



# CALFRESH COMMUNICATION PLAN 2019: Outreach, Education & Assistance to Connect Californians to CalFresh

April 4, 2019

Kim McCoy Wade, Chief

CalFresh & Nutrition Branch

California Department of Social Services

# Communications Plan Overview

- PART I: CalFresh United Brand Launch – April 2019
- PART II: CalFresh Expansion to SSI Campaign – June 2019
- PART III: What's Next for 2019...

# PART I: CALFRESH UNITED BRAND LAUNCH



## **OUR COLLECTIVE GOAL:**

Increase all low-income Californians' nutrition, health, incomes, and well-being.

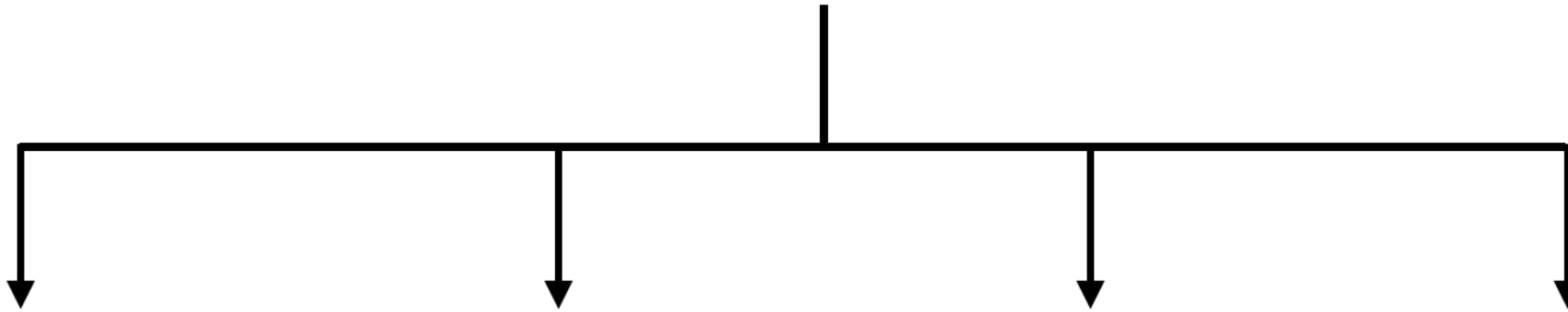
## **OUR COMMUNICATIONS STRATEGY:**

Make CalFresh the primary platform that all Californians look for when seeking food assistance, healthy living programs, job training services, and food in times of disaster.

# CALFRESH UNITED BRAND PROCESS

- Led by CDSS' SNAP-Ed/Healthy Living Section
- Partnership with five SNAP-Ed State Implementing Agencies: CDSS, CA Department of Public Health, CA Department of Aging, UC-CalFresh, and Catholic Charities
- Piloted by four counties: Shasta, Alameda, Los Angeles, and Orange
- Developed with Rescue: The Behavior Change Agency

# OFFICIALLY LAUNCHING THE UNITED BRAND – APRIL 2019



Formerly CalFresh food assistance



Formerly SNAP-Ed (Champions for Change)



Employment & Training



Formerly CalFresh Disaster

# A COHESIVE OFFERING OF SERVICES



# WHAT LOCAL PARTNERS CAN EXPECT – APRIL 15



## *DIGITAL TOOLKIT ON NEW WEBPAGE*

*Live Links to be sent 4/15 via Emails to all Local Partners*

- 30 (working estimate) structured templates for Word documents, flyers and handouts
- 5 PPT templates
- 4 educational posters in English/Spanish
- 5+ apron & tablecloth design templates in multiple colors
- 10+ t-shirt / polo design templates in multiple colors
- 20 social media posts as guidelines with best practices
- Centralized image bank
- Resource instructions, FAQs
- Brand guidelines
- **[New centralized database for all these materials and more at CalFreshHealthyLiving.org](http://CalFreshHealthyLiving.org)**



