

# California CalFresh Outreach Plan FFY 2013 Final Report

## Introduction

Federal Fiscal Year (FFY) 2013, (October 1, 2012–September 30, 2013), saw change and growth for the CalFresh Outreach (CFO) Plan. Overall, it was a successful year in helping to fulfill the CFO mission to bring more awareness of, and participation in, CalFresh in California.

As of January 2013, the administration of the CFO Plan was transferred fully to the California Department of Social Services (CDSS). The only activities remaining at the California Department of Public Health (CDPH) were the oversight of the media and Public Health Institute (PHI) contracts. All seven Outreach contractors were managed at CDSS. For FFY 2013, the contractors were INFO LINE of San Diego County (2-1-1 San Diego), California Association of Food Banks (CAFB), Catholic Charities of California (CCC), California State University (CSU) Chico Research Foundation (CRF), Clinica Sierra Vista (CSV), Redwood Community Health Coalition (RCHC) and Santa Ynez Valley People Helping People (SYVPHP). In addition, 116 subcontracted agencies operated under the seven nonprofit contractors.

Outreach activities for FFY 2013 were conducted in 51 of California's 58 counties and in most cases exceeded Scope of Work (SOW) deliverables:

- Households prescreened for CalFresh finished at 135 percent of target
- Application Assists finished at 126 percent of target
- An estimated 53,121 additional households received CalFresh benefits, up from approximately 42,365 in 2012.

In FFY 2013 the CFO Plan generated \$11.8 million State Share and \$9.9 million Federal Share for a total of \$21.7 million in funding for CalFresh outreach activities. This investment in California's CFO Plan yielded an estimated \$218,529,359 million in CalFresh benefits brought into the state by new recipients.<sup>1</sup>

## Major Accomplishments

During FFY 2013, the following leadership, programmatic and administrative accomplishments were among the many achieved through the CFO Plan.

---

<sup>1</sup> Applies average per person per month SNAP benefit of \$149.05 for California in FFY 2012 by 12 months.  
Source: USDA Food and Nutrition Services [http://www.fns.usda.gov/pd/18SNAPavg\\$PP.htm](http://www.fns.usda.gov/pd/18SNAPavg$PP.htm)

## ***Outreach Worker Training***

The Outreach Toolkit was completed and delivered to all contractors. The Toolkit consists of three main sections: the General Market Handbook, the Older Adults Handbook and videos. One of the videos, *CalFresh Outreach - Just the Basics*, received an Award of Excellence in the 2013 Videographer Awards, judged by the Association of Marketing and Communications Professionals. There were more than 1,500 entries world-wide. The Award of Excellence was awarded to those projects that the judges deemed were written, produced, shot and edited in an exceptional manner.

All of the materials are available on the CalFresh Outreach website at <http://www.cdss.ca.gov/calfreshoutreach/PG3213.htm>. In addition to use by Outreach contractors, the toolkit and videos have been requested and used by California county welfare departments (CWD).

CDSS developed a training plan that provides a framework for ensuring Outreach contractors are properly and efficiently trained. In addition to bi-monthly conference calls with contractors, CDSS delivered several webinars that provided training on technical topics such as the new CalFresh Semi-Annual Reporting Form.

## ***CalFresh Outreach Website***

A new website was created to assist contractors with performing Outreach activities. The website includes the Toolkit, an operations manual, links to Outreach resources, training materials and a calendar. The website is found at <http://www.cdss.ca.gov/calfreshoutreach/>.

## **Statewide Collaboration, Partnerships and Events**

CDSS began several new partnerships with other state agencies to raise awareness of each other's programs and to disseminate information about CalFresh to potentially eligible Californians.

- Through a partnership with the **Department of Health Care Services (DHCS)**, CalFresh provided 94,000 flyers for insertion into a mailing to new Medi-Cal (Medicaid) clients in California. CDSS and DHCS are also working together to share data that shows Medi-Cal enrollees not currently participating in CalFresh. DHCS also includes information about CalFresh on their web pages and on the Medi-Cal application.
- In August 2013 discussions began between CDSS and the **Women, Infants and Children (WIC)** program about how the two programs can work together to increase participation in both CalFresh and WIC. Several training opportunities are scheduled for FFY 2014 to educate WIC agencies and Outreach contractors on each other's programs.
- CDSS partnered with the California **Employment Development Department (EDD)** and provided 400,000 CalFresh brochures for an EDD mailing in November 2012 to unemployment benefits recipients whose benefits were about

to expire. In addition, all similar mailings to unemployment benefits recipients include information about the CalFresh program.

