



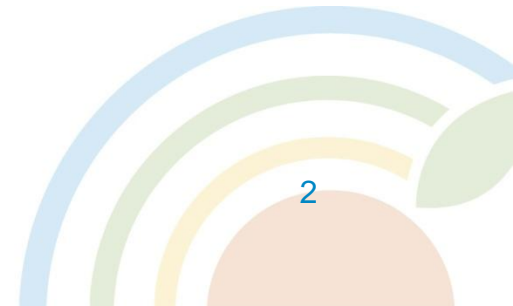
CalFresh: New Brand New Opportunity

Key Messaging with the CalFresh Logo and Brand

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Network for a Healthy California
CalFesh Outreach Program
Manager

Date: February 9, 2011

The new brand presents an Outreach opportunity.

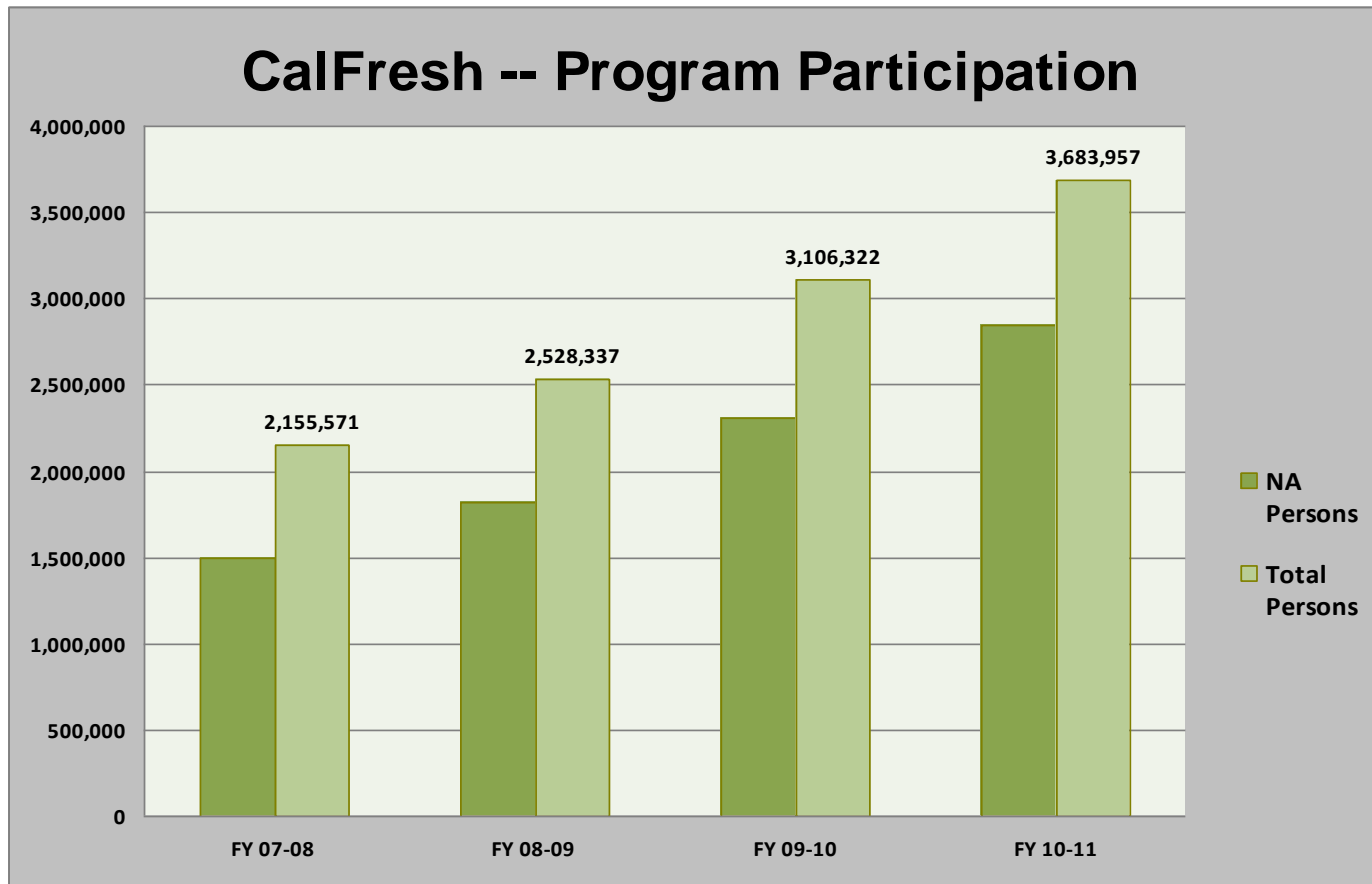


We already know.....

- Unemployment is at 12.6% in California
- Many eligible individuals avoid enrolling in *CalFresh*
- Some low income children and many elders are hungry when nutritious food is an application away
- CDSS offices are at or near capacity
- Once individuals are enrolled they may remain eligible but drop out



CalFresh is important to better health for millions of Californians.



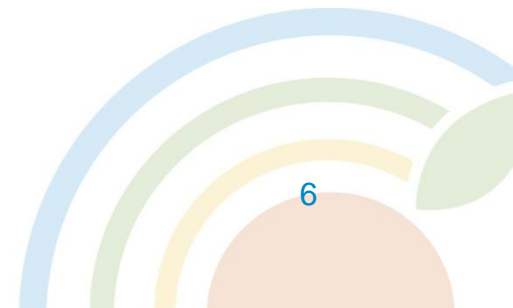
Children make up the majority of *CalFresh* participants.

- In FFY09, ~60 percent of California participants were children.
 - ~20 percent preschoolers
 - ~40 percent school-aged children
- Slightly over 70 percent of *CalFresh* households included children in FFY09.



The *CalFresh* Program is important to California's economy.

- Every \$5 of federal food stamp benefits results in \$9 of new local economic activity.



Benefits to low-income Californians

- **Stretch Food Dollars during this difficult economic period.**
