



Welcome

Congratulations on becoming a CalFresh outreach partner! First and foremost, thank you for your interest in helping to encourage the County's most vulnerable individuals and families to **#ChooseCalFresh!** Thanks to you, we are now able to create amazing change in the lives of millions of Los Angeles County residents. CalFresh helps individuals and families increase their food purchasing power, and puts healthy and nutritious food on their tables!

CalFresh also helps to improve the economy of Los Angeles County, and the entire state of California! CalFresh, formerly known as Food Stamps in California, and known federally as the Supplemental Nutrition Assistance Program (SNAP), is the cornerstone of the nation's nutrition safety net. Every \$5 in CalFresh benefits generates \$9 in local economic activity, and can lead to an increase in the number of jobs. Benefits are spent in local grocery stores, and that helps support local retailers throughout Los Angeles County!

Based on 2015 Census data, 1 in every 3 individuals whom are potentially eligible to receive CalFresh benefits in Los Angeles County, are not receiving it. You may be asking "Why aren't they applying for benefits?" A United States Department of Agriculture (USDA) report identified 19 studies that asked eligible households why they did not participate, and the major reasons reported were:

- Being unaware of SNAP or how to apply.
- Thinking they would not be ineligible.
- Wanting to avoid dependence on government assistance.
- Thinking the SNAP application or participation requirements are too burdensome.
- Feeling social stigma associated with SNAP participation.
- Believing that receiving government assistance would have a negative effect on their citizenship opportunity.

Please Use this #ChooseCalFresh Toolkit to Help Us Enroll New Customers!

As an outreach partner, you can help to educate Los Angeles County residents about CalFresh, and help those who are eligible to CalFresh apply for it. That is why we have created this toolkit for you! Inside you will find information and practical tools to help you conduct the best and most effective outreach possible. This kit includes:

- [Marketing print materials](#), such as posters, flyers, and brochures, which can be shared with your customers.
- [Links to online media files](#), such as images, web sliders, and videos, to be shared on your agencies' website and social media accounts.
- A [CalFresh Program Fact Sheet](#) to quickly reference essential program information such as Expedited CalFresh Service and Income Limits.
- [Geocoded listing and map](#) that provides CalFresh participation rate information about your servicing area and helps guide your outreach efforts.
- [Social Media Guide](#) that includes graphics, sample posts and hashtags that can be used on the three most popular platforms: Facebook, Twitter and Instagram, in addition to other platforms you may use.

We want you to become a certified CalFresh Application Assister (CAA)!

CAAs are individuals trained by the Los Angeles County Department of Public Social Services to provide assistance to individuals or families who need help applying for the CalFresh Program. For more information about becoming a CAA, please see page [13](#) of this toolkit.

To learn more about CalFresh, please contact us at 562-908-6345. We will be glad to provide your agency with additional information and support!

Thank you, and congratulations once again!



Posters

Available in 11x17", these printed posters can be displayed throughout your organization where customers are primarily serviced; to educate them about CalFresh Program in Los Angeles County, and the various social media accounts they can access to obtain more information from DPSS. Poster designs can be chosen based on the targeted outreach population*, and can be accessed by clicking their respective download links below or ordered by completing the Publication Order Form available [here](#).



Poster A (General Population) - Let's Eat LA!

[Download](#)



Poster B (General Population) - Let's Eat LA!

[Download](#)



Poster C (Student) - I Chose CalFresh.

[Download](#)



Poster D (Family) - We Chose CalFresh.

[Download](#)



Posters (cont.)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

cal fresh

I didn't have to choose between my child's future OR fresh food.

I chose CalFresh.

Get More Food Dollars
Apply for CalFresh Today!
dpss.lacounty.gov

#CHOOSECALFRESH For more information visit our website or call customer service: (866) 613-3777

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster E (Family) - I Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

cal fresh

I didn't have to choose between warm clothes OR food to eat.

I chose CalFresh.

Get More Food Dollars
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dpss.lacounty.gov

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@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster F (Homeless) - I Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

cal fresh

We didn't have to choose between paying for our medication OR a home cooked meal.

We chose CalFresh.

Get More Food Dollars
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#CHOOSECALFRESH For more information visit our website or call customer service: (866) 613-3777

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster G (Elderly) - We Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

cal fresh

We didn't have to choose between our quality of life OR a healthy meal.

