



CALFRESH AWARENESS MONTH

Social Services Advisory Board Meeting

May 11, 2017





A LITTLE BACKGROUND...



1964

President Johnson makes the Food Stamp Program permanent by signing the Food Stamp Act.

CURRENT STATE



TODAY

Federally known as **SNAP**: Supplemental Nutrition Assistance Program.

CalFresh in California.

In San Diego:

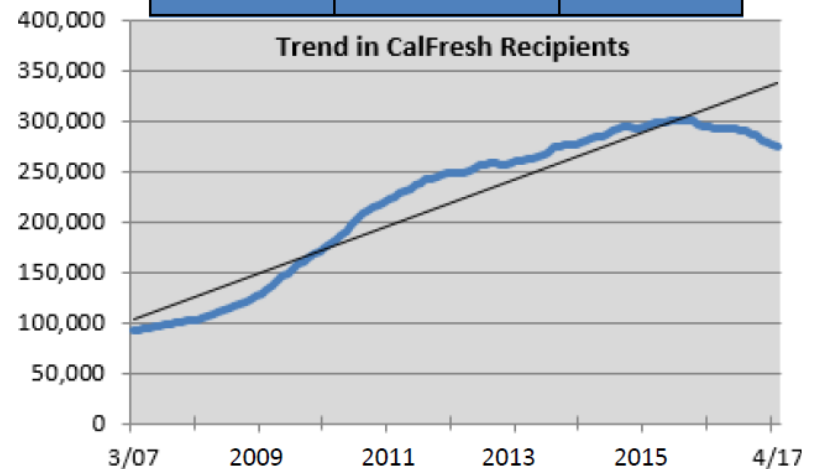
273,451 recipients

129,163 child recipients

25,138 senior recipients



CalFresh Recipients		
FY March 07	FY Apr 17	197%
91,939	273,451	Increase





Food Security

All household members have access at all times to enough food for an active, healthy life.

Access to Healthy Food

Affordability -- able to pay for healthy food

Sources of healthy food in geographic proximity

Cooking skills and cooking equipment

Time to shop for and prepare healthy meals

Understanding of nutrition (food literacy)

FOOD SECURITY'S IMPACT ON HEALTH



Babies born to food insecure mothers are more likely to be low birthweight, carrying higher likelihood of complications and early hospitalization. ¹



Marginal food insecurity can have lasting effects on children, including, higher likelihood of poor health status, hospitalizations delayed physical and cognitive development. ^{2,3,4}



Food insecurity results in increased difficulty managing chronic disease and hospitalization. ⁵



Malnourishment predisposes seniors to a variety of health problems including by slow wound healing, increased risk for healthcare related infections, lengthened hospital stays, and increased likelihood of readmission or death. ⁶

1. Ivers, L.C., & Cullen, K.A. (2011). Food insecurity: special considerations for women. *The American Journal of Clinical Nutrition*, 94(suppl), 1740S-4S.

2. Alaimo, K., & Ai, E. (2001). Food Insecurity, Family Income, and Health in US Preschool and School-aged Children. *American Journal of Public Health*, 91(5), 781-6.

3. Cook, J., & Ai, E. (2013). Are Food Insecurity's Health Impacts Underestimated in the US Population? *American Society for Nutrition Advanced Nutrition*, 4, 51-61.

4. Whitaker, R., Phillips, S., & Orzol, S. (2006). Food Insecurity and the Risks of Depression and Anxiety in Mothers and Behavior Problems in their Preschool-aged Children. *ibid.*

5. Selligman, H.K., Bolger, A.F., Guzman, D., Lopez, A., Bibbins-Domingo, K. (2014). Exhaustion of food budgets at month's end and hospital admissions for hypoglycemia. *Health Affairs*, 33(1), 116-23.

6. The Gerontological Society of America. (2014). Ignoring Malnutrition Exact a Toll on Hospital Patients and Payers. 3-4.family

ROLE OF CALFRESH



CalFresh/SNAP is the most effective food security program available.

Across the nation, SNAP has been estimated to reduce food insecurity by 8-16 percentage points. ^{1,2,3}

Children receiving SNAP are less likely to be underweight, experience developmental delays and less likely to be “food insecure” compared to children with similar income not receiving SNAP. ⁴

Families with SNAP reported having to make fewer difficult tradeoffs between paying for healthcare or food for their families. ⁴

1. Kreider, B., Pepper, J.V., Gundersen, C., Jolliffe, D. (2012). Identifying the effects of SNAP (Food Stamps) on child health outcomes when participation is endogeneous and misreported. *Journal of the American Statistical Association*, 107(499), 958-75.
2. Mabli, J., & Worthington, J. (2014). Supplemental Nutrition Assistance program participation and child food security. *Pediatrics*, 133(4), 1-10.
3. Ratcliffe C, McKernan, S. (2010). How much does SNAP reduce food insecurity? The Urban Institute. 1-29. <http://www.urban.org/sites/default/files/alfresco/publication-pdfs/412065-How-Much-Does-SNAP-Reduce-Food-Insecurity-.PDF> Accessed July 17, 2016.
4. Frank, D. (2012). The SNAP Vaccine: Boosting Children's Health . *Children's Health Watch*.

