



**Partnerships for tackling hunger**

**Counties, Schools, & Food Banks**



# WHO DO WE SERVE?



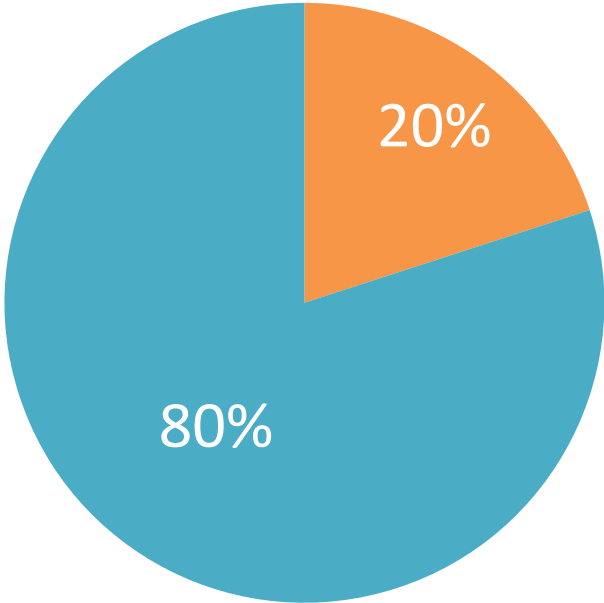


- Near record levels of employment
- Thriving housing market
- Strong economic growth





But the data paint an **unprecedented picture.**



**1 in 5**

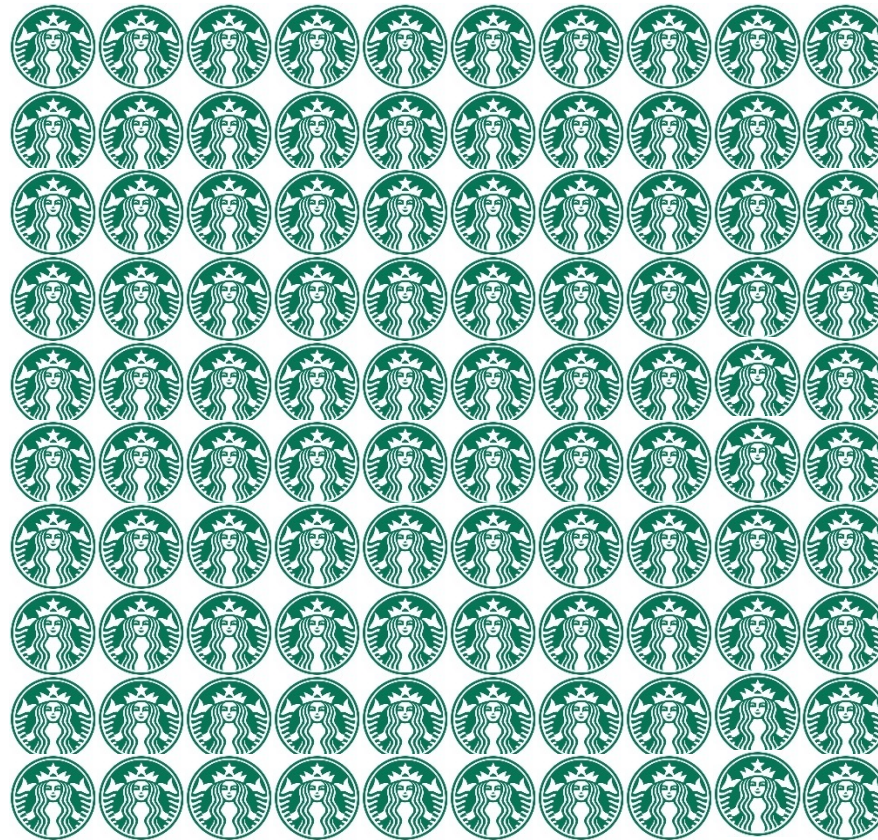
Alameda County residents rely on the Food Bank

The economic recovery left 20% of our neighbors in the rubble



...or think of it this way...

