

March 19, 2013

CDSS Announcements

- Each contractor now has a CDSS Program Analyst assigned to them
- CDSS will be conducting site visits with each contractor during the next few months.
- CalFresh Outreach Toolkit is in the final stages and should be completed by June 2013.
- Be sure to check www.grants.gov for grant opportunities related to SNAP.

Introductions: What are you most proud of during the last quarter?

- **CSU Chico:** One of their subcontractors created a new outreach effort and generated 30 new CalFresh applications in one week.
- **Clinica Sierra Vista:** There was an outreach event in Kern County for seniors that resulted in an increase in applications. There was also a 'We Connect' event that brought in over 10,000 people. There were five county eligibility workers at the event, resulting in the submission of 149 completed applications.
- **Redwood Community Health Coalition:** They have a partnership with Redwood Food Bank, and did a training on expedited food services in emergency situations.
- **Catholic Charities:** They held their annual meeting with their subcontractors and it was a very successful event.
- **California Association of Food Banks:** CAFB held their peer-to-peer meeting and continues to look for ways to provide leadership to their subcontractors.
- **Santa Ynez People Helping People:** They held their first webinar for direct service staff on outreach to immigrants.
- **211 San Diego:** With 21 subcontractors, they managed to get all of the invoices submitted on time!

Technical Assistance: Contractor Reporting and Scope of Work

- Contractor reporting is important because:
 - Helps CDSS to understand the bigger picture of contractor efforts
 - All numbers represent people, whose lives are being touched by contractor efforts
- First Quarter Summary
 - Several categories had exceptional numbers, even exceeding annual goals in the first quarter
 - This probably indicates that some tasks are easier to do than others
- CDSS GUIDANCE: Redirect efforts to emphasize the under-performing activities while continuing to do the over-performing activities at a reduced level.
 - Reminder: please use CDSS provided SOW spreadsheets for future reports.

Category Focus: # Materials Distributed

- **QUESTION:** Do only State Approved materials count, or do contractor/subcontractor created materials count as well?
- **ANSWER:** Any document that is State approved or approved per the CDSS review process (document attached)
- Process for developing own outreach materials
 - All prime contractors must approve materials developed by subcontractors.
 - Must follow the materials approval process provided by CDSS (attached)
 - Materials created by prime contractors need to be approved by CDSS
- Ordering outreach materials
 - Concern was raised over the new process and CDSS is investigating the issue
 - Until a new process is in place
 - Deplete the supply in the CDPH warehouse
 - Order any additional items (if desired) from Paul Baker printing.

Best Practices: Outreach to Immigrants

- **Catholic Charities**
 - Focus on building trusted resources.
 - Make a strong connection with local churches.
 - Connect with agencies that have trust with the population.
 - Engage leaders in immigrant communities.
 - Provide in-language services wherever possible.
 - Provide flyers in their language.
 - “INS says” flyer has been helpful.
 - Find topics of concern to everyone.
 - Stress health and family to find common ground.
 - Addressing fears concretely – not just being positive but having concrete answers to their questions.
 - Conduct outreach on weekends.
 - Hold events where people live and work.
 - Outreach via word of mouth.
- **Santa Ynez People Helping People**
 - Outreach workers have the information but it can be hard to articulate it to the clients; helping the CFO workers with specific language and role plays is helpful.
- **Clinica Sierra Vista**
 - Families sometimes go to small immigration offices and get the wrong information and they are fearful.