

CalFresh Forum 2015

CALIFORNIA
FOOD POLICY
ADVOCATES



Welcome to the 2015 Forum!

Many years ago (in the last century, in fact) a group of thoughtful, committed advocates and administrators gathered to discuss ways to improve the Food Stamp Program.

That was 1999.

That proud tradition continues to this day—with an even larger group of stakeholders and a new and improved program, CalFresh. We are so glad that you can be a part of this productive and informative day.

Looking ahead in this century, California Food Policy Advocates envisions a healthy and food-secure California where all Californians have physical, social, and economic access to the foods necessary for a nutritious diet. Until that vision is realized, we need CalFresh to help reduce food insecurity and improve health for our low-income friends and neighbors who can't afford enough food.

For these low-income friends and neighbors, enrolling and participating in CalFresh must be straightforward and consistent across the state. That's why the 2015 CalFresh Forum has placed a much needed focus on improving the customer experience. We expect a fruitful discussion emerging from this focus—one that will inspire change and further improvement.

Thank you for taking the time to participate in today's event and for your contributions toward this vision of a healthy and hunger-free California.

Sincerely,

A handwritten signature in blue ink that reads "George M L".

George Manalo-LeClair
CFPA Executive Director



2015 Forum Agenda

9:00 Registration

9:30 Opening Remarks

George Manalo-LeClair, Executive Director, California Food Policy Advocates

9:40 CalFresh Team Introductions

Jared Call, Managing Advocate, California Food Policy Advocates

9:50 How to Use Social Media @ the Forum

Hector Gutierrez, Nutrition Policy Advocate, California Food Policy Advocates

10:00 State of SNAP: A National Perspective

Jessica Shahin, Associate Administrator, Supplemental Nutrition Assistance Program, Food and Nutrition Service, US Department of Agriculture

10:15 Upcoming Opportunities for CalFresh

Kim McCoy Wade, Chief, CalFresh Branch, California Department of Social Services

10:30 Learning from Taylor, Kanye, and Nike: Using Social Media for Awareness

Catherine Geanuracos, CEO/Founder, New Economy Campaigns

11:30 Freshy Awards Ceremony

12:00 Lunch

1:00 Using Open Data to Inform and Improve CalFresh Customer Service

Lilian Coral, Deputy Chief Data Officer, City of Los Angeles

2:00 Break

2:15 Customer Focused Service Delivery for CalFresh

Richard Wanne, Director, Eligibility Operations, County of San Diego, Health & Human Services Agency

3:15 Networking Reception



2015

Social Media Tools @ the Forum

Internet Access Wireless Name: *Sacramento-Public-Library*

No password is required.

We are excited to introduce two social media tools at this year’s forum program. Using **Twitter**, participants can engage with other forum members and invite the online community at-large into the conversation. **Poll Everywhere** is a simple real time app that can be used on browsers, mobile devices, and Twitter to take live polls and to ask questions during Q&A sessions.

Participate via Twitter

The official 2015 CalFresh Forum hashtag is: **#15CalFreshForum**. Hashtags can occur anywhere in a Tweet. Popular hashtags often become Trending Topics on Twitter.

A Twitter handle is an individual’s address on Twitter. Handles always include “@” and a username. California Food Policy Advocates’ Twitter handle is **@CAFoodPolicy**. Speakers’ handles are listed with their bios.

When live tweeting:

- Tweet in the moment. If something strikes you let the Twitter community know.
- Use the official forum hashtag **#15CalFreshForum** in every tweet.
- Interact with your Twitter audience to bring your personal networks into the conversation.
- Take pictures of attendees (with their permission) and tweet them. Selfies encouraged!
- Include speakers’ Twitter handles when quoting them.
- Type **RT** at the beginning of a retweet to signal a repost of someone else’s content.

Join our Twitterstorm

A *Twitterstorm* is a sudden spike in activity surrounding a certain topic on Twitter. At 2:00 pm today help CFPA take Twitter by storm and make **#15CalFreshForum** a conversation trend!