# WHAT LOCAL PARTNERS CAN EXPECT – APRIL 17



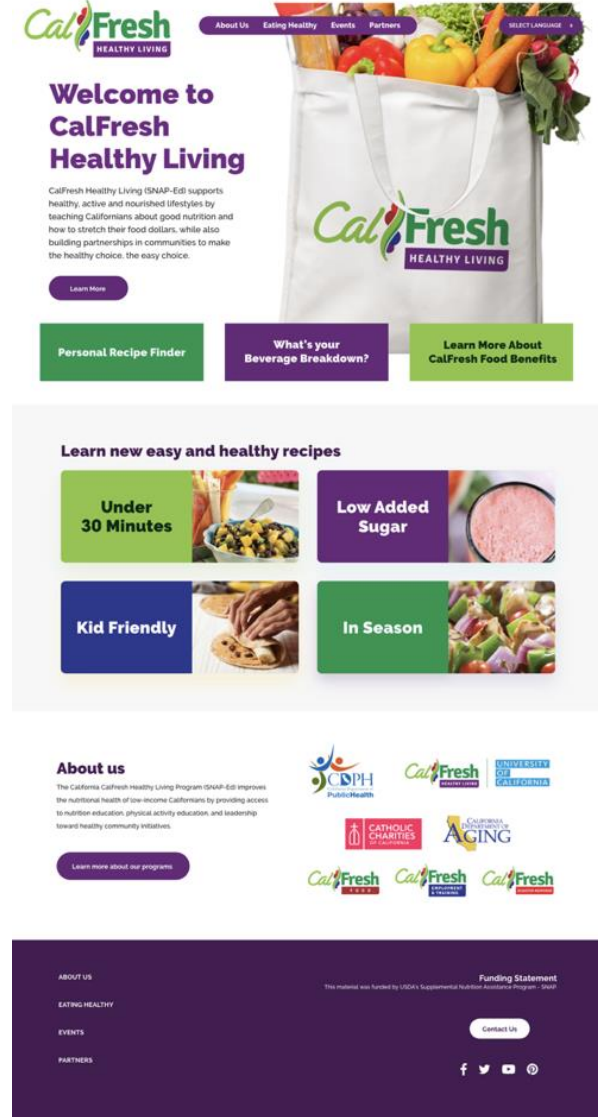
*WEBINAR LAUNCH ON 4/17 AT 1:00PM*

*Registration Info to be sent on 4/5 via Emails to all Local Partners*

- **Plus, Webinar T.A. series (3) in April and May** to expand on branding purpose and material use
- **Written training** with step-by-step instructions for material customization
  - To be posted on website alongside customizable materials
  - Feedback to be collected through online forms with TA support
- **Talking points and FAQs** for consistent brand messaging
- **Ongoing technical assistance**
- **Continuous and ongoing updates** to ensure stakeholder alignment

