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Introduction

This CalFresh Information & Outreach toolkit is intended for San Luis Obispo (SLO) County organizations that serve food-insecure individuals or low-income communities. The consolidation of CalFresh program information and outreach materials into one document is to make communication about CalFresh easy, consistent, and accessible, and to increase awareness about how these benefits can be obtained. Consistent messaging will help build trust in the CalFresh program and help reduce hunger, support health, and stimulate our economy.

CalFresh Basics

CalFresh is California's nutrition assistance program, known as the Supplemental Nutrition Assistance Program (SNAP) nationally and formerly known as "Food Stamps." CalFresh benefits are loaded onto an Electronic Benefits Transfer (EBT) card each month and can be used like a debit card at participating online retailers, stores, Farmers' Markets, and restaurants to purchase food.

Importance of CalFresh Outreach

The CalFresh program is a frontline defense against hunger. It provides a monthly allowance to spend on groceries to recipients who can then purchase the food they need. Because recipients spend these funds in the communities they live in, CalFresh utilization also infuses federal financial support into the local economy. Promoting CalFresh not only supports eligible clients with access to nutritious food but also has a positive economic ripple effect throughout the community.

CalFresh Utilization in San Luis Obispo County

In SLO County only 47.6% of those eligible for CalFresh benefits are currently enrolled in the program, which means SLO County ranks 57th out of 58 California counties for CalFresh utilization (CDSS CalFresh Data Dashboard, 2020). By sharing information about the program and encouraging eligible clients to apply many more community members can benefit from access to healthy food.

All outreach materials in this document can be downloaded by accessing https://flic.kr/s/aHBqjAuRpa
Eligibility

Who Qualifies?

U.S. citizens, legal residents, and specific groups of noncitizens who meet the income guidelines are eligible for CalFresh. CalFresh is an entitlement program, which means that if you meet the eligibility requirements you have the right to receive benefits.

Income Guidelines

The income guidelines are determined by the size of your household and how much you earn monthly. Income guidelines are renewed each year based on the federal cost of living by the United States Department of Agriculture (USDA).

<table>
<thead>
<tr>
<th>People in Household</th>
<th>Gross Monthly Income</th>
<th>Net Monthly Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$2,266</td>
<td>$1,133</td>
</tr>
<tr>
<td>2</td>
<td>$3,052</td>
<td>$1,526</td>
</tr>
<tr>
<td>3</td>
<td>$3,840</td>
<td>$1,920</td>
</tr>
<tr>
<td>4</td>
<td>$4,626</td>
<td>$2,313</td>
</tr>
<tr>
<td>5</td>
<td>$5,412</td>
<td>$2,706</td>
</tr>
<tr>
<td>6</td>
<td>$6,200</td>
<td>$3,100</td>
</tr>
<tr>
<td>Each Additional Member</td>
<td>+$788</td>
<td>+$394</td>
</tr>
</tbody>
</table>


Are any expenses considered when determining eligibility?

Yes. Expenses like rent, utilities, childcare, and medical expenses are all taken into consideration when determining eligibility. These expenses are considered when determining net income. Individuals over the age of 60 or who are disabled are not restricted to the gross income guidelines and are only required to meet the net income guidelines.
**Gross Income vs. Net Income**

Gross income is any income earned in a given month. This could include wages earned from a job, earnings from self-employment, any income from property, or monetary support received through Veterans benefits, unemployment benefits, Supplemental Security Income (SSI), State Supplementary Payment (SSP), Social Security benefits, child support, alimony, etc. Net income is your gross income minus qualifying expenses like rent, utilities, childcare, and medical expenses. Net income is not just "take home" pay after taxes. It is calculated by the Department of Social Services using the information provided when applying.

Do you need to calculate your own gross and net income?

It is useful to estimate your gross income to determine if you are a good candidate for the program and to help you decide if you should proceed with the application process. Once you apply your caseworker will verify that your gross income was calculated correctly and will also calculate your net income.

How do you calculate your monthly earned income?

