

SNAP Outreach Toolkit



COVID-19 is threatening the health, well-being and food security of low-income families. Schools are working hard to support their communities—despite these efforts, some families are still struggling. As trusted messengers, schools can inform families about available assistance.

GOALS

- Primarily, to connect eligible families to SNAP, including those who are newly eligible due to the economic impacts of COVID-19.
- To encourage families to apply for F/RP school meals. Families can apply anytime during the school year.
- To inform families with children under 5 that they may be eligible for WIC benefits.

SCHOOLS AND SNAP

Schools benefit from increased SNAP participation and higher F/RP meal enrollment:

- Increasing the number of eligible children on SNAP helps schools take advantage of direct certification and reduces the number of school meal applications to be processed and verified.
- In higher poverty schools, increased SNAP participation can improve a school's ability to adopt the Community Eligibility Provision (CEP) to provide free school meals to all students.
- Capturing more F/RP-eligible students can improve school meal program operations by increasing federal reimbursement revenue, and in some cases, may enable schools to meet area eligibility thresholds for future participation in other programs, like summer and afterschool meals.

GETTING HELP TO FAMILIES

Use these resources on existing communication channels—websites, robocalls, robotexts, email—to inform families about assistance available.

Access the toolkit at HungerSolutionsNY.org/snap-outreach-for-schools/

Sample Social Media

A collection of statements and images for social media channels. This language can also be used for robocalls, robotexts, emails, or any other communications to families.

Button Graphic to Embed on your School District Homepage

A button graphic that can be linked to NY State's MyBenefits online portal, where families can apply for SNAP. This also could be embedded in the body of an email and/or your email signature.

Informational Flyer

This one-page resource can be copied and included with meals sent home to families or used for online communications with families. Find your county's NOEP Coordinator at FoodHelpNY.org.

For assistance, contact Jessica Pino Goodspeed at Jessica.PinoGoodspeed@HungerSolutionsNY.org.