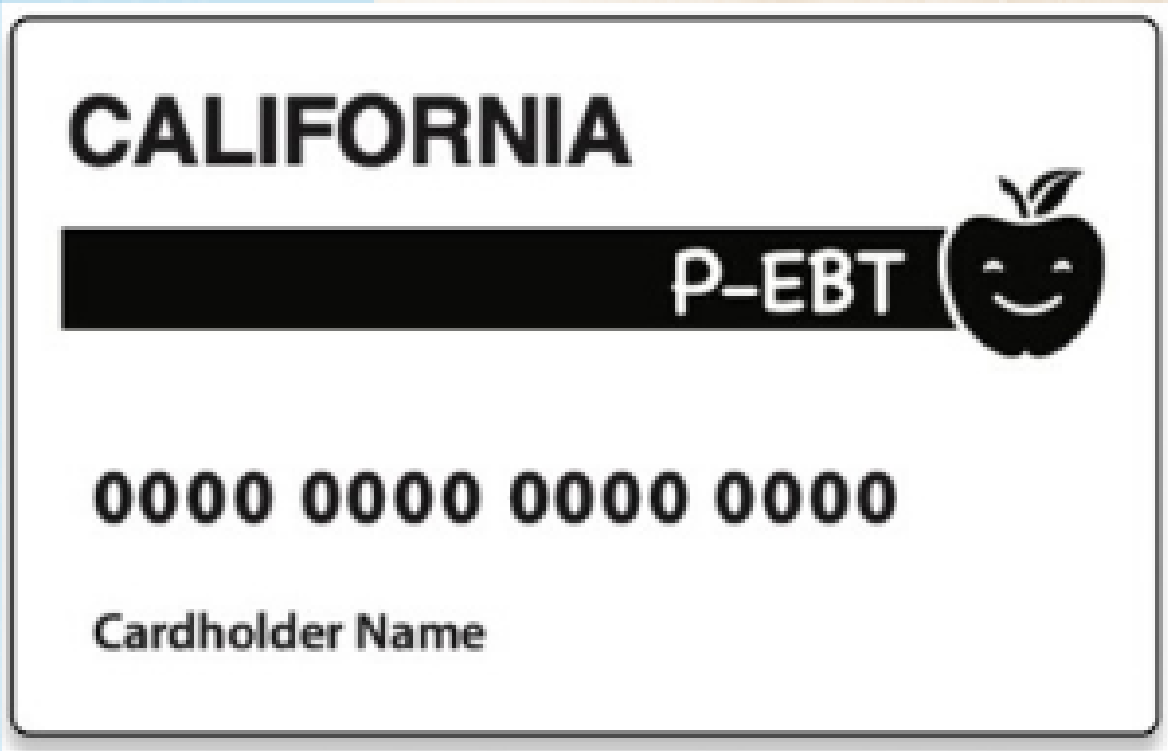




INFORMATION SESSION

Maximizing the Reach of Pandemic-EBT in California

JUNE 18TH 1 - 2:15PM



Presented in partnership with the David and Lucile Packard Foundation

CALIFORNIA FOOD POLICY ADVOCATES

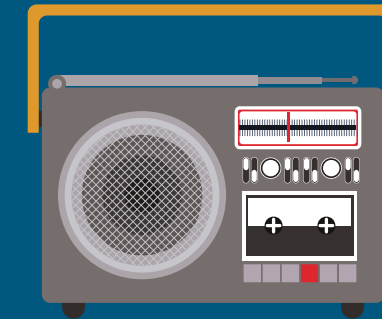


We are a statewide policy and advocacy organization dedicated to improving the **health and well-being** of **low-income Californians** by increasing their **access to nutritious, affordable food.**

WELCOME!



Please use the chat box to ask questions during the session. We'll answer questions throughout.



This webinar will be recorded



Please stay muted. You'll be able to unmute yourself during Q&A and discussion.



