



Welcome!

CalFresh Awareness Month 2024
Kick-Off

March 7, 2024

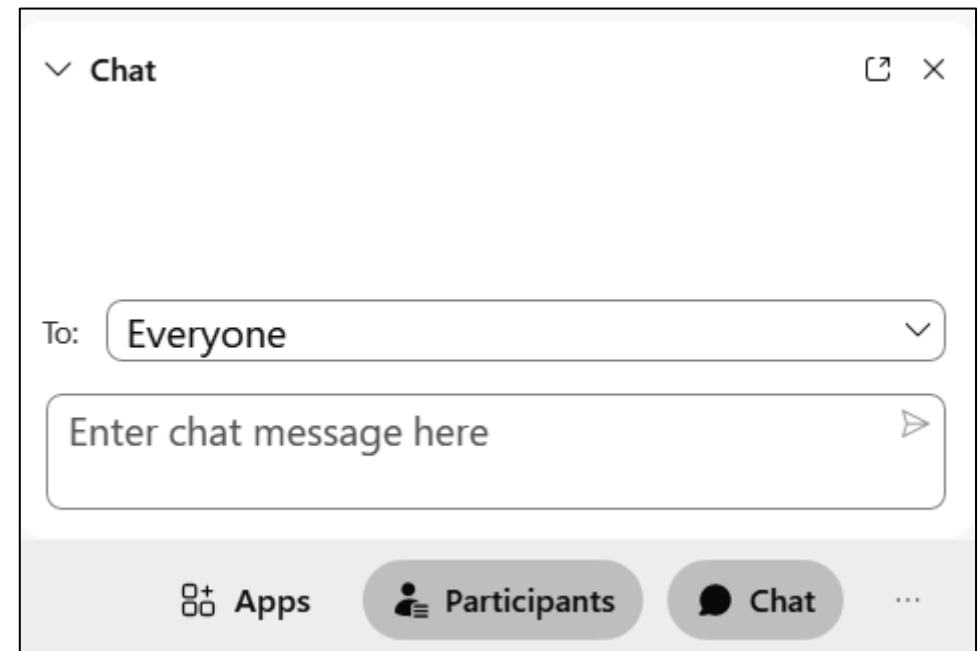
How to Listen In

- This webinar will be held in “listen only” mode.
- There are two ways to connect to audio
 1. Via phone
 2. Via computer
- Closed Captioning option in English



How to Participate

- On-line
 - Type your questions and comments into the Chat on the far-right side of your control panel anytime during the presentation.
 - Send reactions using the 'smile plus sign' icon in the control panel
 - Please share your organization's plans, ideas, etc. for CalFresh Awareness Month!



Today's Agenda

- **Presenters**

- 1) Calaveras County
- 2) Code for America
- 3) CDSS CFAM Resources

- **Discussion**

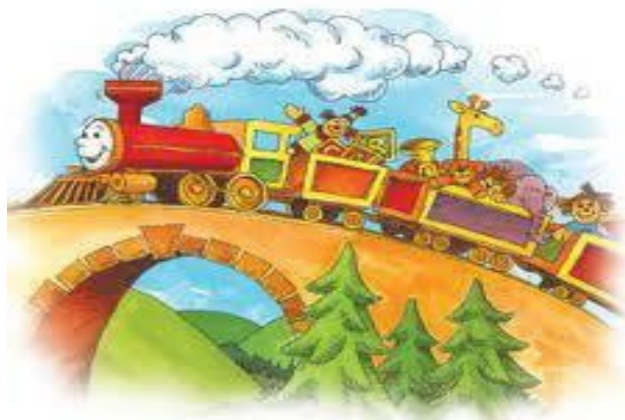
- Presenters will answer questions/comments from attendees following their presentations.





CalFresh Awareness Month

Calaveras County



The Epic Story of Outreach

By the Little County that Could

CALAVERAS!



The beginning...

- West Point outpost opened February 2006 in the community center.



