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**CFPA
CalFresh Forum
2020**

Registration is open until
Friday, January 31st at 6pm

February 5th, Sacramento



2020 Freshy Award Nominees

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<https://www.surveymonkey.com/r/FreshyVote2020>

The Freshy Awards honor the actions of individual Californians and organizations from across the state that have worked diligently in the last year to improve CalFresh. The winners are nominated by and selected for a Freshy Award based on the input of Californians from across the state. There will be one winner from each category. Winners will be announced and acknowledged at the 2020 CalFresh Forum on February 5th in Sacramento. Place your votes today!

Administrator of the Year

LaShonda Diggs

Division Chief, General Relief and CalFresh Program Division,
Los Angeles County Department of Public Social Services

Los Angeles County residents face multiple hardships with food insecurity being one of the biggest challenges. Through LaShonda Digg's dedication and commitment to serve the neediest and most vulnerable populations, she recognized those challenges by increasing access and participation to CalFresh. Ms. Diggs has been working tirelessly to accomplish the Department's goals by focusing and developing projects that serve vulnerable populations, including college students and older and disabled adults. The efforts included the implementation of the expansion of CalFresh to Supplemental Security Income (SSI) recipients and developing a comprehensive food nutrition access

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plan for students. These projects targeted the overall community but were also focused on the vulnerable elderly, disabled, and student populations. Ms. Diggs' implementation and development efforts extended outside of the Department as she worked with her staff to establish and strengthen strategic collaborative efforts with community partners, colleges and universities, and other government agencies. For instance, Ms. Diggs worked directly with Code for America to facilitate bringing digital outreach to Los Angeles County. This enabled Los Angeles County to conduct customized targeted outreach to specific hard to reach populations. Ms. Diggs initiated a collaborative partnership with California State University, Chico Center for Healthy Communities CalFresh Outreach Project. This partnership provided the Department with enhanced access to college campuses to conduct CalFresh outreach and enrollment activities to a population that is highly underserved by assisting Los Angeles County in conducting peer-led outreach to college students. Ms. Diggs coordinated efforts for these projects with internal stakeholders across multiple DPSS bureaus, divisions, and sections to ensure successful implementation of these projects to focus on increasing CalFresh enrollments and reduce food insecurity in Los Angeles County. These partnerships aided in the development and the deployment of various outreach methods to promote the CalFresh Program through social media campaigns, outbound calls and text messages, and special mailers, among others.

Los Angeles County's goals for increasing CalFresh participation was a major undertaking. Through Ms. Diggs' leadership, the CalFresh caseload increased by

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130,942 households from January 2019 through November 2019. As a result of her leadership, in 2019 alone, Los Angeles County saw a successful and growing CalFresh enrollment of approximately 160,168 SSI recipients and 31,041 students as of November 2019. This increase is attributed to her leadership in ensuring the success of these projects. She ensured that internal staff and stakeholders were thoroughly updated with all aspects of the policy changes and coordinated comprehensive training and business process updates to better equip the Department in processing the added volume in caseload.

Ms. Diggs' key partnerships with CalFresh Assisters and key partners played a significant role in the CalFresh participation increase. The innovative strategies revolved around targeted digital outreach to college students, the elderly, disabled, homeless, foster youth, K-12 families, and the public at large through customized online applications via getcalfresh.org. Moreover, the Department's Mobile Outreach Unit made presentations and provided outreach materials both digitally and in print. In addition, posters and social media content were disseminated to schools, families, and college students. A significant number of applications have resulted from conducting this outreach. Moreover, the Department's Mobile Outreach Unit made presentations and provided outreach materials both digitally and in print. In addition, posters and social media content were disseminated to schools, families, and college students. A significant number of applications have resulted from conducting this outreach. In addition, under Ms. Diggs' guidance and leadership, the Department introduced a

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method to conduct three different targeted enrollment strategies to tailor the communication and outreach efforts to the diverse SSI population. The distinctive efforts for each strategy allowed DPSS to get the word out to the public about the policy change to the various SSI recipient communities.