- In October 2012 CDSS partnered with Spanish TV station **Univision** to host a Spanish language phone bank event. The goal was to raise CalFresh awareness among Univision's Spanish speaking audience and contribute to increased enrollment through trained operators' assistance. During the event 3,500 calls were answered, and records showed that the majority had not previously applied for CalFresh. Callers received a referral to the online application, were told where to apply, given the CalFresh toll free information Line (CIL) and, if interested, contact information was taken so that an application could be mailed.

### **Direct Services Accomplishments**

In addition to the work at the state level, the seven Outreach contractors were active in activities to increase awareness of, and participation in, CalFresh. Following are some of the highlights for FFY 2013.

- The CalFresh Improvement Consortium for San Bernardino County, chaired by Catholic Charities of San Bernardino/Riverside, has successfully helped increase the CalFresh participation rate. In 2013, San Bernardino County moved from 8<sup>th</sup> place to 3<sup>rd</sup> place for CalFresh participation / program access index (PAI) rates. On September 24<sup>th</sup>, the CalFresh Improvement Consortium was also awarded a National Association of Counties Achievement Award by the County of San Bernardino Board of Supervisors.
- INFO LINE of San Diego County continued to build their relationship with the County of San Diego, allowing them to gather approval information on all applications submitted by 2-1-1 on behalf of clients. As a result, more applications were submitted, and the approval rate continues to increase.
- Santa Ynez Valley People Helping People incorporated CalFresh prescreening questions into their Intake process for new clients, ensuring all case managed clients are screened at the onset of services.
- California Association of Food Banks and a peer-led committee hosted one conference call and five webinars for subcontractors and the larger CalFresh outreach community.
- Redwood Community Health Coalition created an information sharing agreement with their local schools and school district allowing them to identify families who are eligible for CalFresh, and provide them information about the program.
- Clinica Sierra Vista has focused on collaboration with the Fresno Unified School District. CSV has integrated enrollment staff at over 20 elementary, middle and high schools to provide information to CalFresh eligible students currently on the free/reduced lunch program.

### **Major Challenges and Solutions Developed**

Several Outreach contractors reported challenges with reaching out to mixed status households, immigrants and generally addressing myths about CalFresh. With the introduction of the Outreach Worker Toolkit, contractors were able to use materials to

address these situations. In addition, contractors reported the need for training their staff, and were able to utilize the Toolkit and videos to provide up-to-date training for outreach workers. Contractors were also able to share best practices at the bi-monthly conference calls led by CDSS staff.

There were several new contractors with the Outreach program in FFY 2013 that reported challenges in understanding program processes and policies. The CDSS Outreach team began development of an Operations Manual for the contractors, and posted that information to the Outreach website. CDSS staff also worked to simplify processes and trained contractors on new procedures via webinars and conference calls.

### Evaluation Targets, Methodology and Findings

The primary goal of the FFY 2013 California CalFresh Outreach (CFO) Plan was to improve participation in CalFresh by approximately 56,000 households. This goal was supported by activities designed to encourage eligible households to apply for CalFresh. Support activities included:

- Distribution of informational materials about CalFresh with a call to action
- Information tables at public events like health fairs and farmers’ markets
- Prescreening questionnaires to identify likely eligible households
- Follow-up calls and cards to likely eligible households

In all support activity areas, aggregate CFO Plan target goals were exceeded by the seven contracting agencies and their subcontractors as shown in Table 1. These goals were achieved even though agencies spent less than 80 percent of their allotted budget.

