



COUNTY OF SANTA CRUZ HUMAN SERVICES DEPARTMENT

Randy Morris, Director
Kimberly Petersen, Deputy Director
1000 Emeline Avenue Santa Cruz, CA 95060
www.santacruzhumanservices.org

HSD OUTREACH TOOLKIT



DATE: May 19, 2026
TO: Benefits Collaborative Members
FROM: County Human Services Department (HSD)
SUBJECT: **CalFresh Community Information Meeting – Outreach Toolkit**

ABOUT

HSD is holding a COMMUNITY INFORMATION MEETING at 6 pm, at our 1020 Emeline Ave. location in Santa Cruz, on May 27, 2026, The event, in English and Spanish, will help CalFresh recipients learn about new CalFresh work rules and how they can keep their CalFresh benefits.

TOOLKIT

Please use the following link to access our *CalFresh Community Information Meeting* outreach toolkit, at [Benefits Collaborative Toolkit Collaterals](#), to help us invite interested community members!

Once assets are downloaded, please share information about the upcoming community meeting with those you serve. You can amplify this message in 4 ways:

- **PRINT FLYERS:** Download & print an event flyer using the button on the page linked above, in English and Spanish (double-sided) to share wherever you directly serve the public.
- **TEXT MESSAGE:** share the information below via text with your clients, which includes a short link to our full event flyer:

“The County can help you keep your CalFresh benefits! Learn about new CalFresh work rules at our May 27 event: www.bit.ly/CFWR-Info-Meeting-5-27”

- **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:

Do you receive CalFresh?

Learn how new work rules may affect you, and how you can keep your benefits.

📅 May 27, 2026 | 🕒 6 – 7:30 PM

📍 1020 Emeline Ave., Santa Cruz

🍎 Free food for attendees

🚌 Bus Route 34

No documents needed. Everyone is welcome.

📄 RSVP not required to attend

☎ 888-421-8080

SPANISH:

¿Recibe CalFresh?

Aprenda cómo los nuevos requisitos de trabajo pueden afectarle y cómo puede mantener sus beneficios.

📅 27 de mayo de 2026 | 🕒 6 – 7:30 PM

📍 1020 Emeline Ave., Santa Cruz

🍎 Comida gratis para los asistentes

🚌 Ruta de autobús 34

No se necesitan documentos. Todos son bienvenidos.

📄 Confirmación no es necesario registrarse para asistir

☎️ 888-421-8080

- **E-NEWSLETTERS:** Downloadable images for use in email or e-newsletter messages can be downloaded from the page linked above. Here is our suggested messaging in English and Spanish (using social media message text also okay):

ENGLISH:

New CalFresh work rules are coming. Join the County of Santa Cruz Human Services Department for a COMMUNITY INFORMATION MEETING to learn what this means and how to keep your CalFresh benefits.

- Overview of changes
- Connect with training programs
- Ask questions, get support

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SPANISH:

Se acercan las nuevas reglas de trabajo para CalFresh. Acompáñenos el Condado de Santa Cruz, Departamento de Servicios Humanos por una **reunión comunitaria de información** para conocer los cambios y cómo **mantener sus beneficios de CalFresh**.

- Resumen de cambios
- Conexión a programas de entrenamiento
- Haga preguntas y reciba ayuda

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Questions? Additional support: BSDBenefitsCollaborative@santacruzcountyca.gov