

CalFresh Forum

Sacramento, CA | February 20, 2013

General Info

Wednesday, February 20

Crest Theater

1013 K Street

Sacramento, CA

Registration: 8:30 am

Program: 9:00 to 3:00 pm

Register Now!

Registration is now open! Note that there is a \$10 registration fee which includes lunch. Please contact us if this registration fee prohibits your attendance. We value your participation!

[Register Here!](#)

What's New!

The 2013 Forum will bring together speakers and panelists to discuss **innovative strategies for maximizing client experience and retention.**

Workshops will be divided into **three new attendee tracks**: the administrator/eligibility worker track, the outreach track, and the advocate track. Each workshop has a suggested target audience. As in year's past, attendees will be able to decide which workshop they would like to attend and can switch tracks throughout the event. The tracks reflect a framework for each workshop, will inform the context of discussion, and are meant to assist attendees in selecting pertinent workshops.

Workshops

The Feedback Loop (*administrator/eligibility worker track*) Learn more about models that are currently in practice to collect client and worker feedback. See how this feedback can be used to inform changes and innovation in the CalFresh enrollment process.

Outreach to Support Retention (*outreach track*) Get a sneak preview of the SAR7 form with a highlight of changes and updates. In addition, learn more about what you can do to develop strategies that support benefit retention and successful recertification.

Messengers of Data (*advocate track*) Review the most recent CalFresh and food insecurity data. This workshop includes communication training on how to use the data effectively when developing messages for the media and other key stakeholders.

Retention (*administrator/eligibility worker track*) This workshop will include training on process improvement and process mapping strategies that can assist administrators as they tackle increasing caseloads in their county.

Ask Outreach (*outreach track*) Learn more about how outreach workers can engage in collaborative efforts to provide their knowledge and feedback on the client experience.

State Legislation (*advocate track*) Get the latest updates on CalFresh legislation, review key talking points, and learn about the potential impact in your community.

Questions? Contact Us!
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