**Table 1: Agency Activities and Results**

Contractor (# of subs) <sup>a</sup>	Materials Distributed		Tabled Events		Households Prescreened		Household Follow Ups		Applications Submitted	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual
<b>2-1-1 (20)</b>	5,000	75,283	20	426	482,622	512,529	4,200	6,420	4,200	6,725
<b>CAFB (46)</b>	556,295	1,362,689	875	4,091	62,953	156,423	10,263	22,607	27,334	36,548
<b>CCC (12)</b>	118,500	183,689	414	1,190	43,156	105,050	4,295	9,471	7,140	7,048
<b>CSUC (17)</b>	76,100	112,042	317	810	10,660	25,286	1,470	2,841	2,845	2,108
<b>CSV</b>	15,000	24,211	70	104	10,000	17,424	4,000	6,367	2,500	4,215
<b>RCHC (15)</b>	41,100	65,955	112	303	12,850	20,897	1,890	1,278	3,440	3,711
<b>SYVPH (6)</b>	5,850	17,269	47	107	3,385	4,535	365	777	835	598
<b>TOTAL</b>	<b>817,845</b>	<b>1,841,138</b>	<b>1,855</b>	<b>7,031</b>	<b>625,626</b>	<b>842,144</b>	<b>26,483</b>	<b>49,761</b>	<b>48,294</b>	<b>60,953</b>
<b>% Target</b>	<b>225%</b>		<b>379%</b>		<b>135%</b>		<b>188%</b>		<b>126%</b>	

a. “Subs” includes both subcontracting and sub-subcontracting agencies totaling 116.

While supporting activities all play a role in increasing CalFresh participation, two activities provide a clearer measure of success in increasing CalFresh participation:

- Applications submitted to CWDs
- Phone referrals to CWDs that result in potential CalFresh applications

## **Methodology**

### ***Applications Submitted by Contractors***

Based upon CalFresh program caseload reports submitted by California's 58 counties, the average case determination rate for CalFresh applications submitted in FFY 2013 is 60.2 percent<sup>2</sup>. This statewide average was used to estimate all new households resulting from applications submitted through the efforts of the FFY 2013 CFO Plan. (Although this report uses 60.2 percent, some CFO Plan contractors have anecdotally reported approval rates at closer to 90 percent.)

### ***Potential Applications Submitted via Call Referrals***

The forecasts for the FFY 2013/2014 CFO Plan were based upon the assumption that eight percent of total calls received by the 2-1-1 San Diego prime agency result in applications submitted. The remaining 2-1-1 San Diego prime agency calls (171,322), plus all of the 2-1-1 San Diego subcontractor calls (326,309) were evaluated as phone calls referred to CWDs. The CFO Plan also operates on the estimate that phone call referrals from 2-1-1 San Diego and the CalFresh Information Line (an additional 48,158 unduplicated<sup>3</sup> calls) to CWDs result in five submitted CalFresh applications for every 100 referred calls<sup>3</sup>. Potential applications submitted are then counted as approved at the average statewide determination rate of 60.2 percent.

## **Results**

Table 2 summarizes the overall impact of the CFO Plan on increased participation, showing that 53,121 households are estimated new to CalFresh in FFY 2013. These 53,121 estimated new households represent an increase of 25.4 percent over the results (42,365 new households) from FFY 2012 outreach efforts.

---

<sup>2</sup> Source: the CDSS DFA 296 CalFresh Monthly Caseload Movement Statistical Report. Average over 12 months (October 2012 through September 2013) was determined by approved, denied and withdrawn applications.

<sup>3</sup> This estimate is based upon a previous year's study which showed a 5 percent increase in application submissions corresponding to a USDA media campaign that promoted the CIL phone number.

**Table 2: FFY 2013 Estimated New CalFresh Participants and Fiscal Impact**

Source	Estimated New Households	Estimated New Participants <sup>c</sup>	Estimated Additional Annual SNAP Benefits <sup>d</sup>
Applications Submitted by Contractors	36,693 <sup>a</sup>	84,394	\$ 150,947,108
Potential Applications Submitted via Call Referrals	16,428 <sup>b</sup>	37,787	\$ 67,582,251
<b>TOTAL</b>	53,121	122,181	\$ 218,529,359

- a. Estimated new households derived from 60,953 applications submitted by contractors to CWDs.
- b. Estimated new households derived from 545,790 total calls referred to CWDs from 2-1-1 San Diego, 2-1-1 San Diego Subcontractors and the CIL.
- c. Estimated new participants were derived by multiplying estimated new households by 2.3 persons per household. Source: USDA SNAP Household Characteristics report covering FFY 2011 <http://www.fns.usda.gov/sites/default/files/2011Characteristics.pdf>
- d. Applies average per person per month SNAP benefit of \$149.05 for California in FFY 2012 by 12 months. Source: USDA Food and Nutrition Services [http://www.fns.usda.gov/pd/18SNAPavg\\$PP.htm](http://www.fns.usda.gov/pd/18SNAPavg$PP.htm)