



ARIZONA DEPARTMENT OF ECONOMIC SECURITY

1717 W. Jefferson • P.O. Box 6123 • Phoenix, AZ 85005

Janet Napolitano
Governor

Tracy L. Wareing
Director

AUG 15 2008

Mr. Dennis Stewart
Director, USDA Food & Nutrition Service
Western Regional Office
90 Seventh Street, Suite 10-100
San Francisco, California 94103

Dear Mr. Stewart:

Enclosed is the Food Stamp Information Plan, federal fiscal year 2009, for the state of Arizona.

If you have any questions, please contact Judith Fritsch, Program Administrator, Office of Community Partnerships and Innovative Practices (CPIP), at (602) 542-0283.

Sincerely,

A handwritten signature in black ink, appearing to read "Tracy L. Wareing".

Tracy L. Wareing
Director

Enclosure

Outreach Plan Template

1. Cover Page/Contact Information/Signatures

Multiple year plans: Complete Section 1 each year.

**FOOD STAMP PROGRAM
Annual Plan for Outreach**

State: Arizona

State Agency: Arizona Department of Economic Security

Fiscal Year: 2009.

Primary Contacts: Complete the table with the name, title, phone and email address for those State food stamp agency personnel who should be contacted with questions about the outreach plan. Add additional rows if needed.

Name	Title	Phone	Email
Judith Fritsch	Program Administrator	602-542-0283	jfritsch@azdes.gov
Marco Liu	Program Administrator	602-524-5065	mliu@azdes.gov

Certified By:

<Signature of Authorized Person>

_____ State Food Stamp Agency Director (or Commissioner)

_____ Date

Certified By:

<Signature of Authorized Person>

_____ State Food Stamp Agency Fiscal Reviewer

_____ Date

2. Statement of Need

Provide a concise description of the need for the projects. Include data such as trends in food stamp participation, and the incidence of hunger and food insecurity. Include the source and date of the data. Additional data such as demand for emergency food providers, poverty rates, unemployment rates, or other similar information may also be provided to support the need. (Suggested length: Not more than 2 pages)

A large number of Arizona residents live below the federal poverty guidelines. An estimated 857,349 Arizonans currently live in poverty (as of 2006, an annual income of less than \$21,200 for a family of

four).¹ For May 2008, the unemployment rate in Arizona was 4.4 percent.² As of April 2008, 626,555 residents received Food Stamp (FS) benefits. Arizona has had an 18.47 percent participation increase in the FSP from April 2007-2008. Despite this increase, over 571,000 Arizonans are currently living at or below 130 percent of the Federal Poverty Guidelines, yet not receiving Food Stamps³. These statistics illustrate the considerable need for targeted dissemination of Food Stamp Information in Arizona.

In 2007, 41 percent of people receiving emergency food in Arizona were seniors or children, and 13 percent of the families accessing emergency food have children ages 0 – 5.⁴ Poverty and subsequent food insecurity has been shown to produce quantifiable reductions in cognitive development and physical growth in children during their formative developmental stages (0 to 5 years), and under-nutrition in seniors may lead to significant health concerns. In addition, 42 percent of the households accessing emergency food report having at least one person who is employed, highlighting the need for FS outreach to the working poor. Additionally, there is strong evidence that children who live in households lacking access to sufficient food are more likely to be in poorer health than children from food secure households.⁴

One third of the state's population, or approximately 1.8 million people in Arizona who are poor or "working poor" (income is at 185 percent of the poverty level). According to the Arizona Community Action Association (contractor), low wages continue to be the primary challenge for low income families and individuals across the state.

According to the Food Research and Action Center (FRAC), the poverty rate for children in Arizona remains higher than that of any other group: over 20 percent of Arizona's children are living below 185 percent of the poverty line.⁵

3. Outreach Plan Summaries

The Federal Food Stamp Act of 1977 provided that state agencies may, at their option, inform low income households about the availability, eligibility requirements, application procedures, and benefits of the Food Stamp Program (FSP), and receive federal matching funds for such program informational activities. The Department of Economic Security (DES)/Office of Community Partnership and Innovative Practices' (CPIP) Coordinated Hunger Program has allocated \$48,500 to serve as the match for Food Stamp Information Plan activities funded by the United States Department of Agriculture, Food and Nutrition Services (USDA/FNS) for a total of \$97,000.

The DES Coordinated Hunger Program (CHP) administers the outreach plan and funds. The current contracted outreach agency is the Arizona Community Action Association (ACAA). DES/CPIP submits this plan in consultation with the DES/Family Assistance Administration (FAA), which administers the FSP.

The goal of the Arizona Food Stamp Information Plan is to demonstrate at least a 10 percent annual increase in statewide FSP participation among low income children, families, and individuals, defined as those who are at or below 130 percent of the Federal Poverty Level (FPL). The Department will provide a special focus on outreach to seniors, immigrant populations, and low-income working Arizonans.

The Food Stamp Program Outreach Partners (FSPOP) are committed to reaching the goals of this plan. The FSPOP is comprised of the following primary partners: The Department of Economic Security Family

¹ American Community Survey 2006, US Census Bureau

² Dept. of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics

³ Arizona Department of Economic Security Family Assistance Administration Statistical Bulletin April 2008

⁴ Association of Arizona Food Banks

⁵ Food Research and Action Center, State of the States 2007

Assistance Administration, Statewide Coordinated Hunger Program and Hunger Advisory Council; the Arizona Community Action Association (ACAA); the Arizona Partnership to End Childhood Hunger; and other community and faith-based organizations.