- Mark Twain St Joseph's Hospital (now Dignity Health) offered Eligibility Outreach space in 3 clinics (we are out of all the clinics except for the Arnold Outstation as the hospital needed some space)

Getting Started

- Outstation Supervisor selected
- Outstation Workers
 - Selected based on their community connections
 - Most were Eligibility Worker IIIs
- Six rural community Outstations opened within two years

NOTE: Due to COVID, loss of spaces and disasters, we have closed 3 of the 6 outstations. We are looking at opening 2 back up as soon as adequate space is found.

Services at the Outstations

All services that are available in the main office are available in the Outstations.

The Outstation workers greet clients, file clear applications, conduct interviews, process cases and deliver EBT cards. They will image and index paperwork for co-workers brought into the Outstations.

Services at the Outstations, Con't

- Employment Services Workers can make appointments with clients to be seen at the outstation in their community.
- Veteran's Services Officer can make appointments to see veterans at the outstations.
- Family Support Officers can make appointments to see clients at the outstations.

Calaveras County



West Point

- 25 miles from the main office in San Andreas
- Located at 429 Main Street in the small town of West Point, within close proximity to the library, community center and post office.
- It is open 2 days a week. Tuesdays and Thursdays.



West Point



You know you are in a rural community when you see an active pay phone and Chickens at the outstation.



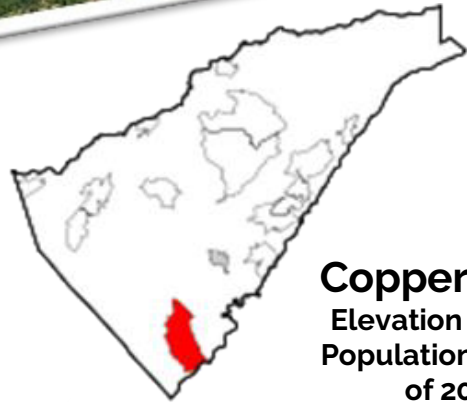
West Point Elevation
2,769 feet Population 640
as of 2020

Copperopolis

- 22 miles from the main office in San Andreas
- Co-located with the Calaveras County Sheriff's office substation in Copperopolis



Copperopolis



Copperopolis
Elevation 997 feet
Population 3,566 as
of 2020

Arnold

- 32 miles from the main office in San Andreas
 - Snow between November-April
- Co-located in the Mark Twain Medical Clinic in Arnold



Arnold



Arnold Elevation
4,000 Feet Population
2,099 as of
2020

Our Main OFFICE

- During The COVID-19 PHE, people were hesitant to come into the office. One of our receptionist built this for outside. It has applications for all programs. There are envelopes, pens and our form Message To Worker. It is out there day and night.



Main Office, con't

- Our Drop Box is across from the Application Station
- It says after hours but you can drop in there anytime.



Main Office, con't

- Next to the Drop Box is the “Little Free Library” which offers Free Books



Main Office, con't

- Inside our office is another application station. We do NOT have a Kiosk, ☺



Other Outreach Services

- “On Call” for Mark Twain St Joseph's Hospital and Calaveras County Behavioral Health



- Columbia Junior College Outreach at their Wellness and Financial Literacy Fair



We think we can, we think we can

- Calaveras Health & Human Services Agency Approach:
 - Design, develop and deploy a new system of recipient focused social services and public benefits enrollment coordination and outreach to underserved recipients.
- Partners:
 - The Resource Connection
 - Amador Tuolumne Community Action Agency (ATCAA)



We took the show on the road!

Once a year we try to present a “Road Show” to our partners. CalFresh presentations are given to other agencies including:

- The Resource Connection
- Hospice
- Job Connection
- Public Health
- Head Start
- Social Security Administration
- We provide the “Road Show” to other departments within our agency as well.



Presentations

- Geared toward specific audience needs
- Calaveras HHSA services include
 - Cash aid, Medi-Cal, CMSP and General Assistance.
- Cal Fresh Resource Waivers introduced
- www.BenefitsCal.com and www.GetCalFresh.org access demonstrations given
- Community resource information:
 - The Resource Connection
- Veteran's Services

“Unusual Places” for Outreach

- Churches
- Beauty Salons
- Grocery Stores
- Post Offices
- Veteran's Survey to determine
 - unmet needs
 - desired service improvements

We will go anywhere we are invited to spread the word on how to apply for CalFresh benefits.



