa County • Provide follow-up assistance to 300 households in Contra Costa County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 300 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS

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	<ul style="list-style-type: none"> • Work collaboratively with Contra Costa County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Contra Costa County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 7	Community Food Bank
Role of Partner 7	<ul style="list-style-type: none"> • Partner with 250 community agencies and government nutrition and food programs serving the target population in Fresno County • Provide 32,000 FSP materials to individuals in Fresno County • Table at 24 events in Fresno County • Provide 2 FSO trainings for partnering organizations; train 150 people • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Fresno County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Fresno County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 8	Fresno Metro Ministry
Role of Partner 8	<ul style="list-style-type: none"> • Partner with 20 community agencies and government nutrition and food programs serving the target population in Fresno County • Provide 10,000 FSP materials to individuals in Fresno County • Table at 25 events in Fresno County • Provide 5 FSO trainings for partnering organizations; train 25 people • Prescreen 500 households in Fresno County • Assist 25 households with FSP applications in Fresno County • Provide follow-up assistance to 100 households in Fresno County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 100 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Fresno County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Fresno County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 9	United Way of Fresno
Role of Partner 9	<ul style="list-style-type: none"> • Provide 1,000 residents of Fresno County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Fresno County

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	<ul style="list-style-type: none"> • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 10	Food For People
Role of Partner 10	<p>Priority County Grantee</p> <ul style="list-style-type: none"> • Partner with 15 community agencies and government nutrition and food programs serving the target population in Humboldt County • Provide 5,000 FSP materials to individuals in Humboldt County • Table at 10 events in Humboldt County • Provide 12 FSO trainings for partnering organizations; train 75 people • Prescreen 200 households in Humboldt County • Assist 130 households with FSP applications in Humboldt County • Provide follow-up assistance to 50 households in Humboldt County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 50 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Humboldt County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Humboldt County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 11	Humboldt County Switchboard /United Way of Humboldt
Role of Partner 11	<ul style="list-style-type: none"> • Provide 500 residents of Humboldt County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Humboldt County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 12	Imperial Valley Food Bank
Role of Partner 12	<p>Priority County Grantee</p> <ul style="list-style-type: none"> • Partner with 36 community agencies and government nutrition and food programs serving the target population in Imperial County • Provide 6,500 FSP materials to individuals in Imperial County • Table at 14 events in Imperial County • Provide 4 FSO trainings for partnering organizations; train 36 people • Prescreen 375 households in Imperial County • Assist 200 households with FSP applications in Imperial County • Provide follow-up assistance to 200 households in Imperial County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 25 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Imperial County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic

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	<p>documentation pertaining to food stamp outreach activities in Imperial County</p> <ul style="list-style-type: none"> • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 13	Community Action Partnership of Kern
Role of Partner 13	<ul style="list-style-type: none"> • Provide 10,600 residents of Kern County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Kern County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 14	Lake County Community Action Agency
Role of Partner 14	<ul style="list-style-type: none"> • Partner with 4 community agencies and government nutrition and food programs serving the target population in Lake County • Provide 800 FSP materials to individuals in Lake County • Table at 4 events in Lake County • Provide 4 FSO trainings for partnering organizations; train 20 people • Prescreen 800 households in Lake County • Assist 400 households with FSP applications in Lake County • Provide follow-up assistance to 400 households in Lake County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 200 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Lake County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Lake County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 15	211 Los Angeles County
Role of Partner 15	<ul style="list-style-type: none"> • Provide 10,000 residents of Los Angeles County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 16	CANGRESS (dba LA CAN)
Role of Partner 16	<ul style="list-style-type: none"> • Partner with 15 community agencies and government nutrition and food programs serving the target population in Los Angeles County • Provide 6,000 FSP materials to individuals in Los Angeles County • Table at 10 events in Los Angeles County • Provide 6 FSO trainings for partnering organizations; train 75 people • Prescreen 300 households in Los Angeles County