# INTRODUCING CALFRESHHEALTHYLIVING.ORG

Homepage  
Client Facing



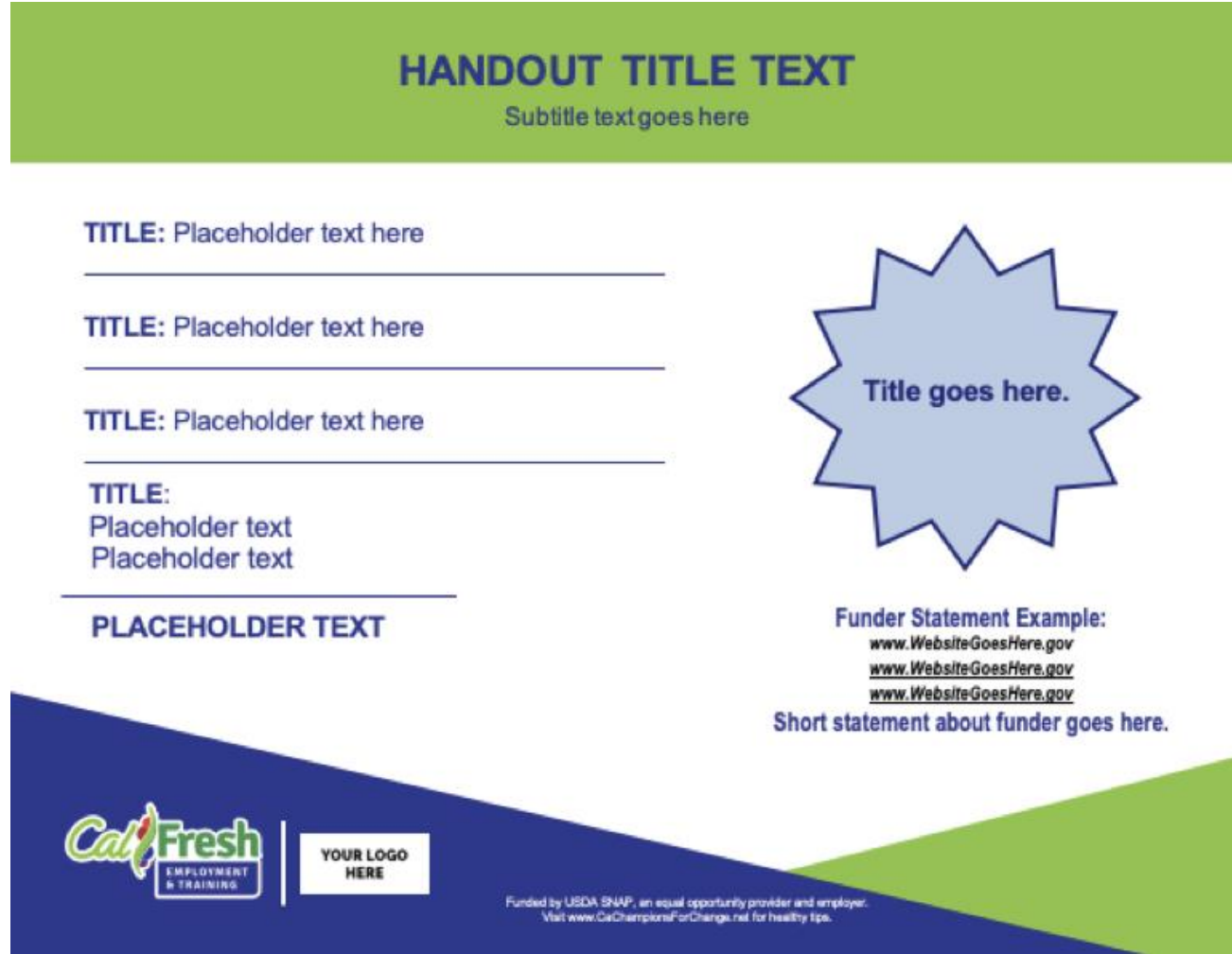
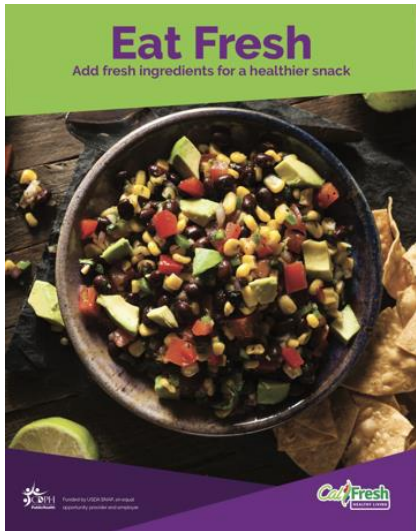
/PARTNERS

Partner Facing  
Resources Page

Home for **ALL**  
CalFresh  
Sub-Brands



# UNITING CALFRESH SERVICES – FLYERS, TEMPLATES, MATERIALS AND MORE



# PART II: CALFRESH EXPANSION TO SSI CAMPAIGN

# **PART II: CALFRESH EXPANSION TO SSI CAMPAIGN**

- 1) Clients
- 2) Partners
- 3) Assisters
- 4) Stakeholders
- 5) Public

# 1) CLIENTS: DIRECT MAILER POSTCARD – MAY 2019

- CDSS mailer to SSI clients
- Bi-lingual in Spanish and English
- Consistent statewide call-to-action that connects client to counties
  - **CALL:** CalFresh info line
  - **CLICK:** GetCalFresh.org
  - **COME IN:** Find an office at CalFreshFood.org
  - Language access and reasonable accommodations message

**DO YOU RECEIVE SSI?  
DON'T MISS OUT ON  
FOOD BENEFITS**



**BEGINNING JUNE 1, 2019 SSI RECIPIENTS MAY APPLY  
FOR CALFRESH FOOD BENEFITS**

- There is no change or reduction to SSI/SSP amounts.
- Food benefits are issued monthly on an easy-to-use Electronic Benefit Transfer (EBT) card. Recipients can buy food at any grocery store or farmers market that accepts EBT cards.
- The county will contact households already receiving CalFresh Food benefits.

- Click **GetCalFresh.org** to apply online.
- Call **1-877-847-3663 (FOOD)** or **711**.
- Come in/find an office at **CalFreshFood.org**.

For other languages or reasonable accommodations, please find an office at CalFreshFood.org or call 1-877-847-3663 (FOOD).

Funded by USDA, an equal opportunity provider and employer.



