



Event Agenda

The morning session will take place in the main galleria.

- 9:00 **Registration**
- 9:30 **Welcome and Opening Remarks**
George Manalo-LeClair, Executive Director, California Food Policy Advocates
- 9:45 **Co-Sponsor Introduction**
Will Lightbourne, Director, California Department of Social Services
- 10:00 **Plenary Speaker**
Adam Dondro, Assistant Director for Horizontal Integration, California Department of Social Services
- 10:40 **Break**
- 11:00 **Panel Discussion**
Affordable Care Act is Under Way: What's the Impact on CalFresh?
Moderator: Kim McCoy Wade, Alliance to Transform CalFresh
Panelists include: Kerry Birnbach, California Food Policy Advocates, Adam Dondro, California Department of Social Services, Erin Horgan, County Welfare Directors Association of California, Linda Patterson, California Department of Social Services, Elliott Robinson, Monterey County Department of Social Services, and Audrey Rowe, USDA Food and Nutrition Service
- 12:00 **Freshy Awards Ceremony**
- 12:30 **Lunch**
- 1:30 **Workshop Session One**
CalFresh Legislation Main Galleria
Fresh Ideas: Policies for Healthy Food in Communities West Meeting Room
CalFresh & User Experience East Meeting Room
- 2:20 **Break**
- 2:30 **Workshop Session Two**
CalFresh: A National Perspective Main Galleria
Increasing CalFresh Participation: Outreach Partnerships West Meeting Room
What the Latest Statistics Tell Us about CalFresh East Meeting Room
- 3:30 **Networking Reception**
- 4:30 **Event Closes**

Workshop Descriptions

Session One

CalFresh Legislation: An Overview of 2014 Legislative Proposals and Implementation Updates

Main Galleria

This workshop will include a status update on the implementation of legislation passed in 2013, and will review 2014 legislative proposals that pertain to CalFresh. Sponsoring organizations will be presenting their proposals.

Panelists: Jessica Bartholow, Western Center on Law and Poverty, Ronald Coleman, California Immigrant Policy Center, Michael Dimmock, Roots of Change, Alexis Fernandez, California Food Policy Advocates, Jennifer Niklas, California Department of Social Services, Teri Olle, San Francisco-Marin Food Bank, and Peter Woiwode, California Partnership

Fresh Ideas: Policies for Healthy Food in Communities

West Meeting Room

This session will provide an overview of local strategies to make healthy food more accessible and to limit the availability of sugary drinks and other junk foods in our communities. Participants will learn about policies that improve the retail and school food environment, as well as current efforts in California to reduce consumption of sugary drinks. Presenters will provide ideas for how the CalFresh community can support these efforts, as well as facilitate a conversation about how these strategies affect CalFresh and participants.

Panelist: Charlotte Dickson, National HEAL Cities Campaign CA Center for Public Health Advocacy and Christine Frye, ChangeLab Solutions

CalFresh & User Experience

East Meeting Room

User experience research makes for better services! In this session, we'll be talking about how to move from anecdotal evidence to qualitative research and human centered design. We'll also discuss how Code for America used these techniques to design a text messaging service for San Francisco clients, called Promptly.

Panelists: Rebecca Ackerman, Tamara Manik-Perlman, and Jacob Solomon, Code for America

Session Two

CalFresh: A National Perspective

Main Galleria

This workshop will apply a national lens to review CalFresh, thinking about factors beyond participation to measure state progress and analyze the reach and potential of multiple benefits for low-income households. It will also review anticipated impacts of the farm bill in CA, particularly at the future of 'Heat and Eat'.

Panelists: Dottie Rosenbaum, Center on Budget and Policy Priorities

Increasing CalFresh Participation through Outreach Partnerships

West Meeting Room

This workshop will highlight partnerships between CalFresh Outreach community-based organizations, counties, and other state agencies to increase California's CalFresh participation rate. Panelists will discuss innovative partnerships and strategies that have increased community-based organization CalFresh application approval rates, and a collaboration between a community based organization and the Women, Infants and Children (WIC) program that increases CalFresh participation. Attendees will also hear about new partnerships that CDSS has with the Department of Health Care Services and the state WIC program.

Panelists: Elizabeth Gomez, Alameda County Community Food Bank, Caryn Rizell, California Department of Social Services, Arcelia Sencion, Santa Ynez Valley People Helping People, and Danielle White, Alameda County Department of Social Services

What the Latest Statistics Tell Us About CalFresh, Poverty, and Food Insecurity

East Meeting Room

This workshop will review data tools that assess poverty, food insecurity, and the reach of CalFresh in California. Panelists will highlight the most recent food insecurity data, review the Program Access Index, discuss the economic impacts of CalFresh participation, and share insights on the California Poverty Measure.

Panelists: Sarah Bohn, Public Policy Institute of California and Tia Shimada, California Food Policy Advocates