



Forum Agenda

- 9:00** **Registration**
- 9:30** **Opening Remarks**
George Manalo-LeClair, Executive Director California Food Policy Advocates
- 9:40** **CalFresh Team Introductions**
Jared Call, Managing Advocate, California Food Policy Advocates
- 9:50** **How to Use Social Media @ the Forum**
Hector Gutierrez, Nutrition Policy Advocate, California Food Policy Advocates
- 10:00** **State of SNAP: A National Perspective**
Jessica Shahin, Associate Administrator, Supplemental Nutrition Assistance Program,
Food and Nutrition Services, US Department of Agriculture
- 10:15** **Upcoming opportunities for CalFresh**
Kim McCoy Wade, Chief, CalFresh Branch, California Department of Social Services



Forum Agenda

- 10:30** **Learning from Taylor, Kanye, and Nike: Using Social Media for Awareness**
Catherine Geanuracos, CEO/Founder, New Economy Campaigns

- 11:30** **Freshy Awards Ceremony**

- 12:00** **Lunch**

- 1:00** **Using Open Data to Inform and Improve CalFresh Customer Service**
Lilian Coral, Deputy Chief Data Officer, City of Los Angeles

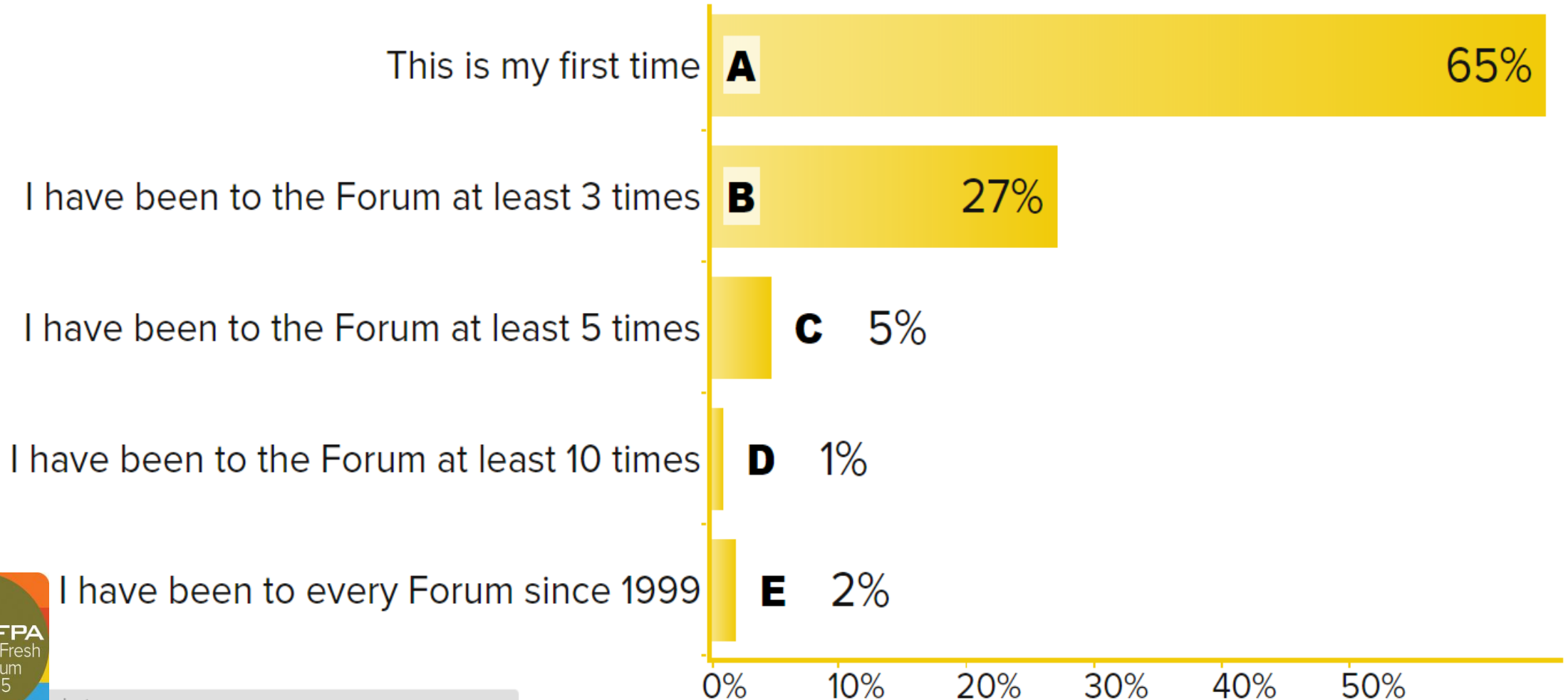
- 2:00** **Break**

- 2:15** **Customer Focused Service Delivery for CalFresh**
Richard Wanne, Director, Eligibility Operations
County of San Diego, Health & Human Services Agency