The recording & other materials will be shared after the session.

Remarks from The David and Lucile Packard Foundation

Diana Garcia, Program Analyst, The David and Lucile Packard Foundation

the David &
Lucile Packard
FOUNDATION

Speakers

MODERATOR: ANGELES NELSON, CALIFORNIA FOOD POLICY ADVOCATES



Crystal FitzSimons

Dir. School and Out-of-School
Time Programs

Food Research and Action Center



Betzabel Estudillo

Senior Advocate
California Food Policy Advocates



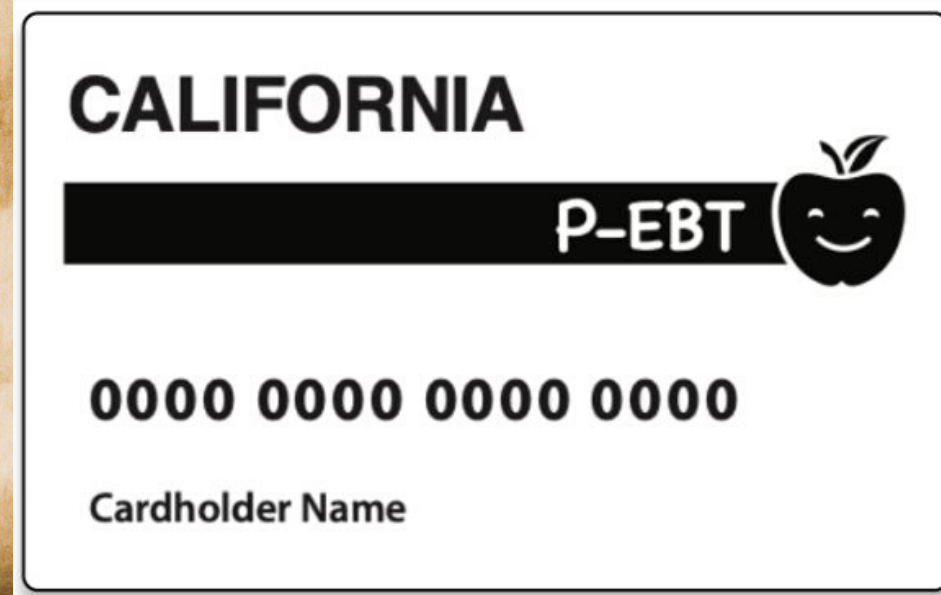
Amanda Schultz Brochu

Senior Director of Programs
San Diego Hunger Coalition



Pandemic EBT in California

Program Implementation



May 12 to May 31

P-EBT cards automatically sent to some families with eligible children.

May 31 to July 15

Families who did not automatically receive a P-EBT card in May need to **apply online at ca.p-ebt.org** by July 15.

Two phases:

Many children who are eligible for free & reduced-price school meals **and** receive CalFresh, Medi-Cal, or Foster Care benefits were automatically sent a P-EBT card in May.

Children who did not automatically receive a P-EBT card in May must apply online by July 15, 2020.

ca.p-ebt.org



Pandemic EBT in California

Data Snapshot

How is CA doing with P-EBT enrollment?

As of June 15th CDSS Reports:

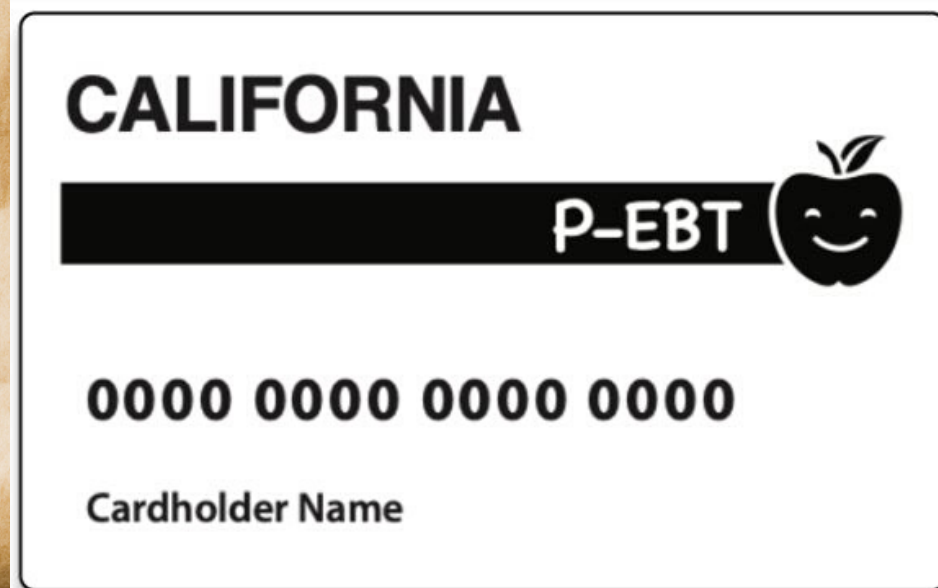
Applications received for **2+ million** children (includes duplicate applications)

P-EBT cards mailed to **3+ million** kids

- Including cards for **~891K** children who've applied online
- Another **100-150K** cards expected to be mailed this week

An estimated **\$1.1 billion** in benefits made available

- **\$488+ million** in food purchased via P-EBT



ca.p-ebt.org

Pandemic EBT in California

Program Implementation

Benefit Amount

- Children who qualified for FRP meals on/before March 15th will receive **\$365 in P-EBT benefits**. Children who qualified for FRP meals on/after March 16th will receive pro-rated P-EBT benefits

P-EBT Cards Mailed

- Children who qualified for FRP meals on/after March 16th **and** receive CalFresh, Medi-Cal, or Foster Care benefits should automatically sent be sent P-EBT card. Those cards will be mailed from approximately **June 22 through July**.

CALIFORNIA

P-EBT



0000 0000 0000 0000

Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Pro-Rated P-EBT Benefits

For children who qualified for FRP meals...

On/after March 16-
April

\$297

In May

\$177

In June

\$57

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Processing Times

If a family applied and hasn't received a card or any further information, their application is still being processed.

Applications may not be fully processed until the end of July

If a family receives an email that a P-EBT card is on the way, they should receive the card in **10 days**. If they don't receive the card in that time, they should call 877-328-9677 for assistance.

If a family receives an email that a child's P-EBT eligibility cannot be verified, that notice will include instructions for contacting the State to dispute the finding.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Important Things To Know

P-EBT does not replace other forms of nutrition assistance.

- Getting P-EBT does not affect eligibility for CalFresh, WIC, or meals being offered at schools/community sites.

P-EBT is not CalFresh, but can be used in a similar way.

- Buying groceries at most stores and farmers markets and online at Amazon and Walmart.
- P-EBT cannot be used at restaurants.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Important Things To Know

Families who received P-EBT for some, but not all, of their eligible children should apply online.

- Families should activate (PIN) the card received
- Then go online and apply for **ALL** eligible children
- The application system will confirm which children have already received benefits
- Each additional eligible child will be sent a separate card.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Important Things To Know

Families may receive multiple cards.

- Starting in early June, only individual P-EBT cards are being issued (benefits for multiple children will not be grouped onto a single card)
- Families can activate (PIN) all of the cards their children receive.
- Families should keep their cards even after the benefits are spent.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Important Things To Know

How to Get the Fastest Response to Your Questions

- CA EBT Hotline: 877-328-9677
 - Questions about activating cards (PINs); lost/stolen cards
 - 24 hours a day, 7 days a week in 18 languages
- CA P-EBT Helpline: 833-780-0353
 - For other P-EBT inquiries
 - 8:30am-4:30pm, M-F, in 18 languages
 - Hold times are very long
 - For the fastest response, leave a voicemail or email (PandemicEBT@dss.ca.gov) and include your phone number.
 - The helpline will continue to respond to inquiries even after the application deadline.
- Encrypted Form



ca.p-ebt.org

Pandemic EBT in California

Immigrant Eligibility and Public Charge

P-EBT **is available** to children regardless of immigration status

P-EBT **will not** be considered in a public charge determination test.