Alexis Fernandez

Acting Branch Chief, CalFresh and Nutrition Branch, CDSS

Alexis Fernandez is an innovative leader who brings creativity, well-informed perspective, and a willingness to find new opportunities to improve CalFresh Program access to reduce hunger. Over the last year, she provided valuable leadership in the implementation and analysis of SSI Expansion, proactively engaged stakeholders for participation in various projects, and responded quickly to needs related to Disaster SNAP and proposed major cuts to the program by the federal government. She has led efforts to improve data collection and analysis toward a goal of program improvements that are data-driven. Alexis has laid out a vision for the CalFresh Bureau that includes support for counties to continue improving access to CalFresh and greater engagement and transparency with stakeholders. Her dedication and perseverance are a benefit to the thousands of Californians seeking aid.

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While state administrators and other stakeholders are regularly having to assess and re-prioritize while changes develop in the federal landscape, Alexis' perspective and leadership have helped to focus resources and energies where they are most likely to have an impact.

Stakeholders bring various perspectives that can help groups identify the best possible solutions and paths forward. Alexis's willingness and ability to bring people to the table in meaningful ways results in solutions that are more likely to have a positive impact on the problems that needs to be solved. We appreciate Alexis' interest and ability to navigate the complex but fruitful conversations these gatherings provide.

Kathy Yang

Manager Specialist, CDSS CalFresh Branch

Kathy has been at the heart of the planning and implementation of the historic expansion of CalFresh benefits to SSI recipients for the last year and a half. She planned and organized dozens of stakeholder meetings in preparation for June 2019, gathered feedback and recommendations from advocates, and developed tools for counties and outreach partners across California. Her efforts were the glue that kept everyone moving towards the same goal: to make sure all SSI recipients in California could finally apply for CalFresh.

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Over the last six months, more than 300,000 SSI recipients have enrolled in CalFresh, and over 40,000 CalFresh households have begun receiving Supplemental or Transitional Nutrition Benefits. This success is in large part due to the team effort that Kat organized throughout the process - She was the point-person for all questions and recommendations from advocates and stakeholders from across the state. From planning and facilitating advisory and technical group meetings, to developing the framework of solutions, to compiling extensive resource toolkits - she led the process effectively and compassionately every step of the way.

Throughout the SSI expansion planning and implementation efforts, Kat prioritized centering the work around SSI recipients and their lived experiences: every meeting, webinar, and conference call started with a story shared by someone on SSI, which helped all of us stay focused on how to best serve this community. Kat also embraced a data-driven approach, developing useful data tables and resources, as well as incorporating data updates and highlights in all-stakeholder meetings.

Maribel Gallegos

CalFresh and Employment & Training Manager,
County of San Diego HHSA Eligibility Operations

Maribel became the CalFresh Program Manager for San Diego County during a crucial time right before the CalFresh Expansion to SSI Recipients took effect. With over 16

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years of experience in program eligibility she brought her passion and commitment to ensure all County staff had the necessary training, program material and the right tools to successfully implement this new policy. With customer service being one of her priorities, she is always looking out for opportunities to improve. Working alongside community partners to get the message out to some of the most vulnerable seniors and people with disabilities.

With the implementation of Assembly Bill 1811, effective in June of this year, San Diego County has received over 20,000 applications from SSI recipients. The increment of CF recipients has led to amazing opportunities to expand the Restaurant Meal Program, currently being the second largest participating County in the state of California with 346 active participating restaurants and 68 pending approval. With Maribel's expertise of the CalFresh program she has been able to connect in a way with Community Based Organizations, advocates, County staff and members of the public to increase the CalFresh participation rate.

