

February 15, 2024

CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

EXECUTIVE SUMMARY

ALL COUNTY WELFARE DIRECTORS LETTER

The purpose of this letter is to inform County Welfare Departments (CWDs) and community-based organizations (CBOs) who provide CalFresh Outreach and application assistance in California information about CalFresh Awareness Month for May 2024. CalFresh Awareness Month will provide another opportunity to ensure eligible individuals and families across the state are aware of the food and nutrition resources available to them.



KIM JOHNSON
DIRECTOR

CALIFORNIA HEALTH & HUMAN SERVICES AGENCY
DEPARTMENT OF SOCIAL SERVICES
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February 15, 2024

ALL COUNTY WELFARE DIRECTORS LETTER

TO: ALL COUNTY WELFARE DIRECTORS

FROM: ALEXIS FERNÁNDEZ GARCIA, DEPUTY DIRECTOR
FAMILY ENGAGEMENT & EMPOWERMENT DIVISION

SUBJECT: **MAY IS CALFRESH AWARENESS MONTH**

The purpose of this All County Welfare Directors Letter (ACWDL) is to notify counties that the California Department of Social Services (CDSS) is issuing this year's CalFresh Awareness Month letter to share the significance of CalFresh and its role in providing supplemental nutrition assistance to millions of California households within the last year. The 2023 CalFresh Awareness Month proved to be successful with 133 hosted events from community-based organizations (CBOs) and counties across the state. It is important we continue this effort to ensure individuals and families facing economic challenges have access to nutritional support, while promoting community well-being.

CDSS, in partnership with counties and other stakeholders, continues to target California's underrepresented and vulnerable populations through equitable outreach strategies while also focusing on the needs of:

- College students,
- Veterans,
- Older adults,
- Immigrant and mixed status households, and
- Other underserved communities.

The CDSS CalFresh Outreach Unit will host the fourth annual CalFresh Awareness Month 2024 kick-off webinar on **Thursday, March 7, 2024 from 10:00am to 12:00pm**. Counties and CBOs are encouraged to attend and learn innovative approaches to CalFresh program outreach, access, and awareness. Register for the [2024 CalFresh Awareness Month](#) webinar today! If your organization or county is interested in

presenting during this webinar, please reach out to the CDSS CalFresh Outreach via email at CalFreshAccess@dss.ca.gov. Thank you in advance for your proactive efforts to address hunger and food insecurity in your community and improving the lives of all Californians.

If you would like to learn more about CalFresh Awareness Month, please contact Danielle Wilson, Manager, CalFresh Outreach Unit, at (916) 639-2532 or email CalFreshAccess@dss.ca.gov.