



Dual Enrollment Simplified

Prepopulated CalFresh Applications for Medi-Cal Recipients

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Background: partnerships set the foundation

- This idea was incubated by a high-functioning public private partnership
 - ACSSA and ACCFB
 - Long history of innovation
 - Commitment to evidence-based approach
 - Current focus on “in-reach” strategies to increase dual enrollment
 - All In, Alameda County; an initiative of our Board of Supervisors
 - Expression of political will and support
 - Mutual appreciation of opportunity, and desire, to leverage Medi-Cal to increase CalFresh enrollment





The Pilot: beginning with a focus on outcomes

- End Hunger 2020: A stated goal of All In, Alameda County
- Increased CalFresh participation
 - Increase dual enrollment
- Design an effective pilot
 - Maximize reach and response rate
 - Maximize approval rate for CalFresh application
 - Can we learn from it and build on it?





The Pilot Design: finding the simplest approach

- How can we most seamlessly, and with the least amount of onus on the client, connect Medi-Cal recipient to CalFresh?
- A pre-populated CalFresh application will be sent to households in the same envelope as their Medi-Cal renewal packet.
 - Accompanied by a marketing piece; available in 6 threshold languages
 - Mail to 20,000 households in 1st year
 - 10,000 seniors; 10,000 households with children



**If you receive Medi-Cal,
you may also qualify for CalFresh.
The application is enclosed!**





Alameda County's Approach

- Dual enrollment ensures access to both healthy food and health care
- Offer all programs potentially eligible
- Private/Public partnerships work and expand reach
- Test on a small scale, evaluate, scale up





Mailing List Criteria

- Household has an active Medi-Cal case and does not have an active CalFresh case for at least 1 month
- Exclude cases with all households members receiving SSI
- Exclude long-term care cases
- Gross monthly income is less than 130% FPL
- Senior list: At least one household member is 60 years old or above.
- Family list: At least one household member who is a child (less than 18 years old).





Mailer



If you receive Medi-Cal, you may also qualify for CalFresh.

The application is enclosed!

With today's hectic lifestyles, getting the help you need to feed your family healthy meals can be quite a challenge. To help make your load a little lighter, we have enclosed the CalFresh application, already pre-filled with your information.

It's easy! All you need to do is:

1. Review the application and make any changes necessary.
2. Sign and date the application.
3. Mail your CalFresh application back to us in the enclosed, postage paid envelope along with your signed and dated Medi-Cal renewal forms.

Submit your signed application today!

The sooner you submit the enclosed CalFresh application, the sooner you can start stretching your food dollars. If you need help with your CalFresh application, or if you have any questions, please call your friends at the Alameda County Community Food Bank. We are here to help! **1-877-847-3663**.



To find out more about CalFresh, look on the other side! 





Mailer continued

Applying for CalFresh has never been easier!



What is CalFresh?

CalFresh is a supplemental nutrition program that helps you get the fresh fruit, vegetables, and whole grains needed to stay healthy. It also helps you stretch your food dollars every month.

How do I get my benefits?

Your CalFresh benefits are deposited to a convenient card that can be used at markets everywhere, just like an ATM card. If you are homeless, disabled or a senior, you can use it at some restaurants, too. **It's that easy!**

How much money do I get each month?

Each case is different. The amount you get depends on your income, expenses, and family size. Most households get about \$150 each month.

Can I get emergency CalFresh benefits?

Yes, you can. If your income is less than \$150 in the month that you apply and you have less than \$100 in cash, you can get CalFresh benefits within three days.

Do I qualify for CalFresh?

If you have a limited income, you may be eligible. In fact, you can have savings, a house, a car, and still qualify.

And remember, if you don't apply, you won't know if you qualify.





Internal Implementation Process

- CalWIN Separate Service Request
- Coordinating across departments
 - Medi-Cal
 - Marketing Firm
 - Print/mail vendor
 - Mail room and staff that register applications
 - IT and Policy





Evaluation Plan

Preliminary Outcomes

- Applications assigned a CalWIN application source name to facilitate tracking and evaluation
- First batch mailed October 2016; contained approx. 1,800 packets
- 138 prepopulated applications mailed back in December. 94 applications so far in January (as of 1/27)

Evaluation Plan

- Approval rate
- Senior response rate vs. family response rate
- Response rate by language
- Modification and scale up





Lessons Learned

- Consider the client perspective
 - Impact of the look and feel of what they will receive and the options they are offered.
 - Language access
- Include everyone at the planning table from the inception
 - Medi-Cal Program Specialists
 - Senior staff as well as those who will be executing the work
- Patience
- Foster a culture of innovation, learning from both failures and successes.





Thank you

Questions?



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