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.
Until everyone’s fed.

Allison Pratt
Chief of Partnerships & Strategy
**IMPACT GOAL: 90 MILLION MEALS BY FY18**

<table>
<thead>
<tr>
<th>SYSTEMS CHANGE THROUGH PARTNERSHIPS</th>
<th>CALFRESH APPLICATION ASSISTANCE</th>
<th>FOOD DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>56.8 MILLION MEALS</strong></td>
<td><strong>4.6 MILLION MEALS</strong></td>
<td><strong>28.8 MILLION MEALS</strong></td>
</tr>
<tr>
<td>Work with legislators to enact policies that ensure access to full participation in safety net resources.</td>
<td>Maximize enrollment in CalFresh (food stamps) among Alameda County residents.</td>
<td>Increase distribution of nutritious food by 5.5% annually, with at least half being farm-fresh produce.</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>SYSTEM GOAL</th>
<th>MEALS GAINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full participation in CalFresh</td>
<td>36 million</td>
</tr>
<tr>
<td>Full participation in school lunch</td>
<td>5.7 million</td>
</tr>
<tr>
<td>Full participation in school breakfast</td>
<td>11.7 million</td>
</tr>
<tr>
<td>Full participation in free summer lunch</td>
<td>3.1 million</td>
</tr>
<tr>
<td>Commodity Supplemental Food Program</td>
<td>0.3 million</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>56.8 million meals gained</strong></td>
</tr>
</tbody>
</table>
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
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
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
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.
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.

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 Guerra, 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) 635-3861 or email outreach@accfb.org.

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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
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.
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.
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
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.

### Number of Students in OUSD District-Run & District Authorized Charter Schools

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>48</td>
</tr>
<tr>
<td>Grade K-8</td>
<td>6</td>
</tr>
<tr>
<td>Middle</td>
<td>13</td>
</tr>
<tr>
<td>Alternative</td>
<td>1</td>
</tr>
<tr>
<td>Grade 6-12</td>
<td>3</td>
</tr>
<tr>
<td>High</td>
<td>7</td>
</tr>
<tr>
<td>Alternative High</td>
<td>7</td>
</tr>
<tr>
<td>Ind. Study</td>
<td>1</td>
</tr>
</tbody>
</table>

### # of OUSD District-Run Schools

- 48 Elementary
- 6 Grade K-8
- 13 Middle
- 1 Alternative
- 3 Grade 6-12
- 7 High
- 7 Alternative High
- 1 Ind. Study

### # 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

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

36,668 Total

- 1.6% Not Reported
- 11.1% White
- 26.2% African Am.
- 41.3% Latino
- 13.6% Asian
- 3.9% Multi. Eth.
- 1.1% Pac. Isl
- 0.8% Filipino

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
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
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”
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
Questions?

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