Data informed in-reach: Proactive outbound call campaign
February 1, 2017

San Francisco Human Services Agency
Tiana.Wertheim@sfgov.org
Why we’ve made dual enrollment a priority

- Medi-Cal caseload grew consistently post-ACA, but the CalFresh caseload has not kept up.
Our current in-reach strategy with San Diego 2-1-1
2-1-1 In-reach Model

Contact info for 1,200 cases/month

Attempted contacts via postcard, letter, phone

Application assistance

Application follow-up (verifs, interview, CalWIN Lite)
Sign up for CalFresh!

A program that helps you stay healthy by giving you money for groceries.

Apply from home!
Call 855-813-1134 or visit 2EnrollMeSF.org.

You’ve been pre-screened for CalFresh by the County of San Francisco. Get help buying food by enrolling in CalFresh today.

Apply from home!
Call 855-813-1134 or visit 2EnrollMeSF.org.
Spanish & Chinese postcards

¿Necesita ayuda para comprar alimentos?
Solicite los beneficios de CalFresh, un programa del Condado que le da un saldo mensual para comprar comida.

¡Puede solicitar los beneficios desde su casa!
Llame al 855-813-1134 o visite 2EnrollMeSF.org.

El Condado de San Francisco ha determinado que usted podría calificar para el programa de CalFresh. Llámenos hoy para inscribirse y empieza a recibir un saldo mensual para sus gastos alimenticios.

¡Solicite desde su casa!
Llame al 855-813-1134 o visite 2EnrollMeSF.org.

要食物幫助嗎？
請加入CalFresh，這是一個縣政府的計劃，給你購買食物的補助。

你可在家申請！
請致電855-813-1134或上網2EnrollMeSF.org。

你已經有Medi-Cal嗎？
三藩市政府已評估你的CalFresh資格！
附加calfresh計畫，取得購買食物的補助。

你可在家申請！
請致電855-813-1134或上網2EnrollMeSF.org。
Letter, “Because you’re enrolled in MediCal, you are likely eligible for CalFresh”

Date

Customer Name
Address
City, State and Zip

Dear {Customer Name},

Would you like help paying for groceries? The County of San Francisco encourages you to enroll in CalFresh, a program that gives you money for food. CalFresh offers an average benefit of $200 a month.

Eat Your Favorite Meals
Use CalFresh benefits to pay for your favorite groceries. CalFresh is accepted at many San Francisco grocery stores, farmers markets and neighborhood corner stores.

You’re Pre-screened
Because you’re enrolled in MediCal, you’re likely eligible for CalFresh.

Apply from Home!
No need to stand in line or visit a county office.
• Call 855-813-1134
• Or visit 2EnrollMeSF.org

Sincerely,

Leo O’Farrell
Director of the CalFresh Program
San Francisco Human Services Agency
Narrowing the target population

Ineligible:
Based on proxies in CalWIN

Under 100% FPL

TARGET POPULATION

Already enrolled
17%

No:
- SSI
- Undocumented
- Inmates
- In LTC facility

- Everyone in HH likely eligible
- No one in HH already on CF
- We have their phone number, and it isn’t shared with 5 + other HHs, etc
2-1-1 In-reach Funnel (18 months)

- Leads: 18,352
- Successfully contacted: 8,650 (47%)
- Applied: 2,147 (25%)
- Approved: 1,300 (61%)
Particular success with seniors

Approval and Denial Rates by Age Group and Language

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Approved</th>
<th>Denied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 60</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Cantonese</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>English</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Spanish</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>60 and Over</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Cantonese</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>English</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Spanish</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62%</strong></td>
<td><strong>38%</strong></td>
</tr>
</tbody>
</table>
An iterative process

Refining the Next Wave of Work
Overview of the target population

<table>
<thead>
<tr>
<th>Client type</th>
<th>Total Cases</th>
<th>Total Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child</td>
<td>5,878</td>
<td></td>
</tr>
<tr>
<td>Senior</td>
<td>21,128</td>
<td></td>
</tr>
<tr>
<td>TAY</td>
<td>6,078</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>51,586</strong></td>
<td><strong>67,051</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Citizen</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>29%</td>
</tr>
<tr>
<td>Yes</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Location of Medi-Cal cases**

**Case language**
- English: 58%
- Cantonese: 24%
- Spanish: 6%
- Mandarin: 3%
- Russian: 4%
- Vietnamese: 2%
- Tagalog: 1%
- Other: 1%

**Case ethnicity**
- Other: 27%
- Chinese: 30%
- White: 17%
- Hispanic: 7%
- Unknown: 13%
- Black or African American: 6%

**Age**
- Under 20: 10%
- 20-29: 19%
- 30-39: 14%
- 40-49: 11%
- 50-59: 13%
- 60-69: 12%
- 70-79: 9%
- 80-89: 9%
- 90+: 3%
Example: Understanding likely-eligible seniors

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Citizen
- No: 31%
- Yes: 69%

Gender
- Female: 61%
- Male: 39%

Location of Medi-Cal cases

Case language
- English: 29%
- Cantonese: 41%
- Spanish: 7%
- Mandarin: 5%
- Russian: 9%
- Vietnamese: 3%
- Tagalog: 3%
- Other: 3%

Case ethnicity
- Other: 26%
- Chinese: 46%
- White: 6%
- Hispanic: 6%
- Unknown: 13%
- Black or African American: 2%

Age
- 60-69: 34%
- 70-79: 28%
- 80-89: 29%
- 90+: 9%
Refining the Next Wave of Work

1. Who is likely eligible?

2. With whom are we likely to have success?

3. What are the best ways to reach them?
Where are we likely to have success?

- SD211 more successful with seniors
- SFMFB connections with senior orgs
- SFHSA contracts with senior orgs
- Challenges with reaching young adults and families with children, smaller population
3. How should we reach them?

1. Who is likely eligible?
   Seniors, young adults, families

2. With whom are we likely to have success?
   Seniors

3. What are the best ways to reach them?
   Senior focus
   - Targeted senior-only call list for SD211
   - Refined materials and outbound call scripts
   - CBO partnerships
   - Possible outstations in underserved areas

   Young adults, families
   - Text campaign, lower touch approaches
   - Targeted messaging
How to do this?

1. Design intervention with key partners
2. Identify/Refine Target Group
3. Review outcomes
Parallel Strategies

1) Training staff to “rebut” a client’s explanation of why they don’t want to apply for CalFresh:

- **Client: “It will take too long to apply”**
  - Rebuttal: “You’re already here. It would take longer to come back again and wait in line a second time. “
  - “It’s just 3 more questions.”

- **Client: “I’m just here for Medi-Cal. I don’t want CalFresh.“**
  - Rebuttal: “Don’t you want free money for groceries?”

2) Staff competitions for numbers of dual applications
Questions? Comments?