



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 5/14/2019

To: County of Sonoma Board of Supervisors
Department or Agency Name(s): Human Services
Staff Name and Phone Number: Felisa Pinson 565-2198
Vote Requirement: Majority
Supervisory District(s): All

Recommended Action:

Adopt a Resolution Declaring May 2019 as CalFresh Awareness Month in Sonoma County

Executive Summary:

The designation of May 2019 as CalFresh Awareness Month is a collaborative effort across Sonoma County to highlight the benefits of the federal Supplemental Nutrition Assistance Program (SNAP). The program is intended to increase access to and participation in food assistance, in order to reduce hunger and promote good nutrition and physical activity. The California Department of Social Services, as well as counties throughout the state, traditionally celebrate CalFresh Awareness month in May each year.

Discussion:

In Sonoma County, there are three components of the Supplemental Nutrition Assistance Program (SNAP): CalFresh benefits, SNAP education (SNAP-Ed), and CalFresh vendors. While CalFresh vendor enrollment and oversight is coordinated by the State of California, CalFresh benefits and/or SNAP-Ed efforts are coordinated by various County and non-profit organizations. In Sonoma County, partners include the Human Services Department, the Department of Health Services, Catholic Charities, Petaluma Bounty, Redwood Community Healthcare Coalition, Redwood Empire Food Bank, Area Agency on Aging, the Northern Center for Well-Being, and 211-Sonoma. Among other efforts, these partnerships seek to raise awareness and improve utilization of CalFresh benefits and healthy nutrition practices in Sonoma County.

CalFresh benefits are critical to healthy nutrition for many county residents. CalFresh benefits supplement household food budgets, allowing families to put more healthy and nutritious food on the table. In Sonoma County 26,000 people receive CalFresh benefits, and of these beneficiaries:

- 45% are children under 21
- 15% are seniors age 60 and above
- 12% are homeless
- 5% are lawful immigrants

CalFresh generates over 7 million dollars annually into Sonoma County's local economy (\$1.79 in economic activity for every \$1 of CalFresh money spent.) This helps local farmers markets and Community Supported agriculture and grocers sustain jobs in our community.

Sonoma County's SNAP-Ed program seeks to improve the likelihood that persons eligible for CalFresh will make healthy food and physical activity choices within a limited budget consistent with the current *Dietary*

Guidelines for Americans and Physical Activity Guidelines for Americans. Sonoma County's SNAP-Ed program focuses on improving food security and preventing nutrition and activity-related chronic diseases among persons eligible for CalFresh by:

Supporting low-resourced schools to develop and implement school wellness policies and programs to support improved nutrition and physical activity behaviors among students, parents, and teachers.

Providing nutrition education to children, families and community members as well as vulnerable populations such as seniors, homeless, and migrants.

Increasing access to and promoting eating of healthy foods and beverages, including fresh produce at neighborhood retail stores, alternative food sites (such as farmers' markets and community gardens), and emergency food sites (such as food pantries) through adopted and implemented policy and physical site changes.

The Human Services Department (HSD) and the Department of Health Services (DHS) partner with community organizations and agencies to provide outreach, education, and enrollment services throughout Sonoma County. Collaboration is central to reaching out to the communities where the need is greatest.

The following activities will take place during CalFresh Awareness Month:

Kick-off on May 1st at HSD's Petaluma South County office (5350 Old Redwood Hwy, Petaluma), which will host a Farmers Market style food distribution event to highlight the partnership between Human Services and Redwood Empire Food Bank. Weekly food distributions will be held at HSD's 2550 Paulin Dr. office during the month. Increasing accessibility and access to healthy food options for residents aligns the missions of CalFresh and Redwood Empire Food Bank.

Fresh fruit cart in Human Services Department lobbies throughout the month.

Farmers Market L.I.F.E (Local Incentive for Food and Economy) market match program for CalFresh customers increased to a maximum of \$20 at all participating Farmers Markets for the month of May. This means that CalFresh customer spending power at farmers markets is doubled by the match, allowing for the purchase of even more fresh produce and locally sourced foods.

Internal staff-led events that encourage the use of meal planning tools, healthy recipes, and weekly email health tips from EatFresh.org.

Prior Board Actions:

May 8, 2018: Board adopted a resolution recognizing May as CalFresh Awareness Month.

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures	0	0	0
Funding Sources			
General Fund/WA GF			
State/Federal			

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Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	0	0	0

Narrative Explanation of Fiscal Impacts:

The CalFresh program is paid for by federal SNAP funds.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Resolution

Related Items "On File" with the Clerk of the Board:

None