

CALFRESH PARTICIPATION AND HEALTHY EATING

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Healthy Eating & Participation: Why?

- Increasing CalFresh participation is an essential ingredient for reducing food insecurity in our state.
- Creative outreach efforts are needed to reach CalFresh eligible clients.
- CalFresh participants and eligible clients benefit from education about healthy eating and ways to stretch their food dollars.
- Studies have linked limited or uncertain access to adequate food to vulnerability for poorer nutritional, physical and mental health among adults and children.



Goal: Improve Health and Nutrition

SNAP-Ed Goal

- Improve the likelihood that persons eligible for SNAP will
 - Make healthy food choices within a limited budget
 - Choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance



Goal: Increase CalFresh Participation

- CalFresh is Important to Health and Well-Being
 - Provides low-income households with benefits that improve food security and nutrition.
 - Allows households to redistribute income that would otherwise be used for purchasing food.
- Only 57% of those eligible receive benefits - the lowest rate in the nation
- CalFresh benefits the state and local economy
 - Each \$5 of CalFresh benefits returns \$9 to the state and local economy.
 - An average family in California now receives about \$330 dollars in food benefits per month.
 - CalFresh benefits funnel approximately \$7.4 billion dollars into California's economy, generating an economic benefit estimated to be over \$13.2 billion dollars.

Common Question

- **Question:**
- Isn't there a 'firewall' that prohibits SNAP-Ed and CalFresh outreach from working together?
- **Answer:**
- SNAP-Ed and Outreach are two separately funded activities.
- With any funding, it is essential to keep track of activities associated with each funding source.
- Follow the federal guidance for each program.



CalFresh Outreach Guidance

- Outreach activities may include a very minimum amount of nutrition education and nutrition messages.
- You may use messages that promote participation in SNAP as a means for families to buy more nutritious foods.

USDA Food & Nutrition Service SNAP Guidance

<http://www.fns.usda.gov/outreach/state-outreach-plan-guidance>



Nutrition Education Guidance

- SNAP-Ed supports the overall goal of SNAP:
 - to provide eligible low-income households with nutrition benefits to ensure that they have access to an adequate diet
- Certain settings offer a high likelihood of reaching individuals eligible for SNAP-Ed and are appropriate locations for SNAP-Ed delivery. Such venues include SNAP offices and food banks.
- FNS encourages State SNAP-Ed agencies to communicate with a variety of State SNAP staff to assist in identifying low-income persons who may be eligible for SNAP-Ed.

SNAP-Ed Guidance

<http://snap.nal.usda.gov/national-snap-ed/snap-ed-plan-guidance-and-templates>



Things to Keep in Mind

- **DO:** Make referrals of clients between programs.
- **DO:** Keep accurate time sheets to account for time spent on each activity.
- **DON'T:** Identify CalFresh recipients at nutrition education events.
 - Privacy is important. Don't ask participants who is already on CalFresh



Current Partnership Activities

Los Angeles

- Provides nutrition education information in their Outreach mobile van

San Diego

- Provides CalFresh outreach and nutrition education at food distribution sites

Sutter

- Nutrition educators located at CalFresh office
- Provides brochures on healthy eating

Monterey

- CalFresh specialist makes a presentation at the close of SNAP-Ed classes



Other Partnerships

- Women, Infants, Children (WIC) Program
 - Eligible persons can receive benefits from both programs
 - State agencies working together to develop partnership to increase participation in both programs



Developing Partnerships

- Talk to people with an existing partnership.
- Consider developing a County Nutrition Action Plan.
- Check with your state SNAP-Ed or Outreach contact to get information on best practices and activities in the state.



CalFresh Outreach Resources

Outreach Website

- <http://www.cdss.ca.gov/calfreshoutreach/>

Outreach Toolkit

- <http://www.cdss.ca.gov/calfreshoutreach/PG3213.htm>
- Reference Materials
- Worksheets
- Videos

Can CalFresh Outreach and Nutrition Education Partner?





Questions?

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<http://www.cdss.ca.gov/calfreshoutreach/>