Calculating your monthly earned income can help determine if you are likely to be eligible for CalFresh before filling out an application. You can estimate your monthly earned income by using the chart equations on the following page.
Calculating Monthly Earned Income

<table>
<thead>
<tr>
<th>Pay Frequency</th>
<th>Monthly Gross Equation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>[ (\text{Hourly rate}) \times (# \text{Hours Weekly}) ] \times 4.33</td>
</tr>
<tr>
<td>Bi-weekly</td>
<td>( \frac{(\text{Paycheck 1}) + (\text{Paycheck 2})}{2} ) \times 2.167</td>
</tr>
<tr>
<td>2x a Month</td>
<td>(\text{Paycheck 1}) + (\text{Paycheck 2})</td>
</tr>
<tr>
<td>Fluctuates</td>
<td>( \frac{(\text{Annual Income})}{12} )</td>
</tr>
</tbody>
</table>

Source: CAFB, CalFresh 101 Income Handout, January 17, 2023

**Example:** Pam lives in a single-person household and her only form of income is from her job that pays her on a weekly basis. She is paid $15.25 per hour and works 25 hours per week.

Using the CalFresh Gross Income Guidelines in the chart on page 2 as a reference, Pam's monthly income would be:

\[ \frac{(15.25) \times (25 \text{ hours})}{4.33} = 1,650 \]

According to this calculation Pam is likely to qualify for CalFresh benefits and should apply!

**What if you own a home or a car?**
You can own a home and a car and still qualify for CalFresh.

**What if you have a job?**
You can have a job and still qualify for CalFresh.

**Can you get CalFresh if you receive benefits from other assistance programs?**
Receiving support from other programs like Social Security, State Disability Insurance, Unemployment benefits, Supplemental Security Income (SSI), Special Supplemental Nutrition Program, Women, Infants, and Children (WIC), or Pandemic EBT (P-EBT) does not disqualify you from receiving CalFresh. In fact, you are more likely to qualify!
**Household Information**

A household is defined as a group of people who live together, purchase food and prepare meals together. Individuals in a household do not need to be related. Additionally, there can be more than one household at the same address if the individuals living there buy food and prepare meals separately. A household can be a single person or a group of two or more people.

**If you live with family or with others, can you receive CalFresh benefits as an individual?**

People who live together and purchase food and prepare meals together are grouped as a household. Husbands, wives, and their children who are under the age of 22 will be grouped as one household. If you do not purchase food and prepare meals with others, you can apply as a single-person household.

**Is there a limit to how many people can be in a household?**

No, there is no limit to how many people can be in a single household. As long as all members of the household meet the eligibility requirements, they can qualify for CalFresh.

**Can you qualify if you do not have a family?**

Yes, individuals can qualify for CalFresh. You do not have to have children or dependents to qualify.

**How does your household size affect the dollar amount you may be eligible for?**

Household size is one of the criteria used to determine the monthly allotment amount you are eligible for. Depending on your household size and income you may be eligible for a larger benefit amount.

---

**CalFresh Maximum Monthly Allotments**

*October 1, 2022 – September 30, 2023*

<table>
<thead>
<tr>
<th>People in Household</th>
<th>Maximum CalFresh Allotment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$281</td>
</tr>
<tr>
<td>2</td>
<td>$516</td>
</tr>
<tr>
<td>3</td>
<td>$740</td>
</tr>
<tr>
<td>4</td>
<td>$939</td>
</tr>
<tr>
<td>5</td>
<td>$1,116</td>
</tr>
<tr>
<td>6</td>
<td>$1,339</td>
</tr>
<tr>
<td>Each Additional Member</td>
<td>+$211</td>
</tr>
</tbody>
</table>

Can you apply for CalFresh if someone in your household does not have legal status?
Yes, you can apply and receive CalFresh benefits even if individual household members do not have legal status. However, only household members who are eligible for CalFresh will be taken into consideration when determining eligibility and benefit amounts. Also, the legal status of individual household members will not be shared.

Will applying for CalFresh affect your immigration status?
No, applying for CalFresh will not affect the immigration status of you or anyone in your household. It will also not affect your chances of receiving legal permanent residence. CalFresh is completely confidential, and the immigration status of any household member is only used to determine who is eligible for benefits. For more information about CalFresh and immigration status visit getcalfresh.org/en/immigrants.

Can parents of U.S. citizens apply for CalFresh on behalf of their children?
Yes, parents of U.S. citizens can apply for CalFresh on behalf of their children regardless of the parent’s legal status.

Will you be considered a "public charge" if you or a person in your household receives CalFresh?
No, receiving CalFresh benefits will not factor into a public charge determination.

