



PRESS ADVISORY

FOR IMMEDIATE RELEASE

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Contact:

Sylvia Soublet

Social Services Agency, Public Affairs Director

O: (510) 267-9434 / C: (510) 207-2074

F: (510) 271-9189

ssoublet@acgov.org

“RETHINK YOUR DRINK” Campaign Challenges CalFresh Recipients to Make Healthier Choices Alameda County’s CalFresh Awareness Month Targets Sugar Consumption

Oakland, CA – In Alameda County, 54.6% of adults and 34.7% of school aged children are overweight or obese, and 63.7% of adolescents drink one or more sugary drinks each day. As a result, they are potentially adding an additional 1,000 calories per week to their diets in sugary drinks alone. Moreover, there are nearly five times as many fast food restaurants and convenience stores in Alameda County as there are grocery stores and farmer’s markets.

On May 22, 2018, the Alameda County Board of Supervisors will acknowledge the month-long campaign by issuing its fifth annual CalFresh Awareness Month proclamation: *CalFresh for Health*. The campaign aims to address the impact of sugar-sweetened beverages and to fulfill the County’s Measure HH commitment to protect the health and wellness of children and adults by monitoring the distribution of high-calorie, low nutrition sugary drinks. The *CalFresh for Health* campaign also aims to raise awareness on the health benefits associated with shopping for fresh seasonal foods at local Farmer’s Markets by promoting **Rethink Your Drink** and **Get More at the Farmer’s Market** initiatives. Heightened awareness and education are the goals for the month of May, with an emphasis on Farmer’s Markets throughout the County that accept EBT cards and participate in Market Match, where CalFresh participants can use their benefits to increase their buying power and make healthy food choices for their families. Known federally as the Supplemental Nutrition Assistance Program (SNAP), CalFresh assists qualified individuals and households in meeting their nutrition needs. Currently, in Alameda County 55,784 families and individuals rely on the CalFresh program to feed themselves and their families.

“One of the highest priorities of the Alameda County Social Services Agency (ACSSA) is our commitment to reducing hunger and food insecurity in Alameda County by increasing access and participation in the CalFresh Program,” explained Lori A. Cox, ACSSA Director.

She added, “Many County residents would be shocked by the statistics from their own community: one in six Alameda County residents misses a meal weekly. It is estimated that 13% of County residents live in poverty. Many students and young adults face food insecurity and make tough decisions daily, such as choosing between food and books. CalFresh can and does make all the difference between hunger and nutrition.”

ACSSA continues to partner with the Alameda County Nutrition Services Program of the Alameda County Public Health Department, Community Health Services Division (CNAP), and the Alameda County Food Bank (ACCFB) to increase awareness, outreach, and enrollment for CalFresh. During CalFresh Awareness Month, ACSSA and the ACCFB will host CalFresh outreach and enrollment events at colleges and various community gatherings throughout the County. Outreach efforts are designed to educate and inform residents about the benefits of CalFresh, healthy purchase options, and eligibility guidelines.

[See ACSSA's 2018 CalFresh Awareness Event Calendar](#). For more information contact [Sylvia Soublet](#), Public Affairs Director at (510) 267-9434 or (510) 207-2074 or [visit our web page](#).



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