

DEPARTMENT OF SOCIAL SERVICES
744 P Street, Sacramento, CA 95814



February 15, 1989

ALL COUNTY INFORMATION NOTICE NO. I-13-89

TO: ALL COUNTY WELFARE DIRECTORS

SUBJECT: NATIONAL NUTRITIONAL EDUCATION CAMPAIGN

REFERENCE: ECM2 TRANSMISSIONS OF JANUARY 4, 1989 (#89001) AND JANUARY 18, 1989
(#89008)


This is to advise County Welfare Departments (CWDs) that the United States Department of Agriculture has contracted with the National Advertising Council (Ad Council) to produce a nutrition education campaign directed toward food stamp recipients. The campaign's intent is to help food stamp recipients make better use of their food dollar for themselves and their children. There is particular concern about households with children as almost 81 percent of the \$12 billion Food Stamp program budget goes to families with children.

The media campaign is scheduled to begin at the end of January 1989, with radio and television public service announcements, as well as print ads. All materials encourage food stamp recipients to get a free nutrition pamphlet titled "Choosing Foods for a Healthy Family", PA 1419, at "your Food Stamp Office". The pamphlets, therefore, need to be readily available in your Food Stamp offices after the media campaign begins. Although the campaign will run for several months, additional stock will not be available as there are no plans to reprint PA 1419.

On December 21, 1988, the Ad Council mailed an initial supply of the English language version of the pamphlets directly to the CWDs. Under separate cover to the Food Stamp Coordinator, the State Department of Social Services (SDSS) has transmitted the Spanish language version of PA 1419 and packets that contain a guide and fact sheet from the Ad Council. The packet includes an outline of relevant information including the campaign's goals, theme, etc., as well as samples of campaign materials.

The media campaign has also developed PA 1421 a poster titled "Two Healthy Reasons to Pick Up Your Free Nutrition Booklet". PA 1421 will be available in English and Spanish. PA 1421 is not a required poster; however, CWDs are encouraged to post them in each office. Because of shipping delays from the printers, SDSS has not received stock sufficient for California's needs. When we receive the balance of our shipment, we will forward to the attention of your Food Stamp Coordinator.

If you have any questions, please contact Elizabeth Allred at (916) 323-4954 or ATSS #73-4954.


ROBERT A. HOREL
Deputy Director

cc: CWDA