- 3:15** **Networking Reception**

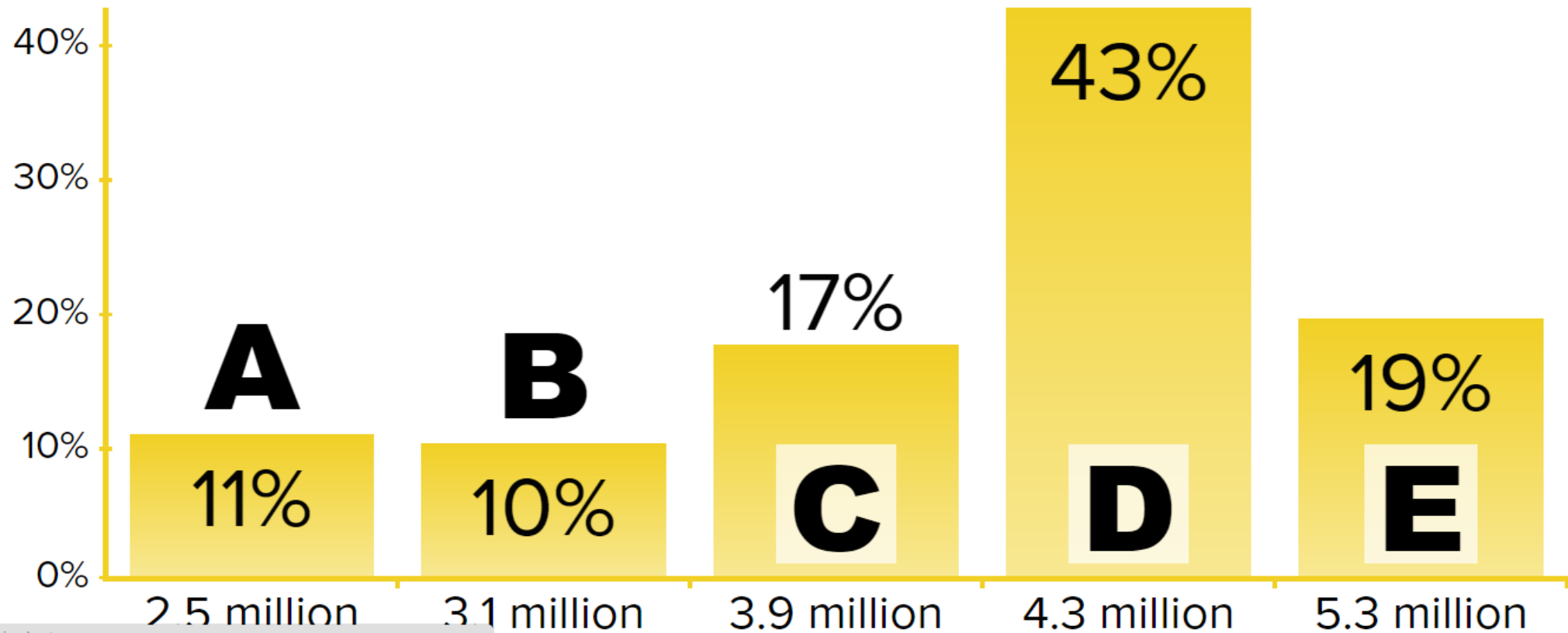
How many times have you attended the CalFresh Forum?

Respond at [PollEv.com/15calfreshforum](https://www.poll-ev.com/15calfreshforum) Text **15CALFRESHFORUM** to **22333** once to join, then **A, B, C, D, or E**



In Fiscal year 2014, CalFresh reached how many California's?

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Resolving host...

Correct Answer

In Fiscal Year 2014, CalFresh reached: **4,350,000 California residents**, or **11%** of the state population (**1 in 9 people**)