Participate via Poll Everywhere

Participating with Poll Everywhere is fast and easy. Let’s say a presenter posts a poll asking “How’s my presentation so far?” and offers three options.

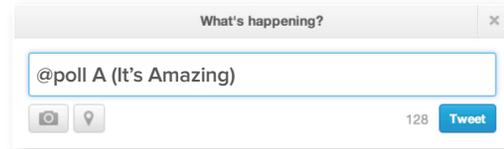
It’s amazing. | **A**

It’s incredibly amazing! | **B**

It’s aw’right. | **C**

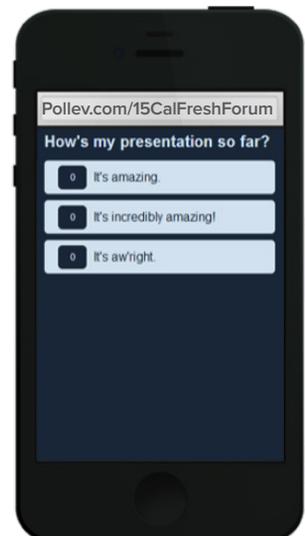
You can add your response in one of three ways.

With Twitter: use the handle **@poll**, followed by the poll answer letter.



By Text: use the address **22333** once to join and then text **15CalFreshForum** followed by the poll answer letter.

Via your browser: select your answer onscreen at **Pollev.com/15CalFreshForum**.





2015 Meet the Speakers & the Panelists

Lilian Coral

*Deputy Chief Data Officer,
City of Los Angeles*

[@lcoral](#)

Lilian Coral is the Deputy Chief Data Officer for the City of Los Angeles. She has over 10 years of experience serving as a strategic and driven Public Policy and Management leader in the area of health and human services policy, service delivery systems and technology.

Prior to joining Mayor Eric Garcetti’s Office of Budget and Innovation, she served as the Director of 2–1–1 California, at the United Ways of California, where in an executive capacity she led a network of 26 non-governmental organizations, serving more than 33 million Californians. 2–1–1 programs throughout the U.S.A. and Canada provide the public with information, assessment, and linkages to a wide range of public and private community resources, health and human services, and disaster response assistance. During her tenure, Ms. Coral leveraged experience in public policy, public safety-net systems, and coalition-building to develop and manage a virtual network of NGOs, and to develop systems that enable strategic planning and discussions on how “social/civic technologies” can transform the ways 2–1–1 s deliver service and complement community-based safety net systems.

Lilian has also worked as an independent consultant providing organizational and management support to NGOs, foundations, human service agencies, local government, and labor unions. She has a master’s degree in public policy from UCLA and is a native of Colombia, a place from where much of her inspiration for innovation and social justice has emerged.



Catherine Geanuracos

*CEO/Founder,
New Economy Campaigns*

[@geanuracos](#)

Catherine Geanuracos leverages technology and media to create local and global movements that respond to the most urgent social, environmental and political issues of our time. Her firm, New Economy Campaigns, is a digital strategy and social media consultancy founded in 2010. Her clients include Rock the Vote, for which she developed a new national voter registration initiative, Saban Brands for their Power Rangers emPOWER children’s health and fitness campaign and their Paul Frank arts programs, Splunk> on their corporate social responsibility programs, and Eric Garcetti’s LA mayoral campaign.

Catherine is a cofounder of the successful Hack for LA civic technology events and Swim Silver Lake. She has developed campaign strategies for IKEA US, Girl Rising, and the Energy Foundation. She oversaw multiple components of Live Earth during three years as its General Manager, including program development, interactive strategy, public relations, sponsorship, and nonprofit and promotional partnerships.

From 2004–2006, Catherine helped to shape innovative programs for MoveOn.org, using technology to expand opportunities for political engagement. She was the founding CTO of MomsRising.org and advises Lyft, Social Media Week, the Los Angeles Alliance for a New Economy, Isidore Electronics Recycling, and CicLAvia. She completed her B.A. at Columbia College in New York City, and her Master's Degree in social welfare from the University of California, Berkeley. Catherine lives in Silver Lake in Los Angeles.

