

P-EBT 2.0

Outreach Toolkit

August 18th Extension

CREATED FOR

school staff, administration, and
nutrition services departments,
community based organizations, elected officials

CREATED BY



Date: August 2, 2023

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IF YOU ONLY READ ONE PAGE, READ THIS PAGE

What is P-EBT?

Pandemic EBT (P-EBT) is a federal program that offers food benefits for families with school-aged children or young children under 6 who were eligible to get free or reduced-price meals and did not attend school or childcare in person due to COVID-19 closures.

P-EBT 2.0

P-EBT 2.0 was issued for closures during the 2020-2021 school year. The average P-EBT 2.0 benefit amount per student/child is \$1,192.

The families of 69,000 children in San Diego County did not activate or use their P-EBT 2.0 benefits. As notifications and cards were sent to old addresses, many families did not know they were eligible.

P-EBT 2.0 BENEFITS ARE BEING REISSUED NOW

Families must call the P-EBT 2.0 Helpline at 1-800-887-8230 to request a new card until **Friday, August 18, 2023 at 8pm. The P-EBT 2.0 Helpline is open from 6am-8pm Monday – Friday.**

Have the following information ready for reach child when you call:

- First and last name of the child/student you believe is eligible,
- Date of birth of the child/student, and
- The address where you lived at the beginning of the 2020-2021 school year, *even if it's just a partial address, but this address is needed, otherwise a card cannot be reissued.*
- **If the helpline staff cannot find your child in the system, ask them to repeat your child's information back to you to ensure they are spelling it correctly.**

Using P-EBT Benefits is completely safe.

P-EBT NOT affect your immigration status or make you a public charge.

P-EBT will not impact other benefits and will not have to be paid back.



WHY IS P-EBT 2.0 REISSUANCE IS HERE and WHY WE NEED YOU TO SPREAD THE WORD

- We all know P-EBT benefits have been a lifeline for families that need help to feed their children when they are not eating meals at school.
- **However, there are an estimated 69,000 students/families in San Diego County that did not activate or use their P-EBT 2.0 cards.**
 - *Many of these families were simply unaware they were eligible because their cards were sent to old/outdated addresses.*
- **That's why we successfully advocated to have 2.0 benefits reissued: To allow students/families to claim their benefit, get new cards, and buy groceries.**
- **With the average benefit amount of \$1,192, a short window to claim benefits (until August 18, 2023), and a state communications plan consisting of sending one postcard (see below) to alert families: We need YOU to help spread the word to let families know about the reissuance.**



You may be eligible for P-EBT benefits!

Pandemic EBT (P-EBT) is a federal program that offers food benefits for families with school-aged children or young children under 6 who were eligible to get free or reduced-price meals and did not attend school or childcare in person due to COVID-19.

Our records show that you received a P-EBT 2.0 card for the 2020–2021 school year but the benefits expired without use. If that is the case, you are now eligible to get a new P-EBT 2.0 card for another chance to use those lost benefits.

Eligible families who are interested in getting a new P-EBT 2.0 card can call the **P-EBT 2.0 Expungement Helpline** at **1-800-887-8230** (M-F, 6:00 a.m. to 8:00 p.m.) OR visit the P-EBT website at ca.p-ebt.org and use the P-EBT Live Chat (M-F, 6:00 a.m. to 8:00 p.m.) to request a new card.

P-EBT 2.0 benefits will not impact other benefits you may be getting, will not affect your immigration status or make you a public charge, and will not have to be paid back.

Please contact us today to find out if you're eligible for these additional benefits!

Have Questions? Get Answers. To get more information on how benefits are calculated, replacing your card, or activating your card, visit us at ca.p-ebt.org or call 1-877-328-9677 (M-F, 6:00 a.m. to 8:00 p.m.)

CDSS

CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

www.cdss.ca.gov

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P-EBT 2.0 EXPUNGEMENT BACKGROUND

P-EBT 2.0 cards in California were expunged if they had not been activated (pinned) within one year of the card being mailed to the recipient. Benefits covered October 2020-August 2021, and all cards were mailed by December 2021.

Data provided in September 2022 from CDSS (California Department of Social Services) showed that there were still an estimated 546,000 California children with unpinned 2.0 cards, meaning the state of California and its families were missing out on up to \$650,832,000 in P-EBT 2.0 benefits.

The state has reported that 69,000 students in San Diego County are eligible for new cards totaling more than \$82M in available P-EBT 2.0 food benefits.

This money could not only be used to feed nutrition-insecure children in our communities, but it would also support local grocery stores and each community's local economy. With pandemic relief programs dwindling, this resource is critical for families especially in a year with substantial increases to food costs.

It is important to note that while hunger affects children of all ages, races and ethnicities, nutrition insecurity affects children of color at much higher rates than their white counterparts. Recent San Diego Hunger Coalition demographic breakdown data shows that, in San Diego, 38% of our Hispanic/Latino population are nutrition insecure, followed by 37% of our Black population, 29% of our Native American Population, 26% of those who identify with two or more races, and 25% of our white population.

