

Santa Cruz County Board of Supervisors Proclamation

DECLARING MAY 2018 AS CALFRESH AWARENESS MONTH

WHEREAS, CalFresh is a nutritional supplement for families across Santa Cruz County with almost half of recipients being children, and is part of a pathway of health and wellbeing for Santa Cruz County's youngest and most vulnerable citizens; and

WHEREAS, 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, and research indicates the effects of food insecurity follow children into the classroom, often resulting in poor academic performance; and

WHEREAS, in an effort to educate residents about CalFresh and healthy eating and remove the barriers that discourage eligible individuals and families from applying for food assistance, the County of Santa Cruz Human Services Department has implemented innovative efforts to maximize access to benefits, and prioritized increasing enrollments of in CalFresh through the use of census data "geo-mapping" that targets outreach where the highest number of potentially eligible participants reside, as well as provided convenient methods of applying for and maintaining benefits, including partnerships with schools; and

WHEREAS, County residents will receive approximately \$41.6 million in CalFresh benefits this year which will be spent in local community grocery stores and farmers markets, in turn generating \$1.80 in economic activity for every \$1 in CalFresh benefits spent; and

WHEREAS, Santa Cruz County continues to collaborate with community-based organizations and partners to raise awareness and educate residents about the benefits of CalFresh and good nutrition and exercise, as well as help low-income families with year-round food security, empower families to build healthy generations, and remove barriers that discourage eligible households from applying for CalFresh.

NOW, THEREFORE, I, Zach Friend, Chair of the Santa Cruz County Board of Supervisors, hereby declare the month of May 2018 as CalFresh Awareness Month in the County of Santa Cruz.



A handwritten signature in black ink, appearing to read "Zach Friend", is written over a horizontal line. Below the signature, the text "Chairperson, Board of Supervisors" is printed.

April 24, 2018

Date