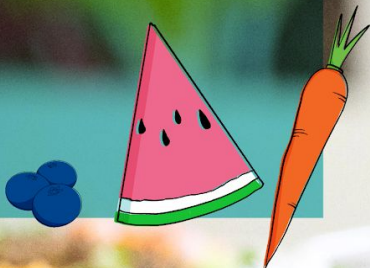


SUMMER NUTRITION SUMMIT

DECEMBER 9-10, 2024



Communications & Outreach

Lessons Learned from 2024 and Opportunities for 2025

Summer Nutrition Summit 2024



Today's Speakers



Elizabeth Campbell
Acting Director, External and
Government Affairs Division,
USDA



Sherry Tomasky
SNAP Bureau Chief, New York
Office of Temporary and
Disability Assistance



Elizabeth Kenefick
Senior Policy Advisor, Greater
Chicago Food Depository



**Christy
Duncan-Anderson**
President and Executive Director,
Albertsons Companies Foundation



Mariana Joyal
Senior Manager, Media and
Engagement, Share Our
Strength

Summer 2024 Learnings

- Low name recognition
- More than a third said benefits appeared in the mail without explanation
- 1 in 10 that didn't receive Summer EBT, applied for it
- Most: Easy to get information needed
- Sources of Information:
 - Schools
 - Government agency
 - Friends/family



Areas of Persistent Confusion



Amount & frequency of benefits



Eligibility:

- Which programs lead to automatic issuance?
- Who needs to apply?
- Why did one child get the card but others didn't?



Timing & arrival of benefits



Card set-up

Opportunities for 2025 & Beyond

- Consistency & clarity
- Timelines for messages:
 - Leverage the school calendar
 - Post automatic issuance, simple message to apply
- Better engage schools & community partners
 - Hesitation without clear information
 - Trusted messengers for immigrant communities critical
- Opportunities for joint messaging with summer meals

Communications & Outreach: Lessons Learned from 2024 and Opportunities for 2025

SUMMER

NUTRITION

SUMMIT

December 9-10, 2024



2024 USDA Outreach & Promotion Activity Summary

☀️ **New branding!** SUN Programs: USDA Summer Nutrition Program for Kids

- ☀️ Style guide
- ☀️ Co-branding for states, Tribes, and U.S. territories

☀️ **SUN Programs Webpages**

- ☀️ www.fns.usda.gov/summer and www.fns.usda.gov/verano
- ☀️ SUN Meals, SUN Meal To-Go and SUN Bucks subpages

☀️ **Outreach Toolkit**

- ☀️ Specific to SUN Bucks (Summer EBT)
- ☀️ Materials to help explain eligibility and accessing benefits
- ☀️ www.fns.usda.gov/sebt/outreach-toolkit

☀️ **“More Summer Smiles”** bilingual public awareness campaign

- ☀️ Promotional toolkit for all SUN Programs
- ☀️ www.fns.usda.gov/summer/promotion



USDA SUN Programs Branding



Adoption and Co-Branding

- ☀️ We encourage states, territories, Tribes, and other entities to adopt the brand
 - ☀️ Brand recognition
 - ☀️ Consistency
 - ☀️ Available materials
- ☀️ Logos and usage guidance are available on the FNS website:
www.fns.usda.gov/sun/style-guide



Adoption and Co-Branding Examples from 2024



Outreach and Promotional Toolkits



Outreach Toolkit

[HOME](#)

Implementing Agency

Summer EBT Implementation Toolkit

Online Application

Summer EBT Outreach Toolkit

This toolkit helps implementing agencies (as well as other stakeholders and partners) promote the Summer EBT program, also known as SUN Bucks. These resources can help ensure families know about the new program and understand how to use their benefits.

Partners play a pivotal role in getting the word out! Implementing agencies are encouraged to identify and work with various partners to reach eligible families, including but not limited to:

- school districts and educators,
- parent associations,
- advocacy and faith-based groups,
- food banks, and
- after school programs.

Please review the [Summer EBT / SUN Bucks Outreach Planning Checklist](#) to get started.

