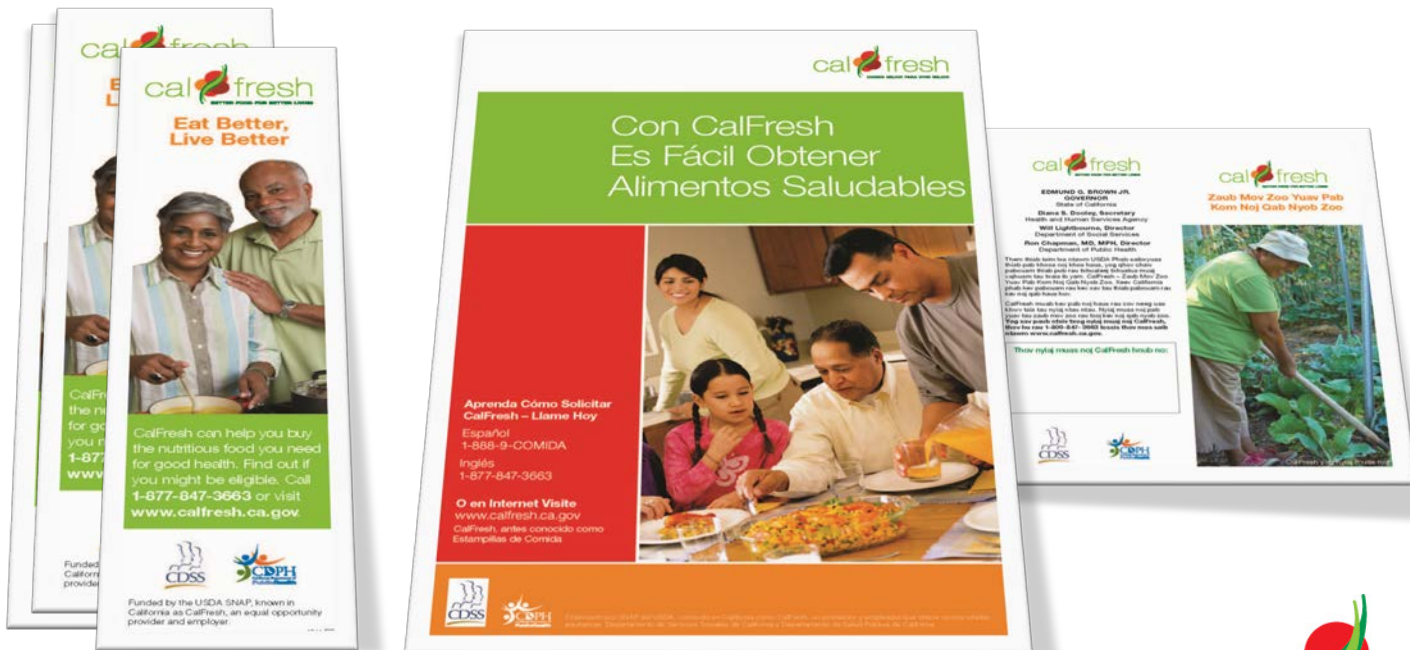


# CalFresh Materials and Websites



# Printed Materials

- The FFY2015-2016 Outreach contract requires in Exhibit A that:
  - “Contractors shall comply with the guidelines for the development of all materials as outlined in the CalFresh Outreach Operations Manual.”

# Printed Materials: Approval

- Documents created by contractors and subcontractors must be approved prior to printing and distribution.
  - CDSS will review all prime contractor materials before printing and distribution.
  - Each prime contractor will review and approve their own subcontractor materials before printing and distribution.



# Obtaining Approval for Prime Contractor Material

- Email your PA the document with a description of the purpose for the material.
- Your PA will determine if the material is needed and notify you if there is already a document in place that can be used for the same purpose.
- If there is no document already in existence that can be used, your PA will review the document.

# Obtaining Approval for Prime Contractor Material

- After reviewing the document your PA will return the document with notes for all needed changes.
- The document creator will make any necessary changes and return the document for final approval.
- Upon approval, you can proceed to print and distribute your CalFresh material.



# Criteria for Material Review

- **Content**
  - Are appropriate attributions and logos used? Does it include all approved acknowledgments? Is the information up to date with current policy? Are all statements and claims accurate? Is it grammatically correct?
- **Style**
  - Who is your target audience? Does it quickly grab the attention of the intended audience?
- **Format**
  - Is there a coordinated theme? Is the font simple and easy to read?
- **Readability**
  - Written for a low-literate audience?

# Reviewing Subcontractor Printed Materials



- Determine whether material is needed.
- Thank the provider for their work and submission for approval.
- Return the document with notes for all needed changes.
- The document creator will make any necessary changes and return the document for final approval.
- You must approve all newly created documents before they can be distributed. Copy your PA on all approvals.

# Web Materials

- The FFY2015-2016 Outreach contract requires in Exhibit A that:
  - “The Contractor agrees to identify itself as a CalFresh Outreach Contractor on its organization’s website.”
- Links to the CalFresh website and CalFresh promotional materials need to be included on all Prime and most subcontractor websites.
- Post CalFresh information on your agency website with links to [www.calfresh.ca.gov](http://www.calfresh.ca.gov).



# Content



- The website must have a launch or home page with a description of the materials available on the website.
- Have a direct link to each state-approved [CalFresh brochure](#).
- Include the CalFresh logo, but do not alter it except as specified in the [Style Guide](#).
- The following funding acknowledgement should be listed on the home page:
  - **This web page was funded by USDA SNAP, known in California as CalFresh, an equal opportunity provider and employer, and the California Department of Social Services.**

# Content

- Website content should be developed using text from official federal, state and county resources, including but not limited to state CalFresh publications.
- Verbiage should be taken verbatim from government sources whenever possible and include a direct link to [www.calfresh.ca.gov](http://www.calfresh.ca.gov) as well as <http://www.benefitscal.org/> for those who wish to apply for benefits directly.


# Style and Format

- The CalFresh web pages should look like part of your web design.
- Make CalFresh links and information easy to find.
- Enhance readability and appropriate font sizes.
- Ensure that links are active and directs to the correct URL or document.




# Approval Process


Request approval by your PA before any material or information is uploaded to your website.




Email your PA:

- The information and language that will be provided about CalFresh
  - Any CalFresh links that will be displayed or hyperlinked
- 

Your PA will review the information and reply with notes on all needed changes



Make necessary changes and send to your PA for final approval



Once approval is given, you may proceed to upload the information to your website

# Subcontractor Web Material Approval

- Prime agencies are responsible for approving website content for their subcontracting agencies using the same process and cc'ing your PA when approving.

# Where to Find the Information

- <http://www.cdss.ca.gov/calfreshoutreach/>

Questions?