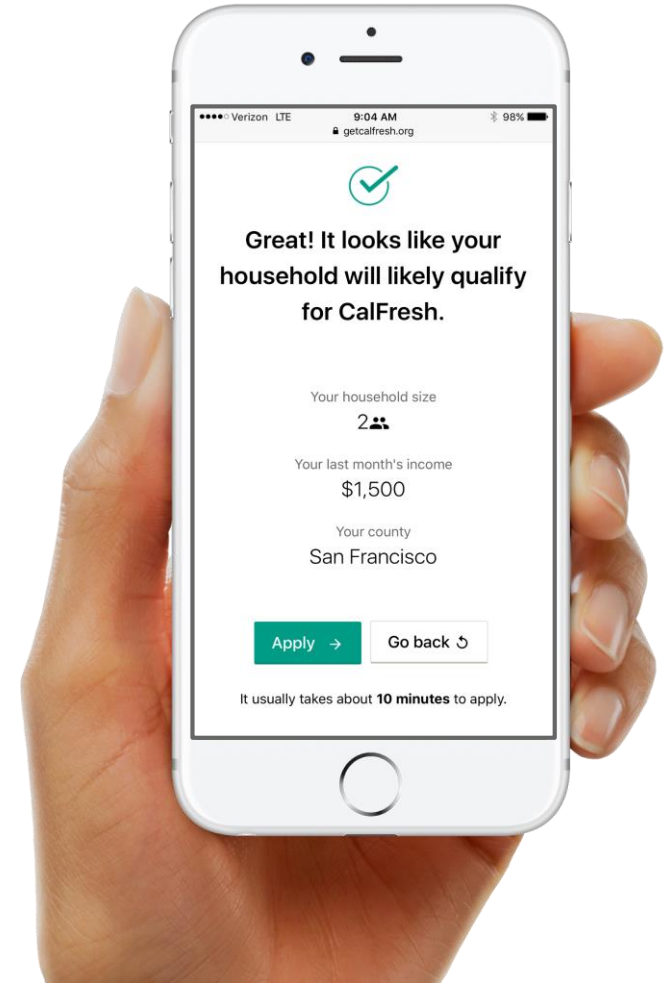
# CALL: CALFRESH INFO LINE

- CalFresh Info Line: 1-877-847-3663 (FOOD)
- Routes calls to county telephone number of choice
- Languages include: English, Spanish, Cantonese, Russian, Vietnamese, and Korean
- 711 Relay Services available