We serve **6x more people per year** than the number served by all 100 Starbucks in Alameda County per year



# Poverty in Alameda County

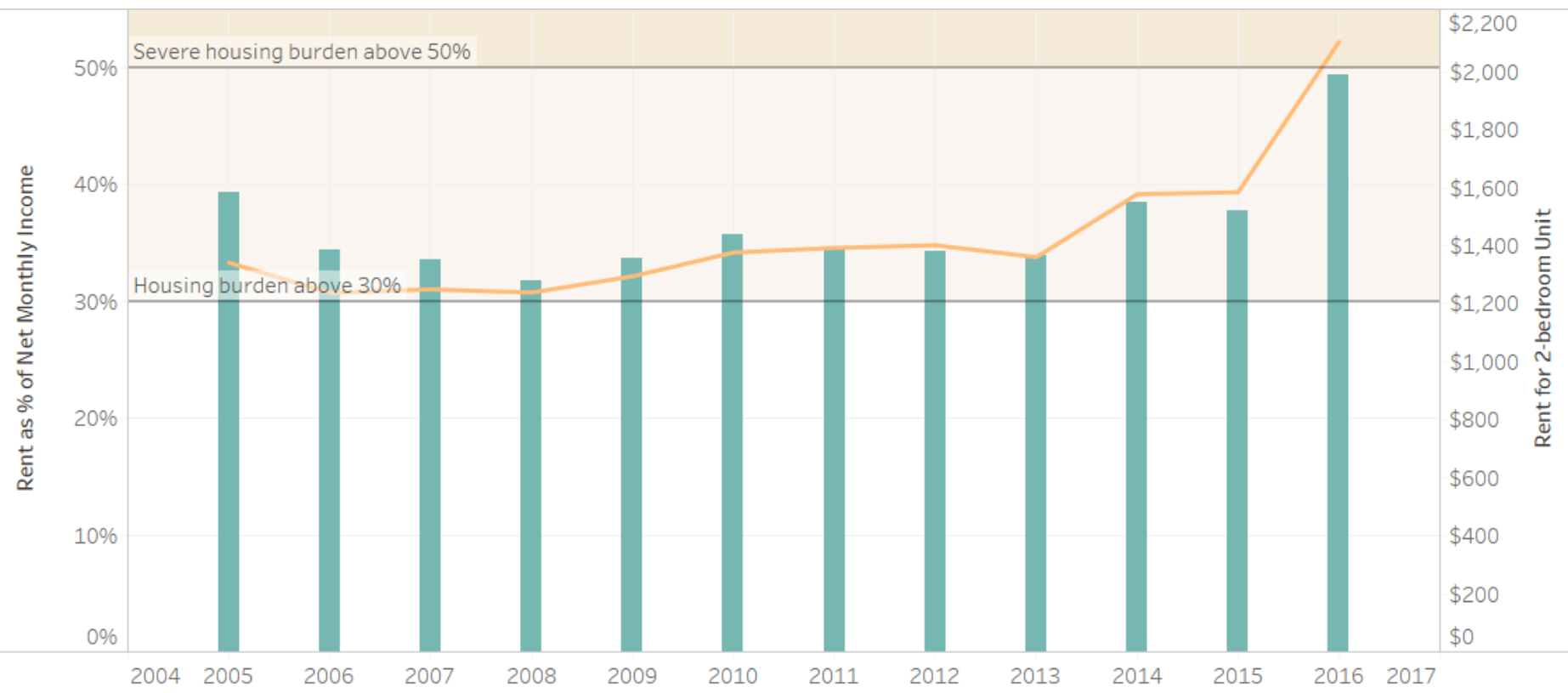
Nation-wide, poverty and hunger remain above pre-recession levels

Alameda County has unique pressures:

- Nearly **500,000** live below 200% of poverty level
  - *For an individual, this is less than \$22,760/year*
  - *For a family of four, this is less than \$48,600/year*
- Food insecurity ↔ Poor health
- Medical costs increase as food insecurity worsens
- Housing burden increases risk of food insecurity



# Median income households now pay HALF their net monthly income for a 2-bedroom unit in Alameda County.



Income is median HOUSEHOLD income by year from the American Community Survey. Rent represents Fair Market Rent (FMR) from HUD by year.





ALAMEDA COUNTY  
**COMMUNITY**  
FOOD BANK

Until everyone's fed.

