



Fall 2017

LiveWell Colorado is actively working to transform access to nutritious food in the entire state. One of its major programs, Double Up Food Bucks (DUFB), allows SNAP recipients to receive \$1 for every \$1 spent on SNAP-eligible food, up to \$20. These “double up food bucks” can then be used to purchase fresh Colorado-grown fruits and vegetables. DUFB was started in 2016 and has helped people bring home more healthy fruits and vegetables while supporting local farmers. LiveWell Colorado is taking DUFB to the next level and is looking to develop and increase community engagement.

In order to do this, LiveWell will be working with partners across the state to develop the Community Food Advocates program. This program works with local ambassadors to share the DUFB program with community members and organizations to increase participation.

We are actively seeking current or past recipients of SNAP and DUFB participants as Community Food Advocates. We are currently looking for Advocates in Southwest Colorado (Montezuma and La Plata Counties, with some outreach in Archuleta and Dolores Counties), Denver, Garfield County, Montrose County, and the San Luis Valley.

Community Food Advocates will partner with community members to support the DUFB program. Advocates will promote and increase community participation in the program. Stipends are provided.

For more information, please review the attached page.

About LiveWell Colorado

LiveWell Colorado (LWC) is a 501(c)3 nonprofit that increases access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color. LiveWell Colorado envisions that all Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy.

LiveWell Colorado is committed to recruiting and supporting diverse perspectives. We aim to promote a culture of inclusiveness, respect, communication and understanding.

Website – www.livewellcolorado.org

Double Up Food Bucks (DUFB) doubles the value of federal nutrition (SNAP or food stamps) benefits spent at participating markets and food retail stores, helping people bring home more healthy fruits and vegetables while supporting local farmers. The wins are three-fold: more families have access to fruits and vegetables, local farmers gain new customers, and more food dollars stay in the local economy. Double Up was available at over 100 locations in 28 counties in Summer 2017 and will be available at select markets and stores throughout the winter.

Website and list of locations – www.doubleupcolorado.org

Community Food Advocate Information

Advocates will play a vital role in informing and guiding Double Up Food Bucks outreach strategies in Colorado. The Advocate will share ideas and advise on decisions being made regarding DUFB. The Advocate will also make recommendations for best practices to support welcoming, accessible, and inclusive Farmers Markets and other participating DUFB retailers. We are eager to partner with individuals who can help shape our thinking about food access in Colorado.

Priority will be given to working with community members enrolled or previously enrolled in SNAP and current and past participants in the DUFB program, though this is not a requirement. Advocates will ensure that low-income communities and people of color have access to DUFB and to participating retailers in their local community.

Critical Advocate Characteristics:

- Lives in the local community
- Positive, collaborative relationships within diverse communities
- Encourages community trust and respect
- Experience with community outreach
- Appreciation, skills and sensitivity for diverse populations, cultures, and socioeconomic backgrounds
- High energy and enthusiasm
- Knowledge or experience with the SNAP program preferred
- Bilingual English/Spanish preferred (one bilingual advocate per region may be required)

Monthly Project Tasks:

- Submit a W-9 to LWC (one time)
- Attend initial, half-day Advocate training (one time)
- Research and identify local partners and organizations to promote DUFB
- Work closely with Regional Partner to develop an outreach plan
- Educate and inform community members about the DUFB program
- Assist in developing new relationships with local organizations, Farmers Markets and other participating DUFB retailers
- Keep Regional Partner and LiveWell informed about progress on outreach activities and newly formed relationships through a monthly log
- Track progress and recommend improvements to increase outreach to SNAP recipients from diverse communities
- Make recommendations for more inclusive and welcoming Farmers Markets and other participating DUFB retailers
- Participate in monthly statewide calls with other advocates, regional partners, and LiveWell

Project Time Frame-Two seasons: Dec 2017-April 30 2018 (and/or May 1-Oct 31 2018)

Project Stipend: Advocates will receive a monthly stipend for completion of monthly project tasks. There are up to \$1,200 in stipends available per advocate, per season, though this may be split to cover more than two advocates per region if needed. Stipends may be issued in the form of gift cards or cash. LiveWell will also reimburse mileage for required Advocate travel.

To Apply:

Send cover letter expressing interest and outlining relevant experience to wendymoschetti@livewellcolorado.org by November 27th 2017 with “Advocate Opportunity” in subject line.