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	<ul style="list-style-type: none"> • Assist 170 households with FSP applications in Los Angeles County • Provide follow-up assistance to 70 households in Los Angeles County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 500 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Los Angeles County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 17	Harbor Interfaith Services
Role of Partner 17	<ul style="list-style-type: none"> • Partner with 10 community agencies and government nutrition and food programs serving the target population in Los Angeles County • Provide 1,000 FSP materials to individuals in Los Angeles County • Table at 5 events in Los Angeles County • Provide 6 FSO trainings for partnering organizations; train 100 people • Prescreen 480 households in Los Angeles County • Assist 480 households with FSP applications in Los Angeles County • Provide follow-up assistance to 300 households in Los Angeles County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 300 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Los Angeles County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 18	Hope-Net
Role of Partner 18	<ul style="list-style-type: none"> • Partner with 1 community agency/government nutrition and food program serving the target population in Los Angeles County • Provide 200 FSP materials to individuals in Los Angeles County • Prescreen 750 households in Los Angeles County • Assist 200 households with FSP applications in Los Angeles County • Provide follow-up assistance to 150 households in Los Angeles County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 90 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Los Angeles County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews

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	by CDPH, CDSS, and/or USDA
Partner 19	Los Angeles Regional Food Bank
Role of Partner 19	<ul style="list-style-type: none"> • Partner with 50 community agencies and government nutrition and food programs serving the target population in Los Angeles County • Provide 5,000 FSP materials to individuals in Los Angeles County • Table at 4 events in Los Angeles County • Provide 4 FSO trainings for partnering organizations; train 50 people • Prescreen 1,000 households in Los Angeles County • Provide follow-up assistance to 250 households in Los Angeles County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 250 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Los Angeles County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 20	Maternal and Child Health Access
Role of Partner 20	<ul style="list-style-type: none"> • Partner with 10 community agencies and government nutrition and food programs serving the target population in Los Angeles County • Provide 12,000 FSP materials to individuals in Los Angeles County • Table at 24 events in Los Angeles County • Provide 35 FSO trainings for partnering organizations; train 500 people • Prescreen 3,000 households in Los Angeles County • Assist 200 households with FSP applications in Los Angeles County • Provide follow-up assistance to 200 households in Los Angeles County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 300 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Los Angeles County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Los Angeles County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 21	Nevada County Food Bank
Role of Partner 21	<ul style="list-style-type: none"> • Partner with 5 community agencies and government nutrition and food programs serving the target population in Nevada County • Provide 1,000 FSP materials to individuals in Nevada County • Table at 42 events in Nevada County • Prescreen 150 households in Nevada County • Assist 150 households with FSP applications in Nevada County • Provide follow-up assistance to 150 households in Nevada County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 150 FSP households' access to the FSP • Track and report barriers identified by applicants

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	<ul style="list-style-type: none"> Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with Nevada County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Nevada County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 22	2-1-1 Orange County
Role of Partner 22	<ul style="list-style-type: none"> Provide 45,000 residents of Orange County with accurate food stamp information and services over the phone. Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). Play ads that promote the FSP while callers are on hold. Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Orange County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 23	Community Action Partnership of Orange County
Role of Partner 23	<ul style="list-style-type: none"> Partner with 15 community agencies and government nutrition and food programs serving the target population in Orange County Provide 125,000 FSP materials to individuals in Orange County Table at 50 events in Orange County Provide 2 FSO trainings for partnering organizations; train 70 people Prescreen 4,000 households in Orange County Assist 1,560 households with FSP applications in Orange County Provide follow-up assistance to 400 households in Orange County Work with State/Federal partners to plan for media campaigns Educate stakeholders about food stamp outreach Increase 400 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with Orange County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Orange County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 24	Volunteer Center of Riverside County
Role of Partner 24	<ul style="list-style-type: none"> Provide 2,000 residents of Riverside County with accurate food stamp information and services over the phone. Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). Play ads that promote the FSP while callers are on hold. Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Riverside County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 25	Sacramento Hunger Coalition

