

## SSI Cash-Out Reversal Workgroup Timeline: Get the Word Out!

**Our vision for success:**

- That all SSI recipients are aware that they may qualify for CalFresh, and are encouraged and excited to apply.
- Frontline staff everywhere know what is happening -- the change is "overly communicated."
- Community feels included in and empowered by the process.
- Messaging is clear, concise, and in multiple languages.
- Materials are disseminated across radio, TV, flyers, text, mailers, posters, on busses, grocery stores, and an SF wide network of CBOs.

	Q 2: October through December 2018	Q 3: January through March 2019	Q 4: April through June 2019	Post-implementation
Communications & marketing planning	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Designate PR Mgr</div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Focus groups to develop materials</div> <div style="border: 1px solid gray; padding: 5px;">Funding for comm strategy/execution</div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Develop professional marketing materials</div> <div style="border: 1px solid gray; padding: 5px;">Develop a timeline to communicate to partners</div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Map communication channels into community</div> <div style="border: 1px solid gray; padding: 5px;">Front-line staff everywhere know what is happening</div>	
Educate and inform other partners	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Identify/ invite key partners to be part of process</div> <div style="border: 1px solid gray; padding: 5px; margin-left: 100px;">Understand more about caretakers/ how to reach them</div> <div style="border: 1px solid gray; padding: 5px;">Plan to address stigma for SSI recipients and all seniors</div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Multiple communication methods/ info. everywhere!</div> <div style="border: 1px solid gray; padding: 5px; margin-left: 20px;">Create referral guide: How to apply, and/or get assistance</div> <div style="border: 1px solid gray; padding: 5px; margin-left: 100px;">Talk to other counties about good partners to engage with</div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Pay for Ads</div>	
Message development, Other	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Study benefit level projections and add to messaging</div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Messaging about ease of use of EBT</div> <div style="border: 1px solid gray; padding: 5px;">Have a collective voice: 1 message from HSA/CBOs</div>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 10px;">Ensure all types of communication in ALL languages</div>		

**Who needs to be involved?** HSA (Chandra Johnson, Ana Marie Lara), Food Bank, consumers, DPH, existing outreach partners, senior housing, OnLok, ADRC, SF-HOT, Downtown Streets, ECS, Social Security Administration, PR Firm, Health system, word of mouth community, Places of worship, Rowena Fantang @ IOA with ADRCs, UCSF, ZSFGH, Hilary Seligman, HSH, Transitional/Supportive Housing providers, SSI orgs, ILRC, SOA, clinics, hospitals, Kaiser, Dignity Health, Behavioral health, SF Health Plan, DPH executive team, Housing sites.