



COUNTY OF SANTA CRUZ HUMAN SERVICES DEPARTMENT

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HSD OUTREACH TOOLKIT



DATE: May 13, 2026
TO: Benefits Collaborative Members
FROM: County Human Services Department
SUBJECT: **CalFresh Student Exemption Expansion – Outreach Toolkit**

ABOUT

California is expanding college student exemptions necessary for CalFresh eligibility, effective June 1, 2026. Students enrolled half-time or more in undergraduate degree programs in Community Colleges, CSUs, and UCs will now receive a student exemption toward CalFresh eligibility. While all other existing eligibility rules still apply, this significantly simplifies the student application process, and we hope you will help us to get the word out.

TOOLKIT

Please use the following link to access our *CalFresh Student Exemption Expansion* outreach toolkit: [Benefits Collaborative Toolkit Collaterals](#)

Once assets are downloaded, please share information about the upcoming changes with those you serve. You can amplify this message in 3 ways:

- **PRINT FLYERS:** Flyers for printing can be downloaded from the buttons on the page linked above, in English and Spanish (double-sided) and printed for use in your organizations and offices, and wherever you are directly serving the community.
- **SOCIAL MEDIA:** Images for use on your social media pages can be downloaded from the page linked above. Here is our recommended social media post text:

ENGLISH:

🍒🔔 **More college students may now qualify for CalFresh through expanded student exemptions!** 🍒🔔

CalFresh helps students buy healthy food and stretch their food budget while in school. While all other eligibility rules still apply, California is expanding college student exemptions necessary for CalFresh eligibility, starting in June. Students enrolled at least half-time in any Community College, CSU or UC undergraduate program will now receive a student exemption.

✅ Don't wait, apply today and see if your student exemption helps you qualify for CalFresh! www.BenefitsCal.com

SPANISH:

🔔 🍒 ¡Más estudiantes universitarios ahora pueden calificar para CalFresh gracias a la expansión de las exenciones para estudiantes! 🍒 🔔

CalFresh ayuda a los estudiantes a comprar alimentos saludables y a estirar su presupuesto de comida mientras están en la escuela. Aunque todas las demás reglas de elegibilidad siguen aplicando, a partir de junio, California está ampliando las exenciones para estudiantes universitarios necesarias para la elegibilidad de CalFresh. Los estudiantes inscritos al menos a medio tiempo en cualquier colegio comunitario o en un programa de licenciatura de cualquier CSU o UC ahora califican para una exención para estudiantes.

✅ ¡No esperes, solicita hoy y verifica si este cambio te ayuda a calificar para CalFresh! www.BenefitsCal.com

- **E-NEWSLETTERS:** Download an email / e-newsletter image from the page linked above. Use the social media message text for your e-Newsletter or distribution list emails.

Questions? Additional support: EBSDBenefitsCollaborative@santacruzcountyca.gov