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<p>Role of Partner 25</p>	<ul style="list-style-type: none"> • Partner with 5 community agencies and government nutrition and food programs serving the target population in Sacramento County • Provide 800 FSP materials to individuals in Sacramento County • Table at 10 events in Sacramento County • Provide 4 FSO trainings for partnering organizations; train 8 people • Prescreen 300 households in Sacramento County • Assist 100 households with FSP applications in Sacramento County • Provide follow-up assistance to 50 households in Sacramento County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 50 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Sacramento County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Sacramento County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
<p>Partner 26</p>	<p>Inland Empire United Way</p>
<p>Role of Partner 26</p>	<ul style="list-style-type: none"> • Provide 10,000 residents of San Bernardino County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Bernardino County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
<p>Partner 27</p>	<p>2-1-1 San Diego</p>
<p>Role of Partner 27</p>	<ul style="list-style-type: none"> • Provide 10,000 residents of San Diego County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Diego County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
<p>Partner 28</p>	<p>San Diego Hunger Coalition</p>
<p>Role of Partner 28</p>	<p>Priority County Grantee</p> <ul style="list-style-type: none"> • Partner with 69 community agencies and government nutrition and food programs serving the target population in San Diego County • Provide 15,050 FSP materials to individuals in San Diego County • Table at 59 events in San Diego County • Provide 28 FSO trainings for partnering organizations; train 175 people • Prescreen 9,660 households in San Diego County • Assist 3,915 households with FSP applications in San Diego County • Provide follow-up assistance to 2,430 households in San Diego County

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	<ul style="list-style-type: none"> • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 2,660 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with San Diego County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Diego County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 29	Bar Association of San Francisco's Volunteer Legal Services Program
Role of Partner 29	<ul style="list-style-type: none"> • Provide 150 FSP materials to individuals in San Francisco County • Prescreen 500 households in San Francisco County • Assist 150 households with FSP applications in San Francisco County • Provide follow-up assistance to 50 households in San Francisco County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 200 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with San Francisco County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Francisco County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 30	SF Works
Role of Partner 30	<ul style="list-style-type: none"> • Partner with 4 community agencies and government nutrition and food programs serving the target population in San Francisco, Alameda, Contra Costa, and San Mateo Counties • Prescreen 500 households in San Francisco, Alameda, Contra Costa, and San Mateo Counties • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with San Francisco, Alameda, Contra Costa, and San Mateo Counties' FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Francisco, Alameda, Contra Costa, and San Mateo Counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 31	Catholic Charities Diocese of Stockton
Role of Partner 31	<ul style="list-style-type: none"> • Partner with 20 community agencies and government nutrition and food programs serving the target population in San Joaquin County • Provide 7,000 FSP materials to individuals in San Joaquin County • Table at 6 events in San Joaquin County • Provide 4 FSO trainings for partnering organizations; train 50 people • Prescreen 1,500 households in San Joaquin County • Assist 750 households with FSP applications in San Joaquin County • Provide follow-up assistance to 500 households in San Joaquin County • Work with State/Federal partners to plan for media campaigns

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	<ul style="list-style-type: none"> Educate stakeholders about food stamp outreach Increase 1,500 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with San Joaquin County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Joaquin County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 32	211 San Luis Obispo
Role of Partner 32	<ul style="list-style-type: none"> Provide 3,000 residents of San Luis Obispo County with accurate food stamp information and services over the phone. Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). Play ads that promote the FSP while callers are on hold. Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Luis Obispo County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 33	Food Bank Coalition of San Luis Obispo
Role of Partner 33	<ul style="list-style-type: none"> Partner with 100 community agencies and government nutrition and food programs serving the target population in San Luis Obispo County Provide 7,000 FSP materials to individuals in San Luis Obispo County Table at 6 events in San Luis Obispo County Provide 1 FSO training for partnering organizations Prescreen 125 households in San Luis Obispo County Assist 100 households with FSP applications in San Luis Obispo County Provide follow-up assistance to 100 households in San Luis Obispo County Work with State/Federal partners to plan for media campaigns Educate stakeholders about food stamp outreach Increase 85 FSP households' access to the FSP Track and report barriers identified by applicants Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS Work collaboratively with San Luis Obispo County's FSP staff Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Luis Obispo County Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 34	Second Harvest Food Bank of Santa Clara and San Mateo Counties
Role of Partner 34	<ul style="list-style-type: none"> Partner with 75 community agencies and government nutrition and food programs serving the target population in Santa Clara and San Mateo Counties Provide 133,000 FSP materials to individuals in Santa Clara and San Mateo Counties Table at 8 events in Santa Clara and San Mateo Counties Provide 4 FSO trainings for partnering organizations; train 30 people Prescreen 3,960 households in Santa Clara and San Mateo Counties Assist 630 households with FSP applications in Santa Clara and San Mateo

