



CDSS

WILL LIGHTBOURNE
DIRECTOR

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

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EDMUND G. BROWN JR.
GOVERNOR

August 31, 2011

ALL COUNTY INFORMATION NOTICE NO. I-54-11

REASON FOR THIS TRANSMITTAL

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

TO: ALL COUNTY WELFARE DIRECTORS
ALL CALFRESH PROGRAM COORDINATORS

SUBJECT: CALFRESH OUTREACH

REFERENCE: ALL COUNTY INFORMATION NOTICE I-10-11

Last fall the name of California’s Food Stamp Program became CalFresh. As a part of our program rebranding efforts, we are continuing to encourage counties to conduct program informational and outreach activities to inform low-income households about CalFresh, including the name change and recent program changes. Many low income people, especially seniors and working people, do not apply and are not even aware that they are eligible for CalFresh benefits. Outreach raises awareness of the nutrition benefits and helps to dispel program myths and misperceptions.

Although counties already perform many types of outreach activities, we would like to remind counties that they can claim these activities as county administrative expenses. The Department is in the process of issuing additional claiming instructions in a subsequent County Fiscal Letter to better assist counties in claiming outreach activities, such as:

- Hosting an outreach exhibit or booth at community events;
- Conducting outreach workshops with outreach partners/community organizations at their locations;
- Placement of advertisements on radio, television, print or electronic media, including production and distribution of public service announcements (PSAs);

- Development of printed educational or informational materials for clients;
- Use or customization of Food and Nutrition Service outreach materials for clients;
- Training or train-the-trainer programs for CalFresh outreach partners and community organizations;
- Translation of materials and bilingual accommodation to convey eligibility requirements and assist persons with limited English proficiency during the application process; and
- Program access activities.

Most of these activities, along with prescreening and application assistance, are also performed by community organizations as part of the CalFresh Outreach Plan (attached is a list of CalFresh Outreach Plan partners). We want counties to continue to foster relationships with their Outreach Plan partners and community organizations. Many of the organizations in the CalFresh Outreach plan provide very valuable assistance to eligible and potentially eligible households and help to relieve some of the administrative burden on counties by providing program information, application assistance and training of other community based organizations.

If a county does not have an outreach partner that is already part of the CalFresh Outreach plan, or would like to contract for a specific outreach activity, the county can contract directly with community organizations to perform CalFresh outreach and program access activities. Counties can also encourage the agency to apply to become a subcontractor under the CalFresh Outreach plan.

If you have any questions please contact Ms. Detta Hunt, Outreach Coordinator, at (916) 653-6161.

Sincerely,

Original Document Signed By:

LINDA PATTERSON, Chief
CalFresh Branch

Attachment

**2011 CalFresh Outreach Plan
Subcontractors by County**

**Prime
Contractors*¹**

Alameda

Community Food Bank	CAFB
East Bay Agency for Children	CAFB
Eden Information & Referral (2-1-1 agency)	211
Fremont Family Resource Center	CAFB
SF Works	CAFB
Single Stop USA	CAFB

Amador

The Resource Connection Food Bank	CAFB
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Butte

California State University, Chico	CRF
Community Action Agency of Butte County, Inc.(CAA)	CRF
California State University, Chico School of Social Work	CRF
Four Winds of Indian Education	CRF
Northern Valley Indian Health, Inc.	CRF
Youth for Change	CRF

Calaveras

The Resource Connection Food Bank	CAFB
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Colusa

Community Action Agency	CRF
Del Norte Clinics, Inc.	CVHN
Northern Valley Indian Health, Inc.	CRF

Contra Costa

Contra Costa Crisis Center (2-1-1 agency)	211
Food Bank of Contra Costa and Solano	CAFB
Village Community Resource Center	CAFB
SF Works	CAFB

Fresno

Catholic Charities of the Diocese of Fresno	CCC
Clinica Sierra Vista	CSV
Community Food Bank	CAFB
Fresno Metro Ministry	CAFB
United Way of Fresno County (2-1-1 agency)	211

¹ Explanations of acronyms are at the end of the document.