The U.S. Department of Homeland Security (DHS) and U.S. Citizenship and Immigration Services (USCIS) do not consider health, food, and housing services as part of the public charge determination. Public charge rules do not apply to programs like CalFresh, Special Supplemental Nutrition Program, Women, Infants & Children (WIC), or school meal programs. Additionally, benefits received by family members other than the applicant will also not be considered in public charge determinations.

For more information regarding public charge visit the U.S. Citizens and Immigration Services website.
Application Process

How to Apply
Applying for CalFresh is easy. You can apply for CalFresh in person at your local county office, online, by phone, fax, or by mail.
Call, visit, fax, or mail your application to the nearest SLO County Department of Social Services office.
To apply online visit GetCalFresh.org.

How long will it take to know if you have been approved?
In most cases, the County has 30 business days after you turn in your application to determine if you will receive CalFresh benefits. During those 30 days, the County will interview you. The interview will be either over the phone or in person. In emergency cases, an application can be approved in as little as three (3) days.
Applied for CalFresh, What’s Next? flyer

Do you have to go into the office to apply?
No. You can apply for and receive CalFresh benefits without ever going into a Department of Social Services office. You can apply online, complete your interview over the phone, and have your EBT card mailed to you. To speed up your application process, it is best to provide as many supporting documents as possible when you fill out your application.

Why do you need to complete an interview?
Though it is called an interview, it is nothing to stress about. The purpose of the interview is to verify that your application and supporting documents are accurate and to get the most information about your case so that you can receive all of the benefits you are eligible for. This interview can be done over the phone or in person at your local county office.

What is CalFresh Expedited Service?
CalFresh Expedited Service means that you can get your CalFresh benefits in three (3) days if you meet special expedited criteria. Households with monthly gross incomes less than $150 and less than $100 in available resources, households whose shelter costs are more than their gross income plus money on hand, migrant or seasonal farm workers who are destitute, or households with an emergency need for housing may qualify. Ask your caseworker if you think you may be eligible for expedited services.
What if you have a job but don’t have hours and are not getting paid? What do you report for income?

If you still have a job but have zero hours or are not getting paid, then you would report "yes" to having a job. You can report a current income of $0.

Do you need a permanent address to apply?

You do not need to have a permanent address to apply for or receive CalFresh. However, a mailing address must be provided. This can be General Delivery, a PO box, or a shelter address. Your CalFresh EBT card can also be picked up at any Department of Social Services office.

What if you are missing certain verification documents?

If you are missing any verification documents when you apply, you can still complete your application. However, you will need to provide them at the time of your interview. If you are unable to obtain any of your verification documents, notify your county worker during your interview. A client statement may be accepted in place of the missing documentation in certain circumstances.

Example: You rent a room from a family relative but do not have a lease. A written statement of how much you pay to rent and how often could be accepted in this case to prove your housing expenses.

What if you just lost your job?

If your income recently stopped, your caseworker will count the final payments you received in the last 30 days to calculate the benefit amount you are eligible for in the first month. If you still have any income, your ongoing benefits will be based only on that income, not income that has stopped. Clients should provide proof of any money received in the last 30 days if possible.

Proof that income has stopped is not required, but it can help assess a client's case. This could be a letter or a screenshot of an email or text from your employer that explains that you are no longer working. If you can't get proof, write a letter that explains that you aren't working. Make sure to include the last date you worked, and sign and date it.
Recertification Process

How often do you have to recertify your benefits?
CalFresh recipients are required to complete two types of recertification while receiving benefits. The first is a Semi-Annual Report, also known as SAR 7 (every 6 months), and the second is an annual recertification (every year). The recertification process is used to determine if a household is still eligible for CalFresh and if there have been any changes in income, household size, or change of address.

Are you required to complete an annual recertification application?
All CalFresh households are required to complete an annual recertification application, but not all households will need to do so every year. Average households are subject to recertification every 12 months. Households with elderly or disabled individuals are subject to recertification every 24 months. Individuals with no earned income and households with only elderly or disabled individuals are subject to recertification every 36 months.

Are you required to complete a Semi-Annual Report (SAR-7)?
A Semi-Annual Report (SAR 7) is used as a check-in to report any changes to your household information or status, due every 6 months. Individuals with no earned income and households with only elderly or disabled individuals are not required to complete a SAR 7.

