

R E S O L U T I O N
of
T H E B O A R D O F S U P E R V I S O R S
M A R I N C O U N T Y

PROCLAIMING
CALFRESH AWARENESS MONTH
MAY 2013

WHEREAS, CalFresh is a monthly benefit for food purchases that helps low-income residents, disproportionately at risk for negative health impacts, gain access to healthy foods; and

WHEREAS, California's CalFresh participation rates are consistently among the lowest in the nation. Marin's participation rates are among the lowest in California; and

WHEREAS, currently, an estimated 15,000 Marin residents are eligible for CalFresh while barely one-third of those are enrolled, and an estimated 11,000 adults live in food insecure households; and

WHEREAS, approximately \$43 million in federal dollars and ramifying economic activity in the local economy is lost each year due to chronic low enrollment of Marin residents in CalFresh; and

WHEREAS, the Marin County Division of Social Services has developed a three-year plan to increase enrollment of eligible Marin residents in the CalFresh program, with a particular focus on retaining eligible participants in the program and increasing enrollment of senior and Spanish-speaking families in Marin; and

WHEREAS, CalFresh is a critical component of health coverage, health care, and healthy lifestyle, and through the Affordable Care Act, millions of low-income Californians will become eligible for Medi-Cal, creating an critical opportunity to offer these residents a comprehensive package of benefits that support good health, including CalFresh; and

WHEREAS, "in-reach" to other public benefit programs increases CalFresh participation and the Division of Social Services has launched a successful pilot utilizing application assisters to enroll eligible WIC participants; and

WHEREAS, many Marin school-age children who qualify for free and reduced-fee school meals live in food insecure households and will experience nutritional shortfall and hunger during summer vacation in absence of CalFresh supplemental food assistance; and

WHEREAS, application assisters can successfully assist eligibility workers in Marin to reach residents in community based settings, to spend sufficient time to support applicants as they complete the application process, and to dispel myths about the program; and

WHEREAS, work needs to continue to assure that all Marin communities have access to retail outlets that accept CalFresh, and sell healthy foods; and

WHEREAS, the Agricultural Institute of Marin's Market Match Program successfully incentivizes CalFresh participants to purchase local, fresh foods at farmers markets. This strategy should be integrated into the U.S. Farm Bill; and

WHEREAS, strategic alliances between CalFresh stakeholders will increase CalFresh participation and optimize the benefits of CalFresh participation; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marin hereby proclaims the month of May 2013, as "CalFresh Awareness Month."

BE IT FUTHER RESOLVED that the Board of Supervisors of the County of Marin in recognition of the recommendations from Marin Food Policy Council and Marin County Department of Health and Human Services, Division of Social Services, the Marin County Board of Supervisors urges all employees and citizens of the County to share this important information with those who need it most.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Marin held this 7th day of May 2013.