Allison Pratt  
Chief of Partnerships & Strategy





# IMPACT GOAL: 90 MILLION MEALS BY FY18

SYSTEMS CHANGE  
THROUGH  
PARTNERSHIPS

**56.8**  
**MILLION MEALS**

Work with legislators to enact policies that ensure access to full participation in safety net resources.

CALFRESH  
APPLICATION  
ASSISTANCE

**4.6**  
**MILLION MEALS**

Maximize enrollment in CalFresh (food stamps) among Alameda County residents.

FOOD DISTRIBUTION

**28.8**  
**MILLION MEALS**

Increase distribution of nutritious food by 5.5% annually, with at least half being farm-fresh produce.





# Maximize Safety Net Resources

To pursue policy and institutional changes to provide as many as 56.8 million meals/year to seniors, adults and children:

SYSTEM GOAL	MEALS GAINED
Full participation in <b>CalFresh</b>	36 million
Full participation in <b>school lunch</b>	5.7 million
Full participation in <b>school breakfast</b>	11.7 million
Full participation in free summer lunch	3.1 million
Commodity Supplemental Food Program	0.3 million
<b>TOTAL:</b>	<b>56.8 million meals gained</b>



# Alameda County Nutrition Action Partnership

- **Mission:** *“To develop, support, and sustain collaborative partnerships to foster healthy eating and physical activity in low-income communities county-wide.”*
- **Objectives**
  - **September 2017: Expand and diversify CNAP collaborative** by identifying and establishing relationships with 10 new, non-SNAP-Ed funded/non-traditional partners to achieve selected aligned goals.
  - **September 2018:** Collaborative partnerships will have built consensus, **identified and prioritized mutually approved projects** and/or strategies to implement.
  - **September 2019:** Partners will have **implemented and evaluated the progress of at least two** mutually approved collaborative projects and/or strategies.

# Innovative Partnerships for CalFresh

Allison Pratt, Chief of Partnerships and Strategy,  
Alameda County Community Food Bank

Rashon Seldon, Program Specialist,  
Alameda County Social Services Agency



Alameda County  
Social Services  
Agency



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# CalFresh Partnership Outreach

The partnership with Alameda County has enabled the Food Bank to initiate and execute innovative CalFresh outreach best practices.

Since 2003, the Food Bank has:

- Created one of the most extensive CalFresh application assistance programs in California that is now the **largest and longest standing in the state**
- Developed a client-focused **CalFresh Call Center** that annually handles more than 10,000 calls
- Provided CalFresh **training** to numerous community-based agencies throughout the county and state

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# CalFresh Partnership Outreach

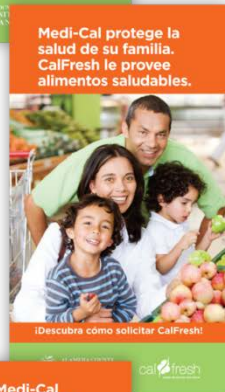
- Conducted **place-based enrollment clinics** in neighborhoods where CalFresh eligible audiences live
- Created and managed the first-ever Alameda County **CalFresh Partnership Program**
- Worked with **county-wide partner agencies** to handle a broad cross section of questions and inquiries about CalFresh
- Pioneered **electronic submission** of CalFresh applications to Alameda County Social Services Agency

*The development and implementation of these best practices have resulted in the Food Bank achieving...*

... **85%**  
approval rate\*

\*The Food Bank's rate is **higher** than the approval rate throughout California





## Direct Mail Campaign—Medi-Cal

- Culturally appropriate direct mail materials distributed to more than 69,000 Medi-Cal recipients in Alameda County
- Mailings created in English, Spanish, and Chinese
- Mailings achieved close to a 4% return rate, extremely high for direct mail campaigns
- Generated an additional 500 calls per month