How do you complete your recertification?
At least 30 days before a client's recertification is due, the county where the client's case is active in, will send a notification through the avenues of communication the client signed up to receive notices, followed by the annual recertification application or SAR 7 in the mail. Clients must fill out the recertification documents and return them to their county office by mail, online, by fax, or in person. It is important to have the most up-to-date address on file to ensure all important documents are received.

What happens if you do not turn in any recertification documents?
If recertification documents are turned in late, there may be an interruption in monthly CalFresh benefits. If either the SAR 7 or annual recertification application is turned in more than 30 days past the end of the certification period, you will have to reapply using the full application.

Do you have to complete an interview to recertify?
An interview is required for the annual recertification, but not for the SAR-7. This interview can be done over the phone or in person. The purpose of the interview is to determine if anything has changed in your household since you last applied or were recertified. If there have been any changes benefit amounts may be adjusted.
Using CalFresh Benefits

Electronic Benefit Transfer (EBT) Card
Your CalFresh benefits are automatically loaded onto your EBT card every month. You will have a personal pin number associated with it that will allow you to use your card like a debit card to make purchases at all locations that accept CalFresh. Your EBT card number and pin number should **NOT** be shared with anyone.

Where can you use your CalFresh benefits?
You can use your CalFresh benefits at most grocery stores. An EBT or SNAP sticker is often displayed at the register or the front door of the participating store. You can also use your EBT card at participating farmers' markets and through some online retailers. If you do not have access to a kitchen or are unable to cook for yourself, you may be eligible for the Restaurant Meals program that allows you to use your CalFresh benefits at participating restaurants in your area. Ask your caseworker about these programs, as they vary by county.

What foods can you buy with CalFresh?
You can buy most foods like milk, bread, cereal, produce, seasonings, and meat. You can also buy spices, cooking oils, and seeds to grow food, or live herbs. Items that cannot be purchased with CalFresh include hot prepared foods, supplements, non-food items, and alcohol.

When will benefits be loaded on to your EBT card?
Benefits are loaded onto your EBT card at the beginning of every month. The last digit of your account number on your card will tell you which day of the month this will happen. For example, if your account number ends in 3, your benefits would be loaded onto your card on the 3rd of the month. If your account number ends in a 0, your benefits would be loaded on the 10th of the month.

Do CalFresh benefits expire?
If you don't use all of your benefits in a month your balance will roll over to the next month. However, if you haven't used your EBT card in 9 months, benefits will be expunged from your EBT account. Benefits will not be removed from your EBT account as long as your card has been active.

How do you use CalFresh benefits at a farmers' market?
If your local farmers' market accepts EBT you can visit the information booth to exchange your benefits for tokens to use at the market stands. To find a farmers' market in your area that accepts CalFresh visit [FMFinder.org](http://FMFinder.org).
What is Market Match?
Many farmers' markets in SLO County offer Market Match, a healthy food incentive program that doubles your CalFresh benefits up to a maximum amount, usually $5 - $15. For example, when you go to a farmers' market that offers a $10 match, you can redeem $10 of your CalFresh EBT benefits (which will be given as tokens that can be spent on any CalFresh-eligible foods) and receive an additional $10 as a match in tokens that can be spent exclusively on fruits and vegetables. To find out if your farmers' market participates in Market Match visit FMFinder.org.

What is the Restaurant Meal Program?
If you do not have access to a kitchen or the ability to cook for yourself, you may qualify for the Restaurant Meal Program, which allows you to use your EBT card at participating restaurants. Your caseworker will determine if you are eligible for this program, and your EBT card will be adjusted to allow you to participate. To find out which restaurants in SLO County participate in this program, visit slofoodbank.org/restaurantmealprogram

How can you use your CalFresh benefits at online retailers?
Certain online retailers including Amazon, Instacart, Vons, Albertsons, and Walmart accept EBT. To purchase food online add your EBT card information in the checkout payment section. Delivery, taxes, and fees are not included and online services vary by county.

I lost my EBT card. How do I get another one?
Call 1-877-328-9677 to report your EBT card lost or stolen. EBT cards can also be replaced at any DSS office.

How do you check the balance on your EBT card?
You can check the balance on your EBT card by calling the toll-free number on the back, or by looking at the bottom of your receipt next time you use your card at the store.
Frequently Asked Questions

Will CalFresh benefits need to be paid back?
No, you do not have to pay back your CalFresh benefits or pay to apply for the program. The only time you need to pay back benefits is in the case of over-issuance of benefits, which is rare. If you suspect that you are receiving the incorrect amount of benefits, contact your caseworker.