Upcoming Opportunities for CalFresh



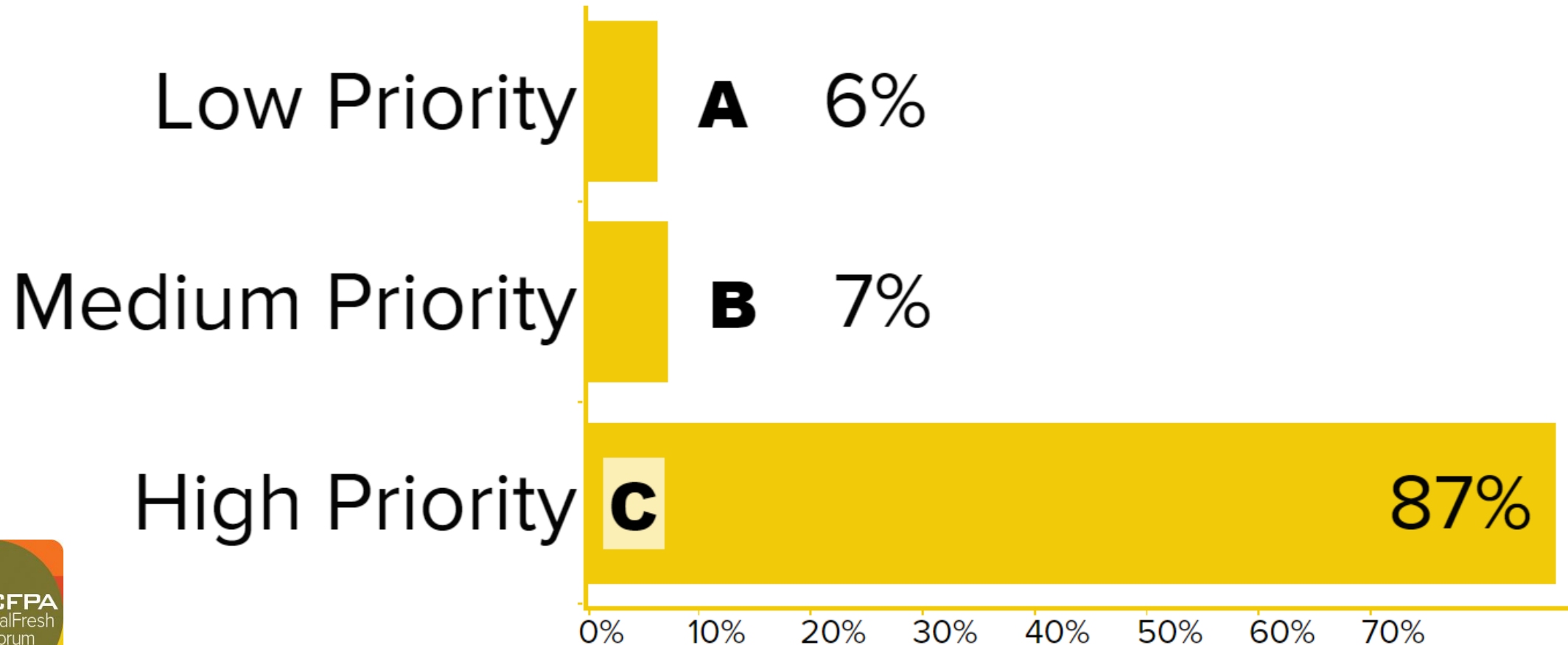
Kim McCoy Wade

Chief, CalFresh Branch, California Department of Social Services



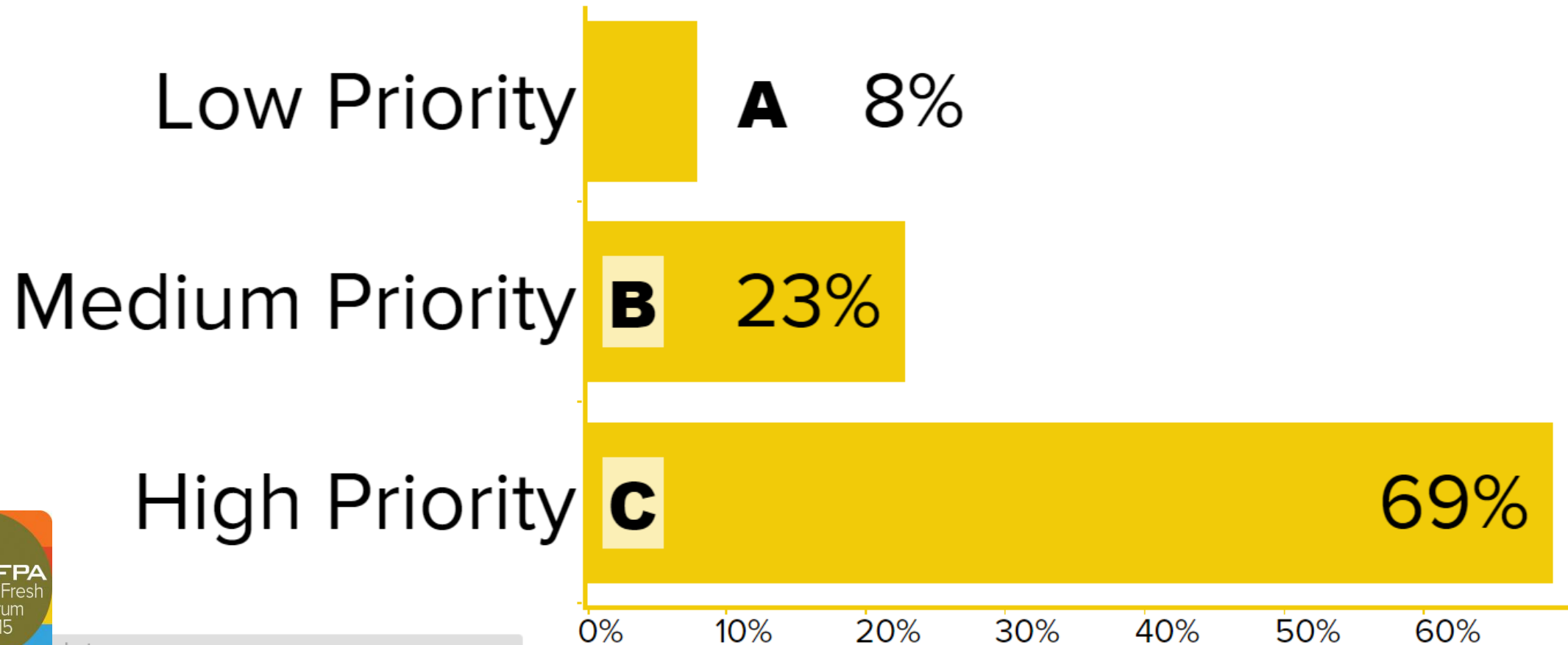
How would you rank the following CDSS/CalFresh Priority: Streamlining customer service?

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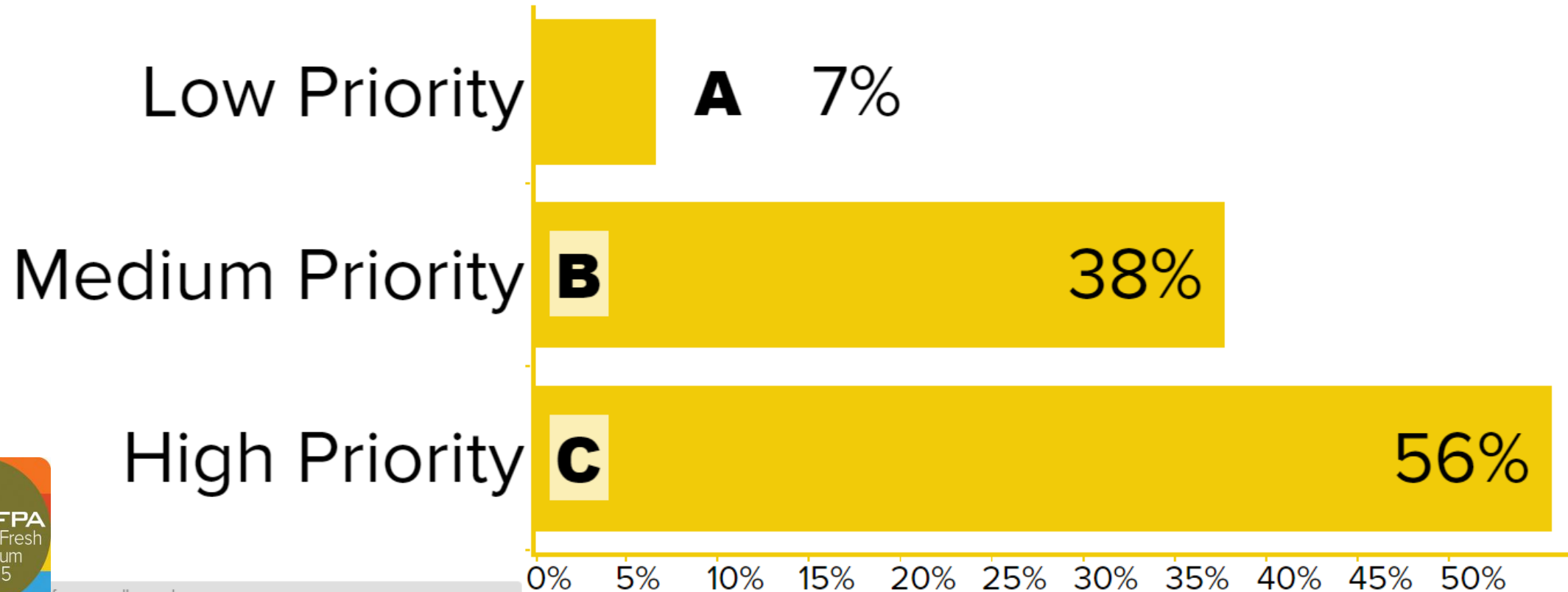
How would you rank the following CDSS/CalFresh priority: providing accurate benefits?

