



HUNGER SOLUTIONS

NEW YORK

UNITING POLICIES AND
PROGRAMS TO END HUNGER

P-EBT Outreach and Communications Resources

In response to rising food insecurity amid COVID-19, Pandemic-EBT (P-EBT) has been extended through the 2020-2021 school year. P-EBT provides food benefits to children who qualify for free or reduced-price school meals and are learning remotely.

Details about which students are eligible and how and when they will receive benefits will be outlined in a forthcoming plan from New York State. **However, schools can prepare now to ensure P-EBT reaches all eligible children.**

Please visit our [P-EBT Outreach and Communications page](#) for resources about communicating with families in preparation for this round P-EBT. [Our toolkit](#) includes key messages, sample letters to families, social media messages, robocall messages, and more.

As you communicate with families, please include these key messages:

- Encourage families to **keep their mailing addresses updated** with their school.
- Encourage families to **keep their P-EBT card** if they received one before.
- Schools without the Community Eligibility Provision should encourage ***newly eligible families*** to submit a free and reduced-price school meal application.
- P-EBT does not take the place of school meals.

As trusted messengers, school leaders can communicate these messages to families with details that are specific to their school community. The first round of benefits caused confusion for some families which generated many calls to school districts. We have developed these resources to help mitigate confusion for families and give school districts tools for effective communication.

Check out our [P-EBT Outreach and Communications Resources for Schools](#). We will continue to update this page with the most current P-EBT communications and messaging for families.

P-EBT Outreach Toolkit



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