

**California Department of Public Health
California Food Stamp Program Access Improvement Plan
October 1, 2009 – September 30, 2010**

3. Outreach Plan Summaries

Project Number	Title	Geographic Area	Target Audience	Contracted or In-House
1	California Department of Public Health (CDPH) – 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 (CAFB) – Food Stamp Outreach	See attached list of counties	Food banks, pantries, soup kitchens, commodities distributions, other community based organizations	Contracted
3	Catholic Charities of California (CCC) - Food Stamp Outreach	See attached list of counties	Food stamp-eligible individuals; intermediaries	Contracted
4	Central Valley Health Network (CVHN) – Food Stamp Outreach	See attached list of counties	Federally Qualified Health Centers	Contracted
5	CSU, Chico Research Foundation (Foundation) – Food Stamp Outreach	See attached list of intervention sites	Food stamp-eligible individuals; intermediaries	Contracted

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6	Public Health Institute (PHI) – Access Improvement	Statewide	Food stamp-eligible individuals calling hotline; intermediaries	Contracted
7	Runyon, Saltzman & Einhorn, Inc.(RS&E) – Media, Advertising and Public Relations	Statewide	Food stamp-eligible individuals; intermediaries	Contracted
8	Central Valley Health Network (CVHN) and The California Endowment Partnership (TCE)	Central Valley Partnership	Federally Qualified Health Centers	Contracted
9	California State University San Marcos (CSUSM)	Imperial and San Diego counties	Food stamp-eligible individuals; promotora	Contracted
10	United Farm Workers Foundation (UFWF)	Kern and Monterey counties	Food stamp-eligible individuals; intermediaries	Contracted