If you receive CalFresh, are you taking benefits away from other people?
By signing up for CalFresh you are NOT taking benefits away from someone else. CalFresh is an entitlement program. This means that if you qualify, you have the right to receive benefits. There is not a cap on the number of people who can participate. In California, there are about 4 million people who are eligible but not receiving CalFresh. Additionally, by spending your CalFresh benefits at local grocery stores and farmers' markets you are also contributing to the strength of your local economy by helping to support jobs and businesses in the community.

Can you receive CalFresh if you are in college?
Yes, you can receive CalFresh benefits if you are a college student. College student eligibility recently expanded, and even if you weren't eligible previously, you may be eligible now. For more information about applying as a student in SLO County, visit calfreshcalpoly.org.
To apply as a student, visit students.getcalfresh.org.

Can you receive CalFresh if you are in the military or are veteran?
If you meet the eligibility requirements, you can qualify for CalFresh if you are in the military or a veteran.

What happens to your CalFresh benefits if you move?
If you move to a city in the same county, update your address by calling a DSS office right away. This will ensure that you will still get important notices about your CalFresh benefits. If you moved to a different county, contact the DSS office in your new county right away and request an Inter-County Transfer. The county can transfer your case, and you should not have to reapply.

Can you receive CalFresh if you receive SSI/SSP?
Yes, as of June 1, 2019, individuals receiving Supplemental Security Income or State Supplemental Payment (SSI/SSP) are eligible for CalFresh. If fact you are more likely to qualify for CalFresh!
Receiving CalFresh will not impact your SSI/SSP benefits. For more information visit SSI and CalFresh | CalFresh Food
Can family members or caregivers apply for CalFresh on behalf of a relative?

Yes, family members or caregivers can apply for CalFresh on behalf of a qualifying individual. A family member or caregiver can be declared an authorized representative of the qualifying CalFresh recipient. This allows the authorized representative to speak to the County on behalf of the individual, complete forms and report any household changes, and purchase groceries.

Declaring a family member or caregiver an authorized representative can be done during the application process, or by contacting your county caseworker.

Can you visit a food bank if you participate in CalFresh?

Yes. Food banks and their agency partners can help you stretch your food budget by providing many staple food items that can supplement what you purchase with your EBT card. Locally, the SLO Food Bank works with organizations throughout the county that provide a variety of services to community members, from food pantries to hot meals. The SLO Food Bank also offers monthly free food distributions at sites throughout SLO County. To find out more about SLO Food Bank resources and partners, visit our food locator page on our website at slofoodbank.org/food-locator/.

Ways service providers can best support clients

- Reduce technological barriers that can inhibit clients from completing an application or from submitting required documents. Access to technology like wifi, scanners, printers, and computers is key to success.

If your site has the resources and space, offer clients a location to scan or print documents or use a computer to submit documents online.

- Privacy is critical for the interview portion of the application. Clients may not have a private space to conduct their phone interviews with their county caseworker.

If your services have the resources and space, offer clients a private location to conduct their phone interviews.

- Lastly, the best way to help clients is to offer continuous support. Making the step to apply for food assistance can be vulnerable and intimidating. Offering clients words of encouragement and support can help give them the confidence needed to make that step and get additional help.
Get groceries with CalFresh

NEED HELP BUYING GROCERIES?

Get a FREE CalFresh EBT card to buy healthy foods!

Use your CalFresh benefits at participating grocery stores, online retailers, and some local Farmers’ Markets.

Apply online now at GetCalFresh.org or call 1-877-847-3663
Obtenga alimentos con CalFresh

¿Necesita ayuda para comprar alimentos?

¡Obtenga una tarjeta CalFresh EBT GRATIS para comprar alimentos saludables!

Use sus beneficios de CalFresh en las tiendas de comestibles participantes, en línea y en algunos mercados locales de agricultores.

Aplique en línea en GetCalFresh.org o llame al 1-877-847-3663

SLO FOOD BANK
La Asociación del Condado para Aliviar el Hambre
E-MAIL BODY:

CalFresh provides monthly food benefits to individuals and families with low income. Those who qualify will receive a monthly allowance in the form of a CalFresh EBT card that can be used like a debit card at participating stores, farmers' markets, and online vendors.

Depending on income and other qualifications, one person may receive up to $281 per month, and larger households may receive more money. For example, a household with two people can get up to $516 per month while a household of four may receive up to $939. There is no limit to household size.