Along with the CalFresh SSI expansion, in 2019 San Diego County implemented two new components under the CalFresh Employment & Training (E&T) program: Supervised Job Search and Work Experience/Apprenticeship with the mission to increase the employment and earning capacity of CalFresh recipients by maximizing their access to CalFresh E&T, supportive services, and skills and credentialing. Maribel and her team developed a process to implement these two new components in such a practical and effortless way. During their annual Employment & Training Management

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Evaluation the California Department of Social Services (CDSS) highlighted the great partnerships Maribel and her San Diego County team have formed with the local workforce board to promote the mission of workforce and education programs to diverse population. Maribel continues to build strong relationships with community-based organizations with the goal of promoting and increase access to CalFresh. With targeted campaigns and outreach efforts to address food insecurity among low-income families. Reaching out to those who apply for Medi-Cal and are not currently enrolled in CalFresh by mailing a CalFresh application and a text message with a link to GetCalFresh.org. Along with the CalFresh application customers also receive an easy-to-read letter indicating all the convenient ways to apply. Over 80,000 applications and text messages are sent out in a year, resulting in over 4,000 new CalFresh recipients each year. Maribel's number one priority is to increase the CalFresh participation rate in San Diego County. With her many strengths and effective leadership her goal is to bring food security to low-income families while continue working in collaboration and in partnership with community-based organization and networks.

Margarita Cabral

Program Analyst II, Ventura County Human Services Agency

Margarita helped increase CalFresh participation and played a role in influencing local and statewide policy during the planning phase and execution of the "CalFresh Expansion to SSI Recipient" regulation change. Margarita worked tirelessly. She

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attended and shared at most all advocate meetings. She shared many policies and strategies including scripts, one and done concept, a telephonic signature policy, texting campaigns and many more access strategies that the County of Ventura utilizes. She was asked to share and present at the CF Round Table meeting last February. Margarita shared these policies for use by other counties, but notably behind the scenes was instrumental in her county in getting all of these policies going over the last few years. During this year she made sure that the "CalFresh Expansion to SSI Recipient" rules were well understood in her county by preparing materials and training upwards of 400 staff on the concept. She was a one woman show on this project. As her manager, I am very proud of her. She works diligently, she shares her efforts with the state of California and throughout the 58 counties, she cares about food insecurity and the impoverished and she is the utmost professional. She is truly an unsung hero in my mind and many people, although they may not know it can thank Margarita for helping pave access to their next meal.

Margarita helped play a key role with the state, other counties and her own county by helping successfully implement the "CalFresh Expansion to SSI Recipients" regulations and through this is ensuring that many more aged and disabled Californians receive nutritious meals. She has been a leader in Ventura County and has played an integral role in implementing innovative CalFresh access strategies, such as texting, telephonic signatures, uniform scripts, and is always willing to share.

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Ana Bolanos

Chief, CalFresh Healthy Living Program, CDSS

Ms. Bolaños promoted CalFresh into an umbrella Brand encompassing SNAP and SNAP-Ed. As Chief of California's SNAP-Ed Program, she successfully led an effort to rebrand her program as CalFresh Healthy Living. In addition, she directed her team of staff and contractors in developing a cohesive and comprehensive statewide consumer brand and communication system for California's SNAP and SNAP-Ed programs and services.

The result was a unitary, public-facing identity for CalFresh Food (SNAP), the CalFresh Healthy Living (SNAP-Ed) Program, and CalFresh Employment & Training (SNAP E&T). These changes align the three sister programs under the recognizable CalFresh name. With the new brand, low-income consumers will be able to readily recognize CalFresh Healthy Living implementers in the field as credible, helpful allies in finding ways to live healthfully on a budget. They will recognize CalFresh Employment & Training implementers as authoritative supporters in reducing barriers to employment. Finally, a unitary, public-facing brand identity highlights to consumers and legislators alike the coordination and consistency among California's USDA-funded sister programs.

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Ms. Bolaños's recognition of the problem of inconsistent branding was an ingenious insight and her recommendation to rebrand the programs as sub-brands under a unified identity was an innovative strategy. She applied her unique perspective as someone with a substantive background in both social services and social marketing communications to generate a new vision for united services in California.

