

OUTREACH TO HEALTH COVERAGE APPLICANTS

The effort consists of targeted text messages and CalFresh applications and information sent to individuals who have just applied for health coverage and are **not yet** enrolled in CalFresh.

Text messages are sent:

- Weekly – on Mondays
- In English & Spanish
- Contain GetCalFresh.org link

In 2017:

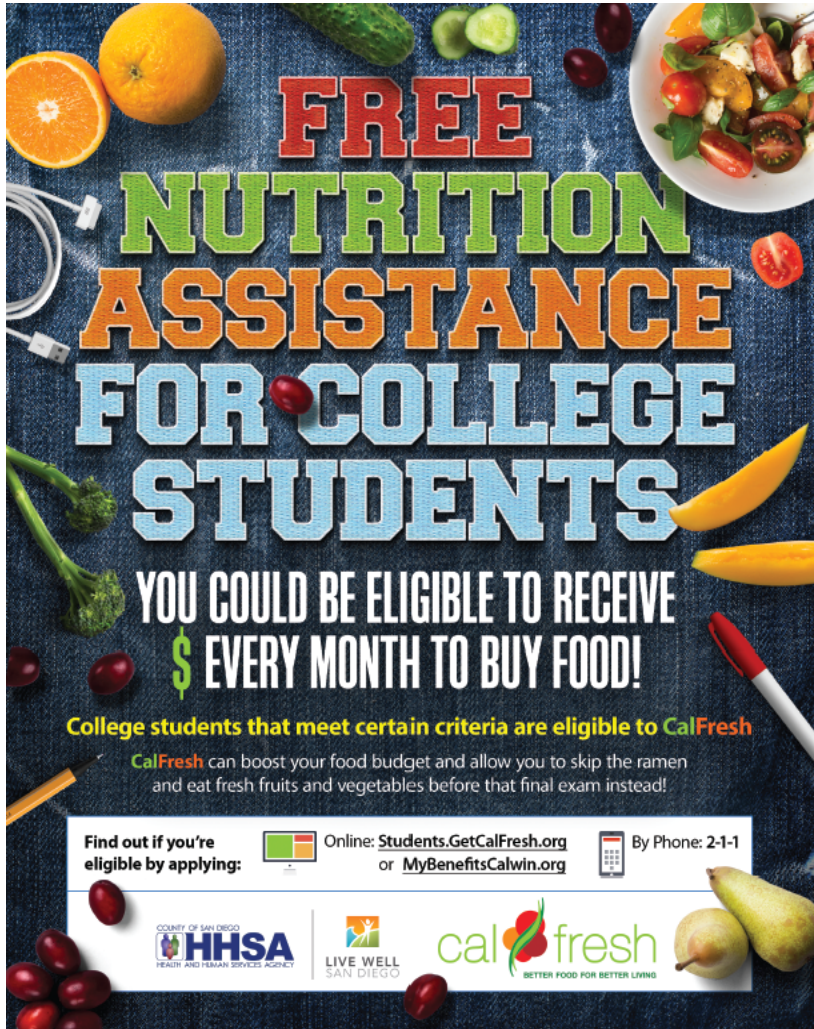
- 89,551 applications mailed
- 9,962 of them returned
- 3,823 applications approved



This is the County of San Diego. You recently applied for healthcare. You may be eligible to get extra money for groceries with CaFresh! Click: <https://getcalfresh.org/s/sdtext>



COLLEGE STUDENTS






**FREE
NUTRITION
ASSISTANCE
FOR COLLEGE
STUDENTS**


**YOU COULD BE ELIGIBLE TO RECEIVE
\$ EVERY MONTH TO BUY FOOD!**


College students that meet certain criteria are eligible to **CalFresh**

CalFresh can boost your food budget and allow you to skip the ramen and eat fresh fruits and vegetables before that final exam instead!

Find out if you're eligible by applying:  Online: Students.GetCalFresh.org or MyBenefitsCalwin.org  By Phone: 2-1-1

 **HHS**
HEALTH AND HUMAN SERVICES AGENCY

 **LIVE WELL
SAN DIEGO**

 **cal fresh**
BETTER FOOD FOR BETTER LIVING

FREE NUTRITION ASSISTANCE FOR COLLEGE STUDENTS



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SOCIAL MEDIA

Weekly posts with a consistent message to promote CalFresh participation and the various options available start the enrollment process.

