

California Food Stamp Program Access Improvement Plan

FFY 2009

Executive Summary

Guided by a three-year strategic plan, the California Department of Social Services (CDSS) and the California Department of Public Health's *Network for a Healthy California (Network)* will continue working to increase food stamp participation in California.

- The work set forth in the FFY 2009 California Food Stamp Program (FSP) Access Improvement Plan (AIP) involves partnering with the California Association of Food Banks (CAFB) and the Central Valley Health Network (CVHN) to conduct food stamp outreach activities throughout California.
- The *Network* will continue its contract with the Public Health Institute (PHI)/other master contractor, to provide statewide administration and support for the AIP by providing state-level staff with expertise in the Food Stamp Program, project management, and research and evaluation through June 30, 2009. A new request for proposal (RFP) is being issued and a vendor will be identified.
- A new partnership with Runyon, Saltzman & Einhorn, Inc. (RS&E) will add media, advertising and public relations expertise to create local synergy when national spots are placed by the United States Department of Agriculture (USDA) in California's media markets. All activities support efforts to increase food stamp participation among Californians.
- The *Network* and CDSS will manage, provide leadership, and oversee state-level contractors to ensure programmatic and fiscal requirements are met. The *Network* will also provide communications support, training, coordination and evaluation support to contractors and subcontractors.
- 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.
- RS&E will develop and distribute food stamp outreach resources for CAFB's and CVHN's use (food stamp outreach resources may include fotonovelas, brochures, posters, flyers, public relations/media tool kit, and/or incentive items). RS&E will also enter into a media partnership with Radio Bilingue to develop food stamp outreach vignettes (20 minute radio spots) in Spanish. Finally, RS&E will provide spokesperson training on working with the media and food stamp message points for CAFB and CVHN subcontractors.
- CAFB and CVHN will both welcome new subcontractors in Federal Fiscal Year (FFY) 2009. CAFB's new sub-contractors include 2-1-1 agencies throughout the state that 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. In addition, CAFB will also be subcontracting with the ACORN Institute who will be combining their food stamp outreach efforts with already existing Earned Income Tax Credit work. CVHN will be adding five additional federally qualified health centers who will pair their food stamp outreach with the outreach they do for clinic services and programs. CAFB will have a total of 41 subcontractors and 12 sub-subcontractors in 25 counties. CVHN will have a total of 7 subcontractors in 6 counties.
- The FFY 2009 AIP continues to provide funding to three Priority Counties: Humboldt, Imperial, and San Diego. Priority Counties were designated by FANOut; this designation allows for organizations with low resources in high need counties to be granted money to conduct food stamp outreach.
- In FFY 2009, the AIP aims to increase FSP participation in California by at least 17,000 households, an estimated 2% increase over the monthly average number of FSP participants in 2007. The total AIP budget for FFY 2009 is \$7.5 million, of which Federal Share is \$3.7 million. Services will be provided in 27 counties by 59 sub-contractors.