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GAVIN NEWSOM
GOVERNOR

April 10, 2019

TO: ALL COUNTY WELFARE DIRECTORS

FROM: KIM JOHNSON, Deputy Director
Family Engagement and Empowerment Division

SUBJECT: **MAY IS CALFRESH AWARENESS MONTH**

May is *CalFresh Awareness Month*, and the California Department of Social Services (CDSS) is encouraging all counties to participate. CalFresh is proud to play a critical role in reducing hunger and poverty and improving health by providing nutrition assistance to millions of low-income households through an array of vital services. We hope all counties will join us in emphasizing the beneficial impact of CalFresh by hosting a CalFresh Awareness Month event or series of events in your county, and spend the month highlighting some of the important work each of you are already doing to make people's lives better. For CalFresh Awareness Month 2019, we suggest highlighting the expansion of CalFresh to recipients of Supplemental Security Income/State Supplementary Payment (SSI/SSP) beginning June 1, 2019. This is a historic moment for the program and for California! For the first time, California recipients of SSI/SSP may also be eligible for CalFresh food assistance. We encourage you to review the resources including webinars and outreach materials made available to you by visiting the existing stakeholder page:

<http://www.cdss.ca.gov/inforesources/CalFresh/Supplemental-Security-Income> or the new public page going live in late April: www.CalFreshFood.org.

In addition to the expansion of CalFresh, we have refreshed our CalFresh logo and have launched a family of CalFresh brands to unite each of our services across food benefits, nutrition education, employment and training, and disaster response under one shared identity. The united CalFresh brand is one that audiences will be able to connect to, recognize, and trust to increase their openness and desire to participate in our programs. It is our hope that the united refreshed branding will elevate the reach and impact of our services. All brand materials will be available beginning mid-April at www.CalFreshHealthyLiving.org. **If your county is planning any special events for CalFresh Awareness Month, please share them with the CDSS CalFresh Outreach team!** These events will be featured on the CDSS website, and CDSS will post information on the CDSS Facebook and Twitter pages and provide a hashtag for the

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counties to use in promoting their own social media channels. To be featured on the CDSS website, please email a list of CalFresh Awareness Month events your county is hosting to the CalFresh Outreach inbox at CalFreshAccess@DSS.ca.gov so we may add these to our statewide event calendar.

Thank you in advance for your proactive efforts to address food and hunger insecurity through collaboration with your community for the betterment of all California.

If you would like to learn more about opportunities to replicate and build upon the CalFresh Awareness Month efforts undertaken by other counties, or about state CalFresh Outreach efforts, please contact Jessica Cooper, Manager, CalFresh Outreach Unit, at (916) 651-5243.