

First 5 Siskiyou Partnership for CalFresh Outreach

Presented by:

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First 5 Siskiyou



First 5 Siskiyou CalFresh Outreach Efforts

- First 5 Siskiyou partners with 10 Family/Community Resource Centers
- First 5 subcontracts thru The Center for Healthy Communities at CSU, Chico
- Reimbursed 1/3 of time/resources spent on CFO activities.



Center for
Healthy Communities

CALIFORNIA STATE UNIVERSITY, CHICO



Why is CalFresh Outreach important for Siskiyou County?

- 20% of residents live in poverty (CA is 16%)
- 44% of children 0-5 live in poverty (CA is 23%)
- 20.5% of residents are food insecure
- 31.6% of children are food insecure
- 41.4% of our total population live 185% Federal Poverty Level
- 58.2% of children aged < 6 years old live below 185% Federal Poverty Level



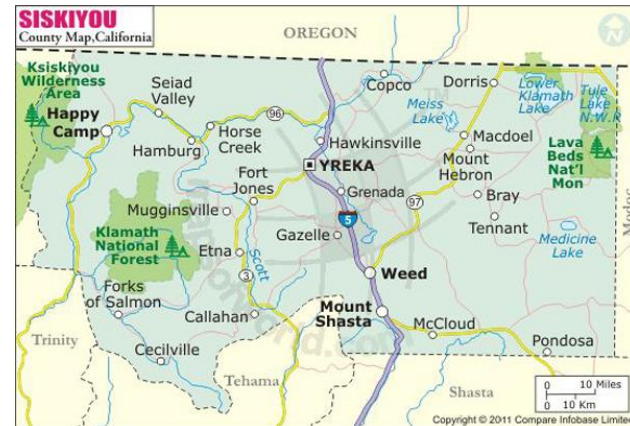
CA ranks 2nd to last among states for SNAP/CalFresh participation

- It's estimated that 3.2 million Californians are eligible but not participating in the CalFresh program
- With that, CA loses **\$3.5 billion/year** in federal benefits **and \$6.3 billion/year** in economic activity
- Meanwhile, more and more people are food insecure and dealing with poor nutrition



Siskiyou Effect

- An estimated **3,011** Siskiyou County residents are eligible, but not participating in the CalFresh program
- If all eligible Siskiyou County residents participated, Siskiyou County would receive an additional
= \$3.1 million annually in federal funds
- If you add the multiplier effect of \$1.79 per dollar spent
= \$5.6 million in economic activity
- = That is money Siskiyou County could have benefited from last year**



What is CalFresh Outreach?

- FRCs provide outreach throw-out Siskiyou County
- FRCs help people through the ENTIRE application process
- FRCs help households gather the documents needed to apply
- FRCs connect with hard-to-reach populations
- FRCs have integrated CFO into playgroups, family fun nights, preschool activities, parenting classes, etc.
- FRCs and other partners table at community events to spread correct, non-biased information about the program
- FRCs network with organizations that work with low income populations



Outcomes Good for the State, County, and Most Importantly Families with Young Children

- Strengthened our relationship with Siskiyou County Human Services Department
 - Provided trainings on CF and other programs, contact person, application status, resources etc
- Coordinated CFO activities with nutrition education activities, USDA commodities, holiday food baskets, etc.
- Normalized the conversation around CalFresh.
- Increase number of children and families with access to food.

