



## Food4All Campaign Kick-Off Meeting

January 28, 2021



# Housekeeping

## English

- This meeting is being recorded.
- All participants are muted.
- You can ask a question or comment in the chat box.
- This meeting will be conducted in English. Spanish translation is available.
- Need technical support? Let us know in the chat box.

## Español

- Esta reunión se está grabando.
- Todos los participantes están silenciados.
- Puede hacer una pregunta o un comentario en el chat.
- **Traducción en español - (1) Botón de interpretación (2) seleccione español y (3) silencie el audio original.**
- ¿Necesitas asistencia técnica? Háganos saber en el chat.



## Meeting Objectives

- Learn about the history, vision, policy, and strategy of the Food4All Campaign.
- Learn more on how the COVID-19 pandemic is increasing food insecurity among immigrant communities across our state.
- Discuss how immigrant rights, anti-poverty, and grassroots advocates can work together to modernize the California Food Assistance Program to provide state-funded nutrition benefits to all immigrant Californians, regardless of their immigration status.



# Meeting Agenda

10:00am	Welcome & Introductions
10:10am	Food4All Vision & 2021 Campaign Strategy
10:30am	Community Focus Group Learnings
10:45am	Break (*if time permits)
10:50am	Campaign Brand & Messaging
11:05am	How To Get Involved + Mini-Grant Opportunity
11:20am	Next Steps & Adjourn



# Today's Speakers

## **Nourish California**

**Betzabel Estudillo** Senior Advocate

**Jared Call** Senior Advocate

**Gabby Tilley** Policy Advocate

## **California Immigrant Policy Center**

**Orville Thomas** Government Affairs Director

**Sarah Dar** Policy Director, Health & Public Benefits

**Ben Chao** Policy Coordinator, Health & Public Benefits

## **Fairbank, Maslin, Maullin, Metz & Associates**

**Lucia Del Puppo** Senior Researcher

## **Change Communications**

**Dina Sigal** Sr. Communications Manager

**Anna Ghosh** Communications Director



# Food4All Vision & 2021 Campaign Strategy

**Food is a basic human right.**

## **But Millions of Californians Face Food Insecurity**

- Before Covid-19, **1 in 10 Californians** faced low or very low food security
- 4.7 million adults and 2.0 million children in low-income households

## **Food4All History**

### **1996: “Welfare reform” ended SNAP eligibility from many legal immigrants**

- Nourish CA (then CFPA) led a campaign that established the California Food Assistance Program (CFAP). Today, CFAP serves about 31,000 “qualified immigrants.”

### **2017: Pre-Food4All Legislation AB 164 (Arambula)**

**2018: Food for All Workgroup.** Convened by CDSS. Included immigrant rights organizations, anti-hunger groups, nutrition program administrators, and other stakeholders.

- Key Finding: CA can remove a major barrier to immigrant food access by modernizing CFAP to be equitable and inclusive.



# California Needs A Safety Net for All

## CIPC and immigrant rights partners are leading the way

- Need in the community
- Health Care
- Income Supports (CalEITC for ITIN filers)
- Other advocacy
- Now the nutrition safety net (Food for All)



# Food4All Policies & Campaign

## The Time is Now.

- Food insecurity is 2.5x higher than pre-COVID, significantly immigrants.
- Many immigrants are unjustly excluded from CalFresh and our state-funded California Food Assistance Program (CFAP).

## COVID response

AB 221 (Santiago) provide emergency food benefits to immigrants shut out of CalFresh and relief.

## Long-Term Solution

Modernize the California Food Assistance Program to provide non-federally funded nutrition benefits to any Californian ineligible for CalFresh solely due to their immigration status.