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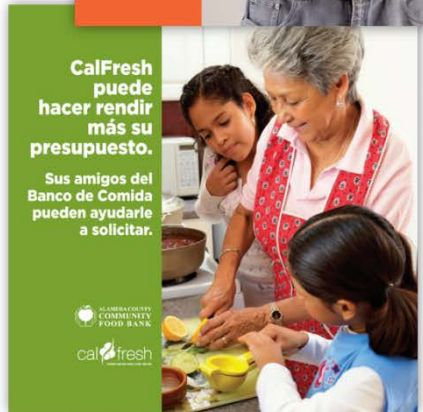
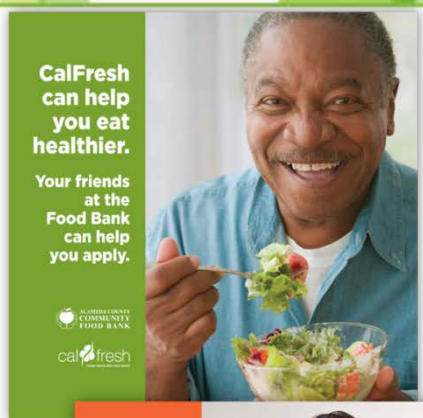
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## Direct Mail Campaign—Seniors

- Culturally appropriate direct mail materials distributed to more than 18,000 low income seniors in Alameda County
- Generated more than 300 leads



## DMV Campaign

- Food Bank's CalFresh outreach messages projected in four DMV offices in Alameda County
- Messages communicated in English and Spanish
- Outreach campaign estimated to reach more than 2 million people visiting the DMV offices

Call your friends at the Food Bank today!



**CalFresh can help you stretch your food dollars.**

cal fresh  
BETTER FOOD FOR BETTER LIVING

1-877-847-FOOD

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# FOOD MATTERS

Summer 2015

A publication of Alameda County Community Food Bank to celebrate the CalFresh Program and your good work

## Effective Partnerships to Better Serve our Seniors

In a great example of effective partnership, Alameda County Community Food Bank (ACCFB) and Alameda County Social Services joined forces to reach out to seniors as part of CalFresh Awareness month in May.



Food Bank Outreach Associate Vanessa Ramirez helps senior citizens at Fruitvale San Antonio Senior Center.

CalFresh Awareness Month is a statewide effort to increase access and participation in food assistance programs, reduce food insecurity, and promote good nutrition. All month long, ACCFB and Alameda County Social Services joined the efforts to raise awareness through presentations, tabling activities and CalFresh application assistance targeting the senior community.

These outreach activities were conducted at different Senior Centers across Alameda County in cities such as Berkeley, Oakland, Hayward, Dublin and Livermore. In total, our efforts reached over two hundred seniors!

CalFresh is critical to our seniors' health, because it increases their household food budget, allowing them to put nutritious meals on the table. Alameda County Community Food Bank and Alameda County Social Services continue their commitment to seek

creative ways to reach the community.

Dulce Guevara, 73-year-old senior who attended a presentation at the Downtown Senior Center in Oakland, said:

*"For years I didn't want to apply for CalFresh. I always assumed I was not eligible. Getting the information from Danielle from Alameda County Social Services was really helpful. Danielle encouraged me to apply. She was able to answer all my questions and she assisted me to fill out the application. I really appreciate that you are providing this information to us. As seniors, we don't like to do too much research. If it wasn't for this presentation, I would never have applied for CalFresh. Now I can pass the information to my senior friends."*

### We're here to help!

The Food Bank Outreach Team is contracted by Alameda County Social Services to offer CalFresh outreach and out-of-office applications. Call (510) 635-3663 or email [outreach@acfb.org](mailto:outreach@acfb.org).



Liz Gomez ext. 325 Lisa Houston ext. 355 Anel Cruz ext. 740



Patty Figueroa ext. 360 Patrick Flippin-Weston ext. 359 Hue Ly ext. 356



Kim Ly ext. 362 Ana Marquez ext. 386 Vanessa Ramirez ext. 344



Miguel Rosales ext. 374 Cristina Torres ext. 377 Leonela Villanueva ext. 305

# FOOD MATTERS Newsletter

- A Food Bank publication distributed to 2,400 CalFresh office staff
- Highlights client success stories, CalFresh myths that need to be debunked, and legislative updates
- Recognizes county staff who provide outstanding customer service

facebook.com/alcofoodbank

www.acfb.org

twitter.com/ACCFB



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ALAMEDA COUNTY COMMUNITY FOOD BANK  
Until everyone's fed

cal2fresh  
BETTER FOOD FOR BETTER LIVES

English Español

Your friends at the Alameda County Community Food Bank have created Food Now, a quick and easy way to connect people to the food they need.

