

**San Diego County Health and Human Services Agency  
CalFresh Participation Plan  
January 2013**

Although San Diego has made strides in enrolling eligible CalFresh participants, adding 50,000 kids and seniors last year and more than doubling participation since 2006, there is more work that can be done. We estimate that have enrolled 67% of eligible participants in our County as of November, 2012. There are approximately 84,891 potentially eligible participants yet to be enrolled.

This Participation Plan supports San Diego County’s efforts to implement a ten year comprehensive strategy on wellness called “Live Well, San Diego!” This long term plan to advance the health and overall well-being of the region is supported by the pillar of Building Better Health and the goal to support positive choices.

**Analysis of Factors Affecting Participation**

- What factors within the county drive the participation rate (positive or negative)?
  - Community based organizations (CBOs) pre-screening potential participants. The Hunger Coalition published in August 2012 results of a CalFresh outreach CBO survey. They estimated that approximately 72 organizations were conducting outreach at about 96 stationary sites and 229 mobile sites.
  - CBOs indicated in the survey that the public is not aware these organizations provide CalFresh outreach and screening.
- What county practices or processes might be considered a barrier to program participation? For example, are there any current county business practices that can ease verification bottlenecks or can be streamlined?
  - Promote using Benefits CalWIN for QR 7 submission and completing recertifications to assist eligible participants in retention of benefits.
- Based on current business practices and processes that have been identified as potential barriers, what changes/updates can be made that might help drive program participation?
  - Prioritize ongoing outreach efforts in high population density areas identified by the Hunger Coalition as having above average poverty rates and below average CalFresh participation.

Effort/Activity/Initiative	Population Targeted and/or Partners in Effort	Proposed Start Date	Proposed End Date	Evaluation
Develop opportunities and support tools for community based organizations (CBOs) to serve as outreach and education ambassadors for CalFresh, such as the Nutrition Security Task Force partners.	Potentially eligible people who frequent CBOs and other non-Health and Human Services Agency (HHSA) organizations	2/13	12/15 (3 yr plan)	<ul style="list-style-type: none"> <li>• # of opportunities developed in 2013 and/or # potentially eligible people reached via these opportunities in 2013</li> <li>• # of support tools developed</li> </ul>

**San Diego County Health and Human Services Agency  
CalFresh Participation Plan  
January 2013**

Effort/Activity/Initiative	Population Targeted and/or Partners in Effort	Proposed Start Date	Proposed End Date	Evaluation
<p>Expand school-based CalFresh screening and application assistance project to schools that serve high-need communities, have existing parent involvement programs, and participate in federally funded nutrition programs</p>	<p>Request the San Diego County Office of Education to assist with identifying high need populations in school based settings</p> <p>Explore Child Welfare Services tools to help connect to Foster Youth</p>	3/13	12/15 (3 yr plan)	<ul style="list-style-type: none"> <li>• # of schools agreeing to participate</li> <li>• # of individuals screened</li> </ul>
<p>Provide training and ongoing education to contractors and partners about CalFresh.</p> <p>Develop a “facts and myths” flyer or brochure for customers to market the program and encourage participation.</p>	<p>Connect with “Fresh It Up”</p> <p>Use CalFresh Task Force for input</p> <p>Certified Application Assistors provided a link to online CalFresh training to learn how to screen and help customers apply for CalFresh.</p>	5/13	12/15 (3 yr plan)	<ul style="list-style-type: none"> <li>• # of contractors and partners trained</li> <li>• # of brochures developed and disseminated</li> </ul>
<p>Review QC and Appeals data to determine case errors and look for ways to improve case determination to reduce errors and promote retention of benefits for those who remain eligible.</p>	HHSA line staff	1/13	Ongoing	<ul style="list-style-type: none"> <li>• Reduce negative error rate</li> </ul>
<p>Develop tools and resources for non-CalFresh staff to promote CalFresh retention; develop a troubleshooting guide for CBOs to share with participants to retain benefits for those who remain eligible.</p>	Current CalFresh participants	6/13	12/15 (3 yr plan)	<ul style="list-style-type: none"> <li>• # of tools/resources developed</li> <li>• # of CBOs receiving tools/resources</li> </ul>

**San Diego County Health and Human Services Agency  
CalFresh Participation Plan  
January 2013**

<b>Effort/Activity/Initiative</b>	<b>Population Targeted and/or Partners in Effort</b>	<b>Proposed Start Date</b>	<b>Proposed End Date</b>	<b>Evaluation</b>
Develop a "facts and myths" flyer or brochure for customers to market the program and encourage participation. Develop a communication plan to increase participation in CalFresh.	Explore targeting of families of drug felons and other ineligible ex-offender populations in partnership with other County departments  Explore targeting populations that attend or receive services from faith based organizations	3/13	12/15 (3 yr plan)	<ul style="list-style-type: none"> <li>• # of targeted brochures created</li> <li>• Development and execution of communication plan</li> </ul>
Educate County staff about CalFresh and its role in promoting health and nutrition.	Explore a CalFresh online Learning Management System and incorporating in initial training or orientation for all County staff.	7/13	Ongoing	<ul style="list-style-type: none"> <li>• Development of online training</li> <li>• # of program curricula that incorporate online training</li> </ul>
CDSS Data Match with Social Security	Seniors, disabled	4/13	Ongoing monthly	<ul style="list-style-type: none"> <li>• % of increase in Seniors and Disabled receiving CalFresh</li> </ul>
211 benefit enrollment	Potentially eligible population	Ongoing	Ongoing	<ul style="list-style-type: none"> <li>• # of CalFresh applications processed by 211</li> </ul>
Promote online means of applying, recertifying and submitting status reports to promote participation and retention	Potentially eligible and currently eligible population with online access	Ongoing	Ongoing	<ul style="list-style-type: none"> <li>• #/% of online applications, recertifications and, status reports received through My Benefits CalWIN</li> <li>• % increase in online applications</li> </ul>

**Projected Participant Increase/Goal**

What is the county's projected caseload growth for each of the next three state fiscal years?

San Diego County's goal is to increase CalFresh participation by 5% by state fiscal year 2015.