

MOTION BY MAYOR MICHAEL D. ANTONOVICH

April 28, 2015

PROCLAIMING MAY AS CAL FRESH AWARENESS MONTH

One of the highest priorities of the Los Angeles County Department of Public Social Services (DPSS) is to reduce hunger by increasing access and participation in the CalFresh Program, the supplemental nutritional food benefit.

The CalFresh program was created to safeguard the health and well-being of low-income households by increasing their food purchasing power and raising their levels of nutrition. Studies suggest that household hunger negatively impacts the intellectual, physical, and emotional development of children and puts them at greater risks for obesity, diabetes and other diseases.

In Los Angeles County, where more than 10 million people reside, 1.18 million individuals received CalFresh benefits in January 2015. Yet, in spite of coordinated efforts to reach vulnerable households who may be eligible and are not receiving assistance, many are still unaware that they may qualify for CalFresh.

In an effort to educate residents about CalFresh and remove the barriers that discourage eligible individuals and families from applying for assistance, DPSS is collaborating with various faith-based and community-based partners to implement the 5th Annual CalFresh Awareness Month Campaign.

CalFresh Awareness Month has become one of the most comprehensive and coordinated efforts in the state to bring awareness to the CalFresh Program. With its success in Los Angeles County, the California Department of Social Services has encouraged the other 57 counties to adopt similar education and outreach strategies.

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As part of the campaign, DPSS works to publicize more convenient methods to apply for services through the use of an online application and a 24-hour DPSS Customer Service Center. DPSS has also enlisted the Department of Public Health, local cities, supermarket chains, farmers' markets, food banks, and school districts, in sharing valuable information about nutrition education and the long-term benefits of exercise.

I, THEREFORE, MOVE THAT THE BOARD OF SUPERVISORS:
Proclaim May 2015 as "CalFresh Awareness Month" in Los Angeles County, and urge all County residents to learn about the benefits of the CalFresh program and the importance of good nutrition.

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