Glenn

California State University, Chico	CRF
Community Action Agency	CRF
Community Housing Improvement Program	CRF
Del Norte Clinics, Inc.	CVHN
Four Winds of Indian Education	CRF
Northern Valley Indian Health, Inc.	CRF

Humboldt

Food For People	CAFB
Humboldt Community Switchboard/United Way Humboldt (2-1-1 agency)	211

Imperial

Catholic Charities Diocese of San Diego	CCC
Imperial Valley Food Bank	CAFB
INFO LINE of San Diego County (dba 211)	211

Kern

Catholic Charities of the Diocese of Fresno	CCC
Clinica Sierra Vista	CSV
Community Action Partnership of Kern (2-1-1 agency)	211
United Farm Workers Foundation	UFWF

Kings

Family Health Care Network	CVHN
Kings United Way (2-1-1 agency)	211

Lake

Catholic Charities of the Diocese of Santa Rosa	CCC
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Los Angeles

211 Los Angeles County	211
Catholic Charities of Los Angeles, Inc.	CCC
Harbor Interfaith Services	CAFB
Los Angeles Regional Food Bank	CAFB
Maternal and Child Health Access	CAFB
Public Counsel	CAFB

Madera

Catholic Charities of the Diocese of Fresno	CCC
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Marin

Bay Area United Way (2-1-1 agency)	211
Catholic Charities CYO	CCC

Mendocino

Catholic Charities of the Diocese of Santa Rosa	CCC
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Merced

Catholic Charities of the Diocese of Fresno CCC
Golden Valley Health Centers CVHN
Livingston Medical Group CVHN

Modoc

California State University Chico -School of Social Work CRF

Monterey

United Farm Workers Foundation UFWF
United Way of Monterey (2-1-1 agency) 211
Catholic Charities Diocese of Monterey CCC

Napa

Bay Area United Way (2-1-1 agency) 211
Catholic Charities of the Diocese of Santa Rosa CCC
Redwood Community Health Coalition CVHN
Subcontractors:
Community Health Clinic Ole CVHN/RCHC
Napa Children's Health Initiative CVHN/RCHC

Orange

2-1-1 Orange County 211
Catholic Charities of Orange County CCC
Community Action Partnership Orange County CAFB
Second Harvest Food Bank of Orange County CAFB

Plumas

Community Action Agency CRF

Riverside

Catholic Charities of San Bernardino/Riverside CCC
FIND Food Bank CAFB
Inland Behavioral Health Services, Inc. CVHN
Volunteer Center of Riverside County (2-1-1 agency) 211

Sacramento

Community Services Planning Council/Sacramento Hunger Coalition (2-1-1 agency) 211
River City Food Bank CAFB
Sacramento Food Bank & Family Services CCC

San Benito

Community Food Bank of San Benito County CAFB

San Bernardino

Catholic Charities of San Bernardino/Riverside CCC
Inland Behavioral Health Services, Inc. CVHN
Inland Empire United Way (2-1-1 agency) 211

San Diego

Catholic Charities Diocese of San Diego	CCC
Info Line San Diego	211
San Diego Hunger Coalition	CAFB
Subcontractors:	CAFB/SDHC
Chula Vista Community Collaborative	CAFB/SDHC
Community Resource Center	CAFB/SDHC
Interfaith Community Services	CAFB/SDHC
International Rescue Committee	CAFB/SDHC
Neighborhood Healthcare	CAFB/SDHC
New Seasons Church	CAFB/SDHC
San Diego Food Bank	CAFB/SDHC
Social Advocates for Youth San Diego	CAFB/SDHC
St Luke's Refugee Network	CAFB/SDHC
Vista Community Clinic	CAFB/SDHC
YMCA	CAFB/SDHC