**Food4All addresses longstanding discrimination in  
our state's most powerful anti-hunger program.**





# Q & A

Jared Call at [jared@nourishca.org](mailto:jared@nourishca.org)

Orville Thomas at [othomas@caimmigrant.org](mailto:othomas@caimmigrant.org)





**Nourish  
California**

Food For All Research

Key findings from  
statewide research



## Research Approach

The statewide research conducted included three phases:

1. Executive interviews among Nourish California's stakeholders
2. A survey of 1,000 middle and low-income Californians
3. Six focus groups among middle and low-income Californians



## Survey Methodology

- 1,000 online interviews with middle and low-income California residents. Respondents had to have a household income of \$50,000 or less to qualify to participate
- Interviews conducted October 20–November 13, 2020
- Interviews conducted in Spanish, Vietnamese and Chinese
- Some percentages may not sum to 100% due to rounding



## Focus Group Methodology

- Six two-hour long moderated discussions with 6-8 participants per group conducted the week of November 16, 2020
- All participants recruited were middle and low-income and had experience with public benefits, and where applicable, with CalFresh or WIC specifically.

Group Profiles	Region	Language
Younger adults	Inland Empire/LA	English
Immigrant Californians	LA Area	Spanish
Immigrant parents of children <5	LA Area	Spanish
Parents of children <18	Bay Area	English
Older adults	Sacramento/Central Valley	English
Immigrant Californians	Bay Area	Cantonese



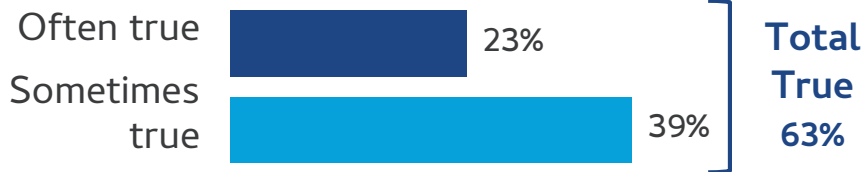


## Experiences with the Pandemic, Hunger and Food Insecurity

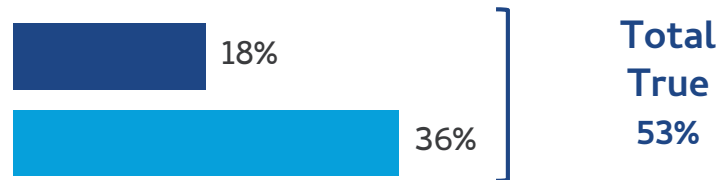


A majority have run out of food before they had money to buy more and three in five have worried about this happening.

*Within the past 12 months we worried whether our food would run out before we got money to buy more.*



*Within the past 12 months the food we bought just didn't last and we didn't have money to get more.*



## Respondents with larger households were most likely to be worried or to have run out of food.

Demographic Group	Worried About Running Out of Food	Ran Out of Food
<b>All Respondents</b>	<b>63%</b>	<b>53%</b>
<b>Gender</b>		
Men	63%	54%
Women	62%	53%
<b>Household Income</b>		
None	69%	56%
<\$20,000	65%	57%
\$20,000-\$30,000	63%	58%
\$30,000-\$40,000	58%	50%
\$40,000-\$50,000	62%	45%
<b>Household Income by Household Size</b>		
Under \$30,000/1-3 HH Members	60%	52%
Under \$30,000/4+ HH Members	<b>72%</b>	<b>66%</b>
\$30,000 and over/1-3 HH Members	52%	42%
\$30,000 and over/4+ HH Members	<b>77%</b>	<b>60%</b>





Parents were much more likely to face hardship than non-parents and immigrants were more likely to be concerned than non-immigrants.

Demographic Group	Worried About Running Out of Food	Ran Out of Food
Immigrants		
Immigrants	71%	59%
U.S. Born	61%	53%
Parents		
No Children	56%	48%
All Parents	<b>74%</b>	<b>63%</b>
Under 5 Years Old	83%	68%
Ages 5-12 Years	80%	63%
Ages 13-18 Years	77%	66%
Ages 19 and Older	58%	54%

