

CalFresh Forum

Sacramento, CA | February 20, 2013

Event Agenda

February 20th, 2013 | Historic Crest Theater
1013 K Street | Sacramento, CA 95814

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| 8:30am | Registration |
| 9:00am | Opening Remarks |
| 9:10am | Welcome |
| 9:20am | Kevin Concannon , Under Secretary
USDA Food and Nutrition Service |
| 9:45am | Will Lightbourne , Director
California Department of Social Services |
| 10:10am | 2013 “Freshy” Award Ceremony |
| 10:40am | Patrick Bresette , “Making the Case for CalFresh”
Public Works |
| 11:30am | Workshop Session #1 |
| 12:30pm | Lunch |
| 1:30pm | Anita Light , “Horizontal Integration”
American Public Human Services Association |
| 2:20pm | Workshop Session #2 |
| 3:20pm | Workshops end, Forum concludes |

Questions? Contact calfreshforum@cfpa.net

Program Overview

This year's forum will bring together speakers and panelists who have innovative strategies for maximizing client experience and retention. Attendees will leave the forum with a better understanding of:

- Factors that can contribute to client experience and retention.
- How other states and counties have solicited feedback from their clients and workers.
- Indicators of client experience and retention.

Workshop Schedule and Topics

This year, each workshop is intended for one of three groups of attendees: CalFresh administrators and eligibility workers, CalFresh outreach professionals, and CalFresh advocates. *Although workshops have a suggested audience, attendees are welcome to go to any workshop at any time.*

Session 1: 11:30am - 12:30 pm		Session 2: 2:20pm - 3:20 pm	
Messengers of Data (Advocate Track)	<i>Main Theater</i>	State Legislation (Advocate Track)	<i>Theater B</i>
Retention (Eligibility/Administrator Track)	<i>Theater B</i>	Feedback Loop (Eligibility/Administrator Track)	<i>Main Theater</i>
Smart Outreach (Outreach Track)	<i>Theater A</i>	Outreach to Support Retention (Outreach Track)	<i>Theater A</i>

*** The morning and plenary sessions will all take place in the main theater. The afternoon workshops will take place in the main theater, theater A and B (located downstairs).*

- **The feedback loop** (Eligibility/Administrator track) Attendees will learn different models to collect client and worker feedback in their offices and learn how that feedback can improve CalFresh enrollment processes.
 - Matthew Bogart, Oregon Department of Human Services;
 - Petra Gonzalez, Los Angeles Department of Public Social Services
 - Lilia Erveti, Los Angeles Department of Public Social Services
- **Outreach to support retention** (Outreach track) Attendees will review the new SAR7 form and develop strategies that support recertification.
 - Stephanie Nishio, California Association of Food Banks (Moderator)
 - Erin Horgan, County Welfare Director's Association
 - Jeannie McKendry, California Department of Social Services
 - Tawny Macedo, California Department of Social Services
- **Messengers of data** (Advocate track) Attendees will learn key points about recent CalFresh data and receive training on how to use that data in their messages to media, stakeholders, etc.
 - Tia Shimada, California Food Policy Advocates
 - Fernando Quintero, Berkeley Media Studies
- **Retention** (Eligibility/Administrator track) Attendees will learn about strategies to assess retention and churn. As well as hear about a case study conducted in a California county.
 - Ed Bolen, Center on Budget and Policy Priorities
 - Representative from Napa County
- **Smart outreach** (Outreach track) Attendees will hear from outreach leaders on innovative strategies, criteria for results, and lessons learned from the field to enroll and sustain CalFresh participation.
 - Edith Martinez, River City Food Bank
 - DeLlora Ellis-Gant, Los Angeles Department of Public Social Services
 - Jenny Sharkey, California State University CalFresh Outreach
 - Jennifer Tracy, San Diego Hunger Coalition
- **State legislation** (Advocate track) Sponsors of 2012-2013 state legislation on CalFresh will review their proposals, answer questions, and share talking points to support the bills.
 - Alexis Fernandez, California Food Policy Advocates
 - Jessica Bartholow, Western Center on Law and Poverty
 - Parke Troutman, San Diego Hunger Coalition
 - Amanda Lasik, San Diego Hunger Advocacy Network
 - Tim Shadix, California Association of Food Banks