We chose CalFresh.

Get More Food Dollars
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#CHOOSECALFRESH For more information visit our website or call customer service: (866) 613-3777

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster H (Veteran) - We Chose CalFresh.

[Download](#)



Posters (cont.)



Poster I (Immigrants) - We Chose CalFresh.

[Download](#)



Poster J (Millennials) - I Chose CalFresh.

[Download](#)



Brochure

This informative brochure provides a brief overview of CalFresh eligibility, rules on how to apply for CalFresh benefits, as well as the various DPSS social media accounts if the customer wishes to learn more about the program. The brochure can be accessed by clicking the download link below or ordered by completing the Publication Order Form available [here](#).

CalFresh Can Help You And Your Family.

- If you are the only person in your household, you can apply for CalFresh.
- If you work full time, you and your family may still qualify for CalFresh.
- You can buy food at any grocery store or farmers' market that accepts EBT cards.
- You never have to pay back CalFresh benefits if you are eligible for them.

You Still May Qualify for CalFresh if You:

- Earn money from a job.
- Get unemployment benefits.
- Get general assistance/relief.
- Get child support.
- Be part of CalWORKs.
- Get disability benefits.
- Have money in savings.
- Own certain retirement accounts.
- Have certain education savings accounts.

How Much CalFresh Will Receive Each Month?

- The amount you get depends on your income, expenses, and family size.

How Long Will It Take To Get CalFresh?

- If eligible, you will get your CalFresh within 30 days.
- You may get CalFresh in three days if you earn less than \$150 in the month you apply and if you have less than \$100 in cash. Ask your worker if you can get emergency service when you apply.

What About Things I Own?

When you apply for CalFresh you may own a house, have cars, and still qualify. Ask your worker for more information.

Apply for CalFresh today at:

www.dpss.lacounty.gov
or, only within L.A. County, call (866) 613-3777

**County of Los Angeles
dpss DEPARTMENT OF PUBLIC SOCIAL SERVICES**

LET'S EAT, LA!

#CHOOSECALFRESH

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CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet.

Apply for CalFresh today at:
www.dpss.lacounty.gov
or, only within L.A. County, call (866) 613-3777

@LACoDPSS @LACo_DPSS @LACo_DPSS

CalFresh - Let's Eat LA! (Side 1)

[Download](#)

What Should I Have When I Apply?

- Identification** – You may bring a driver's license, an I.D. card, a health card, or other identification document.
- Social Security Numbers** – Be ready to give your number and a number for all those persons for whom you are applying, if they have one.
- For Non-U.S. Citizens** – Bring a resident alien card or other proof of immigration status.

You May Also Need These:

- Proof of Income** – Pay stubs, child support orders, and benefit statements.
- Proof of Expenses** – Rent receipt or mortgage statement, utility bills (telephone, heat, gas/electricity and water/sewage/garbage), child care receipts, child support payments, and proof of other expenses.

The Golden State Advantage Card

If you qualify for CalFresh, you will:

- Get** a plastic electronic benefit transfer (EBT) card and your Personal Identification Number (PIN). Your CalFresh benefits will be added to your account each month. (If you are homeless, you and your CalFresh worker will agree on how to pick up your EBT card.)
- Shop** at any grocery store or farmers' market authorized to accept EBT cards.
- Swipe** your EBT card, like an ATM card, in the ATM/debit/credit card machine at the checkout.
- Enter** your PIN. The amount you spend will be taken from your CalFresh account.
- Enjoy** healthy nutritious food for you and your family, and better food for better living.

If you are 60 years of age or older, homeless or disabled, you may be eligible to purchase prepared meals at certified restaurants in some counties.

How Do I Apply?

- You may apply:
 - Online at www.dpss.lacounty.gov
 - In person at your local district office
 - In the mail

Eat Fruits And Vegetables And Be Active Every Day For Better Health!

CalFresh will stretch your food dollars. You can buy more fruit, vegetables, and other healthy foods for the whole family. Eating more fruits and vegetables each day can help you and your family stay healthy.

- Eat fruit with breakfast.
- Eat fruits and vegetables as a snack.
- Buy fresh, frozen, canned, and dried fruits and vegetables at the grocery store or farmers' market.
- Place fruits and vegetables where you will see them and within easy reach.
- Be active every day to help you and your family stay healthy.

To find out more information about CalFresh, call (866)613-3777 today!