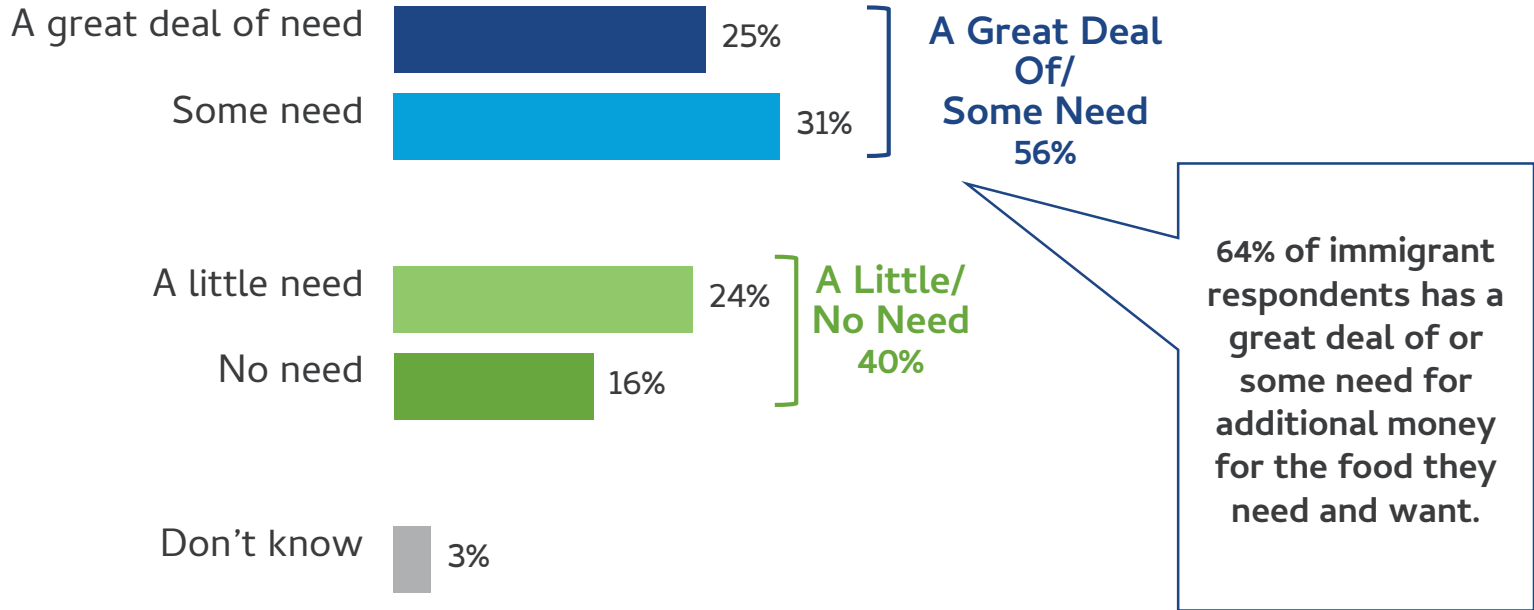
Latinos, African Americans and younger respondents were most likely to report this concern; Latinos were highly concerned across age groups.

Demographic Group	Worried About Running Out of Food	Ran Out of Food
<b>All Respondents</b>	<b>63%</b>	<b>33%</b>
<b>Race/Ethnicity</b>		
Whites	53%	44%
Latinos	75%	66%
African Americans	69%	65%
Asians/Pacific Islanders	51%	42%
<i>All People of Color</i>	69%	60%
<b>Age by Ethnicity</b>		
Whites 18-49	70%	59%
Whites 50+	41%	33%
Latinos 18-49	74%	64%
Latinos 50+	77%	74%
All POC 18-49	72%	61%
All POC 50+	58%	55%
<b>Age</b>		
18-39	72%	60%
40+	52%	46%



## A majority expressed at least some need for additional money for food.

*How much need would you say you have for additional money to get your family the food you need and want:*





## Experiences with Public Benefits during the Pandemic



## Participants' experiences applying for CalFresh varied widely.

Level of Difficulty	Number of Times Chosen
Very easy	1
Somewhat easy	10
Somewhat difficult	14
Very difficult	7

**Young Adult Group:** Just filling out the paperwork or just the stuff online, I think the confusing part for me was when you get all the paperwork back, there is just so much and I'm like, did I get it, did I not? So that part for me was a little more complicated and then when they call you...they didn't really give me a definite answer, so I'm still kind of confused.