Knowing the transformational effects that P-EBT benefits have on families, we successfully advocated with local representatives to encourage the use of USDA's administrative authority to extend the deadline on P-EBT 2.0 expungement so that eligible families could be given an opportunity to claim and use their 2.0 benefits.

December 2022 the extension was approved, and the benefit reissuance window is NOW OPEN (until August 18) for families to claim their 2.0 benefits.

Read more here: <https://fns-prod.azureedge.us/sites/default/files/resource-files/California-P-EBT-amendment-approval-SY-2020-2021-12-14-22.pdf>



HOW TO USE THIS TOOLKIT

This toolkit has been created and provided so that we can collectively share information about 2.0 reissuance. The toolkit has primarily been created for schools/districts (LEA's), but we welcome fellow non-profits, CBO's, elected officials and the public to share informational graphics included here.

1. INFORMATIONAL GRAPHICS

Users: ALL

Instructions: DOWNLOAD and SHARE (Print, post, email, text)

FLYER

SOCIAL MEDIA GRAPHICS

2. Toolkit Scripts

Users: Schools/districts (LEA's)

We know that schools are trusted voices, and we believe the best practice would be for LEA's to reach the exact families that have unpinned P-EBT 2.0 cards to let them know how to reach the state's helpline so they can claim their 2.0 benefits.

Several school districts have lists of those students, and we encourage you to use those lists and the below materials to reach eligible students immediately.

Instructions: Simply copy, paste and update the standardized fields to use the following:

EMAIL SCRIPT

ROBOCALL SCRIPT

LIVE CALL

TEXT SCRIPT

ALL MATERIALS CAN ALSO BE SENT UPON REQUEST VIA EMAIL:

amascia@sdhunger.org



FLYER

Available by download on our website at: www.sdhunger.org/p-ebt



P-EBT 2.0 REISSUANCE PERIOD EXTENDED UNTIL AUGUST 18!

If your child or student was eligible for free or reduced-priced meals in school year 2020-2021 and you did NOT receive or use your P-EBT 2.0 card

CALL THE P-EBT 2.0 HELPLINE 1(800)887-8230

To check your eligibility and request to have your P-EBT 2.0 benefit reissued: Call by August 18!

Call 1(800)887-8230 between 6a-8p M-F
Have the following information ready:
**Child's First/Last Name, Date of Birth,
Address on file for the 2020/2021 school year**

**For more information on P-EBT visit:
www.sdhunger.org/p-ebt**



SOCIAL MEDIA GRAPHICS

Available by download on our website at: www.sdhunger.org/p-ebt

*More will be made available, so keep checking back!



CALIFORNIA P-EBT 2.0
1234 5678 0000 0000
Cardholder Name
123456789000

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EXTENDED UNTIL AUGUST 18!**

If your child or student was eligible for free or reduced-priced meals in school year 2020-2021 and you did NOT receive or use your P-EBT 2.0 card

**CALL THE P-EBT 2.0
HELPLINE 1(800)887-8230**

To check your eligibility and request to have your P-EBT 2.0 benefit reissued: Call by August 18!

For more information on P-EBT visit:
www.sdhunger.org/p-ebt



CALIFORNIA P-EBT 2.0
1234 5678 0000 0000
Cardholder Name
123456789000

**YOUR FAMILY MAY BE ELIGIBLE FOR
P-EBT 2.0 BENEFITS**

AN AVERAGE OF \$1,200 PER CHILD/STUDENT
69,000 SAN DIEGO FAMILIES DID NOT ACTIVATE OR USE
THEIR P-EBT 2.0 BENEFITS

**CALL 1-800-887-8230 BEFORE AUGUST 18, 2023
TO CHECK ELIGIBILITY AND CLAIM YOUR BENEFITS**

WWW.SDHUNGER.ORG/P-EBT FOR MORE INFO



**YOUR FAMILY MAY BE ELIGIBLE FOR
P-EBT 2.0 BENEFITS**

AN AVERAGE OF \$1,200 PER CHILD/STUDENT



CALIFORNIA P-EBT 2.0
1234 5678 0000 0000
Cardholder Name
123456789000


**69,00 SAN DIEGO FAMILIES DID NOT ACTIVATE OR USE
THEIR P-EBT 2.0 BENEFITS**

**CALL 1-800-887-8230 BEFORE AUGUST 18, 2023
TO CHECK ELIGIBILITY AND CLAIM YOUR BENEFITS**

WWW.SDHUNGER.ORG/P-EBT FOR MORE INFO



**CHECK YOUR
P-EBT 2.0
ELIGIBILITY**



CALIFORNIA P-EBT 2.0
1234 5678 0000 0000
Cardholder Name
123456789000

AVERAGE P-EBT 2.0 BENEFIT IS \$1,200

IS YOUR CHILD/STUDENT ELIGIBLE FOR P-EBT 2.0?

Pandemic EBT (P-EBT) 2.0 offers food benefits for:

- families with school-aged children or young children under 6
- who were eligible to get free or reduced-price meals and
- did not attend school or childcare due to pandemic closures
- during the 2020/2021 school year and summer 2021.

