Vision to Reduce Hunger in CA

**Goal:** By 2016, California becomes a top 10 state for CalFresh access, with at least 75% of eligible people participating, per USDA.

**How?** Advance 3 data-driven strategies for customer service that improve access for all of California's diverse communities, in partnership with the counties and the State:

1. **Quick:** “Same Day Service” when Apply
2. **Consistent:** Zero “Churn” at Reporting/Recertification
3. **Connected:** One Stop for CalFresh & Medi-Cal (& more)
Today’s Webinar

- Goal: Understanding new recertification form and planning for implementation
- Agenda:
  - Jaime Aguirre, Staff Services Manager I, CalFresh Policy Bureau, California Department of Social Services
  - Marcia Garcia, CalFresh Outreach Coordinator, San Diego Hunger Coalition
  - Recommendations
  - Q&A

Advocate Poll

Is your county using the new form, planning to start using it on Oct 1, or will they be using it soon?

1. Yes – currently implementing or planning to implement by Oct 1
2. Not yet – planning to implement after Oct 1
3. Not sure/No
ATC Recommendation #1

Engage with your County

- If you don’t have a strong relationship ...
  - get connected!
- If you do have a strong relationship ...
  - jump right in!
- Circle back
  - Stephanie stephanie@cafoodbanks.org
  - Sarah sarah@cafoodbanks.org
  - Use the online survey tool (coming soon)

ATC Recommendation #2

Dig in on how the roll out is going

Are the new forms going out?
  ➔ Are clients being notified of the new forms and receiving them?
  ➔ Are the forms received in the clients’ preferred language?

Are verification practices reasonable?
  ➔ What verifications are being requested?

Are workers being trained on the new form?
  ➔ Direct to worker, or supervisor to worker training?
ATC Recommendation #3  
*Support your county’s rollout of CF-37*

- Educate clients  
  - Explain the new form  
- Track barriers and successes  
  - Language  
  - Verifications  
  - Worker training  
- Share your perspective  
  - Contact Stephanie or Sarah  
  - Fill out the survey form (coming soon!)

To Conclude

- Q & A  
- Materials will be emailed and this webinar will be posted this week at:  
  [www.transformcalfresh.org](http://www.transformcalfresh.org)  
- Thank you!