- Those who had experience with both CalFresh and WIC tended to think WIC was easier to apply for.
- The challenges respondents faced in applying included language barriers, rude CalFresh employees, and confusion about paperwork and eligibility.
- These challenges tended to impact all respondents regardless of their background.

**Cantonese Group:** For me I think that should list all the documents required clearly. Sometimes I think there is a discrepancy between the English and the Chinese translation. The requirements listed there is quite different between English and Chinese.



## Focus group participants who had experience with CalFresh and WIC viewed them as helpful.

- Both CalFresh and WIC were highly valued by current and former recipients.
- Their experiences on how long the benefit lasts varied, some felt it was enough to get through the month while others said it did not cover the whole month but was helpful nonetheless.
- Many of those who were not currently eligible for the programs – either because of their immigration documentation status or income eligibility issues – wished they had access.
- Those who are not eligible have relied on food pantries, aggressive budgeting and support from community groups like churches.

**Spanish Speaking Parents Group:** It has been a positive experience. It has helped out a lot in the hard times. It has really helped a lot. Thank God it has helped a lot. I don't know what we would do without that help. It has helped us a lot to buy more that we need.

**Young Adult Group:** I personally used CalFresh and I've had WIC before and they definitely both help. They've gotten me if not through the next month, through the end of the month and that's how I feed my family, so it helps.



Participants in the focus groups didn't feel necessarily discriminated against based on their ethnicity, but had other negative and discriminatory interactions while applying for benefits.

- Male participants said they felt shamed for being there asking for help for their families and some reported having to bring in their kids to prove that they were a primary caregiver.
- Others noted that the employees they dealt with were short with them and reluctant to help. These experiences made them more reluctant to ask for help in the future.

**Spanish Speaking Parents Group:** It is like they don't want you to ask for help. They ask you about your children and then say if you are unable to care for them why did you have so many. It is like they are personally giving you the money. It is like they are the ones actually helping you. That is how they discriminate against you.

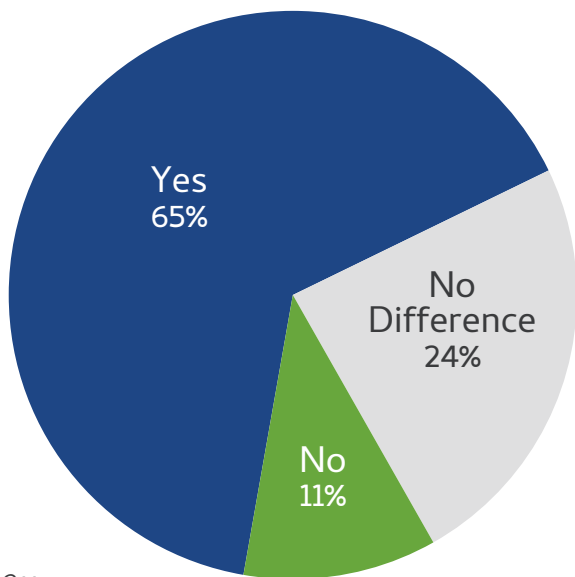
**English Speaking Parents Group:** Because I was a man, I felt discriminated against. There is a lot of folks there, a lot of women with children and they need help for sure, we all do sometimes. But me going in as a man trying to represent my family—I was a man and they looked at me and it felt like maybe like I deserved it—that was just my feeling—that's my takeaway.