“Unusual Places” for Outreach



Post Office



Library's



Townhall Meetings



Schools

Bookmarks, School Flyers and Labels Oh My!

- Outreach Information
 - 6,000 outreach flyers through school districts
 - Bookmark
 - Produce Distribution sites and other events
 - The Resource Connection Labels
 - placed on selected distributed food products




“Our Past” School Flyer, Bookmarks and Magnets

Calaveras Health & Human Services Agency
Outstation Offices

Services Available:

- Apply or reapply for Medi-Cal, CMSP, CalWORKs (Cash Aid), CalFresh (Food Stamps) Benefits, In-Home Supportive Services
- Drop off Verifications or Correspondence for your Eligibility, Employment Services or Social Worker.



Angels Camp Out-Reach Office
Office Hours: **TEMPORARILY CLOSED**

Arroyo Out-Reach Office
(Arroyo Medical Clinic)
21924 Highway 4
Arroyo, CA 95223
Telephone: (209) 754-7386
Office Hours: Tuesdays 10:00 - 3:00 Closed 12:00-1:00 (Lunch)

Coopersville Out-Reach Office
Lake Tahoe Plaza
(opposite a corner building)
3700 Springler Lane, Suite 105
Coopersville, CA 95228
Telephone: (209) 754-7340
Office Hours: Tuesdays 12:00pm - 4:00pm

Mountain Ranch Out-Reach Office
Office Hours: **TEMPORARILY CLOSED**

San Andreas - Main Office
600 East St. (opposite Bank)
San Andreas, CA 95248
Telephone: (209) 754-6448
Fax: (209) 754-6448
Office Hours: Monday - Thursday 9:00-5:00

West Point Out-Reach Office
425 Main Street, B3
West Point, CA 95255
Telephone: (209) 283-4245
Office Hours: Tuesdays 9:00-3:00 Closed 12:00-1:00 (Lunch)
Thursdays 9:00-2:00 Closed 12:00-1:00 (Lunch)

all Outstation Offices closed 10-12-2021



Do not go where
the path may
lead,
go instead
where there is no
path and leave a
trail.

Ralph Waldo Emerson

To find out more about our services:



Calaveras Works and Human Services Agency
Calaveras County Veteran's Services
608 East St. Charles Street
San Andreas, CA 95248
(209) 754-6448

Outreach offices located in
Angels Camp, Arroyo,
Coopersville, Mountain
Ranch and West Point -
call for dates and times.

Apply online at:
www.CalYourself.com

The Resource Connection
The Resource Connection -
Food Bank
• WIC
• Food Bank
• Santa's Express
200 George Reed Drive
San Andreas, CA 95248
(209) 754-1257
www.ResourceConnection.org



It is one of the most
beautiful
compensations
in life,
that no man can
sincerely try
to help another
without helping
himself.

Ralph Waldo Emerson

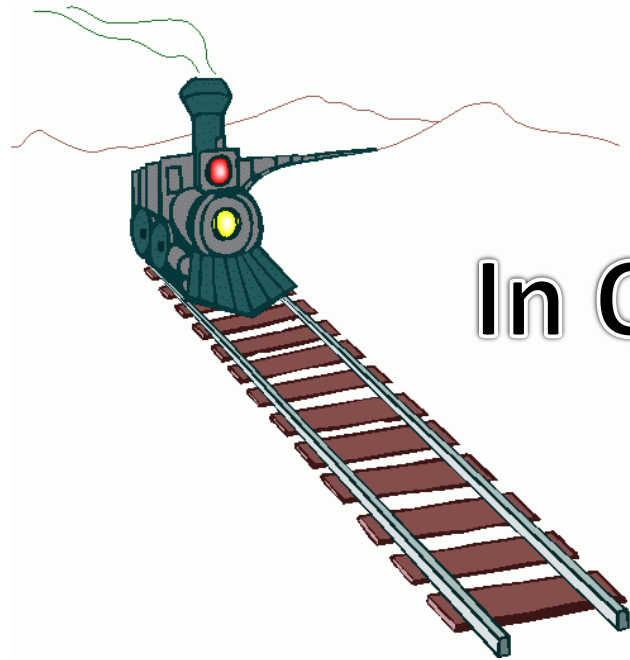
Calaveras County Community Resources

Calaveras Works & Human Services
Calaveras County Veteran's Services
(209) 754-6448

Outreach offices in San Andreas, Angels
Camp, Arroyo, Coopersville, Mountain
Ranch and West Point - Call for more
information.



