WIC Can Help Toolkit Instructions: CalFresh

Thank you for providing WIC families with information and referrals for CalFresh, formerly known as Food Stamps or SNAP. We hope the following instructions make it easy for you to spread the word all year long!

Steps to Take:
1. Make sure all WIC employees are familiar with CalFresh eligibility, benefits, and application options so that information provided to WIC participants is current and consistent. Show staff the enclosed video and share information in the enclosed CalFresh brochures.
2. Find out where families can apply in person for CalFresh benefits by calling your local social services agency, or find the CalFresh Outreach Partner in your area at http://www.cdpf.ca.gov/programs/cpns/Pages/FoodStampOutreachPartners.aspx.
3. Contact your local CalFresh Outreach Partner to request brochures or flyers to distribute to WIC families. Or download and print 4-fold full-color brochures or one-page flyers at http://www.cdpf.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx in the languages needed. You may need to add contact information for your local CalFresh agency to the brochures by printing labels and attaching one to each brochure in the space provided.
4. Provide brochures/flyers to WIC clinic staff for distribution to participants on request. Request that staff ask participants whether they or their children are receiving CalFresh benefits and provide the appropriate information and referrals during regular appointments.
5. Play the enclosed video in waiting rooms, using a computer or DVD player. Videos in three languages (English, Spanish, and Cantonese) will show in a continuous loop (approximately 12 minutes).
6. Complete the enclosed survey and mail to CWA, or take the brief online survey at http://www.surveymonkey.com/s/2M8GDQV, after using the toolkit.
7. Send additional questions and feedback to Margaret Aumann at maumann@calwic.org.

Special Thanks to the talented WIC Staff who volunteered as our narrators and translators:
- Michelle Turner, Community Action Partnership of Kern County
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- Grace Yee, San Francisco City & County

Additional Resources:
CalFresh Outreach Materials from California Department of Public Health: http://www.cdpf.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx
WIC Can Help CalFresh web page: http://calwic.org/focus-areas/wic-can-help/129-calfresh-better-food-for-better-living