WORKING TOGETHER TO MAKE CALFRESH ACCESSIBLE



CalFresh Task Force

- Convening non profit partners with HHS to provide information, address barriers, and identify opportunities for collaboration

Development of innovative ways to connect people to CalFresh in everyday settings

- Low income health clinics:
 - Same Day Service workshops at free clinics serving San Diego homeless
- Community Colleges
 - Application assistance and Same Day Service workshops for students participating in employment and training programs
- WIC Participants, Foster Youth, Homeless, Seniors

Ensuring eligible applicants can successfully access benefits

- Resolve case issues and support systems improvements

VARIOUS ACTIVITIES THROUGHOUT THE MONTH



EVENTS



MAY 2017 CALFRESH AWARENESS MONTH

EVENT	DATE/TIME	REGION	TARGET POPULATION	CONTACT PERSON	ADDRESS/DESCRIPTION
Mcalister Institute for Treatment & Education-MITE-Oceanside	Monday's 5/1, 5/8, 5/15, 5/22, & 5/29 2:00pm- 4:00pm	North Region	Homeless	Karina Flores (858) 636-3716	2821 Oceanside Blvd Oceanside, CA 92054 CalFresh screening assistance
Mcalister Institute for Treatment & Education-MITE-El Cajon	Tuesday's 5/2, 5/9, 5/16, 5/23, & 5/30 2:00pm- 4:00pm	North Central	Homeless	Annette Benavides Annette.Benavides@sdcounty.ca.gov (858) 636-3750	1365 N Johnson Ave #111 El Cajon, CA 92020 CalFresh screening assistance
Adams Elementary	Wednesday 5/3 9:15am- 11:00am	Central	Parents of students	Terra Wallace Terra.Wallace@sdcounty.ca.gov (619) 589-4501	4672 35th Street San Diego, CA, 92116 CalFresh screening assistance
Casa Familiar	Thursday 5/4 11:30am	South Region	Social Workers	Ismael Lopez Ismael.lopez@sdcounty.ca.gov (619) 338-2964	San Ysidro Civic Center 119 W Hall San Diego, CA 92173 CalFresh presentation
San Diego Central Library	Friday's 5/5, 5/12, 5/19, 5/26 9:00am- 12:00pm	Central Region	All	Ismael Lopez Ismael.lopez@sdcounty.ca.gov (619) 338-2964	330 Park Blvd San Diego, CA 92101 CalFresh screening assistance
Central Elementary	Friday 5/5 7:30am- 9:30am	Central	Parents of students	Terra Wallace Terra.Wallace@sdcounty.ca.gov (619) 589-4501	4063 Polk Avenue San Diego, CA, 92105 CalFresh screening assistance
Edison Elementary	Friday 5/5 7:45am-	Central	Parents of students	Terra Wallace Terra.Wallace@sdcounty.ca.gov (619) 589-4501	4077 35 th St. San Diego, CA, 92104



SPREADING THE MESSAGE

Access Call Center

Informing Staff

Working with Partners

Social Media

Online Info

MTS

The screenshot shows a Facebook post from the page 'SDCountyHHSA'. The profile picture is the County of San Diego HHSA logo. The post text reads: 'May is CalFresh Awareness Month! CalFresh is a supplemental nutrition program for families and individuals that meet certain income guidelines. CalFresh is designed to reduce food insecurity and increase food budgets, improving participant's access to fresh and healthy food. During the month of May 2017, the Health & Human Services Agency, Community Partners, and food advocates throughout our region are working together to increase awareness about CalFresh. ... See More'. Below the text is a large graphic for 'CalFresh' with the slogan 'EXTRA MONEY FOR FOOD EVERY MONTH!' and 'FIND OUT TODAY!'. The graphic includes images of fresh produce like oranges, grapefruit, and bread. At the bottom of the post, there are 'Like' and 'Comment' buttons.

GET INVOLVED!



SIMPLE WAYS YOU CAN SUPPORT CALFRESH IN YOUR COMMUNITY

Take the CalFresh Challenge!

Limit food purchases and consumption to \$4.18 for a day. sdhunger.org/cfc

Help reduce stigma about the program

by talking to friends and family about the program, its importance, and your involvement.

Support the CalFresh Task Force

and enjoy a special happy hour at Benchmark

(6190 Fairmount Ave. Suite G)

May 25th from 5:30-7:30 pm



DON'T FORGET TO REGISTER! [CLICK HERE](#)

Your registration helps us measure the impact of our work to end hunger in our community and supports our advocacy of anti-hunger policy at the state and federal levels.

Fight Hunger - Take the CalFresh Challenge