The Resource Connection
Santa's Express
Food Bank
WIC
200 George Reed Drive
San Andreas, CA 95248
(209) 754-1257



Client Outreach In Our Rural Community

Health Fair



As a partner, we are always looking for creative venues to share resources with the community.

Children's Fair



Partners with WIC

Veteran's Collaborative



Gathering Resources from a local Community Collaborative

Resource Sites

- Pantries – 12 pantries in our community
- Mobile Pantries – 4 mobile pantries in remote areas of our community
- Program Sites – WIC remote sites, Head Start sites
- Community Events



Outcomes

- Calaveras County increase in participation: one of the State's highest increase per capita.
- www.benefitscal.com & www.GetCalFresh.org online applications increased despite limited broadband & internet access in quite a few areas.
- Relationships with partner agencies remain effective as measured by continued participation in outreach, referral, enrollments and program utilization.

“It Takes a Village!”

- Enthusiasm of all Calaveras Works and Human Services supporting
 - Outstation Workers
 - Main Office Staff
 - Clerical Staff



Our outstation Team

“It Takes a Village!”

Community Partners

- The Resource Connection
- ATCAA
- Snap-ED
- Schools
- Senior Centers
- First 5 Calaveras
- Community members
 - Churches – Food, Clothing, Showers and Laundry
- Latino Outreach Partnership
- Calaveras County Behavioral Health Services
- Social Security Administration
- Veterans
- Sierra Hope
- Central Valley Mi Wuk (Federally recognized)
- Sheep Ranch Band of Mi Wuk (not Federally recognized)



“Our Future” NEW THINGS COMING – Our

Plans for CF Awareness Month – May 2024

- We will have ES IIIs and Supervisors at all 8 USDA Food Commodity distribution sites May 2, 2024
- New Bookmarks for Adults, Teens and Children
- New Labels. The labels will be put on the USDA Non-Perishable Food Nutrition Boxes that are given out at the Food Bank.
- Looking to have “Meals on a Budget” cooking demo given by UC Davis Extension



We knew we could!

Calaveras HHSA



The Resource Connection

ATCAA

Questions? Thoughts?



