

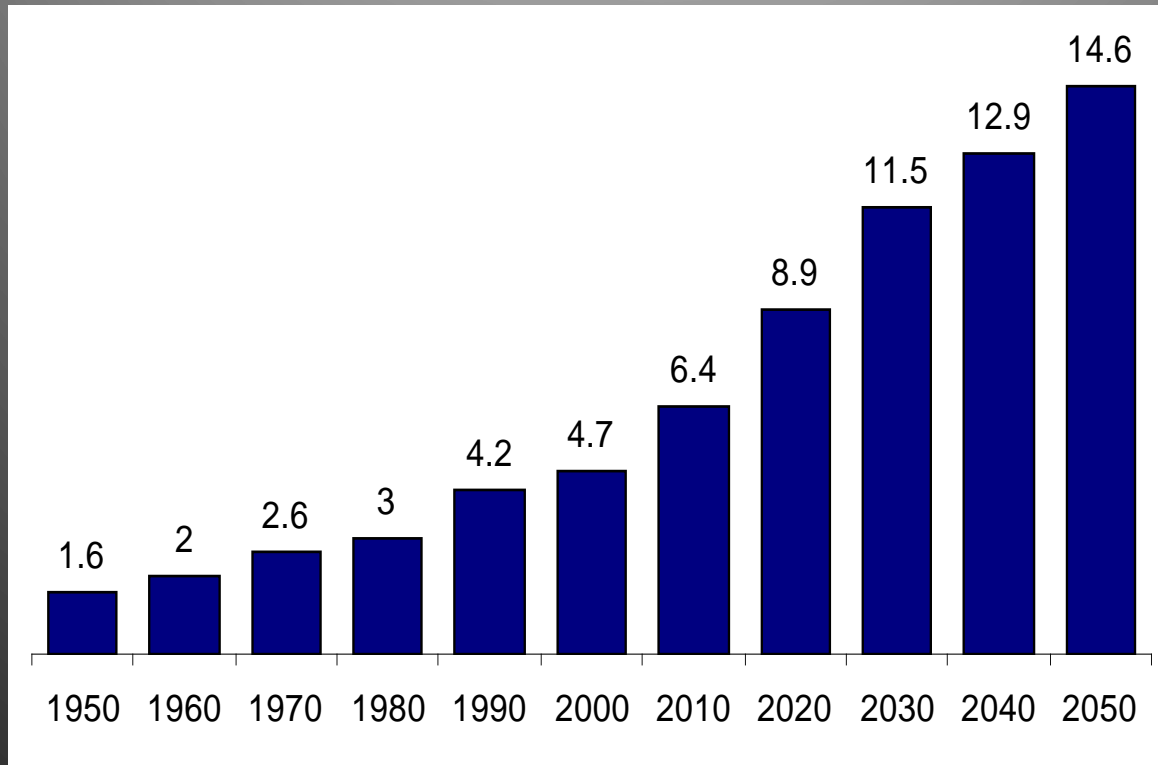
Older Adults and CalFresh in California

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Older adults in California

- California's expecting an aging boom!



California Population age 60 and over in Millions

- Nutrition is crucial to health status and quality of life
 - Food assistance programs can help older adults maintain good health.
- Economy
- Baby boomers are reaching retirement age



Older adults that qualify for CalFresh do not apply

- Only 10 percent of eligible seniors access CalFresh benefits.³
- Approximately 444,000 eligible households with Social Security recipients over the age of 60 who could receive CalFresh benefits.^{2,4}
- California ranks the second-lowest Supplemental Nutrition Assistance Program (SNAP) participation rate in the Nation.⁵

Why is participation low?