The DES Hunger Advisory Council (HAC) provides a forum for the development and advocacy of strategies to end hunger and to promote cooperation and collaboration throughout Arizona. The council membership is comprised of representatives from relevant state agencies, food banks, anti-hunger relief organizations, community and faith-based organizations, United Way and community citizens.

The Arizona Partnership to End Childhood Hunger (TAPECH) is a collaborative effort between, families, state and local government and community-based organizations, volunteers and anti-hunger professionals to end childhood hunger in Arizona within 10 years.

The contractor for the FSPOP (ACAA) is a statewide, non-profit organization, engaged in research and educational activities related to developing solutions to poverty-related problems in Arizona. For over 32 years, ACAA has brought together public officials, low income families/individuals and representatives of the private sector and human service providers to share common concerns and to develop strategies to address statewide poverty-related issues.

The plan also provides for a statewide media campaign with a contracted advertising agency that specializes in brand building, print, radio and television media campaigns.

This FSPOP utilizes a model of collaboration, cooperation, and coordination to provide outreach and education about the FSP, to individuals and organizations statewide. The major focus is to develop new partnerships with organizations statewide, while utilizing established partnerships to maximize community resources by working with a variety of state agencies, grocers, community-based organizations and non-profits, schools and school districts, churches and faith-based organizations, service clubs and hospitals.

Cooperation and collaboration are key elements to statewide outreach. Through a focus on strengthening existing partnerships and the development of new partnerships with private, non-profit and faith-based groups and government and quasi-government entities, our goal is to increase the scope of outreach within communities that will benefit most from information about Food Stamps and other federal nutrition programs. Largely, the populations reached through these collaborations will be families and individuals who are potentially eligible for Food Stamps and other social service programs, and who are interested in improving their own economic security and quality of life for themselves and their families.

Arizona will be implementing a public-facing, web-based Food Stamp Program application referred to as Health-e-Arizona, which will increase ease and access to the FSP.

The following project activities will concentrate on informing low income working Arizonans, families, immigrants, the elderly and local faith-based and community agencies serving these groups about the FSP. The following methods are also expected to positively impact participation in Arizona's FSP.

Outreach Presentations:

The FSPOP will conduct outreach presentations, which will include in-depth information about the FSP using a training curriculum developed in partnership with both DES/FAA and USDA/FNS staff. Training covers FSP eligibility, use of the Arizona Self Help (ASH) website to determine potential eligibility, information about utilizing the public online version of Health-e-Arizona to complete and submit the FS application, what can and cannot be purchased with Food Stamps, ideas for how participating agencies can break down myths and barriers related to the FSP, and to bring FSP education and outreach to their own clients and into their agency culture. Presentations will also include information about changes to the FSP, including minimum benefit levels and the program name change, mandated in the new Farm Bill.

Presentations will be conducted with service providers working with potentially eligible populations, community and faith-based organizations, schools, community teams as well as with low-income families and individuals, and may be tailored to specific populations, such as seniors, persons with a disability, or homeless families and individuals, where appropriate.

Targeted Areas of Need: FSPOP will engage in an innovative model of targeted outreach with non-profits serving areas identified by DES to have a low Food Stamp penetration rate relative to the potentially eligible population. The Department will work with non-profits, Community Action Agencies (CAAs) and Head Start programs in these areas, as well as with community groups working to improve service coordination and access to assistance for low-income residents. FSPOP recognizes that these agencies are well known by and have the trust of members of these communities, and by partnering with them we can more effectively reach people in need of assistance.

Zip codes will be chosen based on DES data as well as usage of ASH and concentration of poverty. FSPOP will also work with non-profits and other community-based organizations (CBOs) and the faith community to: develop outreach strategies specific to the community needs and demographics; staff tables at events; to blanket areas of high need with information and outreach materials; and collaborate on potential special events and training opportunities.

Conferences and Tabling Events: FSPOP will conduct outreach through involvement in workshops at conferences and tabling events statewide. Conference presentations provide a unique opportunity to reach a wide audience, often representing diverse areas of the state. FSPOP will attend tabling events, such as community resource fairs, health fairs, farmers markets and additional training and conferences. Tabling will provide an opportunity for distribution of materials, as well as a forum for potentially eligible persons to speak one on one to FSPOP who are knowledgeable about eligibility, application and interview processes, use of Food Stamps, and how to overcome barriers and myths to encourage enrollment. These events also provide valuable networking opportunities, enabling the FSPOP to make connections within communities that can be utilized to reach more potentially eligible persons and those who serve them.

Media: Media will be used to support outreach trainings and events, and to create a web of information that reaches every corner of the state. Print advertising will be placed in newsprint sources, publications that reach low-income individuals, and grocery circulars. FSPOP will utilize free advertising from local publications throughout the state to place ads at no cost. Print media will run in both English and Spanish, and can be translated to additional languages as appropriate.

The FSPOP will use a state contracted media firm to create and design the new FSP media campaign. The media campaign will include, rebranding the FS name, design and layout of print materials and to create, produce new radio and television public service announcements to inform and publicize families/individuals and community organizations about the new web-based public version of Health-e-Arizona FS application and changes resulting from the Farm Bill.

FSPOP will utilize relationships with Arizona grocers to run in-store Public Service Announcements (PSA) about Food Stamps, ASH, and other relevant Federal Nutrition Assistance Programs, as well as working to have a message about FSP included on weekly grocery advertisements. In addition, FSPOP will work to have a FSP ad placed on shopping bags in various grocery stores.