CalFresh Awareness Month Outreach

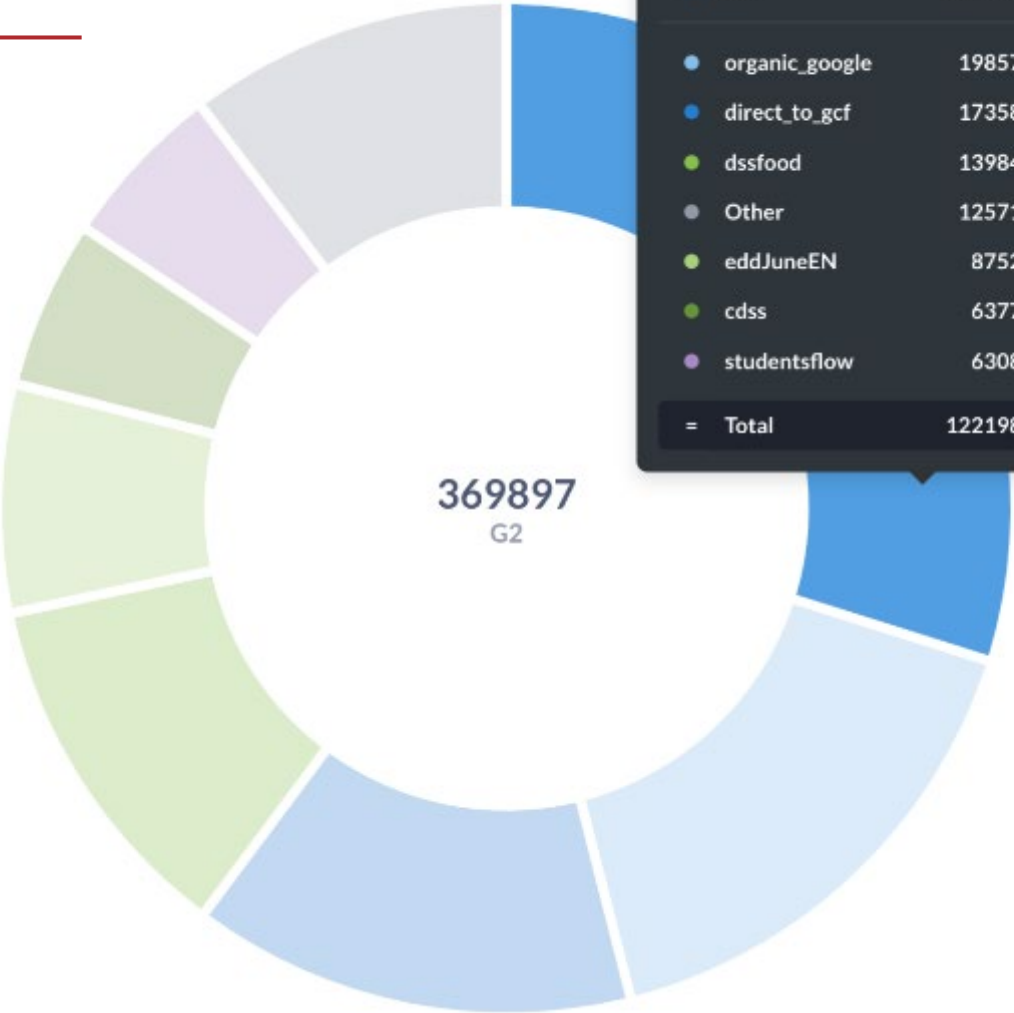
Code for America

GetCalFresh application sources

Digital outreach through Google, <g2> make up 30% of all GetCalFresh submission sources in the last year

<Organic_google> is our next highest submission source, which are google searches for things like “calfresh”

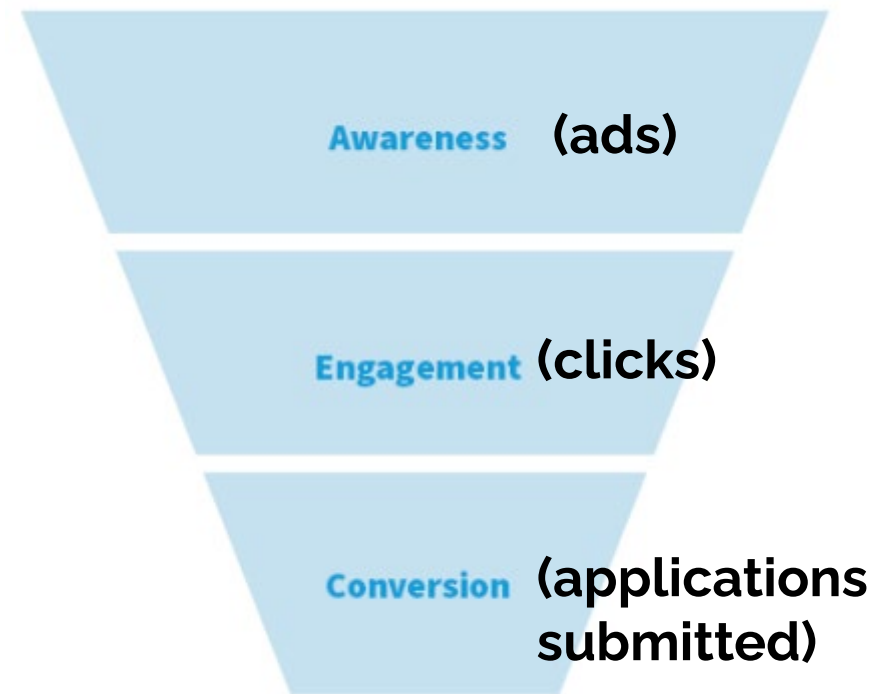
g2	30.27%
organic_google	16.25%
direct_to_gcf	14.20%
dssfood	11.44%
eddJuneEN	7.16%
cdss	5.22%
studentsflow	5.16%
Other	10.29%