I Am An Immigrant. Can My Children And I Apply For CalFresh?

Yes! All children born in the U.S. can get CalFresh if they qualify, no matter where their parents were born. Parents may qualify if they have a valid social security number and meet certain other guidelines. Parents who do not qualify themselves should apply for their children born in the U.S.

Immigration

If you get CalFresh it will not count against you when you apply to become a citizen or legal permanent resident of the U.S.

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CalFresh - Let's Eat LA! (Side 427)

CalFresh - Let's Eat LA! (Side 428)

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Social Media Graphics

These web graphics* can be used to enhance your social media posts and capture the attention of your audiences to inform them about CalFresh Program in Los Angeles County. For additional information about how to effectively market CalFresh on your social media account(s), please click [here](#) to access the Social Media Guide.



Graphic A (General Population) - Let's Eat LA!

[Download](#)



Graphic B (General Population) - Let's Eat LA!

[Download](#)



Graphic C (Student) - I Chose CalFresh.

[Download](#)



Graphic D (Family) - We Chose CalFresh.

[Download](#)



Web Sliders

These CalFresh campaign web sliders can be added to your organization's home page to inform visitors about CalFresh Program in Los Angeles County, and link them directly to the DPSS homepage where they can learn more the program, and obtain the latest news and information. Web sliders are available for download in the sample sizes below, however your organization may request a custom-sized slider by emailing your preferred dimensions to: LianaAkopyan@dpss.lacounty.gov



Web Slider A (General Population) - Let's Eat LA!

[Download](#)



Web Slider B (Family) - We Chose CalFresh.

[Download](#)



Lobby TV Monitor Graphics

These CalFresh Lobby TV Monitor Graphics can be downloaded and displayed on any TV, especially those found in lobbies or areas where your customers are waiting to be serviced. These graphics inform viewers about CalFresh Program in Los Angeles County, and the various social media site they can access to learn more the program, and obtain the latest news and information.



Web Slider A (General Population) - Let's Eat LA!

[Download](#)



Web Slider B (Student) - I Chose CalFresh.

[Download](#)



Web Slider C (Family) - We Chose CalFresh.

[Download](#)



Additional CalFresh Marketing Items



CalFresh Hand Fan (Front)

[Click here to order](#)



CalFresh Hand Fan (Back)



CalFresh Factsheet

This 1-page factsheet provides an overview of the CalFresh Program, which includes information about application processing time, income threshold, and resources. Additionally, it informs the customer about the different ways they can apply for benefits, as well as DPSS contact information if they wish to receive more information.



CALFRESH PROGRAM FACT SHEET



WHAT IS THE CALFRESH PROGRAM?

The new name for California's Food Stamp Program is "CalFresh." This name change is a result of a recent State law. The purpose of this program is to promote and safeguard the health and well-being of low-income households by increasing their food purchasing power and raising their levels of nutrition.

In California, the monthly CalFresh benefit is transferred to the household's Electronic Benefit Transfer (EBT) card, known as Golden State Advantage Card, and is issued when the household's CalFresh case is approved.

WHO CAN GET CALFRESH?

Individuals or households whose income is low enough and meet other eligibility factors, can get CalFresh benefits. U.S. citizens, legal residents, and some qualified immigrants may receive CalFresh benefits. In California, Supplemental Security Income/State Supplemental Program recipients are not eligible for CalFresh.

APPLICATION PROCESSING AND EXPEDITED SERVICE

CalFresh applications are processed within 30 days. In emergency situations, a household may receive CalFresh benefits within three days from the date of their CalFresh application. It is DPSS policy to issue expedited CalFresh benefits on the day of application, whenever possible. The household must meet specified conditions which would render the household's situation emergent (e.g., monthly gross income is less than \$150 and with less than \$100 on hand).

HOW MUCH CALFRESH BENEFITS CAN A HOUSEHOLD RECEIVE?

The amount of CalFresh benefits depends on the household size and income. The less income a household receives, the more CalFresh benefits a household can receive.