Please select one of the following:

- I NEED FOOD TODAY**  
Do you need food today?  
Click on "I need food today" to get connected to an agency close to your home that will provide food today or as soon as possible.
- I'M INTERESTED IN CALFRESH**  
Do you want to stretch your monthly food dollars?  
Click on "I am interested in CalFresh" and we will help you apply for CalFresh.
- I'M A SERVICE PROVIDER**  
Do you want to refer someone to the CalFresh Program?  
Click on "I am a service provider" to complete a simple CalFresh referral form.

Your Guide to Healthy Food Resources in Alameda County

DOWNLOAD NOW

# Foodnow.net

## Comidaahora.net

Together, launched a new website that offers a quick and easy way to connect people to the food they need:

- **Food Today:** A quick search for local emergency food providers
- **CalFresh:** Option to request help from the Food Bank to apply for CalFresh.
- **Service Providers:** Can help and refer people who need assistance with food
- Additional complete guide to other nutrition programs available



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# CalFresh Pre Populated Application Pilot



**If you receive Medi-Cal, you may also qualify for CalFresh. The application is enclosed!**


With today's hectic lifestyles, getting the help you need to feed your family healthy meals can be quite a challenge. To help make your load a little lighter, we have enclosed the CalFresh application, already pre-filled with your information.

**It's easy! All you need to do is:**

1. Review the application and make any changes necessary.
2. Sign and date the application.
3. Mail your CalFresh application back to us in the enclosed, postage paid envelope along with your signed and dated Medi-Cal renewal forms.

**Submit your signed application today!**

The sooner you submit the enclosed CalFresh application, the sooner you can start stretching your food dollars. If you need help with your CalFresh application, or if you have any questions, please call your friends at the Alameda County Community Food Bank. We are here to help! **1-877-847-3663.**



To find out more about CalFresh, look on the other side! ➡

- A collaborative effort by ACSSA, ACCFB and members of the All In to End Hunger in Alameda County
- Project aims to **increase dual enrollment** in both Medi-Cal and CalFresh
- One year pilot project began October 2016. Households selected for this pilot include **10,000 seniors** and **10,000 families** in **six different languages.**
- Households enrolled in Medi-Cal and not CalFresh, receive a pre populated CalFresh applications with their **Medi-Cal renewal packet.**



# CalFresh Pre Populated Application Pilot

**Applying for CalFresh has never been easier!**



**What is CalFresh?**  
CalFresh is a supplemental nutrition program that helps you get the fresh fruit, vegetables, and whole grains needed to stay healthy. It also helps you stretch your food dollars every month.

**How do I get my benefits?**  
Your CalFresh benefits are deposited to a convenient card that can be used at markets everywhere, just like an ATM card. If you are homeless, disabled or a senior, you can use it at some restaurants, too. **It's that easy!**

**How much money do I get each month?**  
Each case is different. The amount you get depends on your income, expenses, and family size. Most households get about \$150 each month.

**Can I get emergency CalFresh benefits?**  
Yes, you can. If your income is less than \$100 in the month that you apply and you have less than \$100 in cash, you can get CalFresh benefits within three days.

**Do I qualify for CalFresh?**  
If you have a limited income, you may be eligible. In fact, you can have savings, a house, a car, and still qualify.

**And remember, if you don't apply, you won't know if you qualify.**





- Medi-Cal HH are encouraged to review their completed CalFresh application, make necessary changes, sign and date where indicated by yellow highlight and return to county office in the postage paid envelope.
- **To date, over 15,000 prepopulated CalFresh applications have been mailed to households.** Progress is being monitored and a full evaluation will be completed at the end of the pilot phase, November 2017.