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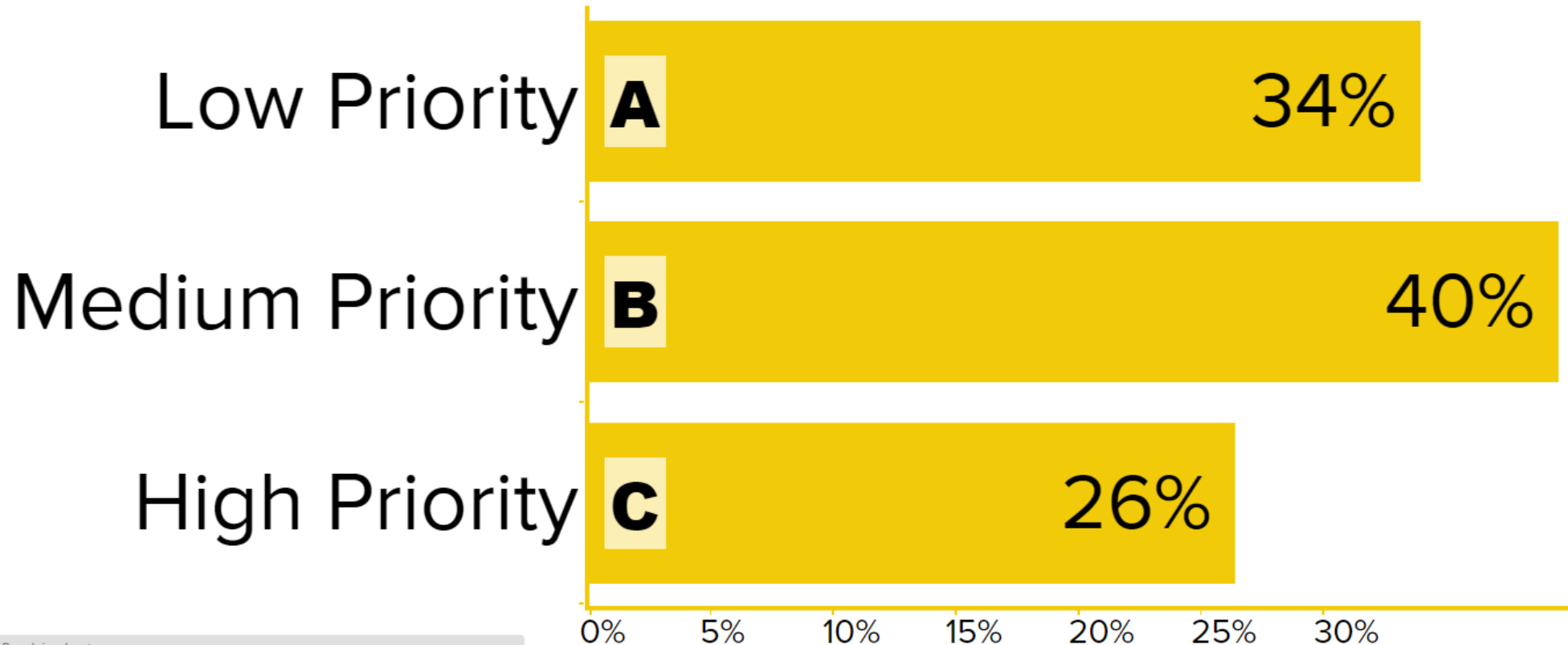
How would you rank the following CDSS/CalFresh priority: Targeting underserved people to enroll (e.g. children, students, seniors/disabled?)

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How would you rank the following CDSS/CalFresh priority: Going beyond food to nutrition and jobs?