- **May help children stay healthy and do well in school**
- **May help reduce obesity**
- **May help adults stay healthy and able.**



Important



- People currently on Food Stamps do not need to reapply.

– They are automatically enrolled in CalFresh.

– They continue receiving benefits on their EBT cards for as long as they qualify.



In place now!

- **California Department of Social Services has begun to:**
 - **accept online applications**
 - **waive face-to-face interviews for some applicants**
 - **operate customer call centers**
 - **expand modified categorical eligibility to focus on income not assets**



In place now!

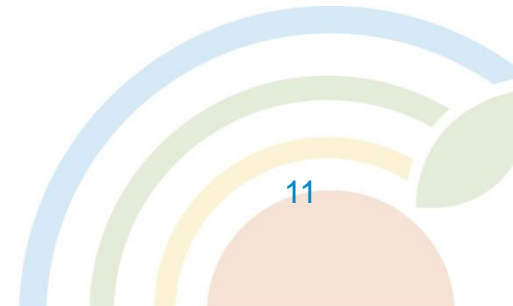
- **California Department of Social Services has begun to:**
 - **facilitate inter county transfers without interrupted services**
 - **support the move toward six month reporting**
 - **automatically enroll children for school meal programs**
 - **Encourage restaurant meals program option for some counties**



Electronic Benefit Transfer Card

“Food Stamp Program” used to carry the “welfare” stigma.

Nutrition assistance not provided using stamps since 2001.



The new name captures the essentials for a successful food assistance program.

- Accessibility
- Simplicity
- Freshness
- Empowerment



CalFresh Outreach opportunity....