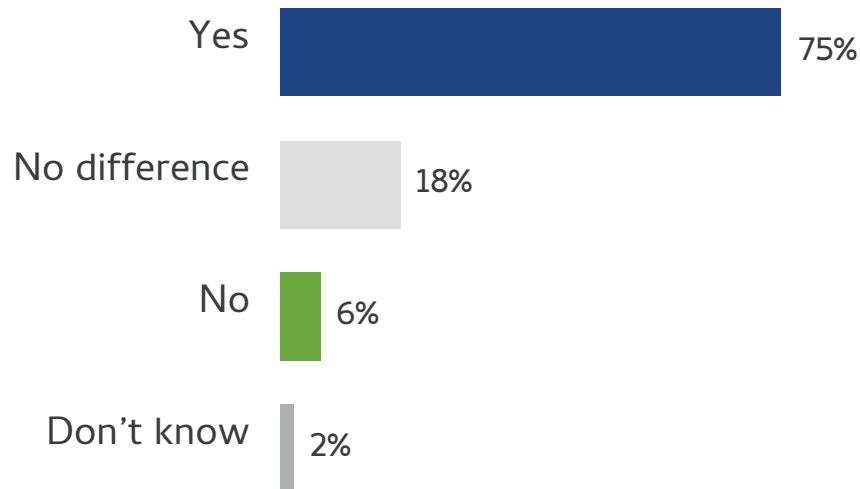
## Half of respondents received additional CalFresh funds during the pandemic; those who received the extra funds found them valuable.

*Did these additional funds help to make your benefits last through the whole month?*

*(Asked of Those Who Received Additional CalFresh Funds)*



*Did these additional funds allow you to purchase more food and/or a greater variety of foods than you normally could?*



Q43 & Q44.

| Food Hardship & Hope for Change | January 12<sup>th</sup>, 2021





## Many focus group participants were aware that food assistance is limited for immigrants.

- Many participants who were immigrants were aware that their options for help are more limited than they are for others.
  - They rely on food banks and churches to fill the gaps that CalFresh would fill.
  - Some noted issues with the quality of food and cultural appropriateness offered by food pantries.
- While adults were familiar with these barriers, the DACA and TPS young adults tended to be unaware that they were restricted from accessing help and were less familiar with the limits in place.
- Adult immigrants were slightly more familiar with public charge rules than young adults were, but overall the subject was confusing for many.
- However, many did worry that asking for help could negatively impact their immigration status or path to citizenship – even if they were unsure of the mechanics.
- There was a distinct sense that the political climate matters and a Biden presidency will make it easier for immigrants to get help when they need it.



# Comments on Immigrant Experiences Accessing Social Supports

## **Spanish-Speaking Food For All Group:**

[Immigrants] go to food banks. I know a lot of people that are undocumented, and they don't have children here so they can't get help. If you are a mother or father immigrant that has a child born here, they will help you. But if you have children not born here, they won't help you. So, they go to food banks or shelter that will give them food.

**Cantonese Group:** A lot of things at the beginning when I went to the food bank, some of the things that I got I did not like. But the thing is what can you do? You take whatever they give you. If I didn't like it -- if it is really that bad, then I just left.

**Young Adult Group:** So personally, I'm what [is] considered DACA, so I have a work permit. I was actually in the process of getting my green card right before they closed down the state...And one of my fears of just applying for any kind of help is in the long run, getting a green card or even a citizenship, they would be like, "oh she was getting help from the government so she cannot." ...I have never asked for any help, the only thing I actually applied for was unemployment...Even going to school, I pay for everything in cash. I would work two jobs and pay because I didn't want to get interviewed one day and be like you are a burden to the U.S., we're not going to help you out.



## Extending benefits to immigrants was seen as directly helpful for participants and their families.

Level of Helpfulness	Number of Times Chosen
Very helpful	12
Somewhat helpful	4
Not too helpful	0
Not at all helpful	1

**Young Adult Group:** The lack of options causes the immigrant community to not seek out help, so that means they won't seek out help from their state until they are extremely sick and then they...go to the ER at that point. All these things are actually related. So some public benefits in my opinion should be provided regardless of citizenship. Because...I see it as a cost cutting measure.

- The idea of extending food benefits to include all immigrants was perceived as helpful.
- Several noted that immigrants pay taxes and deserve to have access to the same programs others do.
- Participants in the young adult group especially drew the connection between helping immigrants and building a healthier society.