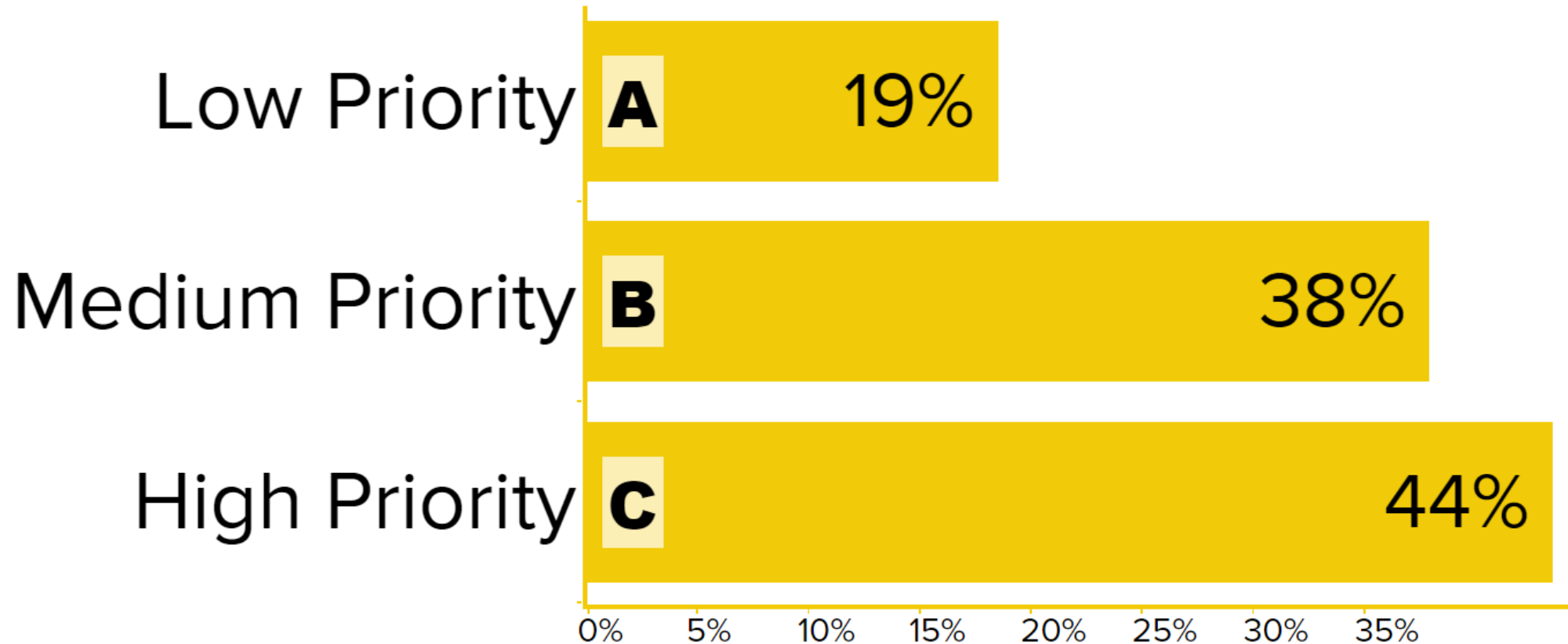
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Resolving host...

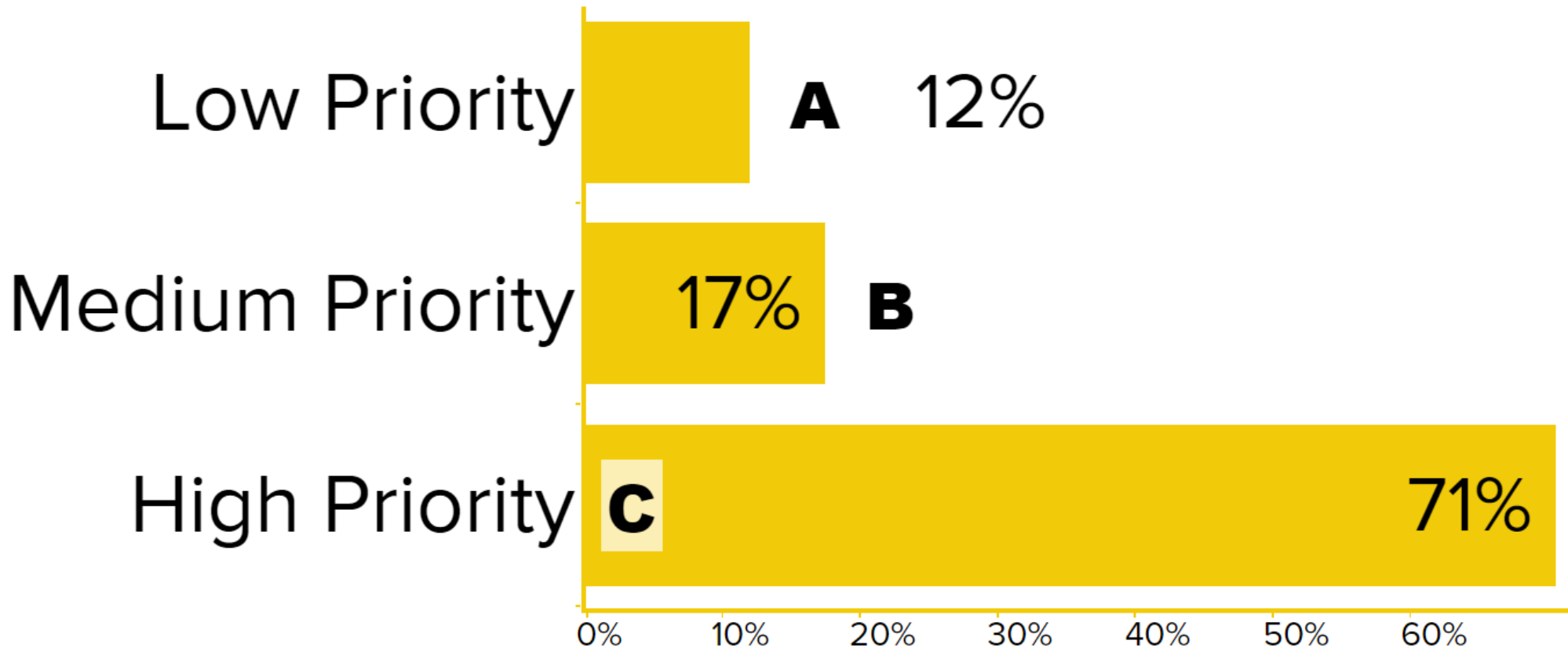
How would you rank the following CDSS/CalFresh priority: Using data to drive CalFresh, internally and externally?

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How would you rank the following CDSS/CalFresh priority: Leveraging technology tools, internally and externally?

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What words resonate with you the most?

