



## DHS Plan FFY 2013~2016

# Increase CalFresh Participation



# Kern's Need:

- ***Economic Information:***

- ❖ Over 800,000 residents in Kern
- ❖ Median Household Income in 2010: \$44,469
- ❖ Compared to California's \$62,040
- ❖ Kern's median family income 28.3% less than the State's.

- **More than 62,000 of Kern's residents live in poverty.**

- **Kern's Unemployment rate was 15.9% in 2010.**

# Food Insecurity: How Does Kern Measure Up?

- **Food insecurity:** *means the limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.*
- **Bakersfield ranked #2 for food hardship in 2009 for the 100 largest Metropolitan Areas in the US.**
- Rate of food insecurity in Kern among adults in low-income households was 32% compared to 30% for the entire state.

# CalFresh Program Participation in Kern

- In 2011

- ❖ 54,000 households were receiving CalFresh
  - ❖ 135,000 individuals were receiving CalFresh
  - ❖ a total of 254,000 individuals were potentially eligible for CalFresh
  - ❖ 47% of eligible residents were **not participating**
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- The loss of federal dollars to our county due to underutilization of the CalFresh Program is estimated to be over \$106 million

# CalFresh – Increase Participation Plan



- Senior CalFresh Outreach (60+)
- Partner with Community Action Partnership of Kern to promote CalFresh
- Social Media CalFresh Outreach
- Train-the Trainer: Provide “CalFresh 101” to CBO partners & DHS staff
- Promote CalFresh Outreach to low-income families
- Promote CalFresh in schools

- Inform and promote CalFresh to customers eligible for Medi-Cal
- Include in future MOU’s a goal to provide CalFresh Program Information, when appropriate
- Include CalFresh Outreach with our departments’ *CalFresh Healthy Choices* promotions

- Initiate an IVR Outbound Campaign
- Pilot Same-Day Intake CalFresh Application Processing Units
- Develop and train staff on “Avoiding Over Verifying in the CalFresh Program”
- CalFresh Intake Appointment Reminder Calls
- Reminder Calls to Return Documents (RE’s /Intake)
- Review Department’s Recertification processes



# Outreach and Inform

- Promote CalFresh Outreach to low-income families
- Partner with Clinica Sierra Vista and Community Action Partnership of Kern to promote CalFresh
- Social Media CalFresh Outreach
- Senior CalFresh Outreach (60+)
- Train-the Trainer: Provide "CalFresh 101" to CBO partners & DHS staff
- Promote CalFresh in schools



## In Reach Activities

- Inform and promote CalFresh to customers eligible for Medi-Cal
- Include in future MOU's a goal to provide CalFresh Program Information, when appropriate
- Include CalFresh Outreach with our departments' *CalFresh Healthy Choices* promotions



# Maintain Eligible Participants

- Initiate an IVR Outbound Campaign
- Pilot Same-Day Intake CalFresh Application Processing Units
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# Partnership with Clinica Sierra Vista

- Sharing a Mutual Interest
- Outstationed Eligibility Staff for many years at most CSV health centers
- One Stop Shop
- One-on-one assistance with applications, QR-7s, renewals, and packages
- Open Saturdays at selected sites
- True Collaborative Effort

Questions?