SOURCE		
g2	369897	30.27 %
organic_google	198573	16.25 %
direct_to_gcf	173580	14.20 %
dssfood	139844	11.44 %
Other	125710	10.29 %
eddJuneEN	87522	7.16 %
cdss	63778	5.22 %
studentsflow	63084	5.16 %
= Total	1221988	100 %

Measuring Impact

- Digital outreach initiatives drive program awareness, engagement, and ultimately submitted applications (conversions)
- To measure this experience GCF uses a cost-per-conversion ratio
- You can too! Using the BenefitsCal CBO Campaign tool, or the GetCalFresh CBO URL to track link clicks



Campaign data from Jan 1, 2023 thru Apr 15, 2023

Language	Cost	Conversions	Cost-per-conversion
Chinese	\$3,647	119	\$30.65
English	\$54,937	117,500	\$0.47
Spanish	\$209,075	22,719	\$9.20

Setting Up Your Google Digital Outreach Campaign

1. Begin with scope:

- What is your budget?
- Who is your target audience?
- What messaging do you plan to use?
- Are there events associated with your campaign? Like CalFresh Awareness Month...

2. Consider the client:

- Are there keywords or themes associated with your campaign?
- Is your campaign tied to a specific geographical area?
- Do you want to *exclude* certain search terms?
- Do you want to outreach to clients in specific languages?

Setting Up Your Google Digital Outreach Campaign (cont.)

3. Google offers different types of campaigns

- a. Search campaigns - text ads on search results
- b. Display campaigns - image ads on websites
- c. Video campaigns - youtube ads
- d. Shopping campaigns - for retail sales
- e. App campaigns - advertise your app
- f. Local campaigns - get customers to your physical store
- g. Smart campaigns - trust the google algorithm to run it all for you

4. Set up how to spend your budget, in one of two ways:

- a. Target CPA (cost per action) - how much to spend per action
- b. Maximize conversions - within daily budget, get as many conversions as possible
- c. Note: also consider how much to allocate per campaign (e.g. population size, language equity, easiest and hardest to reach populations, etc)

Crafting the message:

- Design for mobile first
- Consider accessibility
- Use clear, concise, plain language
- When using images, use ones that are attention grabbing, related, understandable, high quality, and copyright-free
- Provide in multiple languages
- Combat stigma and myths

Written material is in plain language if your audience can:

