

Toolkit



SNAP Outreach in Schools

Promoting SNAP to Benefit
your Students and Schools

Introduction

What is SNAP?

SNAP is the Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). SNAP provides nutrition assistance to households with low-incomes. SNAP is a federally funded program, just like the School Breakfast and National School Lunch Programs. The primary objective of SNAP is to reduce hunger and improve the health and wellbeing of individuals and families currently facing food hardship by providing them with benefits to purchase food at grocery stores, retailers, and farmer’s markets nationwide.

What is the Connection between SNAP and School Meals?

SNAP eligibility is based on household income. In Connecticut, a household may be eligible if their income is less than 185% of the Federal Poverty Level, the same income threshold that is used to qualify for reduced-price school meals. The added benefit to a household receiving SNAP benefits is that the children are “directly certified,” or automatically eligible, for free school meals without having to fill out the Free/Reduced Price School Meal Application. Furthermore, meals served to students directly certified for free meals through this method are claimed at the federal “free” rate – the highest reimbursement level allowable for school meals. Maximizing the number of families receiving SNAP in your school population is a win-win for both families and your school.

Why Promote SNAP through Schools?

More than 425,000 people receive SNAP in Connecticut, yet many eligible households are still not being reached. Some families simply do not know how to apply or are not aware that they may be eligible to receive monthly benefits for food through SNAP. Your school is ideally positioned to spread the word to households and students about SNAP to help address hunger and ensure students will be nourished and ready to learn.

To help you get started with SNAP outreach through your school, templates and resources, as well as suggestions on how to use these to spread the word about this important program for the students and families you serve are included in this toolkit.

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! Send them out with students’ report cards, in their backpacks, or via email blasts.	
! Offer to provide them during parent-teacher conferences, open houses, and other school and district events.	
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! Customize a newsletter article to send out through your school newsletter.	
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! Pick up the phone: utilize robo-calls or create a phone message for your “on-hold line.”	
! Send a PSA to your local TV or radio station.	
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! Traditional mail: send a letter home to parents with a brief message that clearly describes the SNAP program.	
! Send a message through your online parent portal, email blasts, or updates.	
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! Share this webinar to make sure that the school family services counselors are aware of SNAP and have the information and tools they need to direct families to apply.	
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! Use the CT SNAP button on your school’s website, Facebook, Instagram, and/or Twitter accounts to link directly to www.CTSNAP.org . If possible, arrange for a pop-up message about SNAP on the school district’s website.	

EHC! Call Center & Pre-Screener

The EHC! SNAP Call Center is the first of its kind in CT. The Call Center and Pre-Screener allow individuals to prescreen their household for SNAP eligibility online whenever and wherever it is convenient for them. If it appears a household is eligible through the Pre-Screener, they can contact the SNAP Call Center to apply for benefits. Applications for SNAP can be completed over the phone through the call center. The statewide toll-free phone number is staffed by trained specialists, including bilingual Spanish-speaking staff. Call Center associates assist callers through the enrollment process, determine eligibility, fill out the application and submit required documents to the CT Department of Social Services, provide technical support, and advocate for clients when needed.

1-866-974-SNAP (7627)

www.CTSNAP.org

**END HUNGER!
CONNECTICUT**

DO I QUALIFY?

Answer a few income and household questions and we'll tell you if you qualify for SNAP.

If you do, we'll show you your next steps.

GET STARTED

The EBT (Electronic Benefits Transfer) card is used by all SNAP households to receive and spend their benefits. With the EBT card the benefits are transferred directly to the card for the recipient to use at the retailer of their choice.

Review the [Deduction Checklist](#) to make sure you're receiving the correct benefit amount.

65 Hungerford Street ■ Hartford, Connecticut 06106-1425 ■ phone: 860.560.2100 ■ fax: 860.560.2108

www.endhungerct.org ■ www.ctsnap.org

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SNAP Postcard

End Hunger Connecticut! has colorful postcards available for you to distribute to your students' households at no cost to your school or district. This material includes the basic information and benefits of SNAP as well as contact information to assist those wishing to apply for SNAP through End Hunger CT!'s SNAP Call Center. Postcards are printed with English on one side and Spanish on the other. The printed postcards are available on a first-come, first-served basis. Electronic versions of the postcards are also available for you to print.

There are a few options for obtaining outreach materials:

1. Contact End Hunger Connecticut! at SNAP@endhungerct.org to ask about available postcards and to arrange your pick-up date and time.
2. Download your own postcards by visiting our website (under "SNAP" in Partner Resources).

<http://www.endhungerct.org/partner-resources/> → SNAP

The graphic features a yellow and green background on the left with the text 'BUYING FOOD IS A SNAP!' in large white letters. Below this, it lists three benefits: 'WITH SNAP: You will stretch your food dollars.', 'You will support your school and community.', and 'Your kids get school meals at no cost.' A 'What Is SNAP?' section explains it as the Supplemental Nutrition Assistance Program. On the right, a photo shows children at a table with a yellow 'Attention FAMILIES' callout. A banner at the bottom reads 'Many Families are Surprised They Qualify – It's Quick, Easy, and Confidential!'.

**BUYING FOOD IS A
SNAP!**

WITH SNAP:

- You will stretch your food dollars.
- You will support your school and community.
- Your kids get school meals at no cost.

What Is SNAP? SNAP is the Supplemental Nutrition Assistance Program; SNAP provides families and individuals with financial resources to purchase groceries.

Many Families are Surprised They Qualify – It's Quick, Easy, and Confidential!



*This institution
is an equal
opportunity
provider.*

**TO APPLY CALL
(866) 974-SNAP⁷⁶²⁷**
For more info: www.ctsnap.org

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Newsletter Article

Customize this template Newsletter Article about SNAP to include in school or other community newsletters.