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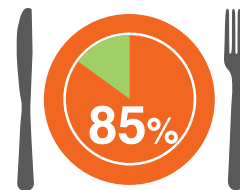
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# ACCFB Impact of CalFresh Outreach FY17



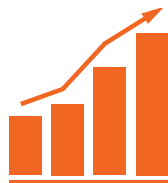
**4,100**

FY apps submitted



**85 percent**

Approval rate



**\$12,661,702**

Estimated CalFresh benefits generated



**\$22,664,447**

Estimated local economic impact generated



**4,032,389**

Estimated meals attributable to food bank outreach\*

\*Based on current (2017) Feeding America 2017 SNAP Impact Calculator

# 2017 “Freshy Award” Innovative Outreach Leader







**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*

# Nutrition Services

Jennifer LeBarre, Executive Director



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**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*

## **The Department of Nutrition Services creates an equitable food system for the Oakland community.**

We make the difference in the lives of our students by ensuring they are prepared for learning by:

- Providing delicious, fresh, high-quality food
- In an environment that honors their needs and differences
- By adults who are hard-working, self-motivated and student-focused.

We believe in:

- Exceeding national standards when creating culturally responsive meals and menus;
- Identifying resources to increase access to healthy food; and
- Providing effective and efficient service in a family-centered environment.



# ALL SCHOOLS

2016-17

Data listed below includes OUSD district-run & district-authorized charter schools. Data listed to the right is based on OUSD district-run schools only.

**49,600**<sup>1</sup> NUMBER OF STUDENTS IN OUSD DISTRICT-RUN & DISTRICT AUTHORIZED-CHARTER SCHOOLS



**36,668**

# of Students in OUSD District-Run Schools

**12,932**

# of Students in District-Authorized Charter Schools

**677** in TK

**19,322** in K-5

**7,013** in 6-8

**9,656** in 9-12

**81** in TK

**5,194** in K-5

**3,974** in 6-8

**3,683** in 9-12

**123** NUMBER OF OUSD DISTRICT-RUN & DISTRICT AUTHORIZED CHARTER SCHOOLS



**86**

# of OUSD District-Run Schools

**48** Elementary

**6** Grade K-8

**13** Middle

**1** Alternative Middle

**3** Grade 6-12

**7** High

**7** Alternative High

**1** Ind. Study

**37**

# of District-Authorized Charter Schools

**10** Elementary

**9** Grade K-8

**5** Middle

**5** Grade 6-12

**7** High

**1** Alternative High

## 4 Adult Education Programs:

Career Technical Education, College & Career Readiness Pathways, Family Literacy, & General Education



# NEWCOMERS

**2,200** Newcomer students, **14** schools with Newcomer Programs, **366** Refugee students, **269** Asylee students, **480** Unaccompanied Minor students

# HOME LANGUAGES

**50.3%** STUDENTS SPEAKING NON-ENGLISH HOME LANGUAGE

**33.7%** speak Spanish, **4.6%** speak Cantonese, **2.5%** speak Arabic, **2.4%** speak Vietnamese, **0.9%** speak Mam. **53** native languages spoken in OUSD

# ENGLISH LANGUAGE LEARNERS<sup>7</sup>

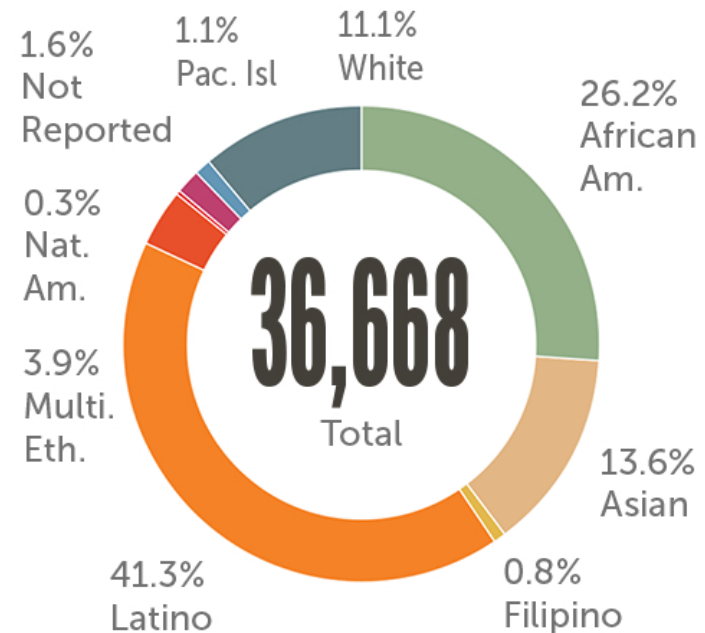
**30.8%** ENGLISH LANGUAGE LEARNERS STUDENTS