## Participants did not have a clear preference when it came to the Food For All Proposals.

Proposal <i>Respondents Asked to Choose One</i>	Number of Times Chosen
Make the CalFresh/EBT available to all California immigrants, regardless of their immigration status	8
Create a new state food assistance program that provides food benefits to immigrants who are excluded from CalFresh (undocumented immigrants, DACA recipients, people granted TPS)	7
Provide a card like a debit card for food benefits when applying for healthcare (like Medi-Cal)	5

- Participants tended to struggle to understand the distinctions between the programs.
- The most common reasoning behind choosing a specific proposal was that it seemed like the most inclusive option to them or the easiest to adopt.
- There was a broadly shared sentiment that immigrants deserve this type of help.



“We need a policy that guarantees long term state funded food assistance for undocumented immigrants because\_\_\_\_.”

**Young Adults Group:** It's the right thing to do.

**Cantonese Group:** I just think it is humanity...because it is humanity.

**Spanish-Speaking Food For All Group:** We went to CalFresh because we had an urgent emergency. That is why we came to CalFresh not because -- when I was younger, I remember a lot of people saying oh, that lady has lived on food stamps for life. I didn't understand that, how could you live on food stamps for life?

**Young Adults Group:** Our economy depends on it.

**Spanish-Speaking Food For All Group:** For the lack of work.



Participants liked statements emphasizing “we’re all in this together” and the right to healthy food the most.

Message	Number of Times Chosen
We are all in this together -- we are all Californians, we take care of each other. No one left behind, or excluded from accessing food.	6.5
We all have a right to healthy food.	4.5
Immigrants are the backbone of the state's economy	2
Immigrants take care of us, we must take care of them.	1

**Young Adults Group:** I think there needs to be access to healthy foods because there are food deserts out there and communities that don't have the same access to organic food or fresh food or as someone mentioned earlier...It's not the same quality that I would hope that we're capable of doing, right? Especially in California, and especially in the United States, being one of the wealthiest countries and one of the wealthiest states there is on this planet...[healthy food] is a bigger step than just having access to food.







## **Food4All**

Communications: Name, Tagline and Messaging Preview

January 28, 2021





**We specialize in helping  
changemakers identify, create and  
share their stories for powerful impact.**

# Research and Discovery Process Highlights

From January to February 2020, we conducted research to inform the communications strategy and messaging for the campaign:

- Interviewed 14 external stakeholders from a variety of sectors to assess why a campaign like this is necessary, what messages, strategies and tactics would resonate with target audiences, and what challenges immigrant communities face around food.
- Conducted discovery and strategy workshops with Nourish California and California Immigrant Policy Center to discuss insights, recommendations and how to respond to COVID-19.
- Reviewed research and polls surrounding public perception and attitudes to food access, including the latest Immigration Strategic Messaging Project report from CIPC.

---

# Messages, Name and Tagline

# Message Platform Elements

---

**For this campaign, we're using the VPSA format, developed by the Opportunity Agenda**

- Values and Vision Messages
- Problem Messages
- Solution Messages
- Action by Audience
- Elevator Pitch

# Key Messages

- **Values and vision:** As Californians, we share similar values and dreams. We want to make our lives better, take care of our families, and contribute to our communities. This is true whether we were born here or not.
- **Problem:** Immigrants are essential, yet immigration-based eligibility restrictions have explicitly and unjustly excluded many low-income and undocumented Californians from accessing affordable food.
- **Solution:** #Food4All is the first campaign of its kind to address the longstanding discrimination in our state's nutrition safety net. We advocate for policy that will give all California residents access to food, regardless of their immigration status.
- **Action:** By coming together to champion #Food4All, we have the chance to reshape our institutions and systems to ensure that every Californian has the food they need.

# Elevator Pitch

---

Food is a basic human need and should be available to all California residents. Yet, current laws limit who is eligible to receive food assistance based on their immigration status.

