



**ALAMEDA COUNTY  
COMMUNITY  
FOOD BANK**



Alameda County  
**Social Services  
Agency**



**FOR IMMEDIATE RELEASE:**

**EVENT DATE: October 31, 2016**

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**ALAMEDA COUNTY PARTNERS LAUNCH TECHNOLOGY TO END HUNGER**

*The Alameda County Social Services Agency, Alameda County Community Food Bank, and Alameda County Supervisor Wilma Chan Collaborate to Kickoff California’s First Streamlined CalFresh Application*

**Media Availability: 12:30PM**

**Hayward, Calif. – Monday, October 31** – In Alameda County, just 59% of residents who are eligible for CalFresh, California’s program for food stamps (federally known as SNAP: Supplemental Nutrition Assistance Program), are enrolled and receiving benefits, leaving millions of meals -- and millions of dollars in federal funding -- on the table every year.

In a significant step to boost CalFresh enrollment, Alameda County Social Services Agency (ACSSA), Alameda County Community Food Bank (ACCFB), and Alameda County Supervisor Wilma Chan and her innovative anti-poverty initiative ALL IN Alameda County, are launching two ways to streamline the application process to enroll thousands of eligible households. The launch this week will include a **pre-filled CalFresh application** mailed to households receiving MediCal; and **Food Now**, a pre-screening and eligibility website – both first time efforts in California’s CalFresh enrollment process. **The potential for these programs could result in over more than 100 million meals annually for low-income Alameda County residents.** By combining technology, social services, and efficient administrative tools, Alameda County Social Services Agency, Alameda County Community Food Bank, and Supervisor Wilma Chan strengthen their ongoing work to end hunger in Alameda County by 2020. In addition, the Alameda County Board of Supervisors declared October “Fight Hunger Month” in Alameda County in a continuing effort to raise awareness of hunger in the county and throughout the United States.

The two initiatives will be introduced at an Alameda County Community Food Bank member agency food distribution site. The event is part of a countywide campaign to end hunger in Alameda County led by Supervisor Chan.

**WHAT:** CalFresh Technology Launch, hosted by Alameda County Social Services Agency and Alameda County Community Food Bank

**WHEN:** Monday, October 31, 2016, 12:30 p.m. – 1:00 p.m.

**WHERE:** Bridge of Faith, 27343 Whitman St, Hayward, CA 94544

**WHO:** Alameda County Supervisor Wilma Chan, the Alameda County Social Services Agency, and The Alameda County Community Food Bank, Spanish language spokespeople available

**VISUALS/**

**INTERVIEWS:** Food Bank clients on site to receive food assistance; Alameda County Community Food Bank and Alameda County Social Services Agency CalFresh outreach and eligibility staff will help Food Bank clients enroll in CalFresh using [Food Now](#) and [Comida Ahora](#) screening websites on mobile phones and tablets.



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“Food insecurity remains a pervasive issue in Alameda County with more than 200,000 families living below the poverty line,” noted Andrea Ford, Assistant Agency Director of Alameda County. “Our partnership with Alameda County Community Food Bank is a great example of agencies working together to develop innovative approaches to increase access to CalFresh and other food assistance programs.”

“We have redoubled our efforts to improve access to CalFresh and food assistance programs with the introduction of the streamlined CalFresh process, and Food Now,” remarked Lori A. Cox, Director of Alameda County Social Services. “The innovative microsite Food Now will increase our opportunities to qualify people for CalFresh. Our common goal is to have more families and individuals use these tools in order to improve their health and quality of life.”

According to Supervisor Chan, “Alameda County’s Social Services Agency is the first in the state to introduce and pilot this innovative CalFresh application pre-filled with Medi-Cal recipients’ information -- thus providing recipients the opportunity to renew their Medi-Cal insurance and apply for CalFresh assistance at the same time. This pre-filled application provides Medi-Cal recipients who are not receiving CalFresh assistance with a streamlined process that will enable the county to increase the number of people who receive CalFresh.”

Supervisor Chan has an ongoing partnership with the Alameda County Community Food Bank and Alameda County Social Services Agency to end hunger. She created ALL IN Alameda County in 2014 to fight hunger (ALL IN to End Hunger 2020) and poverty in Alameda County. The Supervisor’s initiative aims to address and find solutions to poverty through partnerships with county organizations.

In partnership with Alameda County Social Services Agency, Alameda County Community Food Bank developed the [Food Now](#) and Spanish-language [Comida Ahora](#) websites, which will be utilized by the Food Bank’s outreach team, social service providers, and community-based organizations throughout the county to prescreen and determine CalFresh eligibility. Alameda County Community Food Bank and the Alameda County Social Services Agency estimate well over 100,000 Alameda County households receiving Medi-Cal could be eligible for CalFresh.

“Alameda County Community Food Bank serves an immense need. Today, 1 in 5 county residents access our services,” noted Alameda County Community Food Bank Executive Director Suzan Bateson. “Hunger is a solvable problem, but we can’t do it alone. Our strength lies in the power of partnerships like our longstanding relationship with Alameda County Social Services Agency. Together, we serve as a blueprint for similar partnerships nationwide seeking to emulate our success. These developments demonstrate how a close public-private partnership can create innovative solutions to profound problems. The potential for millions of more meals, and millions of dollars into our economy, is incredible. We are fortunate to have such a committed partner like ACSSA. Together, through innovations like these, we will end hunger.”

### **About Alameda County Social Services**

The Alameda County Social Services Agency promotes the economic and social wellbeing of individuals, families, and neighborhoods. We support County residents to provide and care for their families, and we distribute emergency aid to those in crisis. In some cases, our safety net services are the only thing standing between an individual and homelessness, hunger, abuse and neglect, and poor health. Annually, SSA assists one out of every six Alameda County residents, and 250,000 people monthly in areas that include employment, training, childcare, food assistance, financial assistance and homeless prevention. SSA is the largest County agency with overall assistance programs contributing more than \$711 million to the local economy through cash and food assistance programs. See [more news](#). Like us on [Facebook](#). Follow us on [Twitter](#).



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### **About Alameda County Community Food Bank**

Alameda County Community Food Bank—Feeding America’s 2016 Food Bank of the Year--has been at the forefront of hunger relief efforts in the Bay Area since 1985. This year, the Food Bank will distribute the equivalent of 30 million meals. More than half of the food distributed is farm-fresh produce. The Food Bank serves 1 in 5 Alameda County residents by distributing food through a network of 240 food pantries, soup kitchens, and other community organizations, as well as direct-distribution programs including Children’s Backpack and Mobile Pantry. For ten consecutive years, Alameda County Community Food Bank has received Charity Navigator’s top rating — Four Stars — ranking the organization among the top 1 percent of charities nationwide. Learn more at [www.accfb.org](http://www.accfb.org)

### **About Supervisor Wilma Chan**

Alameda County Supervisor Chan represents District 3, which includes the cities of Alameda, San Leandro, parts of Oakland including Chinatown, Jack London, Fruitvale and San Antonio neighborhoods, and the unincorporated community of San Lorenzo. She is currently Vice President of the Board of Supervisors, Chair of the Health Committee, and a member of the County’s Personnel, Administrative, and Legislative Committee, the Budget Committee, and the Unincorporated Services Committee. For more on Supervisor Chan’s accomplishments and current initiatives, please visit [www.acgov.gov/board/district3](http://www.acgov.gov/board/district3) or connect on Facebook with “Supervisor Wilma Chan.”