- No longer a welfare program
- Supports financially challenged Californians
- Need is so prevalent now that by the end of the recession stigma might be greatly reduced

- 60,000 New CalFresh households by the end of FFY 2013

CalFresh Outreach **2011 & 2012**

- **Growth to 58 counties-currently in 48**
– **Missing counties:**

Alpine

Del Norte

El Dorado

Inyo

Lassen

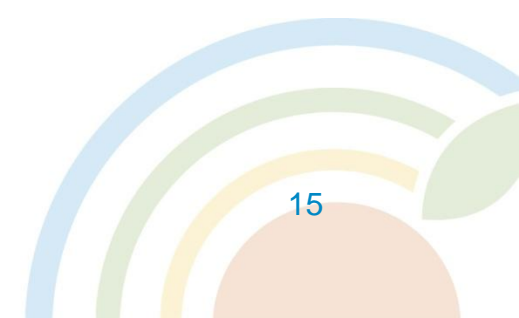
Mariposa

Mono

Nevada

Placer

Tuolumne



Outreach partners.....

- **Expand community partnerships to promote *CalFresh*.**
- **Educate clients, partners, stakeholders about *CalFresh*.**
- **Help clients fill out application (hard copy or online).**
- **Help clients estimate *CalFresh* benefits.**
- **Partner with county *CalFresh* administrators to streamline access.**



CalFresh Outreach contractors

- 7 Prime Contractors

California Association of **Food Banks,**

36 subcontractors
and
11 sub hub

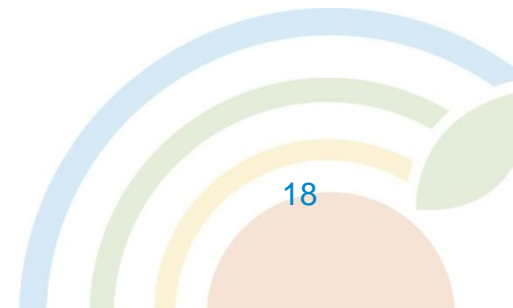


CalFresh Outreach contractors

- 7 Prime Contractors

Central Valley Health Network, - **CLINICS**

- 9 subcontractors and 11 sub hub contractors



CalFresh Outreach contractors

- **7 Prime Contractors**

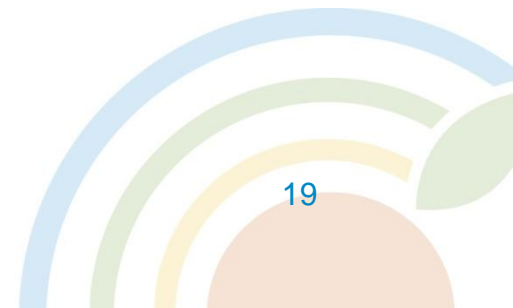
CSU Chico Research Foundation,

Community Network

- **11 subcontractors**

CALIFORNIA
STATE
UNIVERSITY

Chico



CalFresh Outreach contractors

- 7 Prime Contractors

Churches

Catholic
Charities
of California,

- 13 subcontractors



CalFresh Outreach contractors

- **7 Prime Contractors**



**United
Farm
Workers
Foundation,**

CalFresh Outreach contractors

- 7 Prime Contractors

Clinica Sierra Vista



CalFresh Outreach contractors

- **7 Prime Contractors**

**Info Line San Diego dba San Diego 211
-19 subcontractors**



CalFresh Outreach contractors

- **88 Subcontractors**
 - **22 Sub Hub contractors**
- **117 contracted agency participate in outreach**



For FFY 2011 *CalFresh* Outreach expects to bring 30,000 new households to *CalFresh*

Rolling out *CalFresh* statewide

- **Media partnership with Clear Channel, Radio Bilingüe**
- **Outdoor advertising**
- **New brochures**
- **Tool Kit for *CalFresh* Outreach Partners**
- **Partnership with California Dept. of Aging**
- **Partnership with Senior Legal Hotline**



Timeline

Rolling out *CalFresh* statewide

- October 2010 launch in Long Beach
- October 2010 new Outreach contracts awarded
- November 2010 Training for new contractors
- November 2010 Media contract awarded
- December brochure revision/ New administration
- February 2010 210,000 Brochures shipped to Cal Fresh outreach partners



CalFresh is a Health and Nutrition Program



- Low-income Californians are at greater risk for obesity, type 2 diabetes and certain types of cancer.
- *CalFresh* can help ensure access to healthy foods. This may lower the risk for serious health problems.

CalFresh English-Language Brochure

CalFresh benefits can help you and your family.