If a household has this many members ...	1	2	3	4	5	6	7	8
And makes less than this each month ... <small>(gross income limit)</small>	\$2,010	\$2,708	\$3,404	\$4,100	\$4,798	\$5,494	\$6,190	\$6,888
The household could receive up to this much in benefits.*	\$192	\$352	\$504	\$640	\$760	\$913	\$1,009	\$1,153

* Actual amount depends on household's specific case situation (Amounts Effective October 1, 2017 through September 30, 2018)

ELDERLY AND DISABLED HOUSEHOLDS

The gross income limit is not used to determine eligibility for households that contain an elderly and/or disabled member. Instead, the net monthly income limit (gross income minus applicable deductions) is used to determine eligibility.

RESOURCES

Effective February 1, 2011, resources such as money and property are no longer counted when determining CalFresh eligibility. If a household is applying for cash aid (CalWORKs, General Relief or Cash Assistance Program for Immigrants [CAPI] or Non-MAGI Medi-Cal) resources will be counted for those programs.

HOW MANY PERSONS ARE RECEIVING CALFRESH IN LOS ANGELES COUNTY?

Currently, the Department of Public Social Services provides CalFresh benefits to over 1.1 million individuals in Los Angeles County.

HOW TO APPLY

-  Online at www.dpssbenefits.lacounty.gov.
-  In person at any DPSS Office, or
-  By mail by calling your local Customer Service Center.

For more information on how and where to apply, visit us online at dpss.lacounty.gov or you may call your local Customer Service Center at: (626) 569-1399, (310) 258-7400, (818) 701-8200 or (866) 613-3777.

10/19/17 (cp)

English

[Download](#)

Spanish

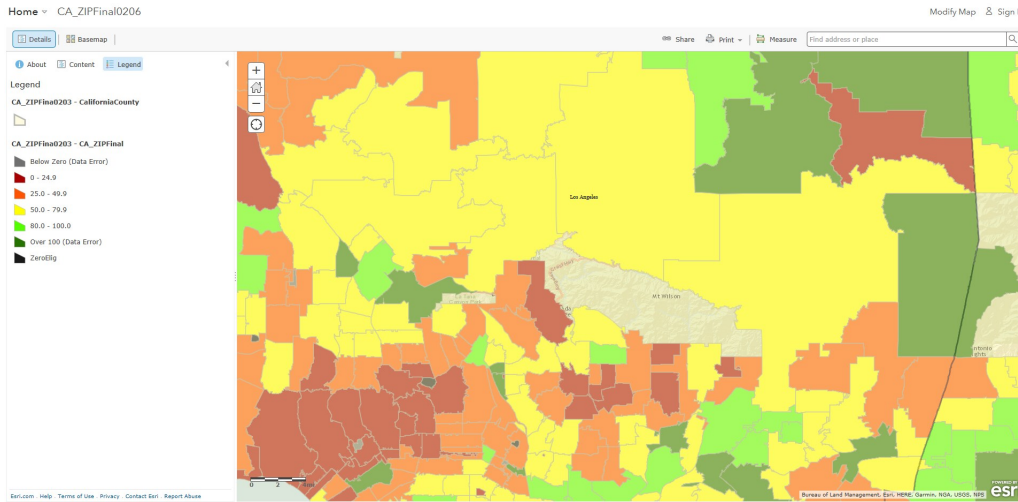
[Download](#)



Geocoding

Geocoding technology can help you identify areas local to you that have low participation rates. With this information, you are able to concentrate on the areas where outreach efforts can be most beneficial to your community. Below are various geocoding resources that you can utilize to learn more about CalFresh participation in your area.

The **CalFresh Participation Rate Index (PRI)* Map** allows users to view CalFresh participation rate in their area by a search via exact address, city, or zip-code.



[Download](#)

The **CalFresh PRI* Map Glossary** lists all abbreviations used when viewing the CalFresh PRI Map.

California Department of Social Services
Research Services Branch

Interactive map of CalFresh Access at ZIP code level, 2015

<p>zip Pop5over EngOnly Spanish Chinese Korean Hmong Vietnam Tagalog PopPop Under50 Under100 Under130 Under200 TotElig AdjDeno CalFresh PRINew</p>	<p>ZIP Code Population 5 years and over Speak English only Speak Spanish Speak Chinese Speak Korean Speak Hmong Speak Vietnamese Speak Tagalog Population for whom poverty status is determined Persons in deep poverty (under 50 percent the federal poverty level) Persons below poverty (under 100 percent the federal poverty level) Persons below 130 percent the federal poverty level Persons below 200 percent the federal poverty level Estimate of persons ineligible for CalFresh Estimate of persons eligible for CalFresh Total CalFresh recipient Program Reach Index*</p>
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*Please visit the CDSS CalFresh data Dashboard to review the steps for the calculation of the Program Reach Index (PRI)

Click [HERE](#) to access the web map

Map Date: February 3, 2017

[Download](#)

*The CalFresh PRI data is provided by the California Department of Social Services (CDSS) and based on 2015 data, which is the latest information available. PRI data is an estimate, and not a precise indicator of participation rate.