- Older adults who qualify for CalFresh do not apply due to barriers
 - Isolation/Transportation
 - Misinformation
 - Stigma
 - Confusion regarding benefits/Eligibility requirements
 - Burdensome application process
 - Language barriers
 - Disabilities
 - How/where to apply
 - Others

Targeting older adults through collaboration

- The collaboration between many state, advocacy groups, and non-profit agencies to increase awareness of CalFresh in older adults.
 - California Department of Public Health (CDPH) – *The Network for a Healthy California (The Network)*
 - California Department of Social Services (CDSS)
 - California Department of Aging (CDA)
 - California Food Policy Advocates (CFPA)
 - Catholic Charities of California
 - Others

Training

- State agencies are working on providing training to increase awareness of CalFresh and encourage collaboration with older adult programs
 - Health Insurance Counseling and Advocacy Program (HICAP)/Medicare Improvements for Patients and Providers Act (MIPPA)
 - Area Agencies on Aging (AAA)
 - Senior Community Service Employment Program - Title V
 - Multipurpose Senior Services Program (MSSP)
 - *The Network* Prime Contractors

Materials

- The following older adult materials were produced by CDPH, CDSS in cooperation with CDA with funding from USDA SNAP.
 - Flyer
 - General
 - African American
 - Brochure
 - English
 - Spanish
 - Poster and Mini Flyer
 - Double sided English/Spanish

CalFresh Outreach Senior Flyer

General -

<http://www.cdph.ca.gov/programs/cpns/Documents/CalFresh-ORSeniorFlyer-Gen.pdf>

African American -

<http://www.cdph.ca.gov/programs/cpns/Documents/CalFresh-ORSeniorFlyer-AA.pdf>



Seniors, Put Healthy Foods on Your Table with CalFresh!

Get Healthy Food.

Use CalFresh benefits to buy fresh fruits and vegetables, whole grains, lean proteins and more.

It's Easy!

CalFresh benefits are issued on an electronic benefit transfer (EBT) card – like an ATM card. Use your EBT card at most grocery stores, neighborhood stores, and farmers' markets. Most CalFresh participants get more than \$100 each month.

You May Be Eligible.

If you have a limited income, you may be eligible. You are **NOT** eligible if you get Supplemental Security Income (SSI), but Social Security Retirement Benefits are OK.

Special Rules Make It Easier for Older Adults to Get CalFresh.

When you call:

1. Tell the eligibility worker if you are 60 years or older.
2. Ask for a phone interview – you may not need to apply in person.
3. You can have savings, a house, and cars and still qualify.
4. Tell your worker about your medical bills and housing costs that may be deducted from your income.



**Call Today and Learn
How to Apply!**

English: 1-(877)-847-3663

Spanish: 1-(888)-926-6432

www.calfresh.ca.gov



- Funded by the USDA SNAP, known in California as CalFresh.
- California Department of Social Services and California Department of Public Health.
- CalFresh is California's new name for the Food Stamp Program.
- Developed in cooperation with the California Department of Aging.

CalFresh Senior Outreach Brochure

English

Put Healthy Food
on Your Table
with CalFresh

CalFresh can make it easier for
older adults to get healthy food.



CalFresh, formerly known as Food Stamps



Spanish

Sirva Alimentos
Saludables
con CalFresh

Con CalFresh las personas mayores
pueden obtener alimentos saludables
más fácilmente.

