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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 93 LCM-120

Date: September 10, 1993

Division: Economic Security

TO: Local District Commissioners

SUBJECT: Food Stamp Nutrition Education

ATTACHMENTS: Attachment - Nutrition Consortium Food Stamp Outreach
Contractors-available on-line

This is to bring you up-to-date on the Department's Food Stamp Outreach and Food Stamp Nutrition Education activities.

FOOD STAMP NUTRITION EDUCATION

Working jointly with the NYS Department of Agriculture and Markets (A&M), this Department is implementing a pilot Farmers Market/Food Stamp Nutrition Project.

As a part of this project, a 30 second TV spot will be produced and distributed as a Public Service Announcement (PSA). The spot is designed to inform food stamp recipients of the opportunity to purchase locally grown fresh fruits and vegetables and other farm products, directly from farmers at community farmers markets and farm stands. Hopefully, this will encourage better nutrition while maximizing limited food resources. The TV spot carries the Department's 800-number (800-342-3009) to enable recipients to learn the locations of farmer markets and farm stands in their communities authorized by USDA to accept food stamps, as well as schedules of operation and the produce available at each. In addition, callers to the hotline will receive a NYS Harvest Calendar listing the availability season for locally grown produce plus USDA brochures on enjoying fruits and vegetables.

The pilot will target New York City, the counties in the lower Hudson Valley (Westchester, Rockland, Putnam, Orange, Dutchess, and Ulster) and Western New York (Monroe, Livingston, Orleans, Genesee, Wyoming, Niagara, and Erie) for distribution of the TV spot. In addition, food pantries, CBOs, and Nutrition Consortium outreach contractors will receive posters encouraging the use of farmers markets. Although the pilot is targeted to specific counties, all LDSS food stamp directors will receive a poster for display in the waiting room. If this project is a success, it may be expanded in 1994.

FOOD STAMP OUTREACH

A. New York State Department of Social Services NEW Contractors

On April 30, 1993, a Request for Proposals (RFP) was released soliciting bids for:

1. The development of one or more TV commercials to be aired as 30 second and 10 second spots in English and in Spanish. A contract of up to \$75,000 was to be awarded. Eight bidders responded to the solicitation. The contract was awarded to LaTorra, Paul and McCann, 113 Twin Oaks Drive in Syracuse, for \$44,472. The new commercials will be ready for airing in January.
2. The placement of the newly developed commercials as paid and unpaid/PSA advertisement statewide. A contract up to \$125,000 was to be awarded. Three bidders responded to the solicitation. The contract was awarded to Wolkcas Advertising, 435 New Karner Road in Albany, for \$125,000. The airings are scheduled to begin January 11, 1994 and run through September 30, 1994.

B. New York State Department of Social Services RENEWED Contractors

In the fall of 1993, two Food Stamp Innovative Outreach contracts were awarded for \$75,000 each. The Department has renewed both contractors for another year (October 1, 1993 - September 30, 1994) at \$50,000 each. The second year's contract was reduced because start-up money was not needed. These contractors are:

1. Community Food Resource Center, 90 Washington Street, New York City. This project targets seniors and uses TV and radio PSAs, bus and subway posters, and presentations at senior centers.
2. Smith and Jones Communications, 256 Broadway, Troy. This project which targets the North Country (Oneida, Herkimer, Lewis, St.

Lawrence, Jefferson, Franklin, Clinton, Essex, Warren, Hamilton, Washington, Saratoga, Schenectady, Fulton and Oswego Counties) uses a variety of media such as direct mail, to reach the eligible but non-participating population; a 30 second PSA TV spot; a local hotline number in Potsdam; and presentations to community groups.

C. Nutrition Consortium Food Stamp Outreach Contractors

Again this year, food stamp outreach money was provided in the 1993-94 State budget. Outreach is provided by the Nutrition Consortium of NYS, under contract to the NYS Department of Health. A list of the Consortium contractors for the period July 1, 1993 - June 30, 1994 is attached. Copies of the workplan will be forwarded to the Food Stamp Directors in counties with a Consortium contractor, as soon as the workplans are available.