Moreover, this is not Ms. Bolaños's only innovation. The notable achievement of the three-program rebranding effort took place against a backdrop of innovation in her own program. In the same two years in which most of the rebranding work took place, Ms. Bolaños also revolutionized CalFresh Healthy Living evaluation, producing the program's first truly comprehensive, statewide reports and oversaw a multi-agency pilot program to promote the use of benefits at farmers' markets.

Grassroots Mobilizer of the Year

Jessica Bartholow

Policy Advocate, Western Center on Law & Poverty

Jessica Bartholow's advocacy is well-known in California and throughout the country, as she has helped to dismantle devastating policies that have plagued the CalFresh

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program since the 90s. Jessica is an advocate who values the engagement of others and makes an effort to capacitate those around her with information, resources, perspective, and encouragement.

Jessica's advocacy and mobilization of others has driven greater engagement of advocates at all levels, including people who have personally experienced hunger. In the last year, Jessica has worked tirelessly to fight federal proposals related to public charge, ABAWD, Categorical Eligibility, and the Standard Utility Allowance. She also led California's effort to prevent harmful policies from being included in the Farm Bill. In addition to her Federal work, Jessica also advanced California's policies for CalFresh through many pieces of state legislation - including AB 494, AB 942, and AB 612.

Jessica has linked her advocacy efforts with many others who work on other anti-poverty advocacy in order to better address the root causes of hunger: poverty. By working to address both the root causes of poverty, and mitigate the impacts of hunger in the meantime, Californians are less likely to experience some of the more devastating impacts of poverty while the fight continues to end poverty entirely.

Orange County CalFresh Collaborative

The Orange County CalFresh Collaborative is a group of the main CalFresh Outreach Organizations that have come together on behalf of the CalFresh Eligible Community

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Members in Orange County to make their experience easier. The Collaborative is made up of Second Harvest Food Bank of Orange County, Community Action Partnership's OC Food Bank, 211 OC, and Dayle McIntosh Center. The group has developed a shared appointment system, single point of contact phone number, use the same marketing materials, have a single website (ocfoodhelp.org), and synergize around outreach opportunities throughout the county. The Collaborative's aim is to make it easier for people in Orange County to get help applying for CalFresh. With a unified appointment system, anyone can make an appointment with a CalFresh Outreach worker to help them apply for CalFresh. The group has also leveraged their collective power to connect with the County's Social Services Agency with the goal to work more collaboratively with them. We feel that this collective impact model is innovative and will continue to be refined to better serve low-income individuals in Orange County.

Becky Gershon

Advocacy Manager, California Association of Food Banks

It's hard to choose just a few of Becky's accomplishments in 2019! Certainly they include: convening a working group of ABAWD implementing counties, working deeply with county advocates to maximize the SSI CalFresh Expansion at the local level, as well as creating useful materials to explain the Medical Deduction opportunity for SSI advocates new to CalFresh, and going the extra mile to visit county meetings in person

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to share data and help facilitate discussions. If that weren't enough, her research helped support AB 494 (Berman, 2019) that is maximizing housing deductions.

Her work runs the gamut from helping ABAWDs maintain benefits, to ensuring that as many SSI consumers are on CalFresh as possible, to diving into the weeds on the consolidation of the SAWS eligibility systems to help create an IT backbone for the future of the program. Her policy work on state policy will be vital to help protect CalFresh recipients subject to the ABAWD time limit should the federal rules change. One of Becky's best strengths is her ability to be curious and inventive, understanding local advocates' needs and working on strategies specific to the policy goal and context.