Radio media will run on stations throughout the state. In order to maximize service dollars, FSPOP will run media on stations offering in-kind spots and/or discounts for non-profits where possible. The Department target media heavily in counties with the lowest FS penetration relative to the number of potentially eligible households. The Department will also work with stations which offer free Public Service Announcements in a variety of languages. The contractor has available 30- and 60-second media spots in both English and Spanish, and will work with stations and translators where appropriate to customize messaging to targeted areas and populations. FSPOP will utilize existing USDA FNS media as appropriate. FSPOP will also include a message directing the public to the web-based application

available through Health-e Arizona, as well as information about changes to the FSP, including minimum benefit levels and the program name change, mandated in the new Farm Bill.

Printing and Distribution of Materials: FSPOP will publish and distribute materials and utilize USDA FNS free outreach materials, which support and complement other outreach strategies. Materials will be developed in both English and Spanish in community friendly language that is easily read and understood. Materials will be made available free of charge to service providers, government and non-governmental agencies and organizations, and potentially eligible populations. New materials printed in this grant year will include information regarding changes to the FSP, such as the new name, mandated by the Farm Bill and the new web online FS application.

The 2006 American Community Survey shows that 28 percent of Arizona's residents report speaking a language other than English in their home, with nearly 22 percent reporting that they speak Spanish. With this in mind, FSPOP materials will be provided in English and Spanish, in order to meet the top two language needs in the state of Arizona. Contractor staff includes one Spanish speaker, and each of our local CAAs has staff available that can provide Spanish language services. Should the need arise to present information in additional languages or to serve those with a disability, contractor will meet linguistic and cultural needs through:

- Inclusion of materials printed in appropriate languages (i.e., English and Spanish);
- Utilization of Spanish, Native American and other language interpreters at presentations as appropriate and necessary;
- Consideration of the needs of individuals with visual, hearing and mental impairments, and delivery of outreach and training to meet these needs via partnerships with agencies serving these populations, modifications to training and material, and usage of technology where available and appropriate;
- Outreach services which address mobility issues by delivering materials to places of employment via U.S. mail and e-mail, making information available at locations where individuals are receiving other services, and providing on site presentations; and
- Community presentations conducted in locations that are handicap accessible, with a reasonable effort made to provide transportation to participants.

All outreach will be evaluated for effectiveness using a variety of tracking methods, as outlined in detail in Section 4 of this plan.

Summary of Projects:

Project Number	Title	Geographic Area	Target Audience	Contracted (list contractor) or In-House?
1	Outreach Community Conversations	Arizona	Community teams-educators, non profits, community members, elected officials, government agencies, faith - based organizations and local DES office representatives.	In-House
2	Outreach Presentations	Arizona	Potentially eligible, caseworkers and professionals working with potentially eligible clients.	In House Contractor
3	Targeted Areas of Need	Zip –code specific throughout Arizona	Potentially eligible, caseworkers and professionals working with potentially eligible clients, DES local offices.	In-House Contractor
4	Conferences and Tabling Events	Arizona	Potentially eligible families/individuals. Caseworkers and professionals working with potentially eligible clients.	In-House Contractor
5	Media Outreach	Arizona	Potentially eligible families/individuals. Caseworkers and professionals working with potentially eligible clients.	Contractor
6	Media Community Conversations Tool Box	Arizona	Community teams and community and faith based organizations.	In-House
7	Material Distribution	Arizona	Potentially eligible families/individuals, caseworkers and professionals working with potentially eligible clients, DES local offices.	In-House Contractor

4. Outreach Project Details

Project Table:

Project Number	1 - Outreach Community Conversations		
Goal	<p><i>Conduct, at a minimum, 25 presentations at community team meetings throughout the state, resulting in an increase in knowledge of the Food Stamp program and other Federal Nutrition Assistance programs.</i> <i>We will provide the infrastructure to solicit feedback regarding challenges and best practices for food stamp participation and outreach to encourage statewide community collaborations and networking.</i></p>		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	<p>Presentations will be given at monthly community team meetings which include educators, non profits, community members, elected officials, government agencies, faith-based organizations and local DES representatives.</p> <p>The presentation will include time for immediate feedback from the participants to share challenges and successes in increasing food stamp participation and retention. Participants will be encouraged to access the website www.endchildhungeraz.org sponsored by St Luke's Health Initiative to post ongoing challenges and best practices. HAC community council members will be reimbursed for travel related to the community conversations at the current state travel reimbursement rate.</p> <p>Conduct at minimum 25 training/workshops to educate; social workers, mental health organizations, schools, community and faith based organizations, councils, and housing and homeless organizations on the FSP, resulting in an increase in knowledge and participation in the Food Stamp program and other Federal Nutrition Assistance programs.</p>		
Contractor	No contractor		
Role of the Contractor	N/A		
Partner 1	DES/FAA, DES Coordinated Hunger Program (CHP)/ DES Hunger Advisory Council (HAC)		
Role of Partner 1	<p>CHP/HAC will conduct a minimum of four presentations per quarter, targeting both rural and urban communities.</p> <p>The CHP/HAC will respond to requests for presentations statewide, working to develop new partnerships and strengthen existing ones.</p> <p>The CHP/HAC will host and monitor the website and provide expert faculty to, moderate, respond and promote open discussion statewide on Food Stamp Program challenges/ barriers and best practices and other federal nutrition assistance programs.</p> <p>Presentations will provide an understanding of the FSP eligibility process, update on changes and dispelling myths regarding the program. FSP Outreach materials will be distributed at presentations.</p>		
Evaluation	<p>Track the number of presentations, and the number of participants, presentation evaluations, and contact information at each presentation.</p> <p>Collect and compile feedback and post on the website for further review.</p> <p>Track the number of comments posted on the website to evaluate the efficacy of this process.</p>		