May 2017 Campaign

Four messages, each running a week during May 2017

- Seniors
- College Students
- Families with Children
- CalFresh Awareness

Reached **54,027** people



SDCountyHHSA ✓
@SDCountyHHSA

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HHSA Yesterday at 12:04pm

May is CalFresh Awareness Month!

CalFresh is a supplemental nutrition program for families and individuals that meet certain income guidelines. CalFresh is designed to reduce food insecurity and increase food budgets, improving participant's access to fresh and healthy food.

During the month of May 2017, the Health & Human Services Agency, Community Partners, and food advocates throughout our region are working together to increase awareness about CalFresh. ... [See More](#)



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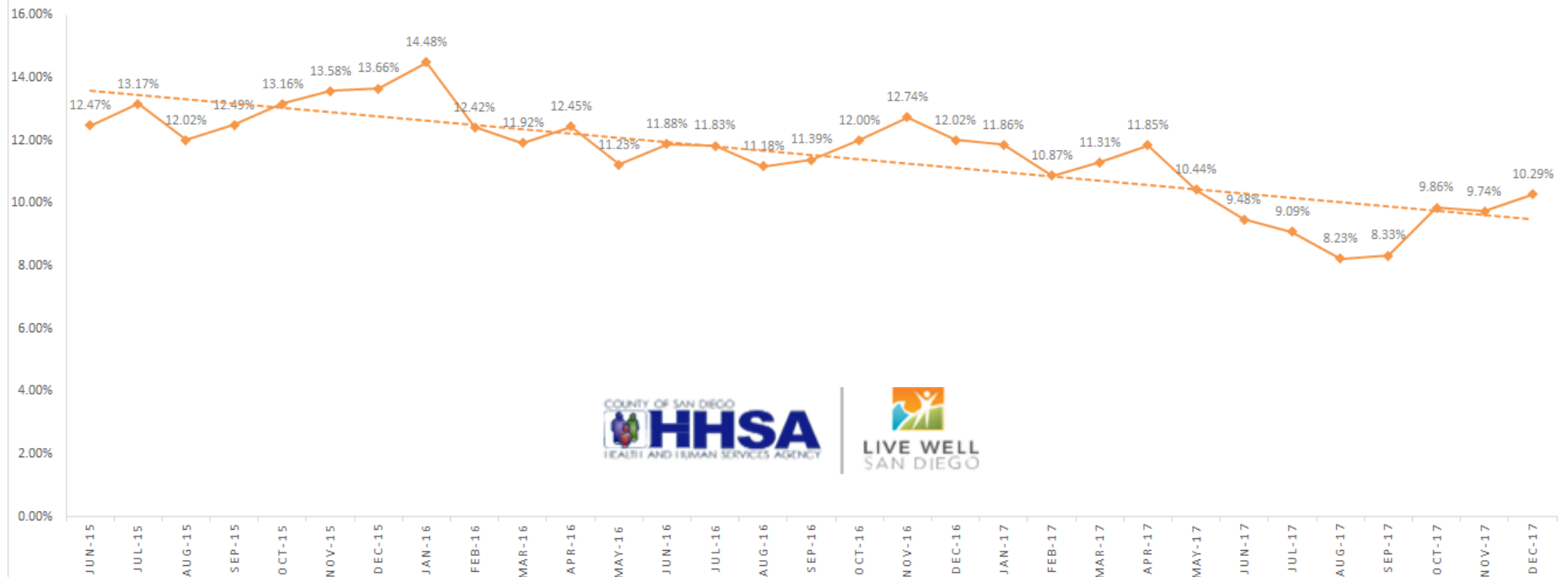




TEXT REMINDERS & ROBO CALLS

To prevent unnecessary churn, every customer gets a text reminder and Robo Call the month in which their **SAR 7** is due and the month in which their **recertification** is due.

CF APPLICATIONS: RECEIVED BENEFITS PREVIOUS 30 DAYS





THANK YOU

Albert Garcia

CalFresh Program Manager

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