①

Find what they need

②

Understand what they find

③

Use what they find to meet their needs

Bonus: Use the [Hemingway Editor](#) to evaluate the complexity of your messages

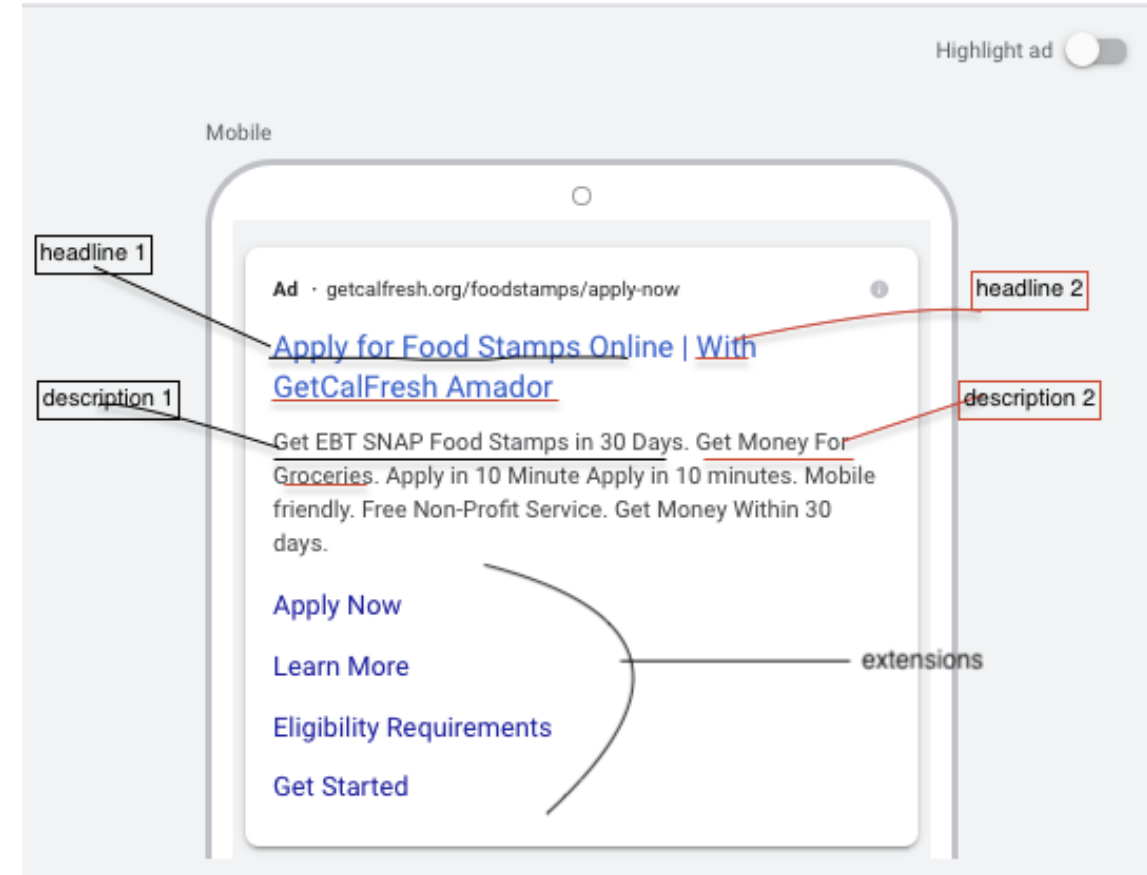
Building the message

An ad consists of three parts

1. The url- where this ad is sending the user
2. Headlines - <30 characters
3. Descriptions- <90 characters
4. (optional): extensions- additional callouts and links

There are four key types of ads

1. Expanded text
 - A rotating optimizing ad. Provide up to 15 headlines and 4 descriptions and different combinations can be made



Other Recommendations

- Monitor and evaluate results: Which ad groups, keywords were most successful?
 - Clicks and click through rates - How many people are reached by the ad?
 - Demographic and audience info - Who are you reaching?
 - Cost conversion, cost per click, and overall costs - Is the budget being spent effectively?
- Run experiments: Look at demographic information in your ad setup and change elements
 - Experiments can range from making one small copy change to testing different formats or messages (A/B test)
 - Evaluate results to understand reach and effectiveness of ads

Resources

- Register for the “Outreach with Google Demo+Workshop” webinar on April 4, 2024 at 11 am here:
<https://codeforamerica.zoom.us/meeting/register/tZUvcO2urD8rHt36C77ke2JkNJJoHZMcYDOxO>
- [Digital Outreach Playbook](#)
- [Google Ads Help Site](#)

Questions? Thoughts?

Reach out to Grace (gsong@codeforamerica.org) and Zach (zantoyan@codeforamerica.org)



CalFresh Awareness Month

Event Box Resources in 2024!

Outreach Kick-Off Webinar
March 7, 2024

What's an Event Box?

This year we are offering an **event box** resource to support your **CalFresh Awareness Month** event. Materials included will help you and your partners promote the CalFresh program.