Project Number	2 - Outreach Presentations		
Goal	<i>The contractor will reach a minimum of 120 individuals through outreach events and presentations, resulting in an increase in knowledge of the Food Stamp program and other Federal Nutrition Assistance programs.</i>		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	<p>Presentations will be conducted with service providers working with potentially eligible populations, as well as with low-income families and individuals, and may be tailored to specific populations, such as seniors, persons with a disability, or homeless families and individuals, where appropriate. Tailoring a presentation to the targeted population can help providers and potentially eligible populations overcome myths and barriers related to the FSP and other Federal Nutrition Programs, thereby helping to increase the likelihood that these populations will apply for the benefits. The contractor will work through our network of statewide partners to set up and provide training events, and will also seek out new partners as described above.</p>		
Contractor	ACAA		
Role of the Contractor	<p>Contractor will conduct a minimum of two presentations per month, focusing on diverse regions of the state and populations. Presentations will be arranged utilizing contractor's network of existing partners and through new partnerships developed throughout the contract period.</p> <p>The contractor will be responsible for preparing presentations, updating information presented to meet changes to policy and the Farm Bill, and providing materials, surveys, and pre and post-tests.</p> <p>The contractor will respond to requests for presentations statewide, working to develop new partnerships and strengthen existing ones.</p>		
Partner 1	NA		
Role of Partner 1	NA		
Evaluation	<p>This performance measure will track the number of presentations and outreach events contractor staff participates in, as well as the number of participants at each event. The contractor will keep records of the name, agency or organization affiliation (if any), phone number, and email address of all training participants, on a sign-in sheet. The sheet will list the location and date of the presentation. The contractor will report out monthly, on the number of trainings, their locations, and how many participants attended. The contractor will also provide pre and post-tests to measure the average increase in knowledge by participants where reasonable.</p>		

Project Number	3- Targeted Areas of Need		
Goal	Increase Food Stamp enrollment by a minimum of 10 percent in at least three targeted areas of need, through collaboration, partnerships, and intensive community outreach and education strategies.		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	<p>In FY09, FSPOP will serve as a conduit for information and communication between non-profits within the community and DES in order to conduct outreach and education in targeted zip codes. Zip codes will be chosen based on DES FS penetration data, as well as usage of ASH and concentration of poverty. We will</p>		

	conduct, as needed, community forums and meetings between DES local offices and staff at community-based organizations (CBOs). The contractor will also work with DES, non-profits and other CBOs and the faith community to develop outreach strategies specific to the community needs and demographics, to staff tables at events, to blanket areas of high need with information and outreach materials, and to collaborate on potential special events and training opportunities.
Contractor	ACAA
Role of the Contractor	<p>The contractor will maximize our scope by integrating new and existing community partners, working with trusted community members, and focusing our efforts in specified areas can facilitate more accurate tracking of our reach and our success.</p> <p>Work in collaboration with DES FAA Staff and Coordinated Hunger Programs Manager to set up meetings with local CBOs and non-profits providing services in targeted zip codes. The contractor will schedule and facilitate meetings, maintain contact with all partners, provide feedback, arrange community events, and track progress. We will begin by meeting with our community action agencies and other parties, including churches and faith-based organizations, schools, CBOs, and non-profits, to discuss the existing need and brainstorm ways to address it. We will also work with and, on behalf of local groups, facilitate meetings with DES local offices and FAA staff. We will utilize our relationships to help bring information and training opportunities into targeted areas of need, and will monitor progress made in these areas.</p>
Partner 1	DES/CHP/FAA
Role of Partner 1	Provide data, technical support, and consultation to ensure maximum success.
Evaluation	<p>The contractor will monitor the number of hits to the Arizona Self Help (ASH) prescreening website to look for trends in increased hits. The contractor will also monitor, through DES reports, the number of individuals and families applying for and enrolling in the FSP, and compare these numbers to the previous month that year, as well as the same month in the previous year.</p> <p>Provide a monthly report, which includes an update on any activities done in each area, as well as new partnerships formed and progress made in enrollment and outreach. The contractorl utilize information provided by DES to monitor for improvements in FS enrollment in these targeted areas.</p>

Project Number	4 – Conferences and Tabling		
Goal	By the end of FY 2009, FSPOP will reach a minimum of 5,000 individuals through conferences and tabling events.		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	The contractor will attend tabling events, such as community resource fairs, health fairs, farmers markets and additional trainings and conferences. Tabling will provide an opportunity for distribution of materials, as well as a forum for potentially eligible persons to speak one on one to contractor staff who are knowledgeable about eligibility, application and interview processes, use of Food Stamps, and how to overcome barriers and myths to encourage enrollment. Tabling events also provide valuable networking opportunities, enabling Contractor to make connections within communities that can be utilized to reach more potentially eligible persons and those who serve them.		