- If you are the only person in your household, you can apply for CalFresh.
- If you **work full time**, you and your family may still qualify for CalFresh.
- You can buy food at any grocery store or farmers' market that accepts EBT cards.
- You never have to pay back CalFresh benefits if you are eligible for them.

How much will I receive in CalFresh benefits each month?

- The amount you get depends on your income, expenses, and family size.
- Most households that receive CalFresh benefits get about \$200 each month.

How long will it take to get CalFresh benefits?

- If eligible, you will get your benefits within 30 days.
- You may get CalFresh benefits in three days if you earn less than \$150 in the month you apply and if you have less than \$100 in cash. Ask the worker if you can get emergency service when you apply.

How much money can I have and still get CalFresh benefits?

You can:

- Earn money from a job.
- Get unemployment benefits.
- Get general assistance/relief.
- Get child support.
- Be part of CalWORKs.
- Get disability benefits.
- Have money in savings.



Look at the table to see if your income makes you eligible.

If you are a disabled or an elderly person (over 60 years old), tell your worker. The table may not apply to you. You can earn more money and still be eligible.

What about things I own?

When you apply for CalFresh you can have up to \$2000 in savings or other assets.

Unless your household has:

- A child under 18 years old; then there is **no limit** on these assets.
- A person over 60 years old; then you can have up to \$3000.
- A person with a disability; then you can have up to \$3000.

You can own a house, have cars, and still qualify for CalFresh. These do not count toward the asset limit.



Arnold Schwarzenegger, Governor, State of California
Kimberly Belshé, Secretary, Health and Human Services Agency
John A. Wagner, Director, Department of Social Services
Mark B. Horton, MD, MSPH, Director, Department of Public Health

This material was funded by the United States Department of Agriculture Supplemental Nutrition Assistance Program through the California Department of Social Services and California Department of Public Health's *Network for a Healthy California*. These institutions are equal opportunity providers and employers.

CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. **For information on CalFresh benefits, call 1-877-847-FOOD (3663) or visit www.calfresh.ca.gov.**

Apply for CalFresh benefits today at:



Special Rules

Immigrants, students, seniors, and former felons should check with the CalFresh office for more information. Rules can change so check with your worker.

People who get Supplemental Security Income/ State Supplemental Payment (SSI/SSP) are not eligible for the CalFresh Program in California, but other household members may be.



CalFresh Spanish-Language Brochure

Los beneficios de CalFresh pueden ayudarle a usted y a su familia.

- Si usted es la única persona en su hogar, usted puede solicitar CalFresh.
- Usted y su familia podrían calificar para recibir CalFresh, aun si **trabaja tiempo completo**.
- Usted puede comprar alimentos en cualquier tienda de comestibles o mercado sobre ruedas que acepte tarjetas EBT.
- Si usted califica, nunca tendrá que regresar los beneficios que reciba para CalFresh.

¿Cuánto recibiré cada mes en beneficios de CalFresh?

- La cantidad que reciba dependerá de sus ingresos, gastos y tamaño de su familia.
- La mayoría de los hogares que reciben beneficios de CalFresh obtienen aproximadamente \$200 cada mes.

¿Cuándo empezaré a recibir beneficios de CalFresh?

- Si califica, obtendrá sus beneficios en menos de 30 días.
- Podrá obtener beneficios de CalFresh en tres días si sus ingresos son menos de \$150 en el mes en que los solicita y si tiene menos de \$100 en efectivo. Cuando solicite los beneficios, pregunte al trabajador de CalFresh si califica para el servicio de emergencia.

Reglas especiales

Los inmigrantes, los estudiantes, las personas de la tercera edad y aquellas personas que hayan cometido delitos graves en el pasado, deben hablar con la oficina de CalFresh para obtener más información. Las reglas pueden cambiar así que hable con su trabajador de CalFresh.

¿Cuánto dinero puedo tener y aún obtener beneficios de CalFresh?

Usted puede:

- Ganar sueldo de un empleo.
- Recibir prestaciones de desempleo.
- Recibir asistencia/ayuda general.
- Recibir manutención de menores.
- Ser parte de CalWORKS.
- Recibir prestaciones de discapacidad.
- Tener una cuenta de ahorros.



