

**California Department of Public Health  
California Food Stamp Program Access Improvement Plan  
October 1, 2008 – September 30, 2009**

**3. Outreach Plan Summaries**

<b>Project Number</b>	<b>Title</b>	<b>Geographic Area</b>	<b>Target Audience</b>	<b>Contracted or In-House</b>
1	California Department of Public Health – Community-Based Organization Leadership and Oversight	Statewide	Intermediaries serving food stamp-eligible Californians at food banks, health centers, statewide hotline, other community based organizations, and radio stations	In-House
2	California Association of Food Banks – Food Stamp Outreach	See attached list of counties	Food banks, pantries, soup kitchens, commodities distributions, other community based organizations	Contracted
3	Central Valley Health Network – Food Stamp Outreach	See attached list of counties	Federally Qualified Health Centers	Contracted
4	Public Health Institute – Access Improvement	Statewide	Food stamp-eligible individuals calling hotline; intermediaries	Contracted
5	Runyon, Saltzman & Einhorn, Inc. – Media, Advertising and Public Relations	Statewide	Food stamp-eligible individuals; intermediaries	Contracted