If you have any questions on the above projects, please contact Cindy Cotrona of the Food Stamp Bureau at 1-800-342-3715, extension 4-4230.

Oscar R. Best, Jr.
Deputy Commissioner
Division of Economic Security

NUTRITION CONSORTIUM FOOD STAMP OUTREACH CONTRACTORS

WESTERN NEW YORK

ERIE COUNTY

BAMM/Food For All, 91 Holt Street, Buffalo 14206.
Contact: Patricia Griffin, (718) 855-0433

CATTARAUGUS COUNTY

Cattaraugus Community Action, PO Box 1073, Salamanca 14779
Contact: Candy Plant, (716) 945-1041

ROCHESTER AREA

COUNTIES OF LIVINGSTON, MONROE, ORLEANS, WYOMING

Foodlink, 56 West Avenue, Rochester 14611
Contact: Sue Segelman, (716) 328 3380

SYRACUSE AREA

COUNTIES OF CAYUGA, ONONDAGA, OSWEGO

Inter-religious Council of Central NY, 910 Madison Street, Syracuse 13210
Contact: Daun Burk, (315) 476-2001

HERKIMER COUNTY

Community Action For Oneida/Herkimer, 213 Main Street, Herkimer 13350
Contact: Joanne Bilinski, (315) 866-0030

ONEIDA COUNTY PRIMARILY THE CITY OF UTICA

Utica Community Action, Inc., 214 Rutger Street, Utica 13501
Contact: Outreach Coordinator

OTSEGO COUNTY

Opportunities for Otsego, 3 West Broadway, Oneonta 13820
Contact: Mary Gilkinson, (607) 432-8937

JEFFERSON COUNTY

Community Action Planning Council of Jefferson Council, 518 Davidson St.,
Watertown 13601
Contact: Donna Moltz, (315) 782-4900

ALBANY AREA

CLINTON COUNTY

Joint Council for Economic Opportunity, 54 Margaret Street, Plattsburgh
12901

Contact: Janet Peterson, (518) 561-6310

COUNTIES OF WARREN, HAMILTON

Warren-Hamilton Community Action Agency, 190 Maple Street, Glens Falls 12801

Contact: Pat Russo, (518) 793-0636

SCHENECTADY COUNTY

Schenectady Inner City Ministry, 5 Catherine Street, Schenectady 12307

Contact: Diane Solomon, (518) 374-2683

SOUTHERN TIER

COUNTIES OF SCHUYLER, STEUBEN

Southern Tier Community Food Bank, 175 Central Ave., Elmira Heights 14903

Contact: Cris Share, (607) 732-1837

BROOME COUNTY

Volunteers of America, 18 Exchange Street, Binghamton 13902

Contact: Serafina Clarke, (607) 772-1130

LOWER HUDSON VALLEY

ORANGE COUNTY

Rural Opportunities, Inc., 53 Highland Ave., Middletown 10940

Contact: Linda Tracy, (914) 342-4646

WESTCHESTER COUNTY

Food-Patch, Inc., 358 Saw Mill Road, Millwood 10546

Contact: Eva Conkright, (914) 923-1197

NEW YORK CITY

Chinese-American Planning Council, 65 Lispenard St., NYC 10013

Contact: Mel Leung, (212) 941-0030

Community Food Resource Center, 90 Washington St., NYC 10006

Contact: Agnes Molnar, (212) 344-0195

Crown Heights Jewish Community Center, 387 Kingston Ave., Brooklyn 11225

Contact: Fruma Junik, (718) 467-0166

Legal Action Center for the Homeless, 27 W. 24th St., NYC 12901
Contact: LaRose Parris, (212) 229-2080

Project Hospitality, Inc., 530 Bay Street, Staten Island, 10304
Contact: Holly Vollink, (718) 448-1544

Spanish Speaking Elderly Council, 30 Third Ave., Brooklyn 11217
Contact: Jose Tolentino, (718) 643-0232

LONG ISLAND

COUNTIES OF NASSAU AND SUFFOLK

Health and Welfare Council of Nassau County, 773 Fulton Ave, Uniondale 11553
Contact: Karen Youmans, (516) 483-1110