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	<p>Counties</p> <ul style="list-style-type: none"> • Provide follow-up assistance to 435 households in Santa Clara and San Mateo Counties • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Santa Clara and San Mateo Counties' FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Santa Clara and San Mateo Counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 35	Familia Center
Role of Partner 35	<ul style="list-style-type: none"> • Provide 1,000 FSP materials to individuals in Santa Cruz County • Table at 3 events in Santa Cruz County • Provide 2 FSO trainings for partnering organizations; train 20 people • Prescreen 500 households in Santa Cruz County • Assist 100 households with FSP applications in Santa Cruz County • Provide follow-up assistance to 50 households in Santa Cruz County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 30 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Santa Cruz County's FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Santa Cruz County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 36	Second Harvest Food Bank of Santa Cruz and San Benito Counties
Role of Partner 36	<ul style="list-style-type: none"> • Partner with 48 community agencies and government nutrition and food programs serving the target population in Santa Cruz and San Benito Counties • Provide 15,000 FSP materials to individuals in Santa Cruz and San Benito Counties • Table at 24 events in Santa Cruz and San Benito Counties • Provide 10 FSO trainings for partnering organizations; train 60 people • Prescreen 3,000 households in Santa Cruz and San Benito Counties • Assist 300 households with FSP applications in Santa Cruz and San Benito Counties • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 150 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with Santa Cruz and San Benito Counties' FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Santa Cruz and San Benito Counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews

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	by CDPH, CDSS, and/or USDA
Partner 37	United Way of Stanislaus County
Role of Partner 37	<ul style="list-style-type: none"> • Provide 2,000 residents of Stanislaus County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Stanislaus County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 38	Interface Children Family Services
Role of Partner 38	<ul style="list-style-type: none"> • Provide 1,000 residents of Ventura County with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Ventura County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 39	ACORN Institute
Role of Partner 39	<ul style="list-style-type: none"> • Partner with 14 community agencies and government nutrition and food programs serving the target population in California • Provide 27,300 FSP materials to individuals in California • Table at 273 events in California • Prescreen 27,300 households in California • Assist 13,500 households with FSP applications in California • Provide follow-up assistance to 13,500 households in California • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 13,500 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CAFB, CDPH, and/or CDSS • Work collaboratively with FSP staff • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in California • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 40	Senior Legal Hotline
Role of Partner 40	<ul style="list-style-type: none"> • Provide 10,000 residents of California with accurate food stamp information and services over the phone. • Cross-promote food stamps when callers inquire about other programs for people with low incomes (e.g., WIC, rent or energy assistance, Head Start, Medi-Cal). • Play ads that promote the FSP while callers are on hold. • Provide CAFB with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in California • Prepare for and facilitate desk reviews and/or annual programmatic reviews

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	by CDPH, CDSS, and/or USDA
Partner 41	angel.com
Role of Partner 41	Route callers to the statewide, toll-free Food Stamp Information Line to the appropriate destination based on their ZIP codes. Counties' FSP staffs determine whether callers are routed to the county FSP office, a trusted partner, an automated message, or a combination of the above.
Evaluation	<p>Process Evaluation: Utilize logs to track and report the number of a) FSP Outreach materials distributed, b) events where FSP outreach activities were conducted (e.g., "tabling"), c) FSO trainings, d) people trained, e) households prescreened, f) FSP applicants assisted, g) households receiving follow-up assistance and h) barriers identified by applicants. Partners whose activities are phone-based will track the number of callers receiving food stamp information.</p> <p>Outcome Evaluation: Outreach subcontractors submitting applications to the county food stamp office will work with the county to determine the application success rate and follow-up as necessary, share experience and approaches for tracking application success rates, and continue to explore appropriate alternatives for tracking this performance indicator such as a client facing web-based transfer and the FAST. Additionally, county-level FSP participation trends will be tracked to compare FSP participation dynamics and performance.</p>