**11,303** Students Total. **58.9%** Grade 6-12 ELLs are Long Term English Language Learners

# DISTRICT-RUN SCHOOLS

2016-17

# STUDENTS<sup>1</sup>





**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

## Nutrition Services by the Numbers



- **Meals Provided at Schools**
  - Lunch at all schools
  - Breakfast at 77 schools
  - Supper at 22 schools
  - After School Snack at 60+ schools
- **Meal Provided at CDC's**
  - Breakfast, Lunch, & Snack
- **Produce Markets at 15+ Schools**
- **Services provided by over 200 employees** represented by three unions (AFSCME, SEIU & UAOS)



## Beyond the Mandate



- **Meals**
  - Breakfast After the Bell
  - Supper
  - Food Donation Program
  - After School Produce Markets
- **Menu Planning Standards**
  - California Thursday
  - Good Food Purchasing Program
- **Free Meals for All**
  - Community Eligibility Program
  - Provision II



# Food Bank-OUSD Program Partnerships

- **Direct Client Service**

- Mobile Pantry (8)
- School Pantry (3)
- Children's backpack program (3)
- CalFresh enrollment

- **Build Innovation Capacity**

- Nutrition education
- Grant writing & technical support

- **Research**

- Food security screening at school based health center





# Policy & Planning

- Systems Alignment & Capacity Building

- Data sharing to better define the problem and solutions together
  - 72.5% of OUSD students qualify for free or reduced price lunch
  - Nearly 37,000 school age children (5-18 years old) in Oakland receive CalFresh
- Thought partner roundtables to promote strategic impact
  - Alameda County Social Services Agency
  - City of Oakland Human Services Department
  - Alameda County-Oakland Community Action Partnership

- Advocacy

- SB 138: Medi-Cal direct certification into school meals
- SNAP/CalFresh defense letter and resolution
- Community Eligibility Provision (CEP) expansion
- Breakfast in the classroom/supper program

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# Lessons Learned

- **A pressing need for strategic systems alignment**

- Policy defense at the federal level

- CalFresh/SNAP

- Medi-Cal

- Immigration

- Pursue opportunities to leverage funding

- Example: CalFresh participation increases funding to schools by boosting attendance and verifying income for additional grant money through the **Local Control Funding Formula** and (if applicable) school meal reimbursements through the **Community Eligibility Provision**

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# Lessons Learned

- Identify and eliminate barriers and other administrative red tape across systems
  - Eligibility standards
    - » Vary across programs like CalFresh, Medi-Cal, free & reduced price school meals
  - Conflicting policies
    - » Minimum wage increase's unintentional impact of pushing low income families off safety net programs
  - Administrative feedback loop
    - » Direct certification accuracy

# Lessons Learned

- **A need to create a client-centered approach together**
  - Schools are the ultimate safety net for children and families in terms of service delivery and policy impact
  - Invest in approaches that support strong feedback loops, reduce stigma, and promote dignity
- **Relationship building across public systems**
  - Important to ask: “What do you need?” rather than approaching the work with a “deficit mindset”
  - Find a common vision that builds trust
  - Celebrate the successes of your partners
  - Invest in “connectors”

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# Looking Forward

- **CalFresh/Medi-Cal pre-populated application evaluation**
- **Continue to support collaborations that promote shared resources and advocate for systems change**
- **Farm Bill**
  - ACCFB Farm Bill and SNAP hearing
- **Identify additional best practices and innovative models**
  - Example: New York City “Lunch 4 Learning” Campaign to provide universal free school lunch



**CalFresh**

**Healthy  
Child**

**Community  
Eligibility**





# Questions?

Allison Pratt

**Alameda County  
Community Food  
Bank**

**apratt@accfb.org  
510-635-3663  
ext. 338**

Rashon Seldon

**Alameda County  
Social Services  
Agency**

**rseldon@acgov.org  
510-259-3821**

Jennifer LeBarre

**Oakland Unified  
School District**

**jennifer.lebarre@  
ousd.org  
510-434-3334**