San Francisco

Bay Area United Way (2-1-1 agency)	211
Catholic Charities CYO	CCC
San Francisco Food Bank	CAFB
SF Works	CAFB
Single Stop USA	CAFB
The Bar Association of San Francisco's Volunteer Legal Services Program	CAFB

San Joaquin

Catholic Charities Diocese of Stockton	CCC
Emergency Food Bank of Stockton/San Joaquin	CAFB

San Luis Obispo

Catholic Charities Monterey	CCC
Food Bank Coalition of San Luis Obispo County	CAFB
SF Works	CAFB

San Mateo

Catholic Charities CYO	CCC
Second Harvest Food Bank of Santa Clara and San Mateo Counties	CAFB
Single Stop USA	CAFB

Santa Barbara

211 Santa Barbara	211
Foodbank of Santa Barbara County	CAFB

Santa Clara

Catholic Charities of Santa Clara County	CCC
Second Harvest Food Bank of Santa Clara and San Mateo Counties	CAFB
United Way Silicon Valley	211

Santa Cruz

Catholic Charities Diocese of Monterey	CCC
Familia Center	CAFB
Salud Para La Gente	CVHN
Second Harvest Food Bank of Santa Cruz County	CAFB

Shasta

California State University Chico -School of Social Work	CRF
Community Housing Improvement Program	CRF
Hill Country Health and Wellness Center	CVHN
Northern Valley Catholic Social Service	CCC
Shasta Department of Education	CRF
Siskiyou First 5	CRF

Sierra

Community Action Agency	CRF
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Siskiyou

California State University Chico -School of Social Work	CRF
Community Housing Improvement Program	CRF
Siskiyou First 5	CRF
Northern Valley Catholic Social Service	CCC

Solano

Bay Area United Way (2-1-1 agency)	211
Catholic Social Service of Solano County	CCC
Food Bank of Contra Costa and Solano	CAFB

Sonoma

Catholic Charities of the Diocese of Santa Rosa	CCC
Redwood Community Health Coalition	CVHN
Subcontractors:	CVHN/RCHC
Alexander Valley Regional Medical Center	CVHN/RCHC
Alliance Medical Center	CVHN/RCHC
Community Action Partnership of Sonoma County	CVHN/RCHC
NAMI Sonoma County	CVHN/RCHC
Pediatric Dental Initiative	CVHN/RCHC
Petaluma Health Center	CVHN/RCHC
Sonoma Valley Community Health Center	CVHN/RCHC
St Joseph's Health System	CVHN/RCHC
West County Health Centers	CVHN/RCHC
Volunteer Center of Sonoma County (2-1-1 agency)	San Diego 211

Stanislaus

Catholic Charities Diocese of Stockton	CCC
Golden Valley Health Centers	CVHN
United Way of Stanislaus County (2-1-1 agency)	211

Sutter

Del Norte Clinics, Inc. CVHN
Caring Choices CRF

Tehama

California State University Chico -School of Social Work CRF
Community Housing Improvement Program CRF
Northern Valley Catholic Social Service CCC
Northern Valley Indian Health, Inc. CRF

Trinity

California State University Chico -School of Social Work CRF
Northern Valley Catholic Social Services CCC

Tulare

Catholic Charities of the Diocese of Fresno CCC
Family Health Care Network CVHN
FoodLink for Tulare County CAFB
United Way Tulare County 211

Ventura

Catholic Charities of Los Angeles, Inc. CCC
Clinicas Del Camino Real, Inc. CVHN
FOOD Share CAFB
Interface Family Children Services (2-1-1 agency) 211

Yolo

Food Bank of Yolo County CAFB

Yuba

Caring Choices CRF
Community Housing Improvement Program CRF
Del Norte Clinics, Inc. CVHN

Statewide

Single Stop USA
Center to Promote Health Care Access

Prime Contractors*

CAFB = California Association of Food Banks
CCC = Catholic Charities of California
CRF = California State University, Chico Research Foundation
CSV = Clinica Sierra Vista
CVHN = Central Valley Health Network
UFWF = United Farm Workers Foundation
211 = 211 San Diego