#Food4All is a statewide campaign to ensure that all California immigrants have access to the food they need.

# The Making of a #Food4All Tagline

---

- Adds clarity and specificity
- Memorable but not too clever
- Succinct and not redundant with name
- Capture promise, position, personality
- Communicate your goal to make food accessible to all Californians
- Add meaning and depth to the campaign
- Evoke your “why”
- Evoke who you’re for
- Signals a broader movement



# Name and Tagline Options

---

Food4All

Until every California immigrant has the food they need

Food4All Immigrants

Until every Californian has the food they need

Food4All

No exceptions. No exclusions.

Food4All Immigrants

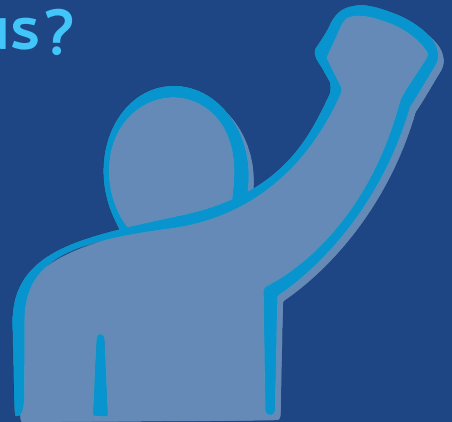
No exceptions. No exclusions



**Thank you!**

It's time California champion bold policies that put forth a different vision for our nation, one where every person — regardless of immigration status — has the food they need.

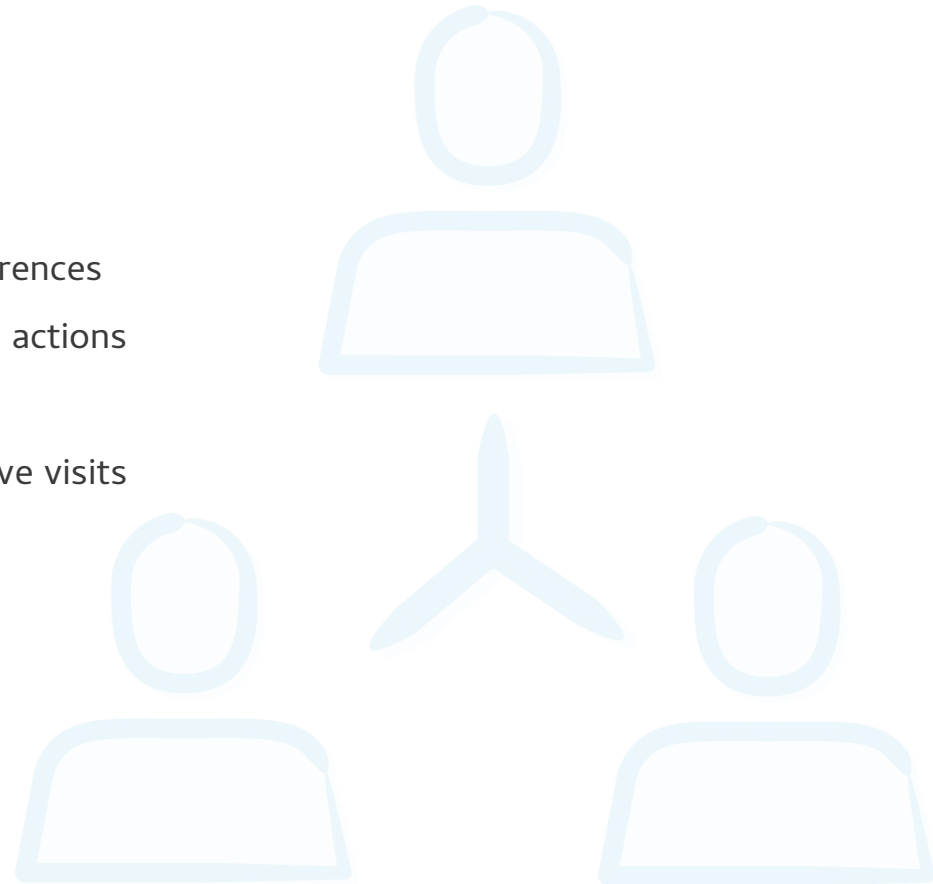
Will you join us?