Jessica Shahin

*Associate Administrator,
Supplemental Nutrition
Assistance Program,
Food and Nutrition Service
United States Department
of Agriculture*

Jessica Shahin is the senior career official in USDA directly responsible for Supplemental Nutrition Assistance Program. Ms. Shahin has 21 years of experience with SNAP at the State and Federal levels. She served on the original Texas Electronic Benefit Transfer Team as Director of Information Management for the Department of Human Services, was Executive Assistant to the Deputy Commissioner for client self-support programs, and was later named Director of Interagency Policy for the agency's Office of Government Relations. In this capacity, she developed an expertise for effective integration of various human service programs in both the policy and management arenas. Beginning in January 2004, Ms. Shahin served as Acting Associate Administrator and Deputy Associate Administrator for the Food Stamp Program/SNAP. She became Associate Administrator for SNAP in January 2009. Jessica received her Masters in Social Work from the University of Texas at Austin and taught public policy for several years as an Adjunct Professor at the school.

Kim McCoy Wade
Chief,
CalFresh Branch,
California Department
of Social Services
Services Agency
[@kimwadedc](#)

Kim McCoy Wade is the Chief of the CalFresh Branch at the California Department of Social Services. She is responsible for providing overall direction to the CalFresh Program, which provides 4.5 million people with food benefits totaling more than \$8 billion annually. For the last four years, Kim McCoy Wade led the Alliance to Transform CalFresh. She has previously served as Executive Director of the California Association of Food Banks, Director of Education and Advocacy for Food Banks of Northern California, and Assistant General Counsel for the Children's Defense Fund.

Richard Wanne
Director,
Eligibility Operations,
County of San Diego,
Health & Human
Services Agency
[@SDCountyHHSA](#)

Rick Wanne is the Director of Eligibility for the County of San Diego Health and Human Services Agency. In his role, Rick oversees the daily operations of a variety of programs including CalFresh, Medi-Cal and CalWORKS, which serves an estimated 900,000 individuals in San Diego County. He has more than 25 years of experience in the health and human services field.



2015 The Freshy Award Nominees*

The “Freshy” Awards honor the actions of individual Californians, organizations, and counties from across the state that have worked diligently in the last year to improve CalFresh. Based on your votes, the Freshy Award winners will be announced in each of the following categories:

- Administrator of the Year
- Grassroots Mobilizer of the Year
- Outreach Leader of the Year
- Elected Official or Capitol Staffer of the Year
- Emerging Leader of the Year
- Program Access Index Award of the Year

ADMINISTRATOR OF THE YEAR

Dave Badal

Unit Manager,
CalFresh Policy Unit “B,”
California Department
of Social Services

“Dave provided leadership and guidance in the effort to raise the CalFresh Gross Income Test to 200% of the federal poverty level (FPL). He moved quickly to implement the changes put forth in AB 191 and in the 2014 Budget. Along the way the policy was greatly simplified and expanded to include not just Medi-Cal households but all households below 200% FPL. Dave helped take a good policy and make it significantly better. Along the way he reached out to partners for ideas and troubleshooting and navigated a challenging federal bureaucracy.”

Kevin Stamper

Program Manager,
Intake Division,
Human Services Agency,
San Joaquin County

“Kevin has played an important role creating access to and increasing participation in CalFresh throughout San Joaquin County. Kevin takes part in different work groups at the state level to find ways to increase access to CalFresh. Locally, he is very active in the San Joaquin County’s Hunger Task Force; Kevin always keeps the taskforce members up to date on new CalFresh rules and regulations. In addition, Kevin is open to working together with community-based organizations doing CalFresh outreach to address concerns and answer questions. As the head of the CalFresh corrective action committee, he has worked with policy and training staff to reduce error. As a result, he has gotten the entire intake backlog cleared, and currently the Human Services Agency of San Joaquin is able to schedule appointments within hours or the next day at the latest.”

Nancy Swanson

Director,

San Bernardino County
Human Services Transitional
Assistance Department

“As Director, Nancy has spearheaded several internal service efficiencies to meet CalFresh customer needs and reduce lobby wait times, such as Advance Eligibility Determinations (AED), use of “Greeters” called Customer Service Representatives (CSRs) in lobbies, and initiating combined Medi-Cal/CalFresh intake case workers, as well as implementing cross training of staff in multiple programs. Staff and customers have embraced the use of technology to streamline access to assistance as well as the ability to quickly process applications.”

GRASSROOTS MOBILIZER OF THE YEAR

Marisol Jacobo

Family Resource Specialist,
Catholic Charities Diocese
of Monterey

“Marisol’s passion and commitment for CalFresh enrollment and food security is outstanding. Her professionalism and charismatic approach has definitely been effective in promoting CalFresh. She naturally connects with people and families and serves as an advocate, especially for monolingual Spanish migrant and farm working households across three counties (Santa Cruz, Monterey, and San Benito). In addition to completing applications for clients, Marisol ensures families are receiving and maintaining approved benefits by conducting monthly follow up with applicants as well as local county offices. In the past year Marisol has educated and pre-screened more than 16,000 people across three counties during food distribution sites, incoming calls and community outreach events.”

Parke Troutman

*Formerly Public Policy
& Advocacy Director,*
San Diego Hunger
Coalition

“Parke was the hub for the newly emerged Californians for SSI (CA4SSI) coalition that helped call attention to the plight of more than 1.3 million Californians suffering under the poverty level due to grant cuts to the program—and ineligible for CalFresh due to the outdated “cashout” policy. Due to Parke’s diligence and leadership, CA4SSI held a series of successful budget hearings, developed legislative champions for AB 474 (Brown, Thurmond), and ultimately a strong restoration passed by the Legislature’s budget that was eventually rescinded in the final agreement with the Governor. The coalition also made strides in understanding the likely effects of ending cashout, educating legislative leaders on the

origins and consequences of the policy, and building momentum toward an equitable end for this policy.”

INNOVATIVE OUTREACH LEADER OF THE YEAR

Note: due to the large number of nominees in this category there will be two winners.

Alica Bedore

*CalFresh Outreach Lead,
CNA IV,
CSU Chico Center for
Healthy Communities
(CHC)*

“Alica has worked with the CHC CalFresh team for 3-1/2 years and knows every part of the in-team process. She maintains the reports, and works with the subcontractors as their go-to person. Alica trains the CHC CalFresh team which changes every semester and strives to keep the team on target by setting monthly goals for application assists. She mentors the team by role modeling enthusiasm and she motivates the team to be successful. Alica is quick to research and find answers when unique situations and questions arise. She has a great memory for recalling past numbers and past successful partnerships.”

Judy Hamamoto

*Program Assistant II,
Center for Healthy
Communities*

“Judy not only provides direct services by signing folks up for CalFresh benefits, but she also brings awareness to community members through impactful presentations and is always promoting the CalFresh brand. Judy is an advocate for food security both in her professional and personal lives and is dedicated to increasing awareness and participation in the CalFresh program. Through Judy’s direct services, as well as her training and mentoring of other team members, she has increased CalFresh enrollment in our region and continues to bring awareness to food insecurity.”

Hector Hernandez

*Consultant,
California Association
of Food Banks*

“We needed help with CalFresh access, information and training for the Long Beach area. Hector made it happen. He helped us conduct trainings to get our staff on board and continues to be a reliable point of contact for all things CalFresh. We expect to launch new enrollment sites with our prepared staff, thanks to Hector.”

Lisa Houston
*CalFresh Partnerships
Manager,*
Alameda County
Community Food Bank

“ Lisa led a partnership team of 12 agencies to provide CalFresh enrollment assistance. Staff at each agency was trained and Lisa provided ongoing technical assistance. Through this partnership, application assistance was expanded in Alameda County. It can be very overwhelming to enroll at the county office, so through these agencies, families were served in a more comfortable and efficient way. Also with the increase in the income threshold, more persons qualified and more sites were needed to serve them.”

Jennifer Maguire, Ph.D.
Assistant Professor,
Humboldt State
University/Oh SNAP!
Campus Food Program

“ Dr. Jennifer Maguire has been an innovative, determined and compassionate leader in addressing college student food insecurity. Much of this work has involved CalFresh outreach and support. Dr. Maguire worked closely with student leaders, faculty and administration at Humboldt State University, Humboldt County Department of Health and Human Services (CalFresh division) and other critical community partners, to design, implement and establish the Oh SNAP! food security program at HSU via collaborative frameworks. Specifically with CalFresh, Dr. Maguire was able to establish regular, county-trained student staffing right at the campus food cupboard for walk-in CalFresh application assistance. This assistance is not only available during a student’s initial application, but whenever they have questions, concerns, or need support filling out or sending in documents. Tips are also provided on where CalFresh can be utilized in a variety of ways, including at Farmer’s Markets. This is to help student clients increase CalFresh participation and maintain benefits. Collaborative research efforts also address college student food insecurity and the role of CalFresh.”

Lu Ann Miller
Executive Director
Isla Vista Youth Projects,
THRIVE Isla Vista

“ Lu Ann spearheaded efforts to set up a phone queue specifically for Community Based Organizations in Santa Barbara County calling on the applicant/beneficiary’s behalf for the CalFresh and MediCal programs. The phone tree includes a prompt for the CBO caller to select at which time the call will go to the top of the queue. Since this is a new queue, we do not know the estimated time to reach an Eligibility Worker, but we look forward to seeing more families more quickly enrolled in CalFresh.”

Karen Pautz

Executive Director,
First 5 Siskiyou Children and
Families Commission

“Karen has encouraged, supported and promoted CalFresh outreach and application assistance in a variety of activities such as parenting classes, toddler play groups, family fun nights, etc. in 10 resource centers throughout Siskiyou County. Almost all First 5 activities included CalFresh outreach. CalFresh outreach is integrated in nutrition education and promotional outreach activities, such as Harvest of the Month and other SNAP-Ed efforts at the resource centers. Karen understands the importance CalFresh has on local and state economies and promotes CalFresh to local businesses whenever possible. Her leadership and direction has helped create an environment that having enough resources for healthy food is of incredible importance for children, families and all individuals regardless of age, race or gender. Her partners understand that to have healthy communities, their residents need the tools, knowledge and resources to do so.”

Liliana Sandoval

*CalFresh Outreach
Program Manager,*
San Francisco-Marin
Food Bank

“Liliana has led the charge in San Francisco County to organize all of the groups doing CalFresh outreach and ensure they are trained, well-equipped, and have a seat at the table with county CalFresh administrators. Additionally, she has been active in helping to identify areas for statewide advocacy/action to ensure that CalFresh applicants and participants receive the benefits that they are entitled to. Furthermore, Liliana and her staff work with HSA staff to implement regular CalFresh-in-a-Day workshops wherein applicants are able to submit their applications and, if approved, receive their EBT cards the same day.”

Amanda Schultz

CalFresh Outreach Director,
San Diego Hunger
Coalition

“Amanda increased access to CalFresh by working innovatively with San Diego County officials and facilitating a relationship between the two San Diego food banks. She has also expanded CalFresh participation by diligently assisting numerous organizations in advocating for cases that appeared to be inaccurately denied. Additionally, Amanda has helped document processes for casework flow, and has worked with the County to streamline case advocacy. More clients are aware and receiving CalFresh benefits because of the training and assistance that Amanda has provided organizations

throughout the County. Amanda's exemplary customer service undoubtedly impacted each organization's ability to transfer that customer care to their clients, thereby promoting the CalFresh brand."

ELECTED OFFICIAL or CAPITOL STAFFER OF THE YEAR

Senator Mike McGuire
Senator, 2nd District,
California State Legislature

“ This year Senator McGuire introduced SB 297, which would have made telephonic signatures for CalFresh applications over the phone a statewide option for all counties. While the bill did not pass the Senate, the conversation about this needed technology has been sparked.”

Mareva Brown
Chief Consultant,
California State Senate
Human Services
Committee

“ Mareva worked with advocates and legislators to advance the telephonic signature and verification hub policy development this year. These solutions to CalFresh application barriers would have a tremendous impact on expanding access and improving program performance across California.”

EMERGING LEADER OF THE YEAR

Melissa Heffley
Program Manager for
the Department of
Eligibility Services,
Tehama County
Department of
Social Services

“ Melissa Heffley is the program manager for eligibility services at the Tehama County Department of Social Services. Her program areas include Medi-cal, CalFresh, General Assistance, and CalWORKs. She manages the largest staff of any division at the agency in two office locations, Red Bluff and Corning. She is a firm believer in the “Great Place to Work” manifesto, and creates an innovative and positive work environment by encouraging staff to create fun at work and contribute creative ideas. She is an innovative, action-oriented person. Melissa advocates keeping her staff updated on CalFresh information. She sends staff to trainings and participated in the CalFresh Awareness Month. She partners with the CSU Chico CalFresh Outreach Prime Contractor to increase application and interview preparation.”

Heather King
Social Work Graduate
Student,
Humboldt State University

“ Ms. King’s master’s project findings are aimed to increase access to CalFresh and SNAP for college students through statewide and federal policy reform. Her project illustrates barriers college students face when attempting to qualify for CalFresh. Findings will be used to educate the public and influence legislators on policy reform to address college student food insecurity.”

Cinthia Onoa
CalFresh Outreach
Coordinator,
Los Angeles Regional
Food Bank

“ Cinthia took over the department this year during staffing changes and kept the program running smoothly and went above and beyond her job duties to make this happen. Cinthia’s work has an all-around positive impact. She assists the applicants and makes the application process as easy as possible. She also keeps the office under control and helps the outreach workers and our new supervisor as much as she can. Cinthia is often going out of her way to make sure the CalFresh Department is as productive as possible.”

Loreen Theveny
Social Advocate,
Disability Services and
Legal Center

“ Loreen helped improve access to, and participation in, CalFresh, including for Spanish speaking and disabled individuals. She helped to promote CalFresh use at Farmers Markets and influence statewide and local CalFresh policy at area health centers as well as outreach in neighboring communities. Loreen also advocated for community gardens and alternative assistance for low-income individuals needing healthy food. Her work led to better knowledge, support and resources for a greater number of individuals to access and obtain needed healthy foods such as fruits and vegetables. She also assisted those already diagnosed with health-related illnesses due to lack of access to healthy foods.”

Maria Vasquez
*Community Liaison
and CalFresh Project
Coordinator,
Catholic Charities
Diocese of Monterey*

“ Maria is an exceptional leader with a solid knowledge of the CalFresh program and the community we serve (Santa Cruz, Monterey, San Benito and San Luis Obispo Counties). Her commitment to mentoring interns and providing trainings to staff, agency partners, and the public in general, regarding CalFresh, is outstanding. She has developed instrumental partnerships with agencies, schools, universities, and parishes. Maria organizes and develops outreach events in the community where many partners work hand-in-hand with our agency. Thanks to her passion for this area, we have been able to coordinate services with community partners in a more efficient way. Furthermore, she has helped develop instrumental changes in the Family Supportive Department and has mentored interns and staff in such changes.”

PROGRAM ACCESS INDEX AWARD OF THE YEAR

CFPA's Program Access Index (PAI) estimates CalFresh utilization among low-income individuals in each of California's 58 counties. This year three best in class PAI awards will be given to three California counties.

** Freshy Nominee bios were written by the individuals submitting the nominations.*

Where to Find CFPA

Food insecurity exists in all 58 counties in California, but so do solutions (especially in Sacramento). That's why CFPA staff travel by plane, train, car, and bike to advocate for improved nutrition and health. No matter where we are in the state, you can reach us at:



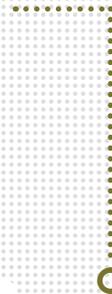
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