	DES/CHP/FAA will attend tabling events, such as Back to School Fairs, Homeless Shelters, Health Fairs, Veterans Stand Downs and community and faith based resource fairs. Tabling will provide an opportunity for distribution of materials, as well as a forum for potentially eligible persons to speak one on one to DES/FAA staff who are knowledgeable about eligibility, application and interview processes, use of Food Stamps, and how to overcome barriers and myths to encourage enrollment and provide application completion assistance, if needed.
Contractor	ACAA
Role of the Contractor	The contractor will actively seek out and participate in community resource fairs, tabling events, and conferences throughout the state to reach 1500 individuals. Particular emphasis will be placed on events held in underserved areas and/or reaching statewide representation. Contractor will respond to requests for our presence at conferences and tabling events, where we can provide materials and information.
Partner 1	DES/CHP/FAA
Role of Partner 1	DES/CHP/FAA will schedule staff to participate in tabling events and provide FSP materials for distribution to reach at a minimum of 3500 individuals. We will also provide application completion assistance, when needed.
Evaluation	The contractor will monitor the number of hits to the Arizona Self Help (ASH) prescreening website, to look for trends in increased hits following events. Contractor will provide a sign-up sheet for conference and event attendees to sign up to receive more information or potentially host a training event. The contractor/DES/CHP/FAA will also monitor the number of people presented to and the number and type of materials distributed at each event and the number of applications submitted.

Project Number	5 – Media Outreach		
Goal	<i>By the end of FY 2009, Contractor outreach and education will lead to an increase of at least 3 percent in hits to the Arizona Self Help website, which will help families and individuals assess their likely eligibility for a variety of programs, including the FSP, and should help to boost FSP enrollment.</i>		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	<p>Media will be used to support outreach trainings and events, and to create a web of information that reaches every corner of the state.</p> <p>Print advertising will be placed in newsprint sources, publications that reach low-income individuals, and grocery circulars. The contractor will utilize free advertising from local publications throughout the state to place ads at no cost. Print media will be run in both English and Spanish, and can be translated to additional languages as appropriate. When possible, the contractor will include information about utilizing the public online application available from Health-e Arizona and changes to the FSP as mandated by the Farm Bill.</p> <p>The Department will utilize its relationships with grocers statewide to run in-store PSAs about Food Stamps and ASH, as well as working to have a message about FSP included on weekly grocery advertisements.</p> <p>Radio media will run on stations throughout the state. In order to best maximize</p>		

	<p>service dollars, The contractor will run media on stations offering in-kind spots and/or discounts for non-profits where possible. Past media campaigns have included in-kind spots donated by small local stations and larger radio media groups alike. The contractor will target media heavily in counties with the lowest FS penetration relative to the number of potentially eligible households. We will also work with stations which offer free Public Service Announcements in a variety of languages. The contractor has available 30- and 60-second media spots in both English and Spanish, and will work with stations and translators where appropriate to customize our message to targeted areas and their populations.</p>
Contractor	ACAA
Role of the Contractor	<p>The contractor will run one radio media campaign in fall of 2008, beginning in October or November. This campaign will be targeted to regions most underserved. The contractor will run an additional radio media campaign in spring of 2009, beginning in March or April, which will also target areas of greatest need throughout the state. Each campaign will involve at least five radio stations in diverse regions of the state, and will run for two weeks.</p> <p>The contractor will also work with print outlets throughout the state and grocers, to advertise the FSP, on an ongoing basis throughout the contract period.</p>
Partner 1	N/A
Role of Partner 1	N/A
Evaluation	<p>ACAA will track, on a monthly basis or as requested by DES, the number of hits to the ASH website, the number of individuals who complete a screening, the number of FSP applications downloaded from ASH, and other relevant demographic information. ASH data can show ACAA how many users report hearing of ASH from grocers as well as media sources, and ACAA will track this data when a media campaign is run. This data may be used to inform decisions about areas in need of more information and outreach, and may also be used to measure the efficacy of media campaigns and other outreach events.</p>

Project Number	6 – Media Community Conversations Tool Box		
Goal	<p>Distribute 50 Community Media Tool Kits statewide to publicize changes in the FSP and the public version of Health-e-Arizona online FS application. The targeted audience is families/individuals, community, faith-based, state organizations and grocery retailers.</p> <p>Partner with the Arizona Partnership to End Childhood Hunger to maximize participation in the FSP and federal nutrition programs through collaboration and leveraging resources.</p> <p>Recruit 10 restaurants to participate in the USDA FNS Restaurant Program using the community media tool kit to advertise the benefits of the FSP to the elderly and the disabled.</p>		
Timeline	Start	October 1, 2008	End September 30, 2009
Description of Activity	<p>Develop a FSO media campaign to include, name rebranding, print, radio and television FS public service announcements and a community media tool kit to include brochures, flyers, posters and DVD public service announcements and make</p>		

	<p>them available for community organizations to do FSO.</p> <p>Partner in activities presented by Arizona Partnership to End Childhood Hunger (TAPECH) to promote the availability of the community media tool kit and in community newsletters/websites and the website www.endchildhungeraz.org sponsored by St Luke's Health Initiative.</p>
Contractor	Not yet identified
Role of the Contractor	The contractor will create and develop a media campaign to include, rebranding the FS name, design and layout of print materials and create, produce and edit new radio and television PSA' to inform and publicize the new web based public version of Health-e-Arizona FS application and changes resulting from the Farm Bill.
Partner 1	DES/CHP/FAA
Role of Partner 1	Develop, produce, and distribute Community Media Tool Kits which include materials developed by the contractor and also include USDA/FNS outreach and media materials.
Evaluation	Track the number of Community Media Tool Kits distributed, name of community organization and location. Collect and compile data quarterly reporting the number of media events conducted by our community partners to analyze the impact on FSP participation.