Outreach Leader of the Year

Lidia Gutierrez

Senior CalFresh Outreach Coordinator,
Foodbank of Contra Costa & Solano

Lidia has made exceptional outreach efforts that have had a direct and extremely positive impact and outcome for individuals needing to access CalFresh benefits. Lidia led SSI outreach efforts in Contra Costa and Solano, which resulted in a 250% increase

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in applications submitted by the Foodbank. Lidia provided targeted outreach at low-income senior housing complexes and coordinated mailings to people on SSI. Lidia spent countless hours of overtime to ensure high levels of customer service were provided and the needs of each client were met in a timely fashion. In addition to the significant efforts made by her to promote and increase access to CalFresh and promote the brand, Lidia also took over training, onboarding, and mentoring new CalFresh Outreach workers. Lidia set up training plans and prepared the necessary materials. Her efforts to train and develop others increased the Foodbank outreach capacity and allowed for even greater visibility within the community.

Lidia's efforts resulted in a 250% increase in apps, approximately 9,000 individuals enrolled in Contra Costa and Solano Counties. Her efforts resulted in new partnerships with senior housing facilities and increase awareness about the CalFresh program and its benefits.

Lidia trained site staff at senior housing locations to provide application assistance on behalf of the Foodbank. By training housing staff, Lidia ensured that assistance was available to applicants even when a Foodbank representative was unavailable. In addition, applicants were able to be assisted by a known and trusted person. Working with individuals already known and established within the community allowed Food Bank staff to liaise more effectively and help build a good rapport and trust within that community.

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Roy Chim and Ying Li Guo CalFresh Outreach Associates, Alameda County Community Food Bank

Roy and Ying teamed up to ensure that CalFresh clients received quality customer service during the busiest time of the year due to CalFresh Expansion for SSI Recipients. During the first six weeks, they provided assistance over the phone and

attended over 50 events at various low-income senior housing facilities to help more than 700 clients enroll in CalFresh. Their hard work, time and dedication resulted in an outstanding application approval rate of 93%, and 735,956 meals to the community.

Roy and Ying also created an innovative way to help streamline the process for our Outreach team to communicate with the Chinese-Speaking community at off -site events. They developed flash cards with common CalFresh terms and questions needed to help clients apply for CalFresh. This gave our non-Chinese speaking staff a tool to help communicate with clients at enrollment events. Roy and Ying often go the extra mile to help streamline the application process, for people applying and for their team members.

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A promotional banner for the CFPA CalFresh Forum 2020. The background is blue with a stylized graphic of overlapping colored shapes (red, green, purple) on the right side. The text is white and blue. It includes the text: "Registration Now Open! Space is limited", "CFPA CalFresh Forum 2020", "Registration is open until Friday, January 31st at 6pm", and "February 5th, Sacramento". There are three circular inset photos showing people.

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California Community Colleges

Student hunger, or food insecurity, affects up to two-thirds of California Community College (CCC) students. Many students are not aware they may be eligible for CalFresh Food. The California Community Colleges Chancellor's Office and the Foundation for California Community Colleges worked together along with multiple partners, including CSU Chico's Center for Healthy Communities, to raise awareness and conduct outreach among students to enroll for CalFresh Food benefits. The Foundation also received a generous gift from the Kroger Co. Foundation to conduct targeted CalFresh outreach in the Los Angeles area. These efforts included creating outreach toolkits with promotional materials, digital outreach, and CalFresh outreach training and technical assistance. Being the largest system of higher education in the United States, their effort is leading the nation to help CalFresh Food eligible individuals within their 2.1 million student population receive the food resources they need to be successful. The California Community College's comprehensive awareness campaign has aimed to reduce stigma around the program, encourage students to find out if they are eligible, and apply for benefits using Code for America's GetCalFresh.org portal. Together, the California Community Colleges Chancellor's Office and the Foundation have made CalFresh Outreach a priority across all 114 campuses. This includes working with their partners to leverage state funding in an efficient and effective way for creating CalFresh Outreach teams on 15 of their campuses and creating satellite outreach efforts through sending CalFresh Outreach kits to all 114 campuses. Helping students meet basic

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needs such as becoming food secure via CalFresh Food benefits is vital to achieving student success, increasing well-being, and ultimately, helping students become self-sufficient members of society.