General Outreach

- [Outreach Video](#) (en Español)
- [Summer EBT Evidence Overview Factsheet](#) (Available in Arabic, Simplified Chinese, Spanish, Tagalog and Vietnamese)
- [Summer Nutrition Programs Factsheet](#) (Available in Arabic, Simplified Chinese, Spanish, Tagalog and Vietnamese)
 - [School Nutrition Professionals](#)
 - [The Education Community](#)
 - [Philanthropic Organizations](#)
 - [Advocates](#)
 - [Food Retailers](#)
 - [Governors](#)
 - [Local Elected Officials](#)
 - [State Elected Officials](#)

Branding and Logos

- [SUN Programs Style Guide](#) - includes logo files and [SUN Programs Brand Guidelines](#)
- [SUN Programs Email Signature Template](#)
- [SUN Programs Virtual Meeting Backgrounds](#)

Customizable Resources

- [Sample social media graphics and posts](#) (Available in Arabic, Simplified Chinese, Spanish, Tagalog and Vietnamese)
- [Sample newsletter article](#) (Available in Amharic, Arabic, French, Korean, Simplified Chinese, Spanish, Tagalog and Vietnamese)
- [Sample phone call and text message script](#) (Available in Arabic, Simplified Chinese, Spanish, Tagalog and Vietnamese)
- Summer EBT factsheets for:
 - [Families](#) (Available in Arabic, Simplified Chinese, Spanish, Tagalog and Vietnamese)



Promotional Toolkit

[HOME](#) > [SUN PROGRAMS: USDA'S SUMMER NUTRITION PROGRAMS FOR KIDS](#)

SUN Programs

SUN Meals

SUN Meals To-Go

SUN Bucks

Promotional Toolkit

SUN Programs: Shareable Materials

Nearly 30 million children participate in USDA's school breakfast and lunch programs on an average school day. When school is out for summer, kids lose access to these healthy meals. This puts them at higher risk of hunger and makes it harder for them to get the nutrition they need to learn and grow.

USDA now has more flexible strategies for providing kids with food and nutrition support so they can thrive in the summertime and beyond. We're calling these enhanced offerings SUN Programs: USDA's Summer Nutrition Programs for Kids and promoting them with the "More Summer Smiles" campaign.

Everyone has a role to play in getting the word out about these programs - **download customizable materials to promote SUN programs and spread more summer smiles.** [Digital](#), [brand](#) and [print](#) materials are available in English, Spanish, and additional languages.

Digital Materials

Campaign Summary

Click below for an overview of the SUN programs "More Summer Smiles" campaign, including how to get involved.

Summary



Newsletter Articles

Customizable 2 Languages

Pre-written articles for consumer audiences that can be tailored or used as-is to promote SUN programs. Includes:

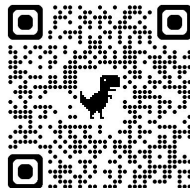
- Article on all three SUN programs
- Article on SUN Bucks and SUN Meals
- Article on SUN Meals only (with the option to include information about SUN Meals To-Go)

View articles in [English](#) | [Spanish](#)

Web Images

2 Languages

A suite of SUN programs branded and unbranded images to promote available summer nutrition services



Outreach & Promotional Materials

Customizable:

- ☀ Social media content (posts & graphics)*
- ☀ Sample newsletter articles*
- ☀ Logos
- ☀ Flyer*
- ☀ Posters*
- ☀ Window clings / stickers*
- ☀ Rack Cards*
- ☀ Email signature template
- ☀ Sample phone call and text message scripts*
- ☀ Sample letters to families about eligibility and enrollment*
- ☀ PowerPoint slide deck and talking points

Static/Ready to Use:

- ☀ Web images*
- ☀ Virtual meeting backgrounds
- ☀ SUN Program videos (15 sec, 30 sec, 60 sec)*
- ☀ Outreach video from USDA Secretary
- ☀ Factsheets*
 - ☀ Summer EBT Evidence
 - ☀ Summer EBT (for families)
 - ☀ Summer EBT (for immigrant serving institutions)
 - ☀ Summer Nutrition Programs (tailored for 8 different audiences)

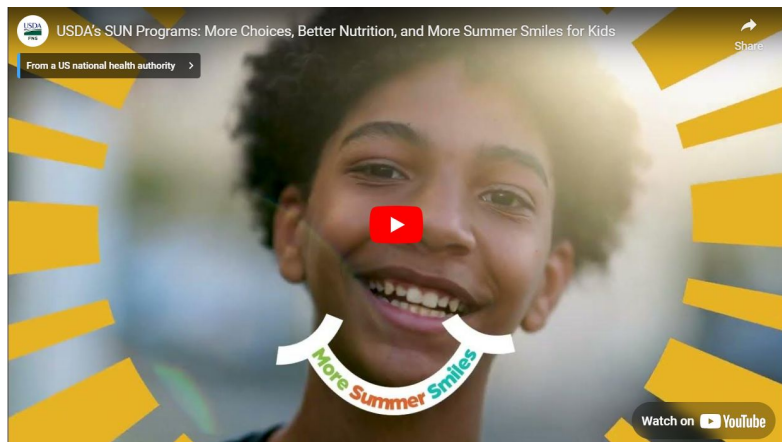
Instructions/Guidance for Materials:

- ☀ Brand guidelines
- ☀ Print and customization instructions
- ☀ Outreach planning check list



* Indicates available in 2 or more languages

Examples of Outreach & Promotional Materials



USDA Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

Need a little help feeding your kids when school is out for summer?
Learn how the new [Summer EBT/SUN Bucks] program can help you!

[Summer EBT/SUN Bucks] is a new grocery benefit to help families buy food for their school-aged children during the summer. Families will get \$120 for each eligible child to buy groceries during the summer [update dollar amount annually]. Children who get [Summer EBT/SUN Bucks] can still participate in other summer meal programs. All eligible families can get [Summer EBT/SUN Bucks] regardless of immigration status.



Is my child eligible for [Summer EBT/SUN Bucks]?

Your child is eligible, if:

- Your household already participates in [insert customizable list: SNAP, FDIPIR, TANF, etc.], OR
- Your child attends a school that offers the National School Lunch or School Breakfast Program, and your household income meets the requirements for free or reduced-price school meals.

APPLY ONLINE TODAY!
[INSERT LINK TO APPLY FOR SUMMER EBT/SUN BUCKS]

Receiving [Summer EBT/SUN Bucks] Does Not Affect Children or Families' Immigration Status

The U.S. citizenship or immigration status of your household members does not affect your child's eligibility for [Summer EBT/SUN Bucks] benefits.

Recently moved? Or do one of these programs have an old address for you?

Update your address [here/ by doing x] to ensure your [Summer EBT/SUN Bucks] benefits are sent to the correct address!



¡Estire su presupuesto para alimentos con SUN Bucks!

Nuevo este verano

Este nuevo programa ofrece un beneficio de \$120 a las familias con niños elegibles en edad escolar, para que puedan comprar más alimentos saludables y disfrutar de las comidas juntos durante el verano.



¡Más sonrisas para los niños este verano con SUN Programs!

Haga que este verano sea inolvidable con SUN Programs: programas de nutrición de verano del USDA para niños. Tenemos comidas y nuevos beneficios



Important Reminders



- ☀ SUN branding and materials are **free** and available for you to use if you want to!
- ☀ FNS can support states, Tribes, and territories with one-on-one branding and logo design support
- ☀ **Contact:** summerpromotion@usda.gov

We want to hear from you!

Share with us:

- ☀ If you used the brand / materials:
 - ☀ What worked and what didn't?
 - ☀ Any examples of co-branded materials
- ☀ If you didn't use the brand / materials:
 - ☀ Why not?
 - ☀ What would help you use them in 2025?
- ☀ What other outreach materials would be helpful for 2025?
- ☀ What would you like to see more / less of in the summer 2025 campaign?



summerpromotion@usda.gov

THANK YOU!

Sherry Tomasky

SNAP Bureau Chief,
New York Office of Temporary and
Disability Assistance





**GREATER
CHICAGO**
– **FOOD** –
DEPOSITORY

**COMMUNICATIONS & OUTREACH:
LESSONS LEARNED FROM 2024 AND OPPORTUNITIES FOR 2025**

December 09, 2024

SUMMER EBT IN ILLINOIS



What we started with...

- Direct certification with Medicaid/All Kids
- Learnings from Pandemic EBT
- Coordinating SNAP and Nutrition Supports (CSNS) Cohort 2
- Illinois Commission to End Hunger
- State administration and agency commitment with dedicated staff leading the work

Challenges to address...

