

Fresno County's Outreach Program



Fresno County Stats

- Population of over 1 Million
- Cal Fresh participants = 215,016 (88,850 cases)
- Penetration rate of 71.1% (Program Access Index)
- Caseload growth of 65% in the last 4 years
- 406 Eligibility Workers for Cal Fresh and Medical
- 23 Positions are dedicated to Outreach

Outreach Mission

Utilize resources in collaboration with community organizations to improve and increase access for CalFresh and Medi-Cal beyond the ability of primary offices to enhance the health and nutrition of our clients.

Collaborative Efforts

- 12+ years of Outreach efforts
- Efforts include
 - Working with Food Policy Advocates
 - Community Based Organizations
 - Coordinate services more effectively
 - Partner in presentations and promotional activities
 - Train CBO staff on taking CalFresh and Medi-Cal applications to increase percentage of approval
 - Set protocols to track applications taken
 - Monitor applications for quality control and training needs

Outreach Efforts – Increasing access

- Trained over 300 staff from 30+ CBOs
 - Have an ongoing training component for CBOs that includes updates such as BCW
- Received applications for processing from 37 sites in the current year
- Fresno's Outreach staff provides staffing on a regular basis at 18 sites (in addition to our primary 8 locations)
 - Health clinics, Hospitals, community centers

Community Events

- Outreach staff promote CalFresh, Health and Nutrition at;
 - Health Fairs
 - Presentations
 - Schools
 - Community Events

Outreach Projects

- **MEPIC**
 - Medi-Cal Process Improvement Collaborative was the focus of verifying the quality of application to reduce denial of the application. While doing so families were encouraged to apply for CalFresh.
- **Collaboration with Central Valley Professionals**
 - Workshops to recently laid off people by a team that includes EDD, Workforce Connection, DSS and other Agencies
 - DSS Outreach team brings info and applications for Medical and CalFresh programs
 - Part of Rapid Response teams that respond when a major employer has a significant layoff

Outreach Projects

- DVD/Media
 - Designed a DVD on CalFresh and Medi-Cal programs and healthy and nutrition education
- Grant Support of Community Organizations
 - In attempt to assist the community organizations in their application for Food and Nutrition Grants, Fresno County has provided letters of support for their grant applications to participate in outreach efforts targeting needy populations in underserved areas in Fresno County

Outreach Projects

- Parlier Migrant Labor Camp
 - On an annual basis Outreach goes out to the labor camp and assists with MC & CF applications
- Media Interviews
 - Since April 2009 we have done over 20 interviews on TV and Radio in English and Spanish to promote CalFresh and Medi-Cal
 - Promote and inform the listeners and viewers about the programs, office locations, changes to programs and department services and different methods how to apply for CalFresh and Medi-Cal

New Collaboration Efforts

- FresnoFresh Program
 - Collaboration between Fresno County DSS, Dept. Public Health, California Endowment and Economic Opportunities Commission
 - Increasing access to fresh fruits and vegetables
 - Increasing outreach efforts
- SNAP Education
 - Collaboration with Fresno's Public Health department to increase nutrition education as well as to inform potentially eligible population about CalFresh

Awards/Recognitions

- 2006 Stampy Award
- 2010 Champions of Change Award
- 2011 Freshy Award