Project Number	7 – Material Distribution		
Goal	In FY2009, the contractor will provide a minimum of 20,000 Food Stamp brochures, 15,000 ASH flyers, 300 pens, 500 sticky pads, 3,000 magnets, and 200 posters to service providers, government and non-governmental agencies and organizations, and potentially eligible populations throughout Arizona.		
Timeline	Start	October 1, 2009	End September 30, 2009
Description of Activity	<p>The contractor will publish and distribute materials and collateral items which support and complement our other outreach strategies. Materials will be made available in both English and Spanish, and will be developed so that people of varying education levels can read and comprehend the information. Materials will be made available free of charge. Many of our community outreach materials have already been printed and are available for distribution. The contractor manages the materials and provides them on a consistent basis to various groups, including DES, CAP offices statewide, and several grocery chains. In addition, the contractor receives several requests in the average month through phone calls and through both the Contractor and ASH websites. Materials will be used to reinforce and enhance media and outreach presentations, as well as help increase enrollment in the FSP and keep the message present and consistent.</p> <p>Materials encourage individuals to call the Food Stamp hotline number or visit the ASH website.</p> <p>The contractor will continue to partner with supermarkets to provide Food Stamp and ASH information to low-income shoppers who are not already enrolled in the FSP. This includes providing flyers and brochures to be distributed in supermarket locations including Bashas', Food City, Fry's, Safeway, and the Ranch Market.</p>		

Contractor	ACAA
Role of the Contractor	The contractor will continue to work with existing partners, including DES and grocers statewide, as well as identify new partners to provide materials to. The contractor will also utilize DES penetration and poverty data to help target material distribution. The contractor will also work with DES to identify and collaborate with new sources, which may benefit from materials. The contractor will also make materials available at events and meetings and upon request to individuals and organizations statewide. New materials will be created with the approval of DES and distributed on an as-needed basis to meet the needs of our new and existing partners and to accommodate changes to the FSP brought about by the passage of the Farm Bill and its implementation on October 1, 2008.
Partner 1	NA
Role of Partner 1	NA
Evaluation	<p>The contractor will monitor the number of hits to the Arizona Self Help (ASH) prescreening website, to look for trends in increased hits and increased references to collateral materials. Currently, users can report hearing about ASH through 'Flyer/Poster', so the contractor will pay particular attention to how often that method is noted. The contractor will also monitor, through DES reports, the number of individuals and families applying for and enrolling in the FSP, and compare these numbers to previous months, as well as to the same months in the previous year.</p> <p>The contractor will also track the number of each material distributed, and who is requesting materials.</p>

5. Outreach Project Staffing Details

Staffing Table: Use this table as a worksheet to calculate the staffing cost for each project. Add more lines to the table as needed. The total in column f should be placed in the personnel line item (column f, row g) on your project budget detail table in section 6. The first row of this table is completed to provide an example.

Project Number	2 – Outreach Presentations						
Staff Person	Name of Staff Person	(a)	(b)	(c = aXb) Outreach Salary	(d)	(e = cXd) Outreach Benefits	(f=c+e) Total
Title		% FTE Outreach	Salary		Benefits Rate		
Program Manager	Katie Kahle	40%	21,632.00	8,652.80	26.73%	2,312.90	10,965.70
Project Number	3 – Targeted Areas of Need						
Staff Person	Name of Staff Person	(a)	(b)	(c = aXb) Outreach Salary	(d)	(e = cXd) Outreach Benefits	(f=c+e) Total
Title		% FTE Outreach	Salary		Benefits Rate		
Program Manager	Katie Kahle	20%	21,632.00	4,326.40	26.73%	1,156.44	5,482.84
Project Number	4 – Conferences and Tabling Events						
Staff Person	Name of Staff Person	(a)	(b)	(c = aXb) Outreach Salary	(d)	(e = cXd) Outreach Benefits	(f=c+e) Total
Title		% FTE Outreach	Salary		Benefits Rate		
Program Manager	Katie Kahle	10%	21,632.00	2,163.20	26.73%	578.22	2,741.42
Project Number	5 – Media Outreach						
Staff Person	Name of Staff Person	(a)	(b)	(c = aXb) Outreach Salary	(d)	(e = cXd) Outreach Benefits	(f=c+e) Total
Title		% FTE Outreach	Salary		Benefits Rate		
Program Manager	Katie Kahle	20%	21,632.00	4,326.40	26.73%	1,156.44	5,482.84

Project Number	7 – Material Distribution						
Staff Person	Name of Staff Person	(a)	(b)	(c = aXb) Outreach Salary	(d)	(e = cXd) Outreach Benefits	(f=c+e) Total
Title		% FTE Outreach	Salary		Benefits Rate		
Program Manager	Katie Kahle	10%	21,632.00	2,163.20	26.73%	578.22	2,741.42

6. Outreach Project Budget Details and Narrative

Budget Narrative/Justification: Provide a budget narrative that explains and justifies each cost and clearly explains how the amount for each line was determined. Be sure to provide details for what is included in the line labeled “other” on the line item budget. (Suggested length: Not more than 2 pages each.)

Justification Example: Local travel is calculated at 6 round trips from Capital City to Newtown to train outreach workers. Each trip is 120 miles round trip. (6x120=720 total miles) The mileage rate is \$.485. The total cost for local travel is 720x\$.485=\$349.20.

Multiple year plans: Complete Section 6 each year. Approval of budgets is on an annual basis. Thus, approval of the upcoming fiscal year budget does not constitute approval of any future year budget presented in multi-year plans. Such budgets will continue to be approved annually.

Staff time and resources will be divided among the five projects outlined. Each cost associated with this contract has been divided accordingly, and split into five separate tables.

