

# Promoting Summer P-EBT Guide

## Local Education Agency Role in Promoting Summer P-EBT

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

## What's Different About Summer P-EBT?

Summer P-EBT is food benefits students may receive for meals this summer.

If the Food and Nutrition Service (FNS) approves our state plan for Summer P-EBT, benefits will be available to students who are eligible for free or reduced-price school meals AND enrolled as of June 2021 in a school that normally participates in the National School Lunch Program.

## Encourage Families to Apply for Meal Benefits

Due to the pandemic, families may be newly eligible for free or reduced-price meals. OSPI Child Nutrition Services recommends sending Summer P-EBT information out to families and encouraging the return of meal applications by Thursday, June 10. Additionally, if families are approved for free or reduced-price meals by the end of the school year, they are eligible for benefits starting in September 2020.

**The next upload period for P-EBT 2.0 is June 1–14, 2021, by encouraging families to apply for meal benefits in this timeframe we can increase the number of students included in the eligibility lists for Summer P-EBT.**

Districts can use the *It's More Than a Meal Application* toolkit to encourage the return of meal applications. This resource is located on the [NSLP Meal Application and Verification webpage](#), under the 'It's More Than a Meal Application Toolkit' dropdown.

## How to Promote Summer P-EBT

Sharing communications about the P-EBT is essential to families getting 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 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

Use the Summer [P-EBT Letter to Families template](#) to get the word out. You can use this template as a letter, robocall script, or as an email.

Feel free to add your district logo and contact information. You can print and mail the letter, send it using email, use it as a robocall script, or 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 post ideas](#) for messaging to use on district social media accounts. Remember to direct families to [www.dshs.wa.gov/pebt](http://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. Keep your community needs 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.

Translated documents will be posted to the [OSPI Pandemic EBT Guidance for School Districts webpage](#). You can also use the [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 are more ways to promote the program.

## 7. Have questions?

**Refer to the FAQ:** The DSHS P-EBT webpage has important information that is routinely updated. Additionally, the FAQ document is translated into multiple languages. Keep an eye out at [www.dshs.wa.gov/pebt](http://www.dshs.wa.gov/pebt) for updates. You can also direct families to the P-EBT Contact Center at 1-833-518-0282.