- P-EBT benefits are being issued in response to the loss of free and reduced-price school meals due to COVID-19 school closures.
- Free and reduced-price school meals and Pandemic EBT benefits are **NOT** considered in a public charge determination test.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Pandemic EBT in California

Coming Soon!

Information session recording and FAQ

From CDSS & CDE

- Updated outreach materials
- P-EBT application deadline has been extended to July 15, 2020.

CALIFORNIA

P-EBT



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Cardholder Name

ca.p-ebt.org

Take Action!



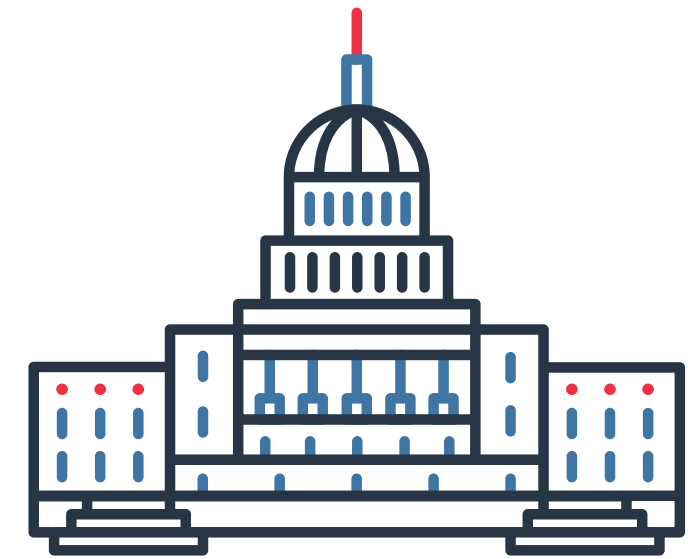
Call on Education Leaders for P-EBT Outreach

Send a letter to Superintendent Thurmond urging him to lead school districts in the promotion of P-EBT and targeted outreach to families.



Support an Extended P-EBT Application Deadline

Urge CDE and CDSS to request an extension of the June 30, 2020 application deadline for P-EBT.



Urge Congress to Extend P-EBT Through the Summer

Call on federal leaders to extend P-EBT through the summer and to all who lost access to free and reduced-price meals through the closure of schools and early learning & adult care programs.

Want to stay up to date on
policies that impact food access
in California?

**Sign up for our
Action Alerts!**



cfpa.net/subscribe



[@CAFoodPolicy](https://twitter.com/CAFoodPolicy)

Questions / Suggestions?

Betzabel Estudillo, Senior Advocate

betzabel@cfpa.net

San Diego Hunger Coalition P-EBT Outreach

Amanda Schultz Brochu, MPH
Senior Director of Programs
Amanda@sdhunger.org



www.sdhunger.org

SDHC Mission

The San Diego Hunger Coalition

leads coordinated action

to end hunger in San Diego County

supported by research, education and advocacy.