(h) Copying and Printing/Materials costs consist of the projected costs of printing outreach materials associated with the Projects.

(i) Internet/Telephone includes the portion of telephone and long distance service that can be applied to this contract, as well as the maintenance for the ASH website.

(j) Equipment and Other Capital Expenditures includes Postage and Copier Service and Rental for contractor’s office copier.

(k) Supplies and Non-Capital Expenditures include office supplies needed by the Program Manager to carry out tasks associated with this contract.

(l) Building/Space costs are for Rent, Utilities, and Taxes.

(m) Other includes accounting services, audit costs, payroll processing, marketing, liability insurance, and postage.

(n) Long distance includes travel expenses out of state conferences at \$1,858.00.

(o) Local travel includes \$500 for mileage (.405 per mile x ~1235 miles) and per diem for ACAA staff while traveling (\$28 per day x 5 days) Local travel will also include reimbursement for HAC community members traveling to communities for Outreach Community Conversations.

(q) Contractual includes professional and outside services, such as a marketing firm at \$95.00 per hour, annual audit and accounting services.

Project Number : Outreach Community Conversations	1					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In- kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)						
Other Direct Costs						
(h) Copying/Printing/Materials	1,593.00			1,593.00	1,593.00	3,186.00
(i) Internet/Telephone						
(j) Equipment and Other Capital Expenditures						
(k) Supplies and Non Capital Expenditures						
(l) Building/Space						
(m) Other						
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	1,593.00			1,593.00	1,593.00	3,186.00
Travel						
(n) Long Distance						
(o) Local	1,112.50			1,112.50	1,112.50	2,225.00
(p=n+o) Subtotal Travel	1,112.50			1,112.50	1,112.50	2,225.00
(q) Contractual						
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	2,705.50			2,705.50	2,705.50	5,411.00
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	2,705.50			2,705.50	2,705.50	5,411.00

Project Number : Outreach Presentations	2					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	5,482.85			5,482.85	5,482.85	10,965.70
Other Direct Costs						
(h) Copying/Printing/Materials	1,398.94			1,398.94	1,398.94	2,797.88
(i) Internet/Telephone	603.00			603.00	603.00	1,206.00
(j) Equipment and Other Capital Expenditures	78.80			78.80	78.80	157.60
(k) Supplies and Non Capital Expenditures	740.00			740.00	740.00	1,480.00
(l) Building/Space	768.00			768.00	768.00	1,536.00
(m) Other	980.00			980.00	980.00	1,960.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	4,568.74			4,568.74	4,568.74	9,137.48
Travel						
(n) Long Distance	877.20			877.20	877.20	1,754.40
(o) Local	213.60			213.60	213.60	427.20
(p=n+o) Subtotal Travel	1,090.80			1,090.80	1,090.80	2,181.60
(q) Contractual	322.00			322.00	322.00	644.00
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	11,464.39			11,464.39	11,464.39	22,929.86
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	11,464.39			11,464.39	11,464.39	22,929.86

Project Number: Targeted Areas of Need	3					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	2,741.42			2,741.42	2,741.42	5,482.84
Other Direct Costs						
(h) Copying/Printing/Materials	699.47			699.47	699.47	1,398.94
(i) Internet/Telephone	301.50			301.50	301.50	603.00
(j) Equipment and Other Capital Expenditures	39.40			39.40	39.40	78.80
(k) Supplies and Non Capital Expenditures	370.00			370.00	370.00	740.00
(l) Building/Space	384.00			384.00	384.00	768.00
(m) Other	490.00			490.00	490.00	980.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	2,284.37			2,284.37	2,284.37	4,568.74
Travel						
(n) Long Distance	438.60			438.60	438.60	877.20
(o) Local	106.80			106.80	106.80	213.60
(p=n+o) Subtotal Travel	545.40			545.40	545.40	1,090.80
(q) Contractual	161.00			161.00	161.00	322.00
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	5,732.19			5,732.19	5,732.19	11,464.38
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	5,732.19			5,732.19	5,732.19	11,464.38

Project Number: Conference and Tabling Events	4					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	1,370.71			1,370.71	1,370.71	2,741.42
Other Direct Costs						
(h) Copying/Printing/Materials	349.74			349.74	349.74	699.48
(i) Internet/Telephone	150.75			150.75	150.75	301.50
(j) Equipment and Other Capital Expenditures	19.70			19.70	19.70	39.40
(k) Supplies and Non Capital Expenditures	185.00			185.00	185.00	370.00
(l) Building/Space	192.00			192.00	192.00	384.00
(m) Other	245.00			245.00	245.00	490.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	1,142.19			1,142.19	1,142.19	2,284.38
Travel						
(n) Long Distance	219.30			219.30	219.30	438.60
(o) Local	53.40			53.40	53.40	106.80
(p=n+o) Subtotal Travel	272.70			272.70	272.70	545.40
(q) Contractual						
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	2,785.60			2,785.60	2,785.60	5,571.20
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	2,785.60			2,785.60	2,785.60	5,571.20

Project Number: Media Outreach	5					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	2,741.42			2,741.42	2,741.42	5,482.84
Other Direct Costs						
(h) Copying/Printing/Materials	699.47			699.47	699.47	1,398.94
(i) Internet/Telephone	301.50			301.50	301.50	603.00
(j) Equipment and Other Capital Expenditures	39.40			39.40	39.40	78.80
(k) Supplies and Non Capital Expenditures	370.00			370.00	370.00	740.00
(l) Building/Space	384.00			384.00	384.00	768.00
(m) Other	490.00			490.00	490.00	980.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	2,284.37			2,284.37	2,284.37	4,568.74
Travel						
(n) Long Distance	438.60			438.60	438.60	877.20
(o) Local	106.80			106.80	106.80	213.60
(p=n+o) Subtotal Travel	545.40			545.40	545.40	1,090.80
(q) Contractual	161.00			161.00	161.00	322.00
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	5,732.19			5,732.19	5,732.19	11,464.38
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	5,732.19			5,732.19	5,732.19	11,464.38

