



COMMODITY SUPPLEMENTAL FOOD PROGRAM
POLICY AND PROCEDURE MANUAL

SUBJECT: Outreach Efforts	Chapter: 3
	Section: 3.3
REFERENCES: 7 CFR 247	Page: 1 of 1
	Revised: 04-2014

PURPOSE: To outline outreach activities designed to maximize caseload utilization.

POLICY: Outreach activities shall be conducted at both the State and local agency level.

PROCEDURES:

- A. On an annual basis, MDHSS will submit a press release to appropriate Missouri newspapers, radio stations, and television stations, to announce the availability of the CSFP, on behalf of each local agency with available caseload. Eligibility criteria and income guidelines will be published with the press release. The press release will also be posted on the Department web page at <http://www.health.mo.gov>.
- B. Outreach to elderly populations may be conducted through the Area Agencies on Aging, as well as through a variety of community venues. Flyers outlining the program benefits and criteria for participation are available to the agencies and the senior centers they serve. See attachments 3.2 and 3.3. A toll free number is provided to direct potential participants to the nearest CSFP local agency as well as the agency location interactive map posted on the web at <http://gis.dhss.mo.gov/Website/CSFPsites/CSFP.html#>.
- C. The state works closely with local agencies to assure that all outreach activities are conducted in accordance with the plan. Local agencies shall use the flyers to post and/or distribute to local businesses and other community agencies announcing the availability of the program and where to go to get benefits.