End Hunger CT! has teamed up with your local schools to provide you with information about SNAP, the Supplemental Nutrition Assistance Program. SNAP is a federally funded program that was created to assist individuals and families to supplement their food budget. One of the many benefits of SNAP is that participation in the program automatically makes your child or children eligible for FREE SCHOOL MEALS. End Hunger CT! has SNAP call center associates available to prescreen you for eligibility and complete your application. Many families are surprised that they qualify for this benefit. The screening and application process is quick, easy, and confidential. Contact EHC! today @ 866-974-SNAP (7627) and speak with one of our call center associates (English or Spanish speaking available) or visit our website and use our online prescreening tool at www.ctsnap.org.

Verbal Scripts

You can customize the scripts below and use it for your school robo-call, on-hold script, or Public Service Announcement.

1) "Parents! This is [NAME], your school's [POSITION/TITLE]. I'm calling about a great program that benefits you and your kids. The Supplemental Nutrition Assistance Program, SNAP, makes it easier for families to buy food and may be an option for you. With SNAP, your children will automatically get [healthy] breakfast[s] and lunch[es] at school at NO COST. Many families are surprised they qualify. For more information about SNAP and how it can help your family please call 866-974-SNAP or [SCHOOL WEBSITE WHERE WEB BUTTON IS POSTED OR CTSNAP.ORG]."

2) "Hi, this is [NAME], your school's [POSITION/TITLE]. Do you know someone who needs help buying groceries? I'm calling about a great program that benefits kids and families. The Supplemental Nutrition Assistance Program, SNAP, makes it easier for people to buy food and may be an option. With SNAP, students also automatically get [healthy] breakfast[s] and lunch[es] during school at NO COST. Many families are surprised they qualify. For more information about SNAP and how it can help, please call 866-974-SNAP or [SCHOOL WEBSITE WHERE WEB BUTTON IS POSTED OR CTSNAP.ORG]."

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Letter to Parents

Customize this template Letter to Parents about SNAP to send to families through school mailings.

Dear Parents,

We are writing to let you know about a great program that could benefit you, your kids, and our school. Do you, or does a family you know, need a little more flexibility in budgeting for food? If so, the Supplemental Nutrition Assistance Program (SNAP) may be an option. With SNAP, families are able to purchase more groceries and stretch food dollars, school children will automatically qualify for school breakfast and school lunch at no cost and families will be supporting our school by helping us to qualify for more funding.

SNAP is designed to help people in Connecticut supplement their food budget. SNAP benefits are distributed monthly to participants through an Electronic Benefits Transfer (EBT) card. SNAP participants receive an EBT card once their application has been approved and monthly deposits are made to their EBT card. The SNAP EBT card is utilized in the same manner as a debit card and is accepted at grocery stores, most retail stores, and many farmers' markets, or any outlet posting the USDA sign "EBT accepted."

Applying is quick, easy, and confidential. Many families are surprised they qualify! **To see if you are eligible, call End Hunger CT!'s statewide, bilingual (English/Spanish) SNAP Call Center at (866) 974-7627**, open Monday through Friday 9AM-5PM. You may also use the online SNAP pre-screener anytime at www.CTSNAP.org. If you qualify, EHC! advocates can assist you in applying for SNAP benefits through the SNAP Call Center.

[School Signature Here]

Webinar



Let's SNAP to it!
*Join us for a webinar on how to promote
SNAP in schools*



End Hunger CT! and the CT State Department of Education invite you to listen to a webinar recording to learn about the federal Supplemental Nutrition Assistance Program (SNAP - formerly the Food Stamp Program) and the powerful role schools play in promoting this critical resource for families.

The webinar covers the basics of SNAP and shows you how to use your current communication tools to educate households about SNAP benefits. Hear how you can help increase the number of families receiving SNAP benefits and potentially open doors for your district to new opportunities like the Community Eligibility Provision (CEP) - contributing to the school's bottom line and making happy and healthy learners!

To access webinar recording go to:

<http://www.endhungerct.org/partner-resources/> → SNAP

Contact snap@endhungerct.org if you have any questions about this webinar.

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Web Button



What is a SNAP Web Button?

A SNAP web button is an image you can add to your website (see above) that promotes the federal Supplemental Nutrition Assistance Program (SNAP). The image is hyperlinked to the SNAP Pre-Screener at www.CTSNAP.org. The Pre-Screener is a confidential online tool that collects household and income information and tells the participant if he/she is eligible for SNAP in Connecticut. Once determined to be eligible, participants are prompted to contact the End Hunger CT! SNAP Call Center to apply.

How Do I Add a SNAP Web Button to my Website?

Copy one of the html codes below and paste it into your website's html coding. Or, copy an image from one of the "Image URLs" below, upload it onto your website, and include a hyperlink with the image to www.CTSNAP.org.

HTML code for image 150 pixels high

```
<a href="http://www.ctsnap.org"></a>
```

HTML code for image 250 pixels high

```
<a href="http://www.ctsnap.org"></a>
```

HTML code for image 500 pixels high

```
<a href="http://www.ctsnap.org"></a>
```

Image URLs:

150 pixels- http://www.endhungerct.org/wp-content/uploads/2016/01/SNAPbutton_150.jpg

250 pixels- http://www.endhungerct.org/wp-content/uploads/2016/01/SNAPbutton_250.jpg

500 pixels- http://www.endhungerct.org/wp-content/uploads/2016/01/SNAPbutton_500.jpg

SNAP Pre-Screener URL:

www.CTSNAP.org

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Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

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