Ismael Lopez

Outreach and Enrollment Liaison,
San Diego County HHSA

Ismael has established valuable partnerships with a wide range of community partners and organizations, helping to create a network of outreach partners. Targeted campaigns and efforts were implemented to reach seniors and folks with disabilities with the implementation of CalFresh Expansion to SSI individuals. Activities included onsite application assistance at various senior apartment complexes, senior meal sites, and senior recreation centers. Ismael continues to collaborate and build connections with local college and universities. These partnerships have resulted in the ability to provide outreach and application assistance activities on campus on a monthly basis. Recurring outreach activities are conducted but not limited to the following universities and colleges: San Diego State University, University of California San Diego, Southwestern College, City College, Mesa College, and University of San Diego. Monthly recurring meetings with various Community Based Organizations are attended by Ismael through the county. Meetings provide a forum for outreach updates, best practices, CalFresh

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program updates, as well as providing partners with up to date outreach materials. The use Social media has been an effective method utilized by ismael to disseminate program highlights, and to promote the various options available for folks to apply for CalFresh. Weekly post on Facebook and Twitter are a great way to reach a wide range of folks in our community. Targeted post used during CalFresh Awareness Month, reached over 69,000 individuals in San Diego County. Custom tailored messaging for seniors, college students, and families with children included a link allowing folks to initiate and submit a CalFresh application directly via their smartphone or home computer. Ismael partnered with our own Registrar of Voters to include CalFresh information with the Sample Ballot Pamphlets for the June 2018 Primaries. CalFresh information including current income limits and the various options available to apply were included in the Sample Ballots. With the collaboration of a trusted departments, CalFresh informative materials were sent to 227,383 voters in San Diego County. Reaching this high volume of county residents helps spread the word about this program which can help people with extra money for healthy and nutritious foods.

These efforts have resulted in hundreds of new CalFresh applications. Over 5,000 new SSI CalFresh applications per month were processed during the first months of CalFresh expansion. Outreach to this new population has resulted in approximately 20,000 new SSI CalFresh applications. These and other outreach efforts has helped increase the number of seniors participating in the CalFresh program. San Diego County's senior participation rate is over 61.11% from the previous year. Outreach is

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also conducted by way of daily text messaging and mailing of CalFresh applications to individuals who apply online for Medi-Cal and are currently not enrolled in the CalFresh program. Customers receive an easy-to-read letter that indicates the purpose of the correspondence they're receiving and all the convenient application options. Applicants can select to apply online, over the phone, or by mailing back the application provided. Customers also receive a short text message that includes a link to GetCalFresh.org. All options allow customers to apply without having to make a trip to a County office. Engaging customers at a time when they're already in contact with us for Medi-Cal purposes increase the likelihood of concurrent eligibility determinations. Over 80,000 applications and text messages are sent out a year, resulting in over 4,000 new recipients each year.

Ongoing weekly outreach and application assistance events focusing on seniors continue throughout the county. These efforts include assisting seniors submit an online application using GetCalFresh.org, offering customer selected telephone interview appointments, and submitting verifications securely online. Seniors attending these application assistance events spend less than 15 minutes to receive these services, making it an easy and uncomplicated process for this vulnerable population. Ismael also worked closely with the department of Aging and Independent Service (AIS), providing presentations & trainings to their staff on the new SSI CalFresh Expansion regulations. Senior targeted Outreach materials were provided and are shared with seniors who engage with AIS. Onsite application assistance workshops on college campus streamlines the application process and allows college students to select a day

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and time for their phone interview that doesn't interfere with their class schedule. This strategy helps reduce the number of missed interviews for college students. Ismael also works with a graphic designer to create targeted outreach materials that contain CalFresh information as well as the various options to apply locally for CalFresh. Outreach materials in various languages are made available to all Community Organizations, libraries, schools, and colleges. With the implementation of SSI CalFresh the need for SSI and senior specific materials was identified. With Ismael's input, two new targeted outreach flyers were developed. These have been well received by our community members and our partners. During CalFresh Awareness Month, custom informative posters are placed inside our local public transportation vehicles. These included trolley and bus lines. This is a great way to inform the public of the various events being held locally, where folks can learn and enroll in the CalFresh program.