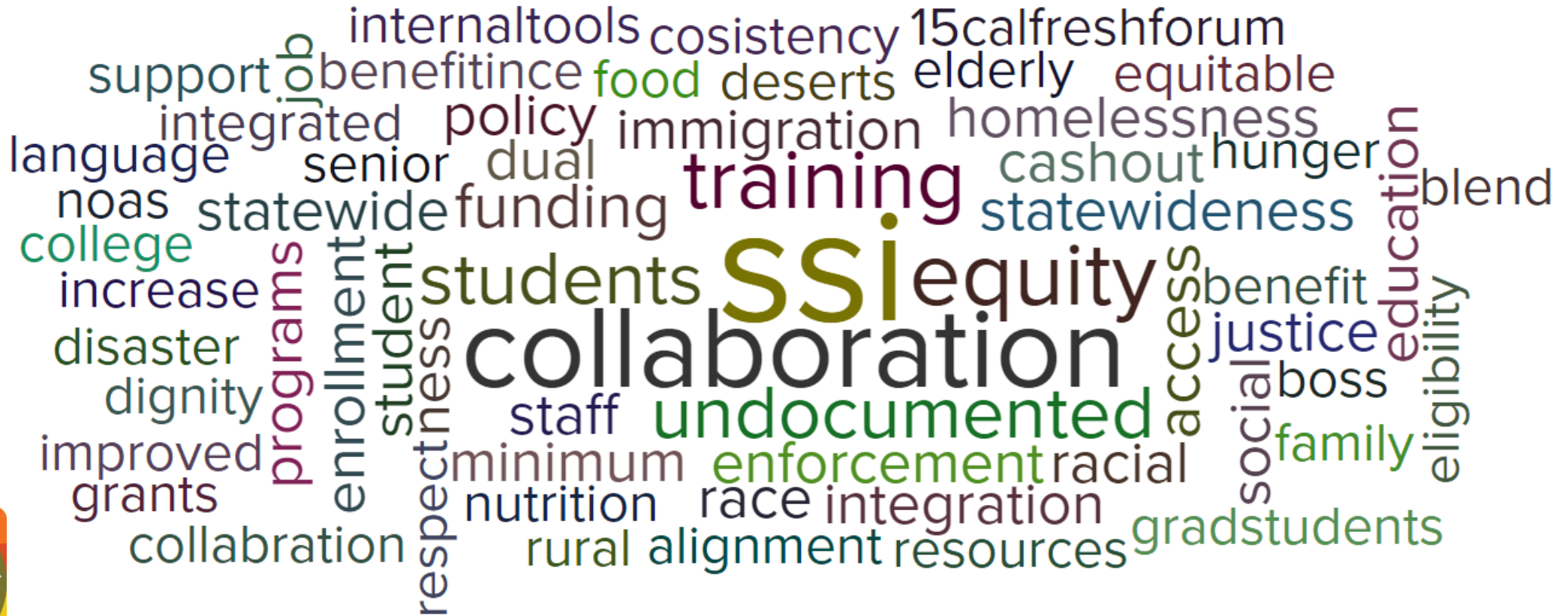
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What haven't you heard that is an opportunity?

Respond at PollEv.com/15calfreshforum

Text **15CALFRESHFORUM** to **22333** once to join, then text your message

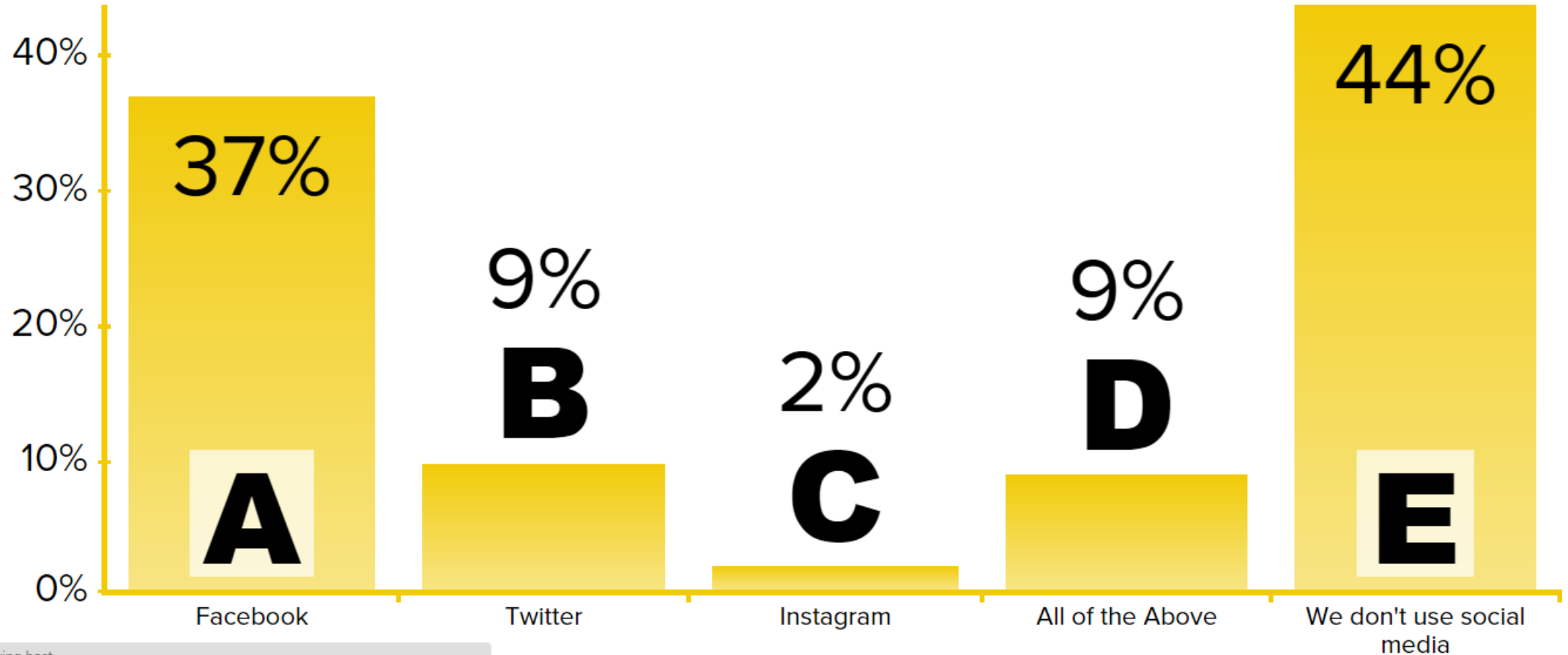


Do you have any questions for Kim McCoy Wade?