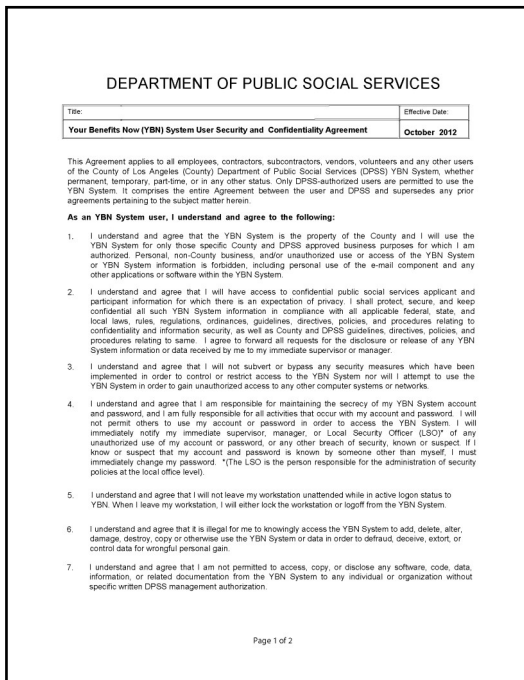
Becoming a CalFresh Application Assister

With excellent customer service in mind, it is crucial to have individuals like you trained to enroll customers who are eligible to the CalFresh program. Not only are CalFresh Application Assister (CAA) trusted members of their communities, but they know the needs of the community. You are the missing link between DPSS and customers who are a.) unaware of the CalFresh Program in Los Angeles County, and b.) unaware that they are eligible to the program.

CAAs use YourBenefitsNow! (YBN) to enroll their customers. YBN is a website for Los Angeles County residents to apply for and view their benefits online. In addition to submitting their application electronically, customers can log onto YBN to obtain their current case status, upload verification, send their eligibility worker a secured message or view electronic copies of their notices. For more information about YBN, please access the YBN Fact Sheet by clicking the download link below.

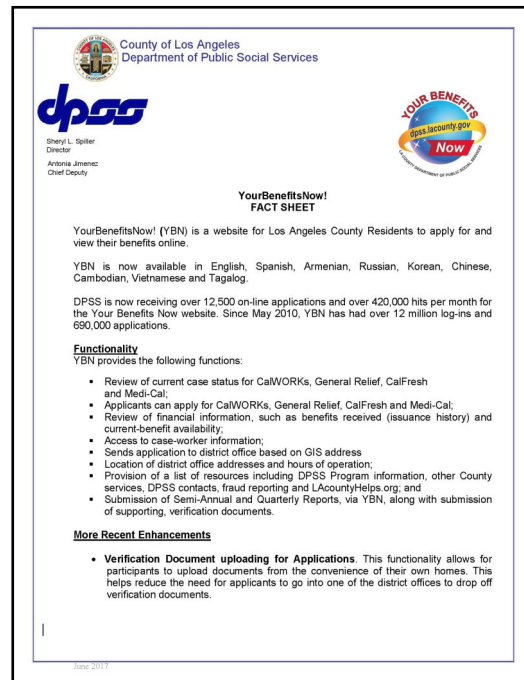
When becoming a CAA, Los Angeles County DPSS will provide you in-depth YBN training, as well as various resources and tools to ensure you are prepared to effectively assist your customers. You will become knowledgeable in navigating YBN, understanding its functionality, and be able to answer any questions your customers may have.

To get started on becoming a CAA, please download the Your Benefits Now (YBN) System User Security and Confidentiality Agreement below. Once you have read and signed it, please email the completed form to CalFreshOutreach@dps.lacounty.gov to receive further instructions, and information on the next steps to successfully becoming a CAA in your community! Please contact us at 562-908-6345 if you have any questions.



YBN System User Security and Confidentiality Agreement

[Download](#)



YBN Fact Sheet

[Download](#)