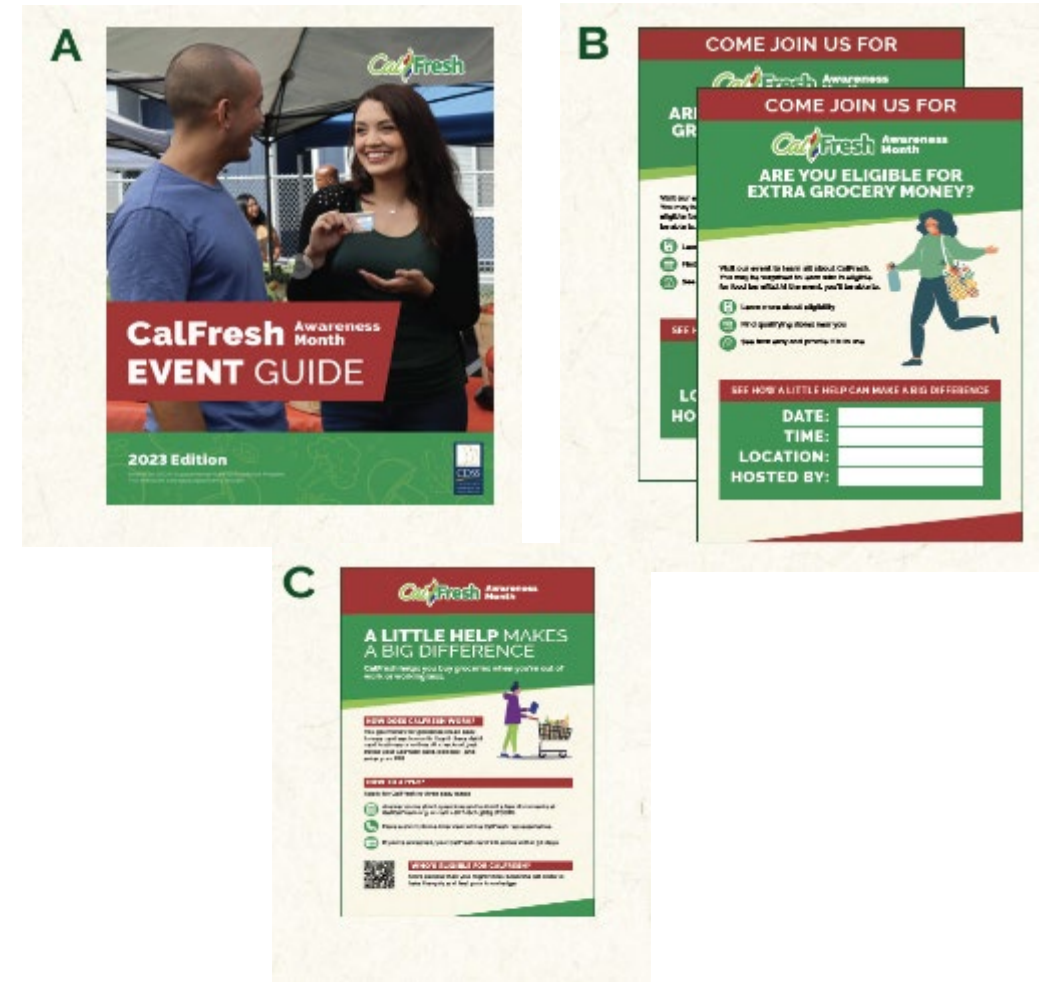
The event box is **FREE** for SNAP affiliated organizations hosting a CalFresh Awareness Month event. The event box is available on a first-come, first-serve basis while supplies last.

What's included in the Event Box

Items	Quantity
A. CalFresh Awareness Month Event Guide ★ (English only)	1 qty
B. 11"x17" Customizable Promotional Posters ★	10 qty per language requested
C. CalFresh Awareness Info Cards ★	50, 100, 150 or 200 qty per language requested

All printed materials will arrive in one event box.

★ Available in English, Spanish, Traditional Chinese



Important Dates to Know

TODAY!	Registration is now open!
Friday, March 15, 2024	Registration closes at 5 p.m. PT
Wednesday, March 20, 2024	Requestors are notified of their event box status via email
By end of April 2024	Event boxes are delivered

How to Register as a Host & Receive an Event Box



Step 1: Go to

<https://www.surveymonkey.com/r/CFAM2024>

Step 2: Fill out the survey with your contact information, shipping address, and event box request.

Step 3: Submit your survey answers for review.

Step 4: Approved requests will be processed while supplies last.

More Resources Online



All event box materials will be available to download and print as you need at:

<https://www.cdss.ca.gov/inforesources/calfresh-outreach/calfresh-awareness-month>

Event box materials are available in MORE languages online!



- English
- Spanish
- Traditional Chinese
- Simplified Chinese
- Korean
- Vietnamese
- Russian

Please send questions to CalFreshAccess@dss.ca.gov

THANK YOU!

This webinar will be recorded and made available
on our website:

<https://www.cdss.ca.gov/inforesources/calfresh-outreach/calfresh-awareness-month>

E-mail **CalFreshAccess@dss.ca.gov** on ideas for
next year!