

Promoting P-EBT 2.0 Guide

Local Education Agency Role in Promoting P-EBT 2.0

Public, Private, Tribal, and Charter Schools, also known as Local Education Agencies (LEAs) participate by uploading student and school information. Information provided by LEAs will be used to identify eligible students and calculate benefits.

Getting Started

Sharing communications about the Pandemic EBT (P-EBT) is essential to getting families benefits. One of the best ways that families can get information is through their local school and school district.

You can use as many (or few) of these resources as you would like to get the word out to parents about these new benefits that will help feed children in our state. Here is a sample communications plan that you can use:

1. Work with District Partners

There are several district partners to connect with. You may want to connect with:

- Communication coordinators to help develop a plan to share information to families.
- McKinney-Vento and foster care liaisons to help identify students who may need cards sent to the district.
- Equity coordinators to see if there's additional requirements or considerations to ensure equity in your district.
- Language Access liaisons to see if additional translations are needed to reach those you serve.

2. Edit and Send the "Letter to Families" document

There are 3 letter options in the [P-EBT Letters to Families template](#):

- Not All Schools in District Eligible for P-EBT
- All Schools in District Eligible for P-EBT
- All Students in District Eligible for P-EBT (for CEP and Provision 2 breakfast and lunch schools)

Edit the appropriate letter to include your school district information. Feel free to add your district logo and contact information. You can print and mail the letter, send it using email, or use it in any way that is helpful for the families your district serves.

3. Distribute the Flyer

This [half-page flyer](#) contains important information a family needs to get the word out about the program. You can also post the flyer on your website! Think about including physical copies in your meal bags/boxes.



4. **Get Posting!**

Use the **social media graphics** and **social media post ideas** for messaging to use on district social media accounts. Remember to direct families to www.dshs.wa.gov/pebt for more information.

5. **Use Translated Materials**

Local Education Agencies (LEAs), and other entities, that receive federal reimbursement for meals must take reasonable steps to ensure meaningful access to school meals for eligible students from households comprised of Limited English Proficiency (LEP) individuals. So, it's important to keep your audience in mind.

Tip: Work with your district's equity or language access contact to address the language needs of your students. You can provide an already translated tagline at the bottom of your documents for families that may need interpretation services. Your district may already have something available.

You can also use the new [Important Information to Translate Notice Reference Sheet](#) for an example notice already translated into multiple languages.

6. **Work with External Partners**

Community partners can help get the word out about this program and may have ways to connect with families in other ways. Share P-EBT information with them and see if there's more ways to promote the program.

7. **Have questions?**

Refer to the FAQ: Below you will find some Frequently Asked Questions. DSHS is finalizing their FAQ document for families. Keep an eye out at www.dshs.wa.gov/pebt. You can also direct families to the P-EBT Contact Center at 1-833-518-0282.

Translated documents are available on the [OSPI Pandemic EBT Guidance for School Districts webpage](#).