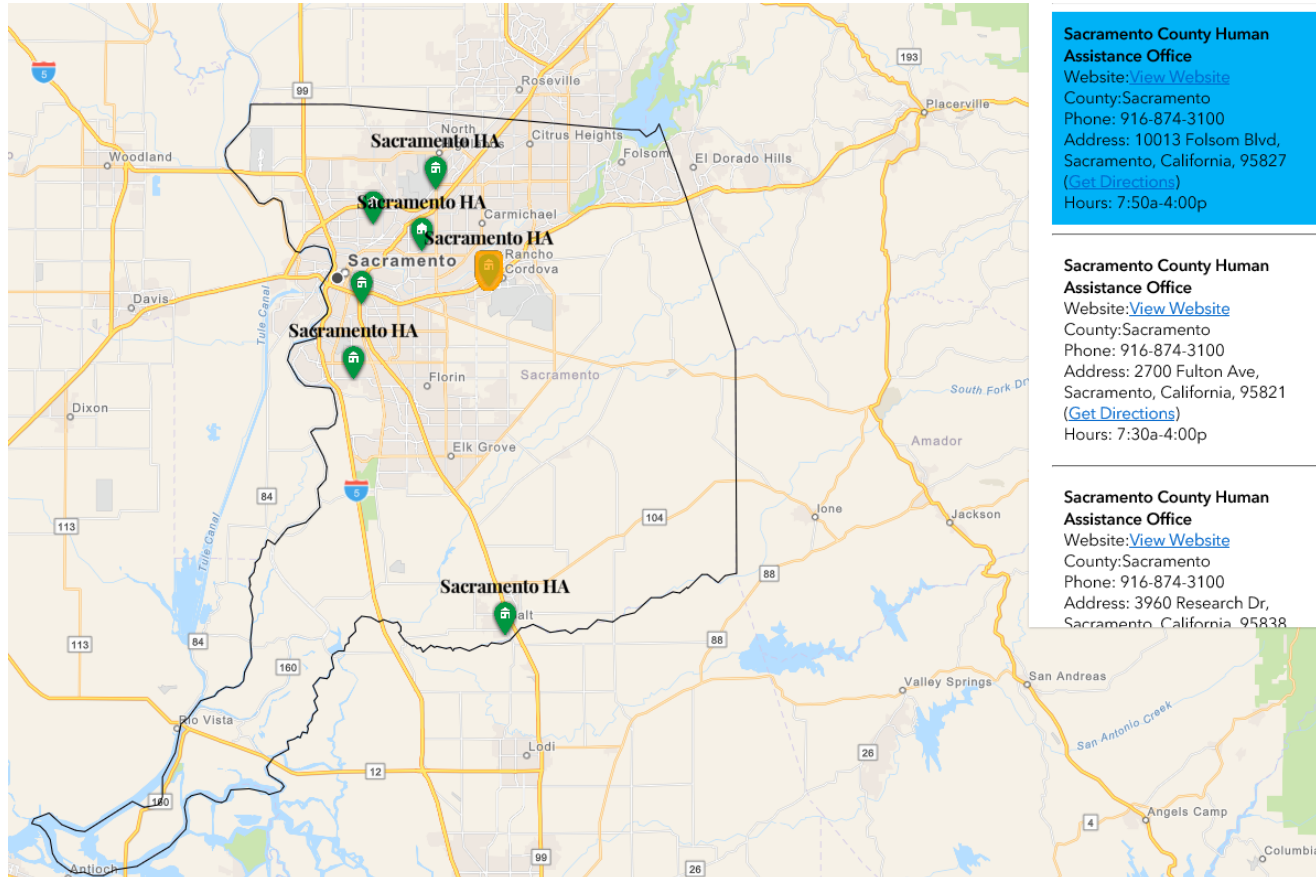
# CLICK: GETCALFRESH.ORG

- Digital application assister tool
- Mobile friendly
- Works on top of existing systems and routes to county on-line portal (MyBCW, C4Yourself, or YBN)
- Languages include: English, Spanish, Cantonese/Mandarin





# COME IN: FIND AN OFFICE TOOL AT CALFRESHFOOD.ORG



- Routes to find office with county information (address, hours of operation, phone number)
- Client can enter zip code or select “my current location”
- Reminds client to apply in county of residence
- Mobile friendly
- Compatible with Google Translate

# LANDING PAGE: CALFRESHFOOD.ORG

Public-facing landing page to:

- Drive clients to either Call, Click, or Come In to counties
- Compatible with Google Translate
- Hosted at CDSS.CA.GOV



Beginning June 1, 2019 adults aged 60+ and people with disabilities on SSI/SSP may apply for CalFresh Food benefits.

Low-income individuals who do not receive SSI/SSP are also welcome to apply any time.

Choose an option below to learn more and to see if you qualify for these food benefits.



Available in English, Spanish, Chinese.

CalFresh Info Line  
1-877-847-3663 Available in English, Spanish, Cantonese, Vietnamese, Korean, and Russian. TTY/711 services available.

Find your local office contact (Pending URL). Interpretation services available in all languages. Reasonable accommodations available.

#### Resources

[Learn About CalFresh Food Benefits](#)

[Partner Resources](#)

[Translate Page with Google Translate](#)



This webpage is affiliated with the California Department of Social Services CalFresh Program. CalFresh provides food benefits to eligible recipients to help buy nutritious foods for a better diet. FUNDED BY USDA, AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.

# FOLLOW-UP COMMUNICATIONS

- County via SDX lists coming from CDSS by May
- State additional mailing TBD

# 2) PARTNERS: SSI OUTREACH CAMPAIGN KICK-OFF – APRIL 25



**SSI OUTREACH  
CAMPAIGN KICK-OFF**  
**REGISTRATION NOW AVAILABLE!**



**EXPANDING CALFRESH TO SSI RECIPIENTS  
STARTING JUNE 1**

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**APRIL 25, 2019 | 1:30 PM – 3:00 PM**  
**THE CALIFORNIA ENDOWMENT**  
**1414 K STREET, SUITE 100**  
**SACRAMENTO, CA 95814**

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To attend in person, register at [Eventbrite](#)  
To attend via livestream, register at [Zoom](#)  
To attend via telephone, call 929-436-2866; Access Code: 537-863-737  
*For reasonable accommodation requests, email [CalFreshAccess@dss.ca.gov](mailto:CalFreshAccess@dss.ca.gov)*