The application is easy, available online at GetCalFresh.org, and only takes about 10 minutes. To speed up application processing, provide complete information. For more information, visit the SLO Food Bank CalFresh page or call your local Department of Social Services office:


CalFresh ofrece beneficios mensuales de alimentos a personas y familias de bajos ingresos. Aquellos que califiquen recibirán dinero cada mes en una tarjeta CalFresh EBT que se puede usar como una tarjeta de débito en tiendas participantes, mercados de agricultores y vendedores en línea.

Dependiendo de los ingresos y otras calificaciones, una persona puede recibir hasta $281 por mes, y los hogares más grandes pueden recibir más dinero. Por ejemplo, un hogar con dos personas puede obtener hasta $516 por mes, y un hogar de cuatro puede obtener hasta $939. No hay límite para el tamaño del hogar.

La aplicación es fácil. Solicite hoy en línea en GetCalFresh.org. Tarda unos 10 minutos. Para un procesamiento más rápido, complete SU solicitud en línea. Para más información, visite la página de SLO Food Bank CalFresh para obtener más información. O llame a la oficina local del Departamento de Servicios Sociales: [phone numbers above]
"Do you need more money for food? You may qualify for CalFresh! With CalFresh, you get a monthly allowance to buy groceries at your favorite grocery stores, certain online retailers, and some farmers' markets. Find out if you're eligible and apply today at GetCalFresh.org in just 5 easy steps."

"¿Necesita más dinero para comida? ¡Puede calificar para CalFresh! Con CalFresh obtiene una asignación mensual para comprar comestibles en sus tiendas de comida favoritas, ciertos minoristas en línea y algunos mercados de agricultores. Averigüe si es elegible y solicite hoy en GetCalFresh.org en solo 5 sencillos pasos."

"Don't miss out on a free CalFresh debit card to use for monthly groceries. Visit GetCalFresh.org to see if you qualify."

"No se pierda una tarjeta de débito CalFresh gratuita para usar en los comestibles mensuales. Visite GetCalFresh.org para ver si califica."

"Need money for food? Apply for CalFresh! CalFresh, also known as SNAP (Supplemental Nutrition Assistance Program), provides a monthly allowance in the form of a CalFresh EBT card. You can use it like a debit card at most grocery stores, some farmers markets and online. Get the help you need to buy healthy groceries for you and your family. Apply online at GetCalFresh.org or call 1-877-847-3663 #getcalfresh #SNAPMatters #CashforFood "

"¿Necesita dinero para comida? Aplique para CalFresh! CalFresh, también conocido como SNAP (Programa de Asistencia Nutricional Suplementaria), ofrece una asignación mensual en forma de una tarjeta EBT de CalFresh. Puede usarlo como una tarjeta de débito en la mayoría de las tiendas de comestibles, algunos mercados de agricultores y en línea. Obtenga la ayuda que necesita para comprar alimentos saludables para usted y su familia. Solicite en línea en GetCalFresh.org o llame al 1-877-847-3663"
"Get extra help paying for groceries with CalFresh!
With CalFresh, a single person can get up to $281 a month and a family of four can get up to $939 a month to spend on food. Find out if you qualify today by applying online at GetCalFresh.org or call 1-877-847-3663.

#getcalfresh #SNAPMatters #CashforFood"

"¡Obtenga ayuda adicional para pagar los comestibles con CalFresh!
Con CalFresh, una sola persona puede obtener hasta $281 al mes y una familia de cuatro puede obtener hasta $939 al mes para gastar en alimentos. Averigüe si califica hoy solicitando en línea en GetCalFresh.org o llame al 1-877-847-3663."

**Tips for CalFresh communication**

- The length of the message should be appropriate for the avenue of communication. For example, a text message should not exceed 320 characters to avoid the message being broken up when sent to the recipient.

- Provide an action or direct clients to go somewhere in your message. Ex. "Apply online at GetCalFresh.org or call 1-877-847-3663"

- Incorporate CalFresh messaging into your normal communications such as including a blurb in your monthly emails or adding a monthly CalFresh post to your social media schedule.

- Incorporate hashtags when applicable.

- Aim to keep messages simple and to the point. Too much information in one message may be confusing. Instead, direct clients to a page that offers more information like the SLO Food Bank's [Funds for Food page](#).
References


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