

Belit Stockfleth, Supplemental Nutrition
Assistance Program and Youth Services
Programs Manager

Authorized Signature

Number: SS-IM-09-045

Issue Date: 08/26/2009

Topic: Food Benefits

Direct Mail to SSP FS recipients in Josephine, Klamath, Lane and Marion

Subject: counties

Applies to (check all that apply):

- | | | | |
|-------------------------------------|-------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> | All DHS employees | <input type="checkbox"/> | County Mental Health Directors |
| <input type="checkbox"/> | Area Agencies on Aging | <input type="checkbox"/> | Health Services |
| <input checked="" type="checkbox"/> | Children, Adults and Families | <input checked="" type="checkbox"/> | Seniors and People with Disabilities |
| <input type="checkbox"/> | County DD Program Managers | <input type="checkbox"/> | Other (please specify): |

This message is for your information. No action is required.

The Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program, is working with OSU Extension Service (ES) to promote healthy eating among SNAP recipients. OSU ES has planned a number of activities to launch the campaign that encourages Oregonians to be "Food Heroes." A [press release](#) will be sent out this week about the launch of some of the activities.

One of the activities is the development of a flyer and a new web page on www.FoodHero.org. The flyer will be sent to SNAP recipients served by Self Sufficiency Programs in four designated counties in the first week of September. The flyer invites the recipients to visit the new web page for tips on eating healthy, stretching food dollars and finding the best deals on ingredients for healthy meals to balance their diet as well as their budget. The new web page will be available beginning August 26, 2009. A short cover letter will also accompany the flyer letting clients know the purpose of the flyer. The four designated counties are Josephine, Klamath, Lane and Marion.

Phone calls from clients are not anticipated. However, any undeliverable mail will be returned to the branch in which the client was served. Below is the notification accompanying the flyer:

"We invite you to check out FoodHero.org. This is a new web site that makes eating fruits and veggies fast, affordable and fun. The web site was developed by the Oregon

State University Extension Service for DHS clientele. We hope that you enjoy the cowboy salad recipe on this flyer. You will find other recipes and helpful info on the web site.”

Click [here](#) to see a copy of the press release.

If you have any questions about this information, contact:

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