For more information, visit [www.cdss.ca.gov/CalFreshSSI](http://www.cdss.ca.gov/CalFreshSSI)

# PARTNERS: CALFRESHFOOD.ORG/PARTNERS LANDING PAGE

CalFreshFood.org/Partners, a landing page to:

- Provide partners with access to expanding CalFresh resources including digital outreach toolkit materials and trainings

CalFresh FOOD

PARTNER RESOURCES

SELECT LANGUAGE +

Powered by Google Translate

**DO YOU RECEIVE SSI? Don't Miss Out On Food Benefits**

Beginning June 1, 2019 adults aged 60+ and people with disabilities on SSI/SSP may apply for CalFresh Food benefits.

Low-income individuals who do not receive SSI/SSP are also welcome to apply any time.

Choose an option below to learn more and to see if you qualify for these food benefits.

**CLICK**  
GetCalFresh.org

**CALL**  
1-877-847-3663 (FOOD)

**COME IN**  
Find your local office here!

Available in English, Spanish, Chinese.

CalFresh Info Line 1-877-847-3663. Available in English, Spanish, Cantonese, Vietnamese, Korean, and Russian. TTY/711 services available.

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# PARTNERS: SSI OUTREACH TOOLKIT

**Digital toolkit currently featuring client facing and partner materials, including:**

- Flyers
- Brochures
- Fact Sheet
- Posters (various sizes)
- Templates (for PPT and Word)

All client facing materials will be translated into English, Spanish, Russian, Cantonese, and Vietnamese languages, and will be provided in reasonable accommodations for blind and visually impaired clients

# OUTREACH TOOLKIT MATERIALS PREVIEW - FLYERS

**DO YOU RECEIVE SSI?**  
**DON'T MISS OUT ON FOOD BENEFITS**



## How does it work?

Food benefits are issued monthly on an easy-to-use Electronic Benefit Transfer (EBT) card. Recipients can buy food at any grocery store or farmers market that accepts EBT cards.

## How do I know if I am eligible?

Beginning June 1, 2019 SSI recipients may apply for food benefits from CalFresh Food.



## Does CalFresh Food replace my current SSI benefits?

There is no change or reduction to SSI/SSP amounts.

## How do I learn more?

Call, Click or Come-In to your local county office to apply and find out more.



Click **GetCalFresh.org** to apply online



Call **1-877-847-3663** (FOOD) or 711



Come in/find an office at **CalFreshFood.org**.

For other languages, or reasonable accommodations, please find an office at [CalFreshFood.org](http://CalFreshFood.org) or call 1-877-847-3663 (FOOD)  
Funded by USDA, an equal opportunity provider and employer.

# OUTREACH TOOLKIT MATERIALS PREVIEW - POSTERS


**DO YOU RECEIVE SSI?**  
**DON'T MISS OUT ON FOOD BENEFITS**



Beginning June 1, 2019 people with disabilities on SSI may apply for **CalFresh Food benefits**.  
**Sign up now!**

 Click **GetCalFresh.org** to apply online.



 Call **1-877-847-3663** (FOOD) or 711

 Come in/find an office at **CalFreshFood.org**.

For other languages or reasonable accommodations, please find an office at **CalFreshFood.org** or call **1-877-847-3663** (FOOD)

Funded by USDA, an equal opportunity provider and employer.





# OUTREACH TOOLKIT MATERIALS PREVIEW – FACT SHEET



## FACT SHEET

**SSI recipients are eligible to apply beginning June 1, 2019 for CalFresh Food benefits! There is NO change to Supplemental Security Income/State Supplementary Payment (SSI/SSP).**

### SERVICES

#### What Does the Expansion of CalFresh to SSI Recipients Mean?

- Older adults and people with disabilities receiving SSI are eligible to apply for CalFresh Food benefits beginning June 1st.
- There is NO change to the SSI/SSP monthly benefit – SSI recipients can now get both SSI/SSP and CalFresh Food benefits.
- Cash Assistance Program for Immigrants (CAPI) recipients will receive a \$10 per person grant increase beginning June 1st – this will happen automatically.
- Two new state-funded programs will “hold harmless” those households already on CalFresh that include an SSI recipient and that are negatively impacted by the change:
  - Supplemental Nutrition Benefit (SNB) Program: will provide supplemental state-funded benefits to CalFresh households that experience a CalFresh benefit reduction at the time of implementation of the expansion of CalFresh to SSI recipients.
  - Transitional Nutrition Benefit (TNB) Program: will provide transitional state-funded nutrition benefits to CalFresh households that experience a CalFresh eligibility loss at the time of the implementation of the expansion of CalFresh to SSI recipients.