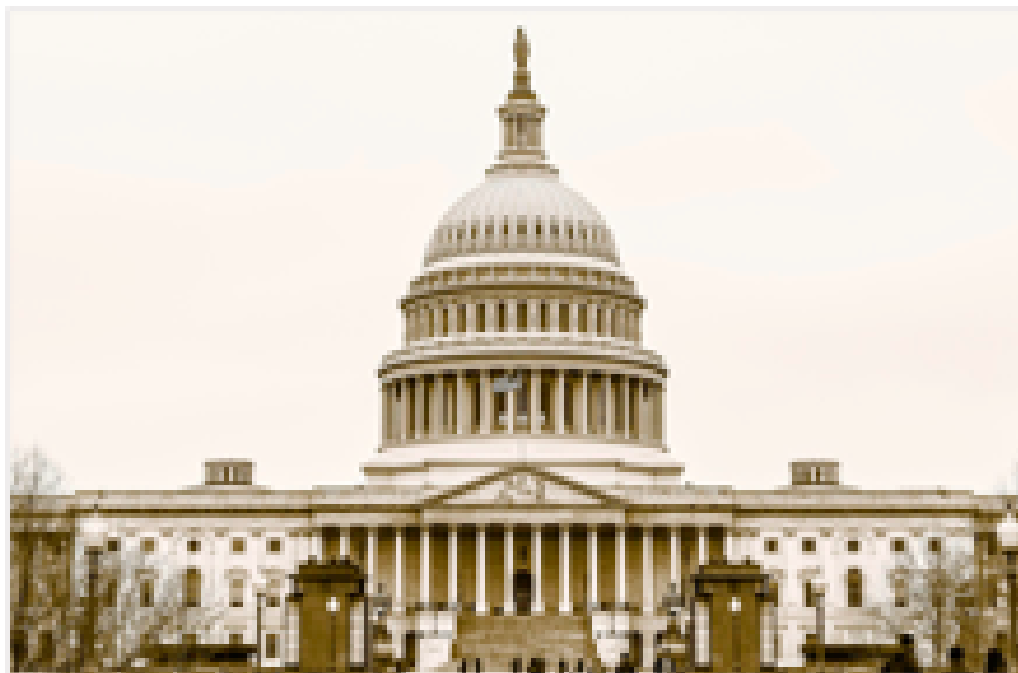
SDHC Programs & Collaborations



CalFresh Outreach Program
**** CalFresh Task Force ****



Hunger Free Kids Program
**** Hunger Free Kids Task Force ****



Public Policy & Advocacy
**** Hunger Advocacy Network ****



Hunger Free San Diego
**** HFSD Advisory Board ****

Why P-EBT?

- **Researched landscape**
 - ~250,000 eligible students in San Diego County
 - ~120,000 students need to apply
- **Estimated local economic opportunity**
 - 250,000 students x \$365/student = **\$91M**
- **Recognized comparative ease of access**
 - 5 questions, no interview, no documents needed

Engaging Parents on P-EBT

School
Districts

Community
Partners

Community
Residents

Developing Content: A Deconstructed Tool Kit

Content Creation & Translation

- Flyer (Translated into 11 languages)
- FAQ
- Social Media Graphics/Memes
- Robo Call, Text and Email Scripts
- Website



SUPPLEMENT

SCHOOL

MEALS

Apply today:
ca.p-ebt.org



Get \$365 for your kids for groceries through P-EBT!

www.sdhunger.org/p-ebt

COVID-19 Pandemic EBT

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(Burmese)

COVID-19 Pandemic EBT

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中文

(Chinese)

COVID-19 Pandemic EBT

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(East)

Grid of 17 small promotional cards for P-EBT. Each card includes an image, a title, a brief description, and a call to action with the URL ca.p-ebt.org.

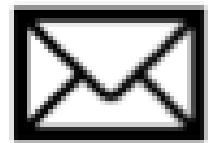
- Card 1: **Apply today!** (ca.p-ebt.org)
- Card 2: **Apply today!** (ca.p-ebt.org)
- Card 3: **P-EBT social media posts** (ca.p-ebt.org)
- Card 4: **Apply today!** (ca.p-ebt.org)
- Card 5: **Apply today!** (ca.p-ebt.org)
- Card 6: **Apply today!** (ca.p-ebt.org)
- Card 7: **Apply today!** (ca.p-ebt.org)
- Card 8: **Apply today!** (ca.p-ebt.org)
- Card 9: **Apply today!** (ca.p-ebt.org)
- Card 10: **Apply today!** (ca.p-ebt.org)
- Card 11: **Apply today!** (ca.p-ebt.org)
- Card 12: **Apply today!** (ca.p-ebt.org)
- Card 13: **Apply today!** (ca.p-ebt.org)
- Card 14: **Apply today!** (ca.p-ebt.org)
- Card 15: **Apply today!** (ca.p-ebt.org)
- Card 16: **Apply today!** (ca.p-ebt.org)
- Card 17: **Apply today!** (ca.p-ebt.org)