# Join the Food4All Coalition

## Can you commit to taking 1 or more actions?

- Join regular calls and meetings
- Participate in actions, events, press conferences
- Encourage networks to support campaign actions
- Distribute educational materials
- Provide spokespeople for events/legislative visits
- Organize community outreach events
- Engage in strategic discussions and offer expertise on campaign development



# Food4All Campaign Mini-Grant Opportunity

Nourish CA will provide 10 mini-grants to local grassroots, immigrant rights, anti-hunger organizations to build field capacity and mobilize community to engage in Food4All.

## Criteria

1. Local/county grassroots, immigrant rights, anti-hunger organizations interested in engaging in addressing food insecurity among immigrant communities
2. Applicants must be able to agree and fulfill all required activities
3. Strong preference for small, grassroots organizations who work directly with community

## Activities

- Testimony/Community Stories
- Town Halls & Information Sessions
- Outreach & Educational Materials
- Quarterly meetings, one-on-one check-ins



# Food4All Campaign Mini-Grant Opportunity

## Timeline

- February 1: Application available
- February 12: Application closes
- February 19: Final decisions and notification to partners
- March 1st (week of): First mini-grant partner call

## Mini-Grant Grant Level Based on Engagement & Need

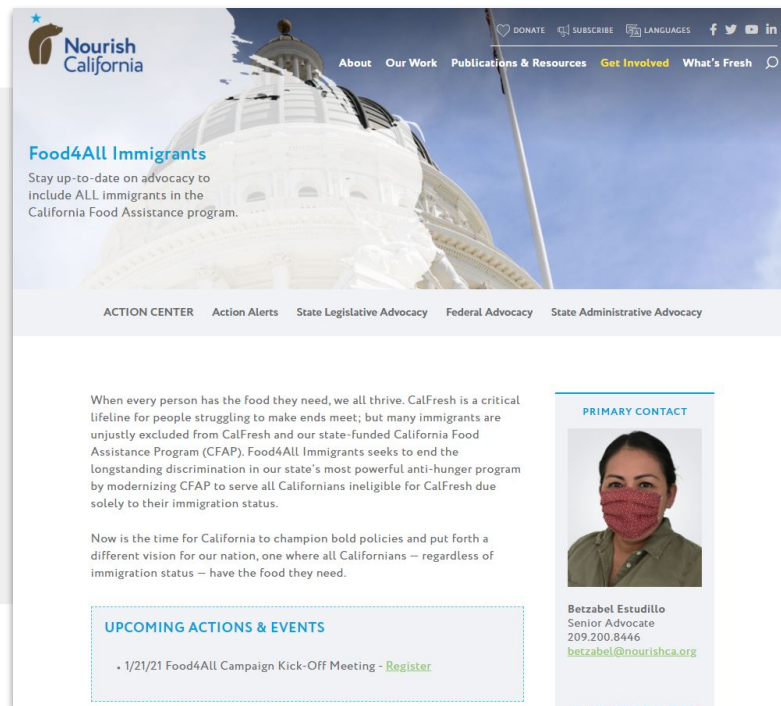
- Tier 1: \$7,500
- Tier 2: \$5,000
- Tier 3: \$3,000



# Keep Up With The Campaign

Sign up for updates, join the Food4All coalition, and see advocacy action alerts on the Food4All campaign page.

[bit.ly/f4a2021](https://bit.ly/f4a2021)





A photograph of a family in a kitchen, overlaid with a semi-transparent blue filter. In the center, a young girl with curly hair is reaching forward. To her right, a young boy is smiling. On the far right, a woman is partially visible, wearing a striped dress. On the far left, a man's arm and torso are visible. In the foreground, there are large metal pots on a stove.

# THANK YOU!



| Food4All Campaign Kick-Off | 1.28.21