#### What are CalFresh Food Benefits?

- CalFresh, California’s Supplemental Nutrition Assistance Program (SNAP), provides monthly food benefits for individuals and families with low-income.
- CalFresh is the largest food assistance program in California with the aim of reducing hunger and improving access to nutritious, affordable food.
- CalFresh Food benefits stretch food budgets, allowing individuals and families to afford nutritious food, including more fruit, vegetables, and other healthy foods.
- The amount of CalFresh Food benefits a household receives is dependent on household size, countable income, and monthly expenses, such as housing and medical costs.
- CalFresh Food benefits are issued monthly to eligible households via an Electronic Benefit Transfer (EBT) card. The EBT card can be used at participating grocery stores and farmers markets.
- Voluntary employment and training services may also be available to increase the employment and earning capacity of CalFresh recipients.
- All are welcome – older adults, immigrants, people with disabilities.

### APPLICATION PROCESS

#### To apply beginning June 1, CALL – CLICK – COME IN.

- Language access and reasonable accommodations for people with disabilities are provided by counties.
- Apply any time after June 1st; applications for June benefits may be accepted by counties beginning in May.
  - County offices will be open Monday, June 3rd; applications will be accepted online beginning June 1st.
- The CalFresh application process includes:
  - Complete an application – by phone, on-line, or in person.
  - Complete an interview – by phone or in person.
  - Provide proof of income and expenses, if needed.
  - County determines eligibility in 30 days or less.

- TIPS:**
- Proof of income and expenses may be required, including housing and medical costs. Ask for help if you need more information on what type of proof may be required!
  - Households may be eligible for expedited services (benefits within 3 days) if they are in an emergency situation.
  - Counties will contact households already on CalFresh that include an SSI recipient at their next report date; there is no need to take action.
  - Additional state-funded nutrition benefits may be available to eligible CalFresh households negatively impacted by the change.

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# OUTREACH TOOLKIT MATERIALS PREVIEW - BROCHURES

Beginning June 1, 2019 SSI recipients may apply for **CalFresh Food benefits.**



**State of California Health and Human Services Agency**  
California Department of Social Services

Funded by USDA, an equal opportunity provider and employer.

CalFresh Food provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For more information click, call, or come in to your local county office to apply and find out more.

For other languages, or reasonable accommodations, please find an office at [CalFreshFood.ca.gov](http://CalFreshFood.ca.gov) or call 711 Relay Services.

-  Click [GetCalFresh.org](http://GetCalFresh.org) to apply online.
-  Call **1-877-847-3663 (FOOD)**.
-  Come in. Find your local county office at [CalFreshFood.ca.gov](http://CalFreshFood.ca.gov).

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Contact your local office at:

**DO YOU RECEIVE SSI? DON'T MISS OUT ON FOOD BENEFITS.**




Beginning June 1, 2019 SSI recipients may receive new **CalFresh Food benefits.**



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California Department of Social Services

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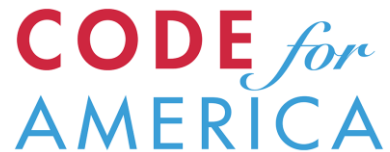
**DO YOU KNOW SOMEONE WHO RECEIVES SSI? THEY CAN APPLY FOR FOOD BENEFITS.**

### 3) APPLICATION ASSISTERS

- Local Point of Contact list for counties sent by CDSS 4/2
- Local convening encouraged – see Resource Kit for sample agenda from counties and please share your examples
- All CalFresh Outreach Assister information available on: [www.cdss.ca.gov/inforesources/CalFresh-Outreach](http://www.cdss.ca.gov/inforesources/CalFresh-Outreach)
- Questions? Email: [CalFreshAccess@dss.ca.gov](mailto:CalFreshAccess@dss.ca.gov)

# APPLICATION ASSISTERS: CURRENT PARTNERS



# 2-1-1 SAN DIEGO EXPANSION

- *Update:* Expanding 2-1-1 work on **language access** in eight counties using targeted outreach in multiple languages
  - San Diego, Imperial, San Bernardino, Riverside, Orange, Santa Barbara, Kern, Sacramento
  - 33% of the SSI households estimated to become eligible for CalFresh are located in these eight counties
- Local collaboratives and food bank engagement
- Leveraging technology



