

California Food Stamp Program Access Improvement Plan

Federal Fiscal Year (FFY) 2010

Executive Summary

Guided by a three-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 2010, the Access Improvement Plan (AIP) aims to increase Food Stamp Program (FSP) participation in California by at least 23,000 households as part of an overall effort to enable healthy eating and fruit and vegetable consumption.

- **Partnerships:** The work set forth in the FFY 2010 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, California State University, San Marcos National Latino Research Center, and United Farm Workers Foundation to provide food stamp outreach activities throughout California.
- **State-level Support and Oversight:** CDSS will provide leadership to ensure the implementation of the AIP. The *Network* will manage, 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. The *Network* has added an additional Health Program Specialist I position to assist with technical assistance and programmatic oversight. The *Network* will continue its contract with the Public Health Institute (PHI) to provide statewide administration and support for the AIP by providing state-level staff with expertise in the FSP, project management, and research and evaluation. The *Network* has increased the time base of the Health Educator IV and the Research Scientist I, added a Marketing Specialist III, and maintained a Marketing Manager I to better support the projected growth for FFY 2010.
- **New Contractors:** The FFY 2010 AIP includes four new contractors: Catholic Charities of California (CCC), California State University, Chico Research Foundation (Foundation), California State University, San Marcos National Latino Research Center, (CSUSM) and United Farm Workers Foundation (UFWF). CCC will have nine subcontractors in 17 counties. The Foundation will have five subcontractors in eight counties. CSUSM will provide outreach services in Imperial and San Diego counties. UFWF will provide services in Kern and Monterey counties.
- **Continuing Contractors:** CAFB and CVHN both welcome new subcontractors in FFY 2010. CAFB will have a total of 45 subcontractors and ten sub-subcontractors in 29 counties. CVHN will have a total of 11 subcontractors in 17 counties.
- **Growth:** FFY 2010 AIP direct services will be provided in 43 of California's 58 counties by two contractors, 70 subcontractors, and ten sub-subcontractors; this is an increase over FFY 2009's 25 counties and 59 subcontractors. Much of the growth is due to an expansion into some of the northernmost counties. (See the Attachments section for a coverage map and list of subcontractors categorized by county.) The total AIP budget for FFY 2010 is \$12.9 million, of which \$6.4 million is Federal Share.
- **Priority Counties:** The FFY 2010 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. Fresno County was added to the list of Priority Counties this year 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.
- **Media:** The *Network* contracts with Runyon, Saltzman & Einhorn, Inc. (RS&E) for media, advertising and public relations expertise. Activities will include creating local synergy when national ads 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. An emphasis will be placed on Spanish-language radio in the Central Valley.

- **Contractor Materials and Media Training:** RS&E will develop and distribute food stamp outreach resources for contractors' use (resources may include fotonovelas, brochures, posters, flyers, public relations/media tool kit, rebranding resources with the new FSP name and/or incentive items). RS&E will also enter into a media partnership with Radio Bilingue and Clear Channel to develop vignettes in Spanish for airing on Central Valley radio stations. Finally, RS&E will provide on-camera spokesperson training on working with the media and food stamp message points for CAFB, CVHN, CCC, Foundation, CSUSM and UFWF subcontractors.
- **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. CAFB successfully recruited 17 2-1-1 partners for FFY 2010 who 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.