



2025 CALFRESH AWARENESS MONTH TOOLKIT

ABOUT CALFRESH AWARENESS MONTH

May's CalFresh Awareness Month is an annual informational campaign to promote the [CalFresh Program](#). CalFresh helps stretch low-income residents' budgets to increase their food-buying power, so they can purchase the food and groceries essential for a healthy nutrition.

CALFRESH CHAMPIONS

Each year, DPSS highlights groups and individuals championing the CalFresh Program in support of the ongoing effort to raise awareness of this valuable food assistance resource.

PURPOSE OF TOOLKIT

The following social media posts are approved for use by the Los Angeles County Department of Public Social Services (DPSS). Digital platforms can help spread information about CalFresh Awareness Month (CFAM) during the month of May.

HOW TO USE TOOLKIT

This toolkit contains messaging that County departments and community partners may use on social media channels. Copy and paste the text into posts and download the images. Use any of the following combination of images and captions to share with your networks and for social media posts.



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Caption

Celebrate #CalFreshAwarenessMonth this year with @laco_dpss as we highlight #CalFresh, the food assistance program helping families increase their grocery budget so they can put healthy and nutritious food on their table. This year's theme is #CalFreshTodayHealthierTomorrow. 🍎🥦🍷🍷

👉 Apply for CalFresh today at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #MetroLA @countyofLA



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Caption

Join @laco_dpss and @countyofLA in celebrating #CalFreshAwarenessMonth. This year's theme is #CalFreshTodayHealthierTomorrow. The #CalFresh Program helps you eat healthier and stretch your grocery budget. Put more fresh fruits and veggies on your table. 🍅🥦🥬🥕

👉 Apply at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #MetroLA



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Caption

May is #CalFreshAwarenessMonth! Join @laco_dpss in celebrating this observance highlighting #CalFresh, which helps those in need purchase the groceries essential for good health and nutrition. This year's theme is #CalFreshTodayHealthierTomorrow. 🍅🥦🥬🥕

👉 Apply at [BenefitsCal.com](https://www.benefitscal.com)

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #MetroLA @countyofLA



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Caption

Every meal matters. Unhoused individuals can access ready-made meals so they can ensure their nutritional needs are met. This May, DPSS is highlighting the #RestaurantMealsProgram during #CalFreshAwarenessMonth. This year's theme is #CalFreshTodayHealthierTomorrow. 🍷🍴🥗

Take the stress out of accessing food and apply for CalFresh today at BenefitsCal.com to have a healthier tomorrow.

👉 Learn more about the Restaurant Meals Program at <https://dpss.lacounty.gov/en/food/meals.html>

#CFAM2025 #LACoDPSS #CalFresh #RestaurantMealsProgram #BenefitsCal
 #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #MetroLA
 #PublicHealth #EveryMealMatters @countyofLA @lapublichealth



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Caption

We want to ensure our elderly and disabled communities face no barriers to #foodassistance to meet their nutritional needs. Join @laco_dpss in spreading the word about #CalFreshAwarenessMonth – a month-long campaign to spotlight the #CalFresh Program for helping residents stretch their grocery budgets. This year's theme is #CalFreshTodayHealthierTomorrow. 🍷🍷🍷♿

👉 Apply for CalFresh today at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #MetroLA #WellnessWithoutBarriers #AgingDisabilities @countyofLA @LACounty4AD



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Caption

This #CalFreshAwarenessMonth, @laco_dpss would like to feature diverse communities and their access to better food options. #HealthyRootsStrongFutures support a healthier tomorrow. #CalFresh helps L.A. County residents get fresh fruits and veggies on the table. 🍎🥦🍷🍷

👉 Apply for CalFresh today at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #HealthyRoots #StrongFutures #ImmigrantAffairs #FoodAssistance #PublicAssistance #SocialServices #MetroLA @countyofLA @LAC4Immigrants



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Caption

Let us help serve those who serve us. This #CalFreshAwarenessMonth, @laco_dpss would like to honor veterans in need of assistance. Accessing #CalFresh can help alleviate the stress in purchasing nutritious food. Stretch your grocery budget with #CalFresh today for a healthier tomorrow. 🏆🥦🥬🍆

👉 Apply for CalFresh today at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FoodAssistance #PublicAssistance #SocialServices #HealthHonorNutrition #MilitaryVeteranAffairs #MetroLA #veterans #military #servicemembers @countyofLA @LACMVA



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Caption

During May's #CalFreshAwarenessMonth campaign, DPSS is spotlighting college students, as well as transitional youth, experiencing food insecurity in L.A. County. DPSS is increasing the public's awareness of CalFresh to help these groups buy healthy food. 🍰 🍌 🥥 🥑

👉 Apply for CalFresh today at GetCalFresh.org or BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #FuelYourFuture
 #FoodAssistance #PublicAssistance #SocialServices #MetroLA @countyofLA @lacounty_youthcommission
 @lacountydcfs



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Caption

Let's ensure wellness for all this #CalFreshAwarenessMonth. Access to nutrition is the highlight of the campaign. With #CalFresh, you can stretch your grocery budget to meet your nutritional needs and put more fresh fruits and veggies on the table. 🍌🥦🥕🌈

👉 Apply for CalFresh today at BenefitsCal.com.

#CFAM2025 #LACoDPSS #CalFresh #BenefitsCal #CalFreshTodayHealthierTomorrow #WellnessForAll
#FoodAssistance #PublicAssistance #SocialServices #MetroLA @countyofLA