Project Number: Media Community Conversations Tool Box	6					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)						
Other Direct Costs						
(h) Copying/Printing/Materials	1,619.50			1,619.50	1,619.50	3,239.00
(i) Internet/Telephone						
(j) Equipment and Other Capital Expenditures						
(k) Supplies and Non Capital Expenditures						
(l) Building/Space						
(m) Other						
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	1,619.50			1,619.50	1,619.50	3,239.00
Travel						
(n) Long Distance						
(o) Local						
(p=n+o) Subtotal Travel						
(q) Contractual	15,675.00			15,675.00	15,675.00	31,350.00
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	17,294.50			17,294.50	17,294.50	34,589.00
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	17,294.50			17,294.50	17,294.50	34,589.00

Project Number Material Distribution	7					
BUDGET DETAIL						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	1,370.75			1,370.75	1,370.75	2,741.50
Other Direct Costs						
(h) Copying/Printing/Materials	349.73			349.73	349.73	699.46
(i) Internet/Telephone	150.75			150.75	150.75	301.50
(j) Equipment and Other Capital Expenditures	19.70			19.70	19.70	39.40
(k) Supplies and Non Capital Expenditures	185.00			185.00	185.00	370.00
(l) Building/Space	192.00			192.00	192.00	384.00
(m) Other	245.00			245.00	245.00	490.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	1,142.18			1,142.18	1,142.18	2,284.36
Travel						
(n) Long Distance	219.30			219.30	219.30	438.60
(o) Local	53.40			53.40	53.40	106.80
(p=n+o) Subtotal Travel	272.70			272.70	272.70	545.40
(q) Contractual						
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	2,785.63			2,785.63	2,785.63	5,571.26
(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	2,785.63			2,785.63	2,785.63	5,571.26

7. Budget Summary

Line Item Budget: Complete the line item budget table below to present an overall line item budget for the entire outreach plan. Summarize the information presented in the budget detail tables for each project to complete this table. The table rows and columns are labeled and include math formulas to help you calculate the budget. If you have no contracts, leave row q blank.

Multiple year plans: Provide a budget summary for each year of the plan and for the plan as a whole. Complete Section 7 each year.

LINE ITEM BUDGET SUMMARY						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In-kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)	13,707.15			13,707.15	13,707.15	27,414.30
Other Direct Costs						
(h) Copying/Printing/Materials	6,709.85			6,709.85	6,709.85	13,419.70
(i) Internet/Telephone	1,507.50			1,507.50	1,507.50	3,015.00
(j) Equipment and Other Capital Expenditures	197.00			197.00	197.00	394.00
(k) Supplies and Non Capital Expenditures	1,850.00			1,850.00	1,850.00	3,700.00
(l) Building/Space	1,920.00			1,920.00	1,920.00	3,840.00
(m) Other	2,450.00			2,450.00	2,450.00	4,900.00
(n=h+i+j+k+l+m) Subtotal Other Direct Costs	14,634.35			14,634.35	14,634.35	29,268.70
Travel						
(n) Long Distance	2,193.00			2,193.00	2,193.00	4,386.00
(o) Local	1,646.50			1,646.50	1,646.50	3,293.00
(p=n+o) Subtotal Travel	3,839.50			3,839.50	3,839.50	7,679.00
(q) Contractual	16,319.00			16,319.00	16,319.00	32,638.00
(r=g+n+p+q) Total Personnel, Direct Costs, Travel, and Contractual	48,500.00			48,500.00	48,500.00	97,000.00

(s = indirect cost rate X r) Indirect Costs						
(t=r+s) TOTAL	48,500.00			48,500.00	48,500.00	97,000.00

8. Assurances

Check to Indicate You Have Read and Understand the Assurance Statement	Assurance Statement
	The State food stamp agency is accountable for the content of the State outreach plan and will provide oversight of any sub-grantees.
	The State food stamp agency is fiscally responsible for outreach activities funded under the plan and is liable for repayment of unallowable costs.
	Outreach activities are targeted to those potentially eligible for benefits.
	Cash or in-kind donations from other non-Federal sources have not been claimed or used as a match or reimbursement under any other Federal program.
	If in-kind goods and services are part of the budget, only public in-kind services are included. No private in-kind goods or services are claimed.
	Documentation of State agency costs, payments, and donations for approved outreach activities are maintained by the State agency and available for USDA review and audit.
	Contracts are procured through competitive bid procedures governed by State procurement regulations.
	Program activities are conducted in compliance with all applicable Federal laws, rules, and regulations including Civil Rights and OMB regulations governing cost issues.
	Program activities do not supplant existing outreach programs, and where operating in conjunction with existing programs, enhance and supplement them.
	Program activities are reasonable and necessary to accomplish outreach goals and objectives.

By signature on the cover page of this document, the State food stamp agency director (or Commissioner) and financial representative certify that the above assurances are met.

9. Attachments

- FNS-366A (Budget Projection): This is included in the State Plan, which is being sent under separate cover.
- Indirect Cost Rate Agreement: Not applicable.
- *Add others as needed*