Consulte la tabla de Ingreso mensual para ver si su ingreso le permite calificar. Informe a su trabajador de CalFresh si usted es discapacitado o es persona mayor (más de 60 años de edad). Es posible que esta tabla no corresponda a sus circunstancias. Usted puede ganar más dinero y todavía calificar.

¿Qué pertenencias personales puedo tener?

Cuando solicite CalFresh, usted puede tener hasta \$2000 en ahorros u otros bienes.

A menos que en su hogar haya:

- Un niño menor de 18 años de edad; entonces **no hay límite** para estos bienes.
- Una persona mayor de 60 años de edad; entonces puede tener hasta \$3000.
- Una persona discapacitada; entonces puede tener hasta \$3000.

Usted puede calificar para CalFresh aun teniendo casa propia o automóviles. Estos no cuentan hacia su límite de bienes.



Arnold Schwarzenegger,
Gobernador, Estado de California

Kimberly Belshé, Secretaria,
Agencia de Salud y Servicios Humanos

John A. Wagner, Director,
Departamento de Servicios Sociales

Mark B. Horton, MD, MSPH, Director,
Departamento de Salud Pública

Este material fue financiado por el *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, a través del Departamento de Servicios Sociales de California y de la *Red para una California Saludable* del Departamento de Salud Pública de California. Estas Instituciones son proveedoras y empleadoras que ofrecen oportunidades equitativas.

CalFresh ofrece asistencia nutricional para gente con bajos ingresos. Le puede ayudar a comprar comida nutritiva para una mejor alimentación. Para obtener más información sobre los beneficios de CalFresh, llame al **1-888-9-COMIDA** (1-888-926-6432) o visite www.calfresh.ca.gov.

Solicite hoy mismo los beneficios de CalFresh en:



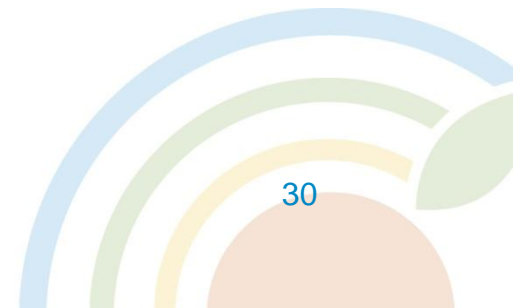
Comer Mejor Para Vivir Mejor



Website

Visit

www.calfresh.ca.gov. CalFresh—Better Food for Better Living.



On Line Resources

State

Network website/outreach page:

- <http://www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx>

California Department of Social Services

- <http://www.dss.cahwnet.gov/foodstamps/>
- <http://www.calfresh.ca.gov/>

California Food Policy Advocates

- <http://cfpa.net>



On Line Resources

Federal

USDA SNAP/outreach website:

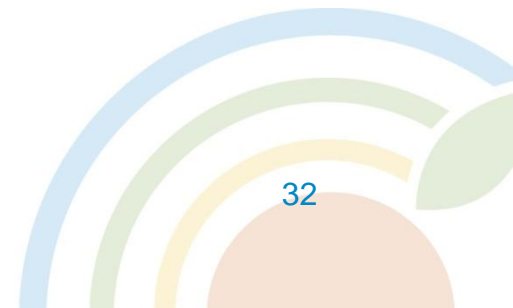
- <http://www.fns.usda.gov/snap/outreach/default.htm>

Food Research and Action Center

- <http://frac.org/>

USDA Farm Bill

- <http://www.usda.gov/wps/portal/usda/farmbill2008?navid=FARMBILL2008>



On Line Resources

Prime Contractors

- <http://www.cafoodbanks.org/>
- <http://www.cvhnclinics.org/>
- <http://www.catholiccharitiesca.org/>
- <http://www.csuchico.edu/rfdn/>
- <http://www.clinicasiterravista.org/>
- <http://www.ufwfoundation.org/>
- <https://211sandiego.communityos.org/cms/>



Thank You!

