



CDSS

WILL LIGHTBOURNE
DIRECTOR

STATE OF CALIFORNIA—HEALTH AND HUMAN SERVICES AGENCY
DEPARTMENT OF SOCIAL SERVICES

744 P Street • Sacramento, CA 95814 • www.cdss.ca.gov



EDMUND G. BROWN JR.
GOVERNOR

March 2, 2012

All County Information Notice. I-13-12

TO: ALL COUNTY WELFARE DIRECTORS
ALL CALFRESH COORDINATORS
ALL CONSORTIUM PROJECT MANAGERS
ALL CALWORKS PROGRAM SPECIALISTS

SUBJECT: CALFRESH NAME CHANGE AND NEW CALFRESH MATERIALS

REFERENCE: ALL COUNTY LETTER (ACL) 10-55; ALL COUNTY INFORMATION NOTICE (ACIN) I-54-11; ASSEMBLY BILL 1400; APPROVED BY GOVERNOR, SEPTEMBER 6, 2011, (2011-2012 REG. SESS.) pp.129-130.

REASON FOR THIS TRANSMITTAL

- State Law Change
- Federal Law or Regulation Change
- Court Order
- Clarification Requested by One or More Counties
- Initiated by CDSS

As of October 23, 2010, CalFresh replaced “Food Stamp Program” as the name of the Supplemental Nutrition Assistance Program (SNAP) in California. Pursuant to the enactment of Welfare and Institutions Code section 18900.2, effective on January 1, 2012, references in state law to California’s Food Stamp Program have been changed to CalFresh. Although most counties have already changed the name of their Food Stamp Program to CalFresh, counties that have not done so are requested to formally change the name of their Food Stamp Program to CalFresh to align with the change in state statute.

In conjunction with other program changes, the California Department of Social Services (CDSS) will continue to update program forms and notices to reflect the new name, CalFresh. However, if your county is using approved substitute forms, you are authorized to make non-substantive changes by replacing references to the Food Stamp program with CalFresh without prior approval.

A key factor behind renaming SNAP in California was to create a brand that would help reduce the stigma associated with “food stamps” and encourage eligible Californians to take part in the program. To that end, the renaming process consisted of a large stakeholder workgroup, along with extensive focus group testing that included an online survey with over 650 low income Californians. The name CalFresh was ultimately chosen because it aligned with the focus groups’ positive attitudes towards a healthy family and a fresh and modern program.

ACIN NO. I-13-12
Page Two

To assist counties with the ongoing promotion of CalFresh, CDSS is able to provide a variety of CalFresh outreach materials through the CDSS Warehouse (please see attached list and ordering instructions). These materials include a General Market Brochure in English, Spanish, Hmong and Chinese, and a Senior Brochure in English and Spanish. There are also small flyers (bookmark size) and a limited number of posters (English on one side/ Spanish on the other side) available.

These materials were made possible through the CalFresh Outreach Plan and our partnership with the California Department of Public Health, Network for a Healthy California (*Network*), and were funded through matching community based organization funding and funding through the United States Department of Agriculture, Food and Nutrition Service. CDSS would like to thank all of the community partners who participated in the CalFresh Outreach Plan for their continued support of the CalFresh program.

CalFresh Outreach agencies and community based organizations that are participating in the CalFresh Outreach Plan will continue to order materials through the *Network*, at: <http://www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx>

Materials are also available for download on the CDSS website at: <http://www.calfresh.ca.gov/PG2460.htm>

If you have any questions regarding the CalFresh rebranding effort, or the CalFresh Outreach Plan please contact Ms. Detta Hunt, Statewide Outreach Coordinator, at (916) 653-6161.

Sincerely,

Original Document Signed By:

LINDA PATTERSON, Chief
CalFresh Branch

|

**COUNTY ONLY ORDERING INFORMATION FOR CALFRESH
BROCHURES AND MEDIA MATERIALS**

Due to limited availability, only County Social Services agencies may order these materials through the California Department of Social Services warehouse.

1. Please preview CalFresh Outreach materials prior to ordering at:
<http://www.calfresh.ca.gov/PG2460.htm>
2. Counties are to use state form GEN 727B. Please note that these materials are not currently listed in the CDSS Departmental Forms Catalog.
3. Please use the codes and descriptions in the table below. (Please note that there is no prefix provided for any of the items.)
4. List items separately – one line for each type of material ordered. Because materials are in packages of 100, materials can only be ordered in units of 100 each, except for posters that are sent in units of five posters each. Because the posters are very limited we are requesting that counties only order one or two units.
5. Please order under “Quantity Wanted” the number of units you want to order.
6. The GEN 727B can be submitted electronically at:
<http://www.dss.cahwnet.gov/cdssweb/entres/forms/English/GEN727b.pdf>

CALFRESH OUTREACH MATERIALS LIST

CalFresh General Market Brochure – English (100 per unit)	1011. BGE
CalFresh General Market Brochure – Spanish (100 per unit)	1011.BGS
CalFresh General Market Brochure – Chinese (100 per unit)	1011. BGC
CalFresh General Market Brochure – Hmong (100 per unit)	1011.BGH
CalFresh General Market Brochure Insert -- English/Spanish (100 per unit)	1011.I
CalFresh General Market Brochure Insert – Chinese (100 per unit)	1011.IC
CalFresh General Market Brochure Insert -- Hmong (100 per unit)	1011.IH
CalFresh Senior Brochure – English (100 per unit)	1011.BSrE
CalFresh Senior Brochure – Spanish (100 per unit)	1011.BSrS
*CalFresh General Market Poster (5 per unit)	1011.PG
*CalFresh Senior Poster (5 per unit)	1011.PSr
CalFresh General Market Flyer (bookmark size) English/Spanish (100 per unit)	1011.FG
CalFresh Senior Flyer (bookmark size) English/Spanish (100 per unit)	1011.FSr

* We are requesting that counties initially order one or two packages (units) of posters per county until we can get additional posters printed.