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



ARNOLD SCHWARZENEGGER
GOVERNOR

November 23, 2010

ALL COUNTY LETTER NO. 10-55

TO: ALL COUNTY WELFARE DIRECTORS
ALL FOOD STAMP COORDINATORS
ALL CONSORTIUM PROJECT MANAGERS
ALL CALWORKS PROGRAM SPECIALISTS

SUBJECT: IMPLEMENTATION OF THE RENAMING OF THE FOOD STAMP PROGRAM TO CALFRESH

REFERENCE: ASSEMBLY BILL NO. 433; CHAPTER 625 STATUTES OF 2008: AN ACT TO AMEND SECTION 18901.5 OF AND TO ADD SECTION 18900.1 TO THE WELFARE AND INSTITUTIONS CODE RELATING TO FOOD STAMPS, (APPROVED BY GOVERNOR, SEPTEMBER 30, 2008)

Assembly Bill (AB) 433 required the California Department of Social Services (CDSS) to propose a new name for the Food Stamp Program (FSP) in California and to convene a diverse group of stakeholders to develop the new name. As a result of an extensive marketing and research process, the new name chosen was "CalFresh." The name, logo, and tagline, "Better Food for Better Living," are displayed on the attached mass change informing notice.

Background

AB 433 required that the new name for the FSP reflect the following: 1) food stamps are no longer delivered by stamps; 2) food stamps support healthy living; 3) food stamps are important to agriculture in California; and 4) food stamps would be better viewed as a health and nutrition program than a welfare program. The legislation encouraged CDSS to test the impact of the new name. Key stakeholders in the name change process included the California Department of Public Health (CDPH), county FSP representatives (Los Angeles, Riverside, Napa, Santa Cruz, and Merced), Health and Human Services Agency (CHHS), County Welfare Directors Association, California Food Policy Advocates, Assembly Member Beall's Office, First Lady Maria Shriver's office, Latino Coalition for a Healthy California, and California Association of Food Banks.

REASON FOR THIS TRANSMITTAL

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

Changing the name and image of the FSP aligns directly with the goals, objectives, and strategies for the United States Department of Agriculture Food and Nutrition Service, the Governor's focus on healthy eating and obesity prevention, and the "We Connect California" campaign to help families access government assistance programs. CalFresh is also a reflection of how much California's food assistance program has changed in recent years and all the efforts counties have put into improving program access.

To assist in the renaming effort, a professional marketing firm, Yellow Brick Road, and Lake Research Associates were engaged to hold focus group testing. Several focus groups were held during the process and these findings were presented to the workgroup. Out of this research, final name choices and designs were developed. A large on-line survey was also completed to quantify attitudes toward the final name designs and resulted in the narrowing down to two final choices.

Ultimately, the name "CalFresh" was chosen because it was described as representing a healthy lifestyle and a "fresh" new program. The name is identifiable with "California," promotes California agriculture, aligns with other program names, and the logo design was viewed as colorful and eye catching. The tagline, "Better Food for Better Living," moves people to proactively think about the kinds of food they purchase through the program and brings to mind the shift to purchasing healthy food with CalFresh benefits.

Announcement

On October 23, 2010, Kimberly Belshé, Secretary of CHHS, John Wagner, Director of CDSS, along with the Governor and First Lady, Maria Shriver, announced "CalFresh" at the "Modern House Call" event held at Long Beach State University. The event was attended by families and individuals who may benefit directly from knowing about and applying for CalFresh benefits.

Implementation

It is expected that as changes are made to forms, notices, etc., the new name will be incorporated. Counties should continue to use current stocks of forms, notices, etc on hand until they are depleted. However, counties are requested to begin using the new name in the general course of business as soon as materials are available. As flyers, posters, brochures, logos, formats for stickers become available they will be posted on our website for download. Currently, CDSS is collaborating with partners to identify all available resources for publicly rebranding the program, including funding from private foundations, as well as through the outreach contract with CDPH to help in the promotion of CalFresh and the printing of materials.

Style Guide

A style guide to provide information on how to use the new name in a variety of media materials will be issued in a separate letter.

Stuffer Notice

A new form, the FS 11C (ENG/SP), a modified general mass change notice, is included in this package. This notice informs current recipients about the new name for the Program. Counties may opt to use the mass change notice, may notify households via the news media, or may post this information in certification offices, issuance locations, or other sites frequented by certified households.

Camera-Ready Copies and Translations

For a camera-ready copy of the English and Spanish forms, contact the Forms Management Unit at:

fmudss@dss.ca.gov.

If your office has internet access, you may obtain these forms from the CDSS web page at:

<http://www.cdss.ca.gov/cdssweb/PG19.htm>.

Per MPP section 21-115.2, all other translations will be posted on our website on an ongoing basis. Copies of the translated forms and publications in all other required languages can be obtained at:

www.dss.cahwnet.gov/cdssweb/FormsandPu_274.htm.

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

Sincerely,

Original Document Signed By:

CHARR LEE METSKER
Deputy Director
Welfare to Work Division

Attachments

NOTICE TO ALL FOOD STAMP RECIPIENTS IMPORTANT — PLEASE READ

The name for California's Food Stamp Program has changed. **The new name for the program is "CalFresh"**. This name change is a result of recent state law.

The name change will not change your benefits. The amount of CalFresh (formerly known as food stamp) benefits you receive will not be different because of the name change.

You do not need to turn in a new application to receive CalFresh benefits. The information you provided for the Food Stamp Program will continue to be used. It may take some time for forms and other things to change to the CalFresh name.

Please note: The federal name for the program will continue to be the "Supplemental Nutrition Assistance Program" (SNAP).



AVISO A TODAS LAS PERSONAS QUE RECIBEN ESTAMPILLAS PARA COMIDA IMPORTANTE — FAVOR DE LEER

El nombre del Programa de Estampillas para Comida de California ha cambiado. **El nuevo nombre para el programa es "CalFresh"**. El cambio del nombre es el resultado de una ley estatal reciente.

El cambio del nombre no cambiará sus beneficios. La cantidad de los beneficios de CalFresh (antes conocidos como estampillas para comida) que usted recibirá no será diferente debido a este cambio en el nombre.

Usted no tiene que presentar una nueva solicitud para recibir los beneficios de CalFresh. Se continuará usando la información que usted le proporcionó al Programa de Estampillas para Comida. Es posible que se tome algún tiempo para cambiar los formularios y otras cosas al nombre de CalFresh.

Por favor tome nota: El nombre federal del programa continuará siendo "Programa de Asistencia de Nutrición Suplemental" (*Supplemental Nutrition Assistance Program*—SNAP).