Project Number 3			
Goal	Improve participation in the FSP by approximately 2,000 households in California.		
Timeline	Start	10/1/2008	End 9/30/2009
Description of Activity	<p><u>Food Stamp Outreach</u>[†]</p> <ul style="list-style-type: none"> • Partner with approximately 40 community agencies and government nutrition and food programs serving the target population in targeted counties (subcontractors' specific target = 38) • Provide more than 16,000 FSP materials to individuals in targeted counties (subcontractors' specific target = 16,450) • Table at approximately 180 events in targeted counties (subcontractors' specific target = 181) • Provide 15 FSO trainings for partnering organizations; train 162 people (subcontractors' specific targets = 15 and 162) • Prescreen approximately 6,000 individuals in targeted counties (subcontractors' specific target = 6,040) • Assist approximately 4,700 individuals with FSP applications in targeted counties (subcontractors' specific target = 4,740) • Provide follow-up assistance to approximately 3,700 households in targeted counties (subcontractors' specific target = 3,730) • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase approximately 2,600 FSP households' access to the FSP (subcontractors' specific target = 2,640) • Work collaboratively with FSP staff in targeted counties • Provide CDPH with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in targeted counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA 		
Contractor	Central Valley Health Network		
Role of Contractor	Partner with community health centers to conduct food stamp outreach activities in six counties. Train, monitor and evaluate partners' food stamp outreach		

[†] Discrepancies in numbers are due to rounding.

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	activities; partner with statewide organizations. Provide fiscal and programmatic oversight to subcontracting agencies. Recruit additional partners and prepare for FFY 2010. Provide reports to CDPH.
Partner 1	Sequoia Community Health Centers
Role of Partner 1	<ul style="list-style-type: none"> • Partner with 10 community agencies and government nutrition and food programs serving the target population in Fresno County • Provide 350 FSP materials to individuals in Fresno County • Table at 12 events in Fresno County • Provide 6 FSO trainings for partnering organizations; train 100 people • Prescreen 400 households in Fresno County • Assist 200 households with FSP applications in Fresno County • Provide follow-up assistance to 200 households in Fresno County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 400 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Fresno County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Fresno County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 2	Clinica Sierra Vista
Role of Partner 2	<ul style="list-style-type: none"> • Partner with 5 community agencies and government nutrition and food programs serving the target population in Kern County • Provide 2,000 FSP materials to individuals in Kern County • Table at 12 events in Kern County • Provide 1 FSO training for partnering organizations; train 20 people • Prescreen 3,600 households in Kern County • Assist 3,000 households with FSP applications in Kern County • Provide follow-up assistance to 2,000 households in Kern County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 1,000 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Kern County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Kern County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 3	National Health Services, Inc.
Role of Partner 3	<ul style="list-style-type: none"> • Partner with 5 community agencies and government nutrition and food programs serving the target population in Kern County • Provide 1,500 FSP materials to individuals in Kern County • Table at 12 events in Kern County • Provide 1 FSO training for partnering organizations; train 5 people • Prescreen 1,000 households in Kern County • Assist 800 households with FSP applications in Kern County • Provide follow-up assistance to 900 households in Kern County

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	<ul style="list-style-type: none"> • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 800 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Kern County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Kern County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 4	Golden Valley Health Centers
Role of Partner 4	<ul style="list-style-type: none"> • Partner with 2 community agencies and government nutrition and food programs serving the target population in Merced and Stanislaus Counties • Provide 800 FSP materials to individuals in Merced and Stanislaus Counties • Table at 10 events in Merced and Stanislaus Counties • Provide 1 FSO training for partnering organizations; train 1 person • Prescreen 200 households in Merced and Stanislaus Counties • Assist 80 households with FSP applications in Merced and Stanislaus Counties • Provide follow-up assistance to 30 households in Merced and Stanislaus Counties • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 100 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Merced and Stanislaus Counties' FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Merced and Stanislaus Counties • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 5	Livingston Medical Group
Role of Partner 5	<ul style="list-style-type: none"> • Partner with 4 community agencies and government nutrition and food programs serving the target population in Merced County • Provide 1,200 FSP materials to individuals in Merced County • Table at 10 events in Merced County • Provide 1 FSO training for partnering organizations; train 2 people • Prescreen 250 households in Merced County • Assist 120 households with FSP applications in Merced County • Provide follow-up assistance to 60 households in Merced County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 100 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Merced County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Merced

