



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **MAY IS CALFRESH AWARENESS MONTH Alameda County Reaches Out to Seniors In Need of Food Assistance**

Oakland, CA (April 21, 2015) – As the Alameda County Board of Supervisors issues its third annual “May is CalFresh Awareness Month” proclamation, the County’s Social Services Agency (SSA) is reaching out to seniors who may be unaware that help is available.

Lori A. Cox, the County’s Social Services Director, cited the latest research by the United States Department of Agriculture (USDA) and the Food Research and Action Center in explaining this year’s focus. In Alameda County, where more than 1.5 million people reside, approximately 12 percent of the population (or 197,250 people) are living at or below the poverty level, and only 62% of those eligible for CalFresh are receiving food benefits. Although 123,326 individuals received CalFresh benefits in January 2015, only 10,500 (8.5%) of those individuals are aged 60 and over.

“Seniors aged 60 and over are one of the most underserved populations in the CalFresh program, and are less likely to be aware of their potential eligibility,” Cox noted. “Low income seniors are especially vulnerable to malnutrition and food insecurity, yet many residents in need of immediate food assistance do not know that they may qualify for CalFresh.”

During CalFresh Awareness Month, SSA will collaborate with the Alameda County Community Food Bank to host CalFresh enrollment clinics at various senior centers throughout the County. The clinics will educate seniors about the benefits of CalFresh, and remove the stigmas and barriers that discourage eligible seniors from applying. Application assistance will be provided at each event.

For times and locations of the clinics and other events, please visit our website at [alamedasocialservices.org](http://alamedasocialservices.org).

For more information contact [Sylvia Soublet](#), Public Affairs Director at (510) 267-9434 or (510) 207-2074 or [visit our web page](#).