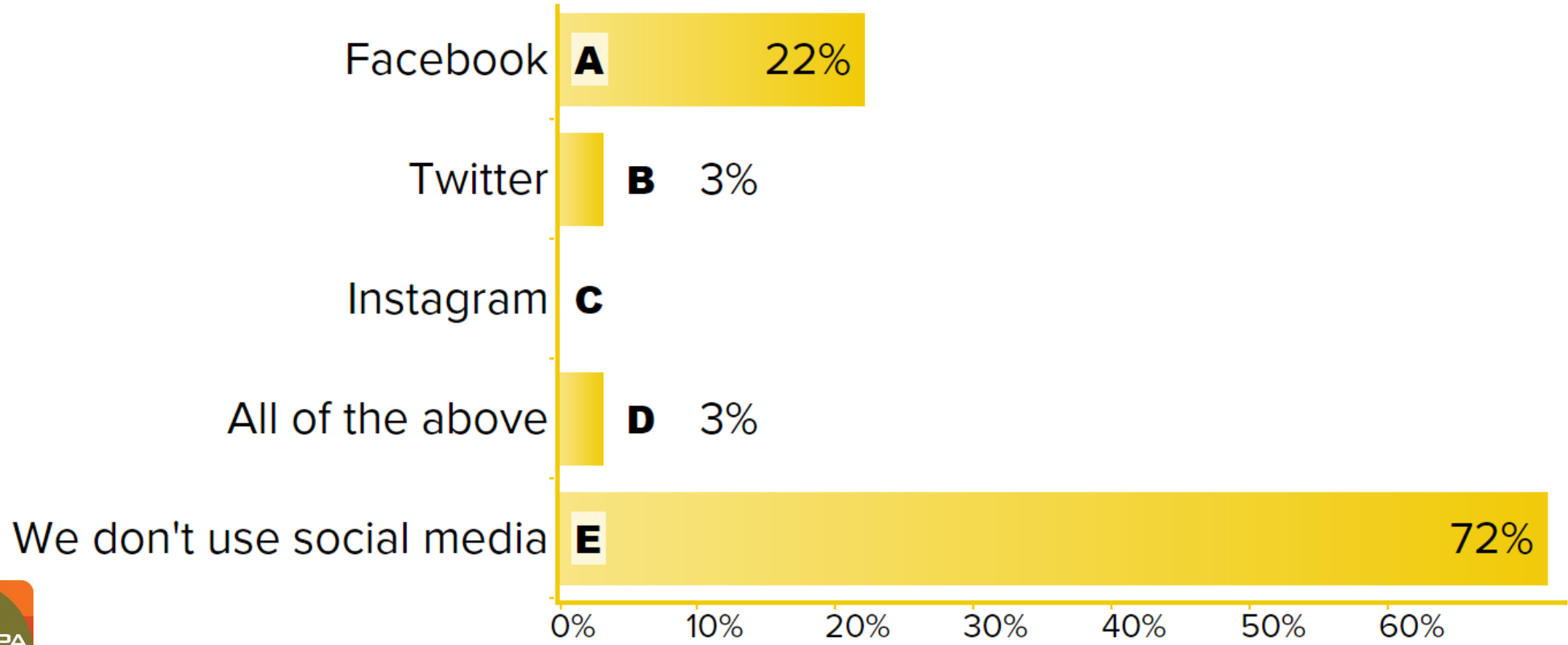
Are you using social media for your work with CalFresh?

Respond at PollEv.com/15calfreshforum or Text **15CALFRESHFORUM** to 22333 once to join, then **A, B, C, D, or E**



Have you ever addressed a customer service complaint or issue using social media?

Respond at [PollEv.com/15calfreshforum](https://www.poll-ev.com/15calfreshforum) Text **15CALFRESHFORUM** to 22333 once to join, then **A, B, C, D, or E**



Twitter Storm

Let's innovate and modernize CalFresh to support access and equity for all Californians #15CalFreshForum



#15CalFreshForum

What was your favorite part of the CalFresh Forum today?

 Respond at PollEv.com/15calfreshforum  Text **15CALFRESHFORUM** to **22333** once to join, then text your message

“H.E.A.R.T.” “Freshy” “Cookie in my lunch” “Customer focused service” “Outreach” “15calfreshforum”

“San Diego” “Social media” “San Diego” “Outreach” “County Best Practices” “Innovation is key!”

“social media” “Customer service” “Hackathon” “Best Practices” “Hackathon” “UX focus”