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	<p>County</p> <ul style="list-style-type: none"> • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 6	Inland Behavioral Health Services
Role of Partner 6	<ul style="list-style-type: none"> • Partner with 10 community agencies and government nutrition and food programs serving the target population in San Bernardino County • Provide 10,000 FSP materials to individuals in San Bernardino County • Table at 120 events in San Bernardino County • Provide 3 FSO trainings for partnering organizations; train 10 people • Prescreen 550 households in San Bernardino County • Assist 500 households with FSP applications in San Bernardino County • Provide follow-up assistance to 500 households in San Bernardino County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 200 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with San Bernardino County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in San Bernardino County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Partner 7	Tulare Community Health Clinic
Role of Partner 7	<ul style="list-style-type: none"> • Partner with 2 community agencies and government nutrition and food programs serving the target population in Tulare County • Provide 600 FSP materials to individuals in Tulare County • Table at 5 events in Tulare County • Provide 2 FSO trainings for partnering organizations; train 24 people • Prescreen 40 households in Tulare County • Assist 40 households with FSP applications in Tulare County • Provide follow-up assistance to 40 households in Tulare County • Work with State/Federal partners to plan for media campaigns • Educate stakeholders about food stamp outreach • Increase 40 FSP households' access to the FSP • Track and report barriers identified by applicants • Attend meetings and trainings, as requested by CVHN, CDPH, and/or CDSS • Work collaboratively with Tulare County's FSP staff • Provide CVHN with timely submission of fiscal and programmatic documentation pertaining to food stamp outreach activities in Tulare County • Prepare for and facilitate desk reviews and/or annual programmatic reviews by CDPH, CDSS, and/or USDA
Evaluation	<p>Process Evaluation: Utilize logs to track and report the number of a) FSP Outreach materials distributed, b) events where FSP outreach activities were conducted (e.g., "tabling"), c) FSO trainings, d) people trained, e) households prescreened, f) FSP applicants assisted, g) households receiving follow-up assistance and h) barriers identified by applicants.</p> <p>Outcome Evaluation: Outreach subcontractors submitting applications to the county food stamp office will work with the county to determine the application success rate and follow-up as necessary, share experience and approaches for tracking application success rates, and continue to explore appropriate alternatives for tracking this performance indicator such as a client facing web-based transfer and the FAST. Additionally, county-level FSP participation trends</p>

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	will be tracked to compare FSP participation dynamics and performance
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Project Number 4			
Goal	Improve access to the FSP for Californians and increase FSP participation by providing staff with expertise in program management as well as research and evaluation to provide technical assistance and oversee aspects of the AIP.		
Timeline	Start	10/1/2008	End 9/30/2009
Description of Activity	<ul style="list-style-type: none"> • Provide staff with expertise in program management to oversee community outreach interventions and AIP projects and to provide programmatic technical assistance to partners. • Provide Research Scientist to oversee the design and evaluation of the AIP and to provide technical assistance to AIP partners. 		
Contractor	Public Health Institute/other master contractor		
Role of Contractor	Hire appropriate staff and handle the administration and support of those individuals. Ensure staff track their time dedicated to food stamp outreach/AIP activities.		
Evaluation	Process Evaluation: Time tracking and performance reviews of PHI staff assigned to AIP.		

Project Number 5			
Goal	Improve Californians' awareness of and access to the FSP.		
Timeline	Start	10/1/2008	End 9/30/2009
Description of Activity	<ul style="list-style-type: none"> • Provide media spokesperson trainings for local food stamp outreach partners. • Develop 20 minute radio spots (vignettes) in Spanish with a food stamp outreach message that includes California's Food Stamp Information Line phone number and website(s) to enhance USDA's food stamp promotion media campaign. • Work with a consultant to develop, produce, and ship food stamp outreach resources to community-based partners. 		
Contractor	Runyon, Saltzman & Einhorn, Inc.		
Role of Contractor	Contract with appropriate partnering consultants and organizations to ensure that Californians know about and have access to the FSP.		
Partner 1	Radio Bilingue		
Role of Partner 1	Develop and air vignettes (20 minute radio spots) in Spanish that promote the FSP and direct listeners to California's Food Stamp Information Line and website where they can find out more information and/or apply.		
Partner 2	Resource Development Consultant		
Role of Partner 2	Develop, produce, and ship FSO resources to CAFB and CVHN partners for distribution during FSO activities.		
Evaluation	Process Evaluation: Runyon, Saltzman & Einhorn will report the following to CDPH: a) summary of training evaluation responses; b) vignette scripts and clips, dates aired, and stations airing vignettes; c) samples of material(s) and quantity shipped; and d) if available, Radio Bilingue's listener demographics for the radio market areas where the vignettes play.		