

MOTION BY SUPERVISOR SHEILA KUEHL

May 1, 2018

**CalFresh Awareness Month**

One of the highest priorities of the County of Los Angeles is to reduce food insecurity and improve health in the nation’s largest populated county by increasing access and participation in the CalFresh Program. Food insecurity is defined as “the lack of reliable access to a sufficient quantity of affordable, nutritious food.” Studies suggest that household hunger negatively impacts the intellectual, physical, and emotional development of children and places them at greater risks for obesity, diabetes and other diseases.

The latest L.A. County Department of Public Health (DPH) study on food insecurity confirms that the CalFresh Program serves as a significant resource in preventing food insecurity, helping low-income families and individuals increase their food purchasing power and raise their levels of nutrition.

To remove the many barriers that discourage residents in need of food assistance from applying, the Department of Public Social Services (DPSS) has launched #ChooseCalFresh, an aggressive social media and community outreach campaign to increase CalFresh participation. As part of the many activities for the May

**MOTION**

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2018 observance of CalFresh Awareness Month, DPSS will collaborate with federal, State, and local leaders, to host a public forum to clarify the misunderstanding that applying for CalFresh will affect one's opportunity to become a permanent U.S. Citizen.

Addressing the connection between food insecurity and chronic disease, DPSS will host the campaign kick-off event at Hubert H. Humphrey Comprehensive Health Center. Medical professionals will screen for signs of malnutrition, obesity, pre-diabetes, diabetes, high cholesterol, heart disease and other health related conditions due to poor diet. Patients will be referred to appropriate resources, such as CalFresh, WIC, and classes that focus on food resource management. All participants will be given an opportunity to apply for CalFresh immediately.

DPSS will also partner with DPH, the Department of Health Services, the 88 cities in the County, community and faith-based organizations, community health clinics, food insecurity coalitions, supermarket chains, farmers' markets, food banks, community colleges, universities, school districts, homeless and veterans' services organizations to expand outreach activities throughout the campaign.

**I, THEREFORE, MOVE** that the Board of Supervisors proclaim May 2018 as "CalFresh Awareness Month" in Los Angeles County, and urge all County residents to follow DPSS social media sites and help trend the #ChooseCalFresh hashtag to share important CalFresh benefit program information with those who need it most.