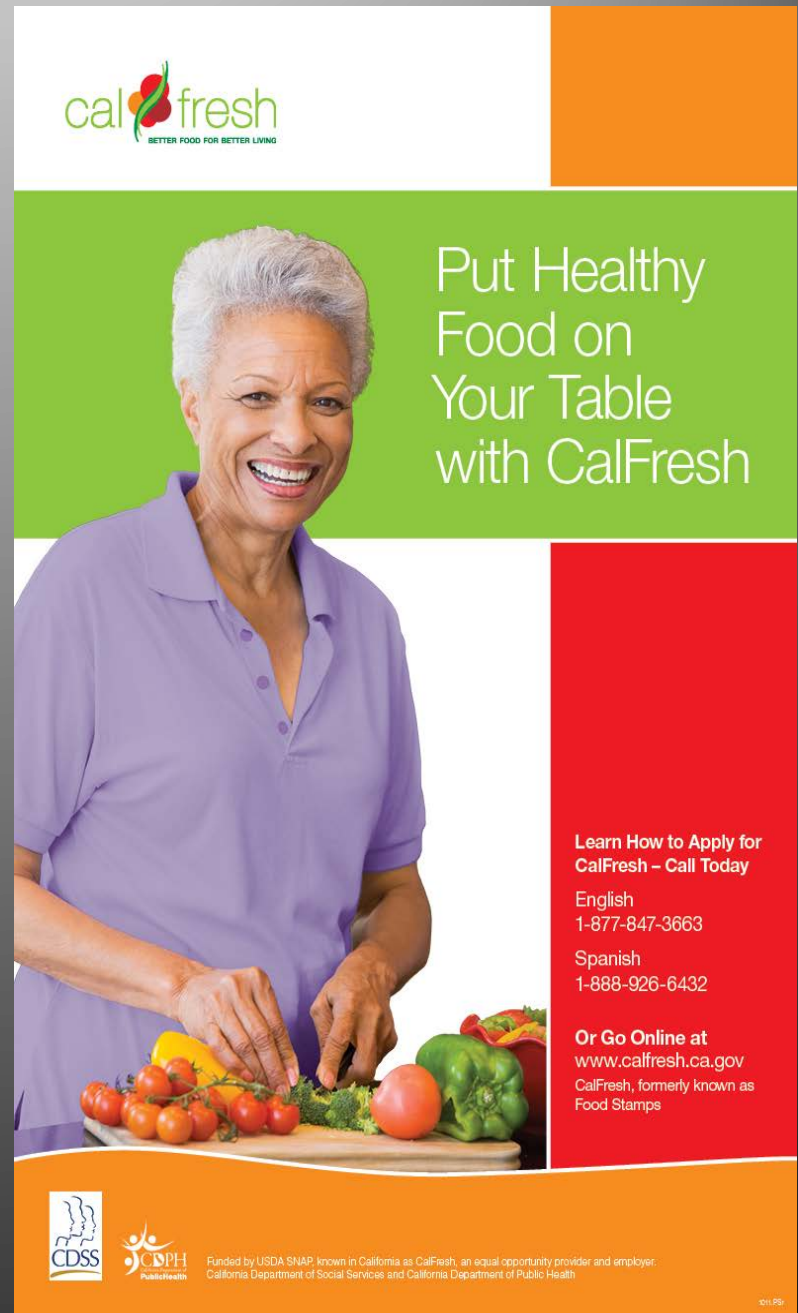


CalFresh, antes conocido como Estampillas de Comida



CalFresh Senior Outreach Poster

- English and Spanish



The poster features a smiling senior woman with short grey hair, wearing a purple polo shirt, standing behind a wooden cutting board. She is chopping fresh vegetables, including tomatoes, broccoli, and bell peppers. The background is divided into three color blocks: white at the top, green in the middle, and red at the bottom. The CalFresh logo is in the top left, and the main headline is in the green section. Contact information is in the red section. Logos for CDSS and CDPH are in the bottom left, and funding information is in the bottom right.

cal fresh
BETTER FOOD FOR BETTER LIVING



Put Healthy Food on Your Table with CalFresh

Learn How to Apply for CalFresh – Call Today

English
1-877-847-3663

Spanish
1-888-926-6432

Or Go Online at
www.calfresh.ca.gov
CalFresh, formerly known as Food Stamps

 
Funded by USDA SNAP known in California as CalFresh, an equal opportunity provider and employer.
California Department of Social Services and California Department of Public Health

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How do I access materials?

- Materials will be made available through the CDSS warehouse
- CDSS will be issuing a letter soon



Contact Information

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References

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2. Characteristics of Target Group for AB 69: CalFresh Eligible Households with a Social Security Recipient 60+. California Food Policy Advocates.
3. Cunyngnam, K. *State Trends in SNAP Participation Rates Among Elderly Individuals Preliminary Results*. Mathematica Policy Research. October 2009. http://www.mathematica-mpr.com/publications/PDFs/nutrition/SNAP_elderly.pdf
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5. United States Department of Agriculture, *Supplemental Nutrition Assistance Program (SNAP) State Activity Report Federal Fiscal Year 2009*. February 2011. http://www.fns.usda.gov/snap/qc/pdfs/2009_state_activity.pdf