

APPENDIX F5:

CalFresh Media Message Points

Message 1

Claim: CalFresh is a necessary safety net for low-income Californians struggling during tough times.

Fact: As federal unemployment payments end, many will need to turn to CalFresh for help.¹ Over 94,000 Californians lost their long-term federal unemployment benefits in May 2012.²

Example: Here in [INSERT COUNTY] we have an unemployment rate of [INSERT PERCENT] and have seen first-hand how CalFresh can keep families from going hungry.³

Message 2

Claim: CalFresh is an important part of the solution to our state's hunger crisis.

Fact: Studies show that food insecurity in California has increased drastically in the last 10 years among all low-income groups except among those enrolled in CalFresh.⁴

Example: CalFresh provides eligible Californians with a boost to their food budgets, making it possible to buy more healthy foods.

Message 3

Claim: Even though CalFresh helps millions of low-income Californians have access to more healthy and affordable foods, there are millions more who qualify but are not enrolled.

Fact: In 2009, only 53 percent of those eligible were actually enrolled in the program.⁵ Applying this rate to more recent participation figures, approximately 3.5 million CalFresh-

eligible Californians are missing out on receiving benefits that could help their family.⁶

Example: Here in [INSERT COUNTY] we are doing a lot to combat hunger. Although we reach [INSERT NUMBER] of individuals with CalFresh, we estimate there are [INSERT NUMBER] more income-eligible individuals who would benefit from it.⁷

Message 4

Claim: CalFresh helps improve the health of low-income Californians.

Fact: Studies show that adults who are food insecure have poorer health⁸ and are at an increased risk of serious health problems like diabetes.⁹ Food insecurity is consistently linked with poorer dietary quality and lower fruit and vegetable consumption.¹⁰ Additionally, numerous studies show that food insecure women are more likely to be overweight or obese.¹¹

Example: CalFresh gives struggling families the buying power to take home more healthy foods, such as fruits and vegetables. As a matter of fact, here in [INSERT COUNTY OR CITY], we now have [INSERT NUMBER] farmers' markets where CalFresh benefits are accepted.¹²

Message 5

Claim: CalFresh may help children from low-income families perform better in school.

Fact: When families receive CalFresh, their children may be eligible to receive free breakfast and lunch at school; this is important because

studies show that children who eat breakfast report feeling more alert¹³, are less likely to be absent¹⁴, and they perform better on tests.¹⁵

Example: Here in [INSERT COUNTY OR SCHOOL DISTRICT] we have approximately [INSERT NUMBER] children eligible for free or reduced-price school meals, some of whom may qualify for CalFresh.¹⁶

Message 6

Claim: CalFresh not only helps individuals and families but it also brings money into our local communities.

Fact: For every dollar of CalFresh money spent, \$1.79 is generated in local economic activity.¹⁷

Example: Here in [INSERT COUNTY OR CITY], for example, it is estimated that if everyone who is eligible for CalFresh participated in the program, approximately [\$XX] would be generated in local economic activity.¹⁸

¹ National Employment Law Project, “Phase Out of Federal Unemployment Insurance – Fact Sheet,” June 2012. Accessed September 25, 2012, http://www.nelp.org/page/-/UI/2012/FactSheet_UI_Phase-Out.pdf?nocdn=1

² *ibid.*

³ A source for county-level unemployment rate is: The Employment Development Department. California labor market info, the economy. State of California, Employment Development Department, website. <http://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/localareaproqsselection.asp?menuchoice=localareapro>. Accessed November 1, 2012.

⁴ Chaparro M.P., Langellier B., Birnbach K., Sharp M., and Harrison G., “Nearly Four Million Californians Are Food Insecure,” Health Policy Brief, UCLA Health Policy Research Center, June 2012. Accessed November 2012, <http://cfpa.net/foodinsecurity2012>

⁵ Cunnynham, KE, *Reaching Those in Need: State Supplemental Nutrition Assistance Program Participation Rates in 2009*, Mathematica Policy Research, U.S. Department of Agriculture, Food and Nutrition Service, December 2012. January 2013, <http://www.fns.usda.gov/ora/menu/Published/snap/FILES/Participation/Reaching2009.pdf>

⁶ Shimada T., *Lost Dollars, Empty Plates: The Impact of CalFresh Participation on State and Local Economies*, California Food Policy Advocates, February 2012. Accessed November 2012, <http://cfpa.net/CalFresh/CFPAPublications/LDEP-FullReport-2012.pdf>

⁷ *ibid.*, p. 18-19.

⁸ Stuff JE, Casey PH, Szeto KL, et al., “Household Food Insecurity is Associated with Adult Health Status,” *J. Nutr.* 2004;124:2330-5.

⁹ Seligman HK, Laraia BA, Kushel MB, “Food insecurity is associated with chronic disease among low-income NHANES participants,” *J. Nutr.* 2010;140(2): 304-310.

¹⁰ Institute of Medicine, “Hunger and Obesity: Understanding a Food Insecurity Paradigm: Workshop Summary,” Washington, D.C. The National Academics Press, 2011.

¹¹ *ibid.*

¹² A source for number of farmers markets accepting EBT is: Network for a Healthy California Geographical Information System (GIS) Map viewer. <http://www.cnngis.org/>

¹³ Widenhorn K, Hille K, Klenk J, and Weiland U, “Influence of Having Breakfast on Cognitive Performance and Mood in 13-to-20-Year-Old High School Students: Results of a Crossover Trial,” *Pediatrics.* 2008;122:279-284.

¹⁴ Kleinman RE, Hall S, Green H, Korzec-Ramirez D, Patton K, Pagano ME, Murphy JM, “Diet, Breakfast, and Academic Performance in Children,” *Ann Nutr Metab.* 2002;46(suppl 1):24-30.

¹⁵ Mahoney C, Taylor H, Kanarek R, and Samuel P, “Effect of Breakfast Composition on Cognitive Processes in Elementary School Children,” *Physiology and Behavior.* 2005;85:635-645.

¹⁶ A source for free or reduced price meals at the state, county, district and school level is: California Department of Education (CDE) Data Quest. <http://dq.cde.ca.gov/dataquest/>

¹⁷ Hanson, K., *The Food Assistance National Input-Output Multiplier (FANIOM) Model and Stimulus Effects of SNAP*. ERR-103, U.S. Department of Agriculture, Econ. Res. Serv., October 2010. Accessed November 1, 2012, http://www.ers.usda.gov/media/134117/err103_1_.pdf

¹⁸ Shimada T., *Lost Dollars, Empty Plates: The Impact of CalFresh Participation on State and Local Economies*, California Food Policy Advocates, February 2012. <http://cfpa.net/CalFresh/CFPAPublications/LDEP-FullReport-2012.pdf>