# CODE FOR AMERICA EXPANSION

- **Taking GetCalFresh statewide**
  - CfA working with County Points of Contact
  - Presenting at CWDA meeting 4/4
  - CDSS TA available
  - CDSS offering a County CQI call 4/10 at 1:00pm

**CODE** *for*  
AMERICA

# APPLICATION ASSISTERS: NEW PARTNERS

- **Area Agencies on Aging/Department of Aging (CDA)**
- **Independent Living Centers/Department of Rehabilitation (DOR)**
- **Regional Centers/Department of Developmental Services (DDS)\***

*\*Under Development*



DEPARTMENT of  
REHABILITATION

Employment, Independence & Equality



# ONBOARDING INFO FOR ASSISTERS

- In-person Onboarding 4/25
- Three Webinar Series:
  1. Policy
  2. Access for All Guest Speaker
  3. Outreach Training Library on Program Administration
- Peer-to-Peer Connection
- Ongoing TA/training by current assisters and CDSS



# HEALTHY LIVING ASSISTERS: NEW PARTNER

- **County Nutrition Action Partnerships/Local Health Departments (CNAP/LHD)/Department of Public Health (CDPH)**



# JOINT PROCESSING: NEW PARTNER

- **Social Security Administration (SSA)\***
- ACL forthcoming in April 2019

*\*Under Development*



## 4) STAKEHOLDERS: BI-MONTHLY MEETING – MAY 13

- Monthly Implementation Reports posted
- CalFresh Data Dashboard expansion in June
- Next bi-monthly meeting 7/23
- Webpage: [www.cdss.ca.gov/CalFreshSSI](http://www.cdss.ca.gov/CalFreshSSI)
- Questions? Email: [CalFreshSSI@dss.ca.gov](mailto:CalFreshSSI@dss.ca.gov)

# 5) PUBLIC: MEDIA – MAY-JUNE 2019

Highlights from discussion with CWDA Communications Committee 2/21:

- CalFresh Awareness Month in May; ACWDL forthcoming
- Press release and FAQ templates
- Web and social media samples (e.g. #ChooseCalFresh campaigns from LADPSS)
- Local story collection

May is CalFresh Awareness Month



The CalFresh Program is a federally funded program that helps low-income people buy the nutritious food they need for good health.



Apply today to see if you qualify!



Contact your local county office for more information



Call the CalFresh Benefits Helpline at 1-877-847-3663



Go online at [GetCalFresh.org](http://GetCalFresh.org)

#ChooseCalFresh

# PUBLIC: RADIO – JULY 2019



## Radio

- :30 – English and :30 Spanish
- Live read scripts in English & Spanish for added value
- Additional live read scripts for Cantonese/Mandarin community radio networks
- Additional languages include: Russian, Vietnamese, and Korean

# PART III: WHAT'S NEXT FOR CALFRESH COMMUNICATIONS...

- “Get More at the Farmers Market” digital kits - summer 2019
- Updated CalFresh outreach materials for young children, students, immigrants, more - FFY 2020
- First Employment & Training materials – TBD
- Other Ideas?



## Get More at the Farmers Market

Use your CalFresh benefits, WIC and Senior Farmers Market coupons to stretch your dollar\* at these participating Farmers Markets

**Get More With Market Match**  
Stretch your dollar. Use your CalFresh benefits at Farmers Markets that accept EBT to increase your buying power. If you spend \$10 using your EBT card, you get an additional \$10 Market Match\* at participating markets.

**Get Fresher Produce**  
It's farm-to-table fresh. You'll feel great about serving your family the freshest California grown food!

**These markets accept CalFresh, WIC and Senior Farmers Market coupons, AND participate in Market Match!**

**Phelan CFM**  
4128 Warbler Road, Phelan, CA 92371  
Hours: Monday, 2 p.m. - 6 p.m.

**Redlands Thursday Night CFM**  
26 E. State Street, Redlands, CA 92373  
Hours: Thursday, 6 p.m. - 9 p.m.

\*Market Match is not available at all Farmers Markets. CalFresh benefits are matched dollar-for-dollar, up to \$10 per family, per market day at participating markets only.  
This material is funded by USDA's SNAP-Ed—an equal opportunity provider and employer.





## Discussion & Questions

Kim McCoy Wade

Email: [KimMcCoy.Wade@dss.ca.gov](mailto:KimMcCoy.Wade@dss.ca.gov)