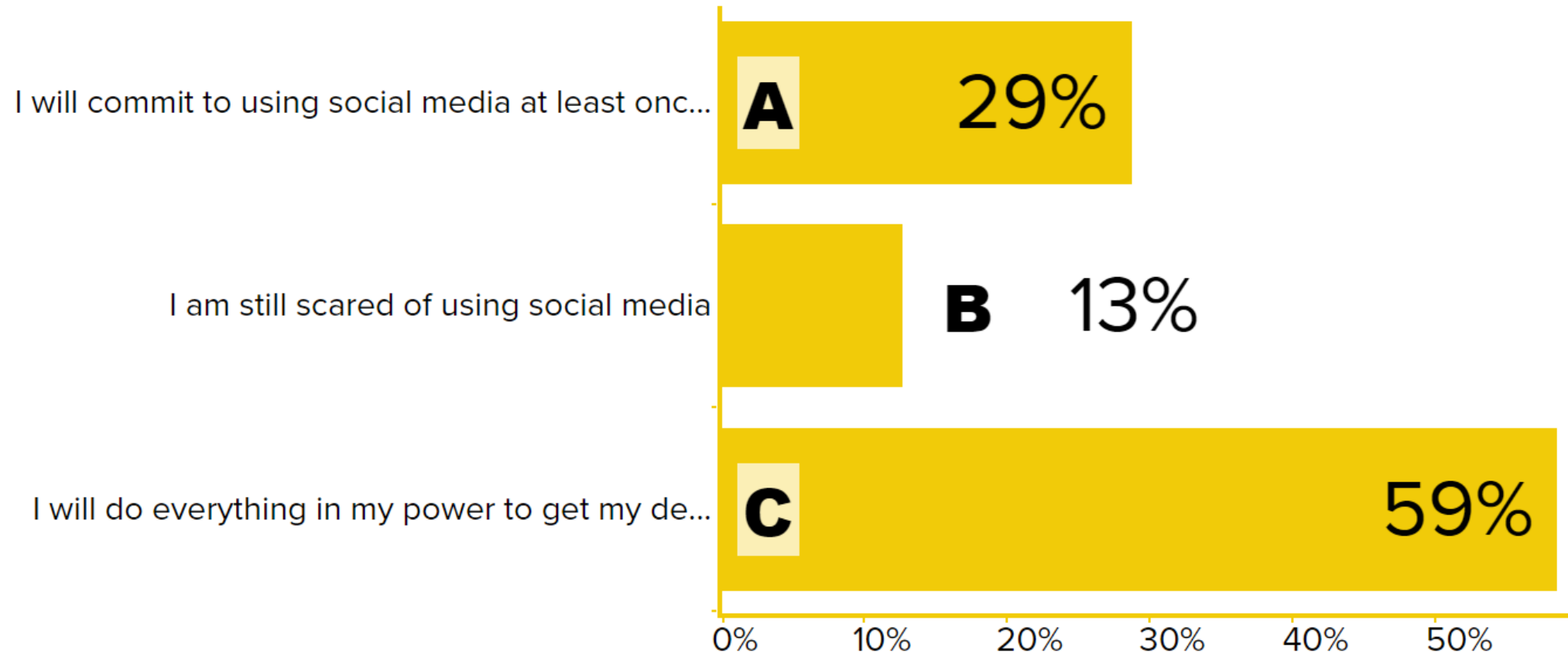
“Social media engagement” “The use of social media for CalFresh awareness” “Customer service” “culture change”

“Lunch” “Tiger Teams” “Innovative technology”



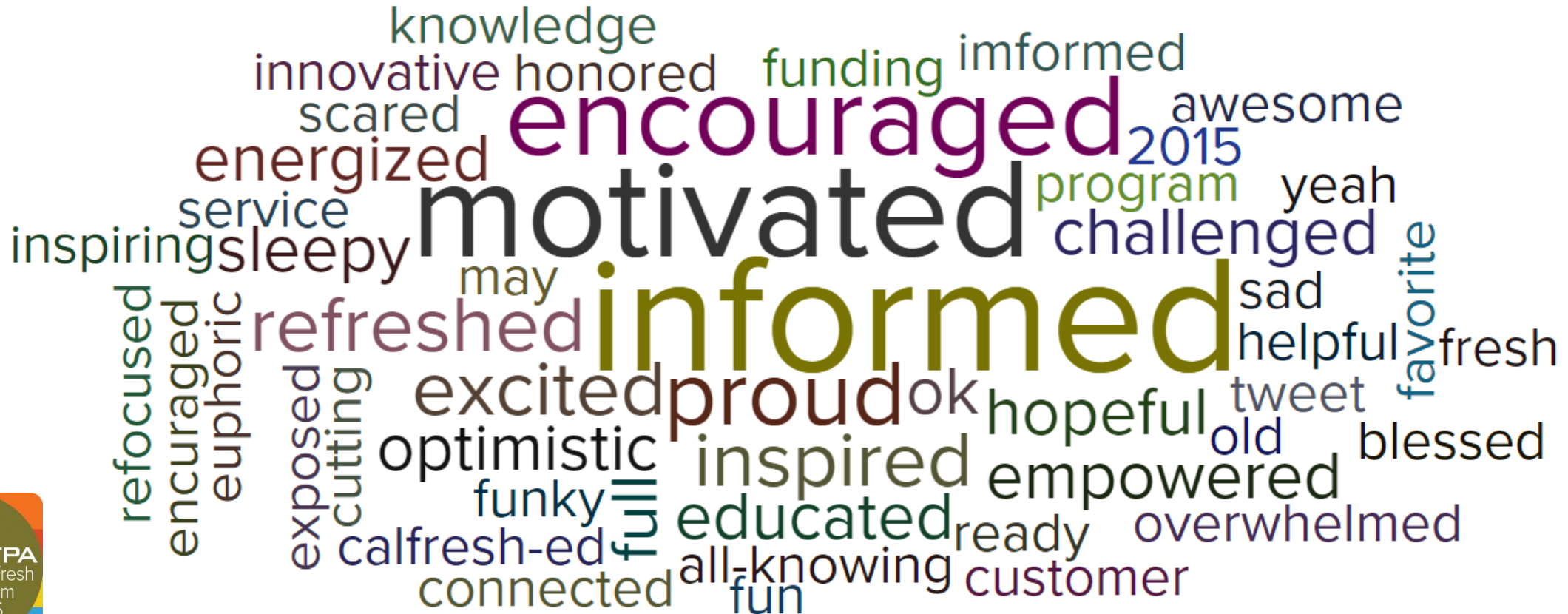
How many of you will use social media to improve customer service?

Respond at PollEv.com/15calfreshforum Text **15CALFRESHFORUM** to 22333 once to join, then **A, B, or C**



Use one word to describe how you feel after today's CalFresh Forum?

🖥️ Respond at PollEv.com/15calfreshforum 📱 Text **15CALFRESHFORUM** to **22333** once to join, then text your message



Thank You
See You at the 2016 CalFresh Forum