**CALL THE P-EBT 2.0 HELPLINE AT: 1-800-887-8230
BY AUGUST 18 TO CLAIM YOUR BENEFIT**

**USING P-EBT BENEFITS IS COMPLETELY SAFE.
P-EBT NOT AFFECT YOUR IMMIGRATION STATUS OR MAKE YOU A PUBLIC
CHARGE.**



EMAIL TEMPLATE

If you choose to send an email to select families, please use the text below as a guide:

Good [MORNING, AFTERNOON] [SCHOOL NAME] families,

[SCHOOL DISTRICT OR SCHOOL NAME] is conducting outreach to help our students access their missing P-EBT 2.0 benefits. **Are you aware that your family may be eligible AND may have a P-EBT 2.0 card waiting for you?**

What is P-EBT?

P-EBT is a nutrition program that provides money for groceries to children who are eligible free or reduced-price meals while their school was closed due to COVID. **The amount you are eligible to receive may vary, but the average benefit amount is \$1,192.**

If you are interested in receiving these benefits, you may call the California P-EBT 2.0 Helpline at 1-800-887-8230 (M-F, 6am-8pm).

You **MUST** call **BEFORE** August 18, 2023 and you must have the following information ready when you call:

- First and last name of the child/student you believe is eligible,
- Date of birth of the child/student
- The address where you lived at the beginning of the 2020-2021 school year
 - even if it's just a partial address, but this address is needed, otherwise a card cannot be reissued.

Best,
[NAME]
[TITLE]



ROBO CALL SCRIPT

If you are able to pre-record a message and send it out electronically to select families, please use the script below as a guide:

Hello, this is [YOUR NAME] from [SCHOOL NAME].

[SCHOOL NAME] is conducting outreach to help our students access their missing P-EBT 2.0 benefits. Are you aware that your family may be eligible AND have a P-EBT card waiting for you?

The amount you are eligible to receive may vary, but the average benefit amount is **\$1,192**. Call the P-EBT 2.0 Helpline at **1-800-887-8230** (M-F, 6am-8pm) to request your 2.0 card and get extra money for groceries. You **MUST** call **BEFORE** August 18, 2023.

Have the following information ready when you call:

- First and last name of the child/student you believe is eligible,
- Date of birth of the child/student
- The address where you lived at the beginning of the 2020-2021 school year
 - even if it's just a partial address, but this address is needed, otherwise a card cannot be reissued.

The P-EBT 2.0 Helpline number again is 1-800-887-8230.

Please contact [SCHOOL OFFICE & PHONE NUMBER] with any additional questions. Thank you and have a lovely day.



LIVE CALL SCRIPT

If you are calling your families individually, please use the script below as a guide:

“Hello, this is [YOUR NAME] from [SCHOOL NAME].”

“[SCHOOL NAME] is conducting outreach to help our students access their missing P-EBT benefits. Are you aware that your family may be eligible AND may have a P-EBT card waiting for you?”

Yes: “Great! The amount you are eligible to receive may vary, but the average P-EBT 2.0 benefit amount is \$1,192. **Can I give you the information to call the P-EBT 2.0 Helpline to claim this card?**”

No: “If you’re not familiar with the P-EBT program, it’s a nutrition program that provides money for groceries to children who are eligible free or reduced-price meals while school was closed due to COVID. The amount you are eligible to receive may vary, but the average P-EBT 2.0 benefit amount is \$1,192. **Now that you are aware you may be eligible for a P-EBT card, can I give you the information to call the P-EBT 2.0 Helpline to claim this card?**”

Yes I would like to call the helpline: “Great! The P-EBT 2.0 Helpline number is 1-800-887-8230. You can call this helpline if you did not receive the card in the mail as expected and request a new one.

You MUST call between BEFORE August 18, 2023 and you must have the following information ready when you call:

- First and last name of the child/student you believe is eligible,
- Date of birth of the child/student
- The address where you lived at the beginning of the 2020-2021 school year
 - even if it’s just a partial address, but this address is needed, otherwise a card cannot be reissued.



TEXT MESSAGE TEMPLATE

If you are able to send out text messages to select families, please use the text below as a guide:

This is an important message from [SCHOOL DISTRICT OR SCHOOL NAME]. [SCHOOL DISTRICT OR SCHOOL NAME] is conducting outreach to help our students access their missing P-EBT benefits. Your family may be eligible AND may have a P-EBT card waiting for you. The amount you are eligible to receive may vary, but the average P-EBT 2.0 benefit amount is \$1,192. Call the P-EBT 2.0 Helpline at 1-800-887-8230 (M-F, 6am-8pm) to access your card and get extra money for groceries today.

You MUST call BEFORE August 18, 2023 and you must have the following information ready when you call:

- First and last name of the child/student you believe is eligible,
- Date of birth of the child/student
- The address where you lived at the beginning of the 2020-2021 school year
 - even if it's just a partial address, but this address is needed, otherwise a card cannot be reissued.

****END OF THE TOOLKIT****