for kids

School Districts

- Mobilization of existing workgroups and tables
 - Nutrition Service Directors and team
 - Superintendents
 - County Public Health Services
- Development of sample communications plan
- Virtual press conference
 - County Board of Supervisor
 - Vice President of the Board of Trustees and local leader
 - San Diego Hunger Coalition

Sample School District Communications Plan



EMAIL: CALL TO ACTION FROM SDHC and our partners MAY 26th

To: Nutrition Service Directors, Superintendents, School Wellness Leads

What: Request advocacy. Provide Communication Tools.



FORWARD to STAFF

-Flyer, FAQ

-Link to P-EBT website

-Invite to webinar



Flyers with meals

Marquee

Robo Call

Text

Email to parents



Teachers: Zoom Slides

In-Person sign ups

PTA/Parent Tree Calls

Community Partners

- Email to >300 community based organizations across San Diego County
 - Community clinics and hospitals
 - Community resource centers
 - Food pantries
 - Economic and workforce development partners
 - Elected offices & municipalities
 - Libraries
 - Park and Rec
 - Public Safety

Greetings from the San Diego Hunger Coalition Team!

We are reaching out to your organization for your support in connecting 250,000 children across San Diego County to a [brand new](#) food resource, Pandemic EBT (P-EBT).

How can you help? SPREAD THE WORD:

As a healthcare provider, you know how important access to healthy food is for growing children. We would greatly appreciate your assistance in sharing the following important message to the families you serve to ensure children are receiving the most support possible in accessing this new, important program.

Attached you will find the following materials to help you and your partners spread the word:

- Community Outreach Flyer in English and Spanish
- Marketing tools: text that can be used for [robo](#) calls, emails and text messages to families
- Social media memes and accompanying text:
<https://www.dropbox.com/sh/7a5kpfufzrm0oc/AAB95wDa0N-4G8dC08e8Uw00Ca7dLw0>

