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California Department of Public Health



EDMUND G. BROWN JR.  
Governor

January 6, 2014

TO: PROJECT DIRECTORS  
Nutrition Education and Obesity Prevention Branch (NEOPB)

SUBJECT: PROGRAM LETTER PL 14-01  
UPDATED WORKSITE QUALIFICATION CRITERIA

This Program Letter serves as notification of an update to the worksite qualification criteria for the Nutrition Education Obesity Prevention Branch *Worksite Program*.

Recognizing that a growing proportion of CalFresh participants and/or eligibles are employed and that working adults spend the majority of their day at work, alternate qualifying methods for the *Worksite Program* were submitted to United States Department of Agriculture (USDA). Increasing the eligible worksite wage to \$13.79 per hour, which equals no more than 185% Federal Poverty Level for Federal Fiscal Year 2013 for a household size of two, was proposed and approved by USDA. This hourly wage criterion is a more accurate reflection of eligible low wage workers.

Effectively immediately, a worksite qualifies for participation in the *Worksite Program* if 50% or more of its employees are paid an hourly wage less than or equal to \$13.79. Worksites are required to complete a form verifying the site's eligibility.

Worksites can still qualify if 50% or more of the total employee population at the worksite report that they have household members who participate in CalFresh or other means-tested programs that have similar income criteria to SNAP-Ed. This is done through an employee survey.

Additionally, a second qualifying method proposed and approved targets low-wage school employees as a special, high-priority and strategic population for SNAP-Ed *Worksite Program* services in qualifying school sites that are receiving other SNAP-Ed intervention services. This approach supports a full site intervention strategy creating a healthier environment for staff and students. Support staff may also be perceived as a positive role models who can influence student behavior. Worksite programs in qualifying school sites would create a multi-level approach to reinforcing positive nutrition and physical activity behaviors that would provide education to students and

parents, nutrition education training to teachers and worksite wellness services to low-wage workers.

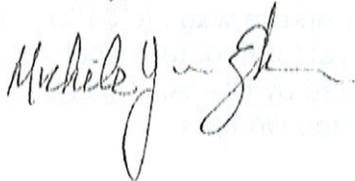
This year we have the capacity to pilot school approaches in a few sites before implementing statewide. More information will be shared as we learn from these pilot sites. Please contact Stephanie Carillo at [Stephanie.Carillo@cdph.ca.gov](mailto:Stephanie.Carillo@cdph.ca.gov) if you are interested in being a pilot site.

A minimum worksite size was established in order to maximize impact and reach. Historically, businesses needed a minimum of 25 full-time employees or a minimum of 35 full- and part-time employees to qualify for *Worksite Program* services. However, we understand this can be a barrier especially in rural parts of the state and encourage you to contact the worksite team directly if you have interest in providing *Worksite Program* services to smaller worksites.

Updated qualification form is attached.

Should you have any questions regarding this change, please contact Stephanie Carillo at [Stephanie.Carillo@cdph.ca.gov](mailto:Stephanie.Carillo@cdph.ca.gov) or your assigned Project Officer.

Sincerely,



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Nutrition Education and Obesity Prevention Branch