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
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
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?

Yes"
Questions?

Contact me:

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