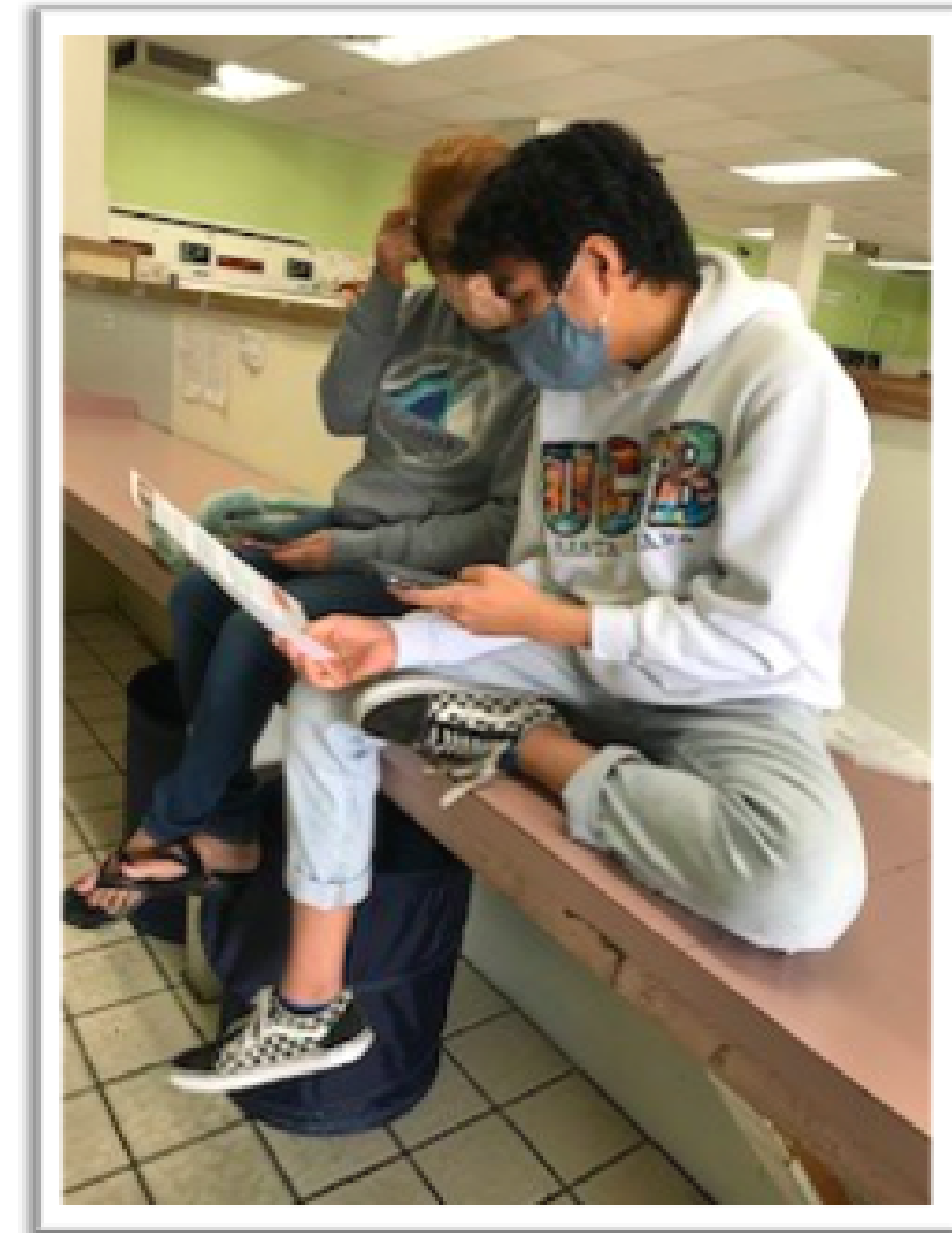
Outreach flyers will be available in an additional 10 languages early next week on our website www.sdhunger.org/p-ebt. Please continue to check our website for the most up to date information or contact AMasda@sdhunger.org with questions!

Please help us get this message out by forwarding the following the week of May 26th; parents have until June 30th to apply for their cards. Please let us know if we can count on you to spread the word about P-EBT!



