

Proclaiming May 2022 as CalFresh Awareness Month in Los Angeles County

The COVID-19 pandemic brought heightened focus to the significant number of Los Angeles County (County) residents suffering from food insecurity. However, inequitable access to affordable and nutritious food was already a crisis before the pandemic. Lack of access to affordable and nutritious food contributes to poverty and undermines health, leading to chronic disease, obesity, and emotional distress. It also leads to learning difficulties in children. To combat food insecurity, CalFresh issues monthly electronic benefits, to people who meet federal income eligibility rules, that can be used to buy most foods at many markets and food stores. Ensuring access to CalFresh is the most effective tool available to increase and sustain food security for County residents.

For the past 12 years, the Board of Supervisors has dedicated the month of May to heighten public awareness about CalFresh and encourage eligible individuals and households to apply for assistance. This year's awareness campaign will be a robust, multilingual, collaborative effort to publicize the CalFresh program and its many benefits for low-income individuals and families.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

Proclaim May 2022 as "CalFresh Awareness Month."

I FURTHER MOVE THAT THE BOARD OF SUPERVISORS:

Instruct the Director of the Department of Public Social Services to work in partnership with the Directors of the Departments of Public Health; Workforce Development, Aging and Community Services; Parks and Recreation; Office of Immigrant Affairs; Los Angeles County Metropolitan Transportation Authority; local cities; school districts; local

MOTION

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businesses; and community and faith-based organizations to increase CalFresh awareness through a robust public campaign, which utilizes ethnic media outlets, social media, digital email newsletters, and virtual webinars as well as in-person community events. The information shared should be made available in multiple languages and highlight the benefits of CalFresh, including not only eligibility requirements, but also additional benefits for those that qualify, such as free entry to local museums, discounts on utility bills, and reduced fares on public transportation.

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