Jovenes SANOS

Youth Leadership Advocacy Program, United Way of Santa Cruz County

Jovenes SANOS is a youth program of an average of 15 students focused on increasing healthy eating and active living in City of Watsonville. The youth have led projects focused on corner markets where a culturally responsive mural on the outside of the store was painted to increase community's visibility/knowledge of the fresh fruits and vegetables sold in the establishment. Also, in the interior of two corner markets,

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Jovenes SANOS youth in collaboration with the owner, rearranged the healthy options- fresh fruits and vegetables- to be easily visible for customers in comparison to unhealthy snacks. The youth continue to work in supporting retailers to expand the quality and quantity of affordable healthy foods.

The retail work the youth supported was the implementation of multiple strategies that included healthy messaging in social media platforms- to increase youth and families attention-, marketing and promotional activities such as tastings and catering opportunities for events, product placement and technical assistance to store owners on retail strategies. Jovenes SANOS played a role in our corner market partner, El Valle Produce, being a grant awardee from the California Department of Food and Agriculture for the state's refrigeration grant. This opportunity will allow El Valle Produce to switch out old refrigeration for energy saving options for the well-being of the environment and business success.

Jovenes SANOS collaborates with Santa Cruz County Public Health Department, to use and promote CalFresh Healthy Living Program nutrition materials at workshops and at the corner markets during events. The Jovenes SANOS youth have provided corner markets with recipes, tips and tools to help customers/families achieve healthy lifestyles with every choice they make when buying/consuming food. During workshops and events, the youth promote giveaways such as cookbooks, tote bags, reusable water bottles to promote healthy hydration and engage families and youth in activities that promote healthy eating and active living.

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

***Voting is open until 5pm on **Tuesday, January 21st**. Freshy Award winners will be announced at the 2020 CalFresh Forum on February 5, 2020 in Sacramento.*



2020 Freshy Award Nominees

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Kristie Gutierrez

Community Health Worker II,
Providence Little Company of Mary Foundation

Kristie has been able to increase access to CalFresh benefits, increased participation in the Los Angeles, South Bay area through her exceptional outreach, helped her clients maintain benefits by helping with follow ups and SAR-7/RRRs, and promotes CalFresh at health events/fairs in local target area of the organization's focus.

Kristie's work has increased CalFresh benefit enrollment for our organization. She also creates a safe environment for all her clients, that make them feel welcomed, listened to, and cared for. Kristie does an exceptional job when providing CalFresh outreach and education.

Kristie works extremely hard when advocating for clients if issues occur with their cases or benefits. She works above and beyond when troubleshooting cases and spends more than 50% of her work day on CalFresh cases. She makes sure all clients are reporting as much information, medical deductions, etc in order to maximize their benefits. Kristie never backs down from helping her clients and does it with an extremely positive attitude. Her technique in helping clients with issues, than keeps them coming back to her to perform all necessary follow ups and forms, and those

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clients spread the word about her work, that more people are referred over to her to help with the application and enrollment process.

Kastury Priya

Director of Strategic Accounts, HealthCrowd

HealthCrowd is a contracted organization with Kaiser Permanente to increase CalFresh enrollment in our Northern California and Southern California regions for our most vulnerable members. Kastury Priya led our work to increase CalFresh enrollment in for our most vulnerable members through a texting campaign to connect them to the GetCalFresh website, as well as assist our members with submitted the required documentation and follow-up. Kastury outreach and innovative texting campaign has resulted in over 4,200 Kaiser Permanente members enrolling in CalFresh, making it accessible, easy, and a member centered experience.

Congratulations to ALL the Nominees!

You are an inspiration to us all, and we are honored to work beside you to improve the reach and impact of CalFresh!

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