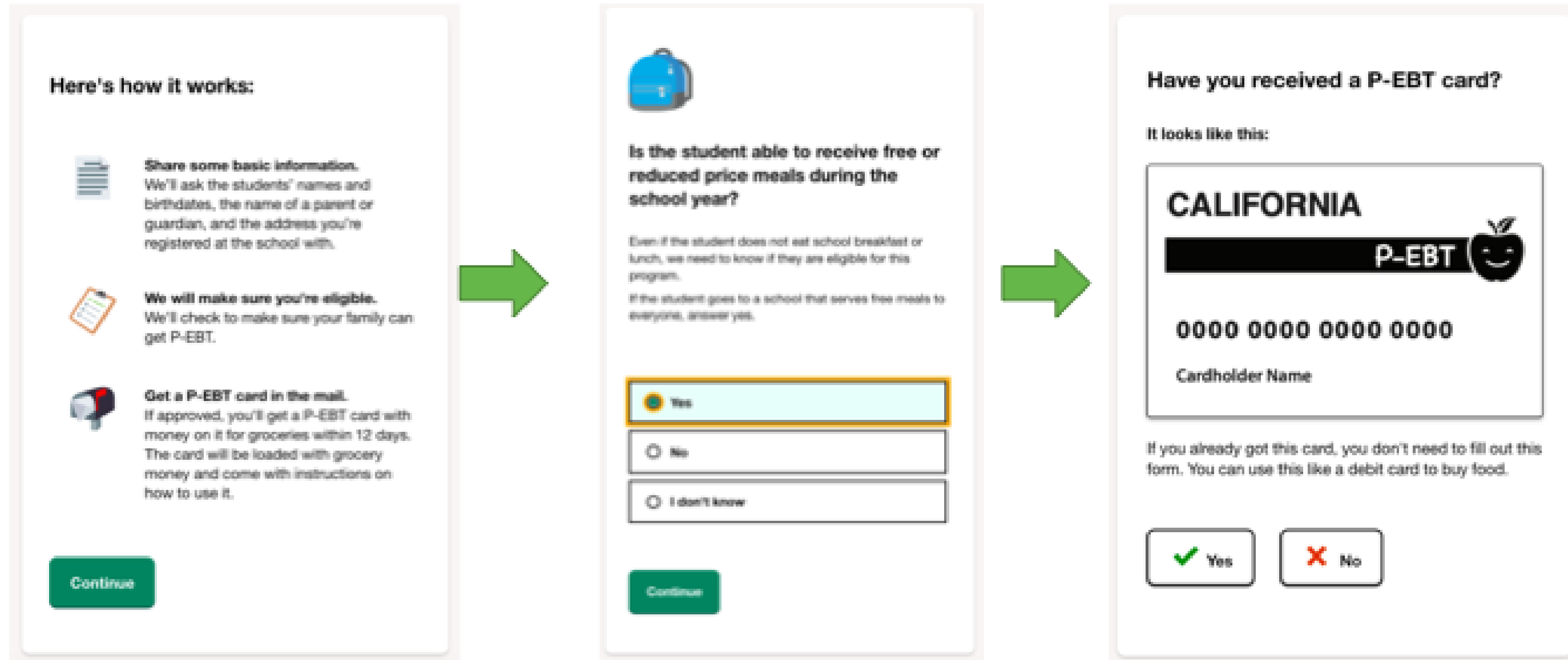
Community Residents

- **Grassroots community based outreach**
 - \$32,000 distributed across 8 community based organizations and coalitions
 - Equity based approach
 - Communities of color
 - LPR and mixed status families
 - Rural communities
 - Stipends support struggling families
 - **Grassroots outreach methods**
 - One-on-one direct outreach & Social Media
 - Support applying and using card
 - Zoom Community Forums/Town Halls
 - Feedback from community
 - Anticipated reach >60,000 students



Applying for P-EBT is easy!

ca.p-ebt.org



What's Working & What are We Learning?

- Making messaging local key “Bring \$91M to San Diego”
- Media is our friend on P-EBT
 - P-EBT can be a positive, easy message
 - More media engagement on P-EBT than any other food security topic (>20 local spots to date)
- **Content development goes a long way**
 - The easier we can make getting the word out, the more likely partners are to help us!
 - Translating materials is inexpensive and IMPORTANT.
 - If we build the right content, groups will expand on their own.

What's Working & What are We Learning?

- **Community engagement = critical investment**
 - Many families receiving cards do not understand what they are and why they are receiving them; some have thrown them away.
 - Families equate P-EBT to CalFresh and are scared of over-issuances.
 - Scared to reapply for entire family when one child has card.
 - Families are confused as to whether they are receiving the correct amount of benefits, leading to mistrust of the card and the state.

Community engagement has provided a way to learn about and immediately respond to these questions

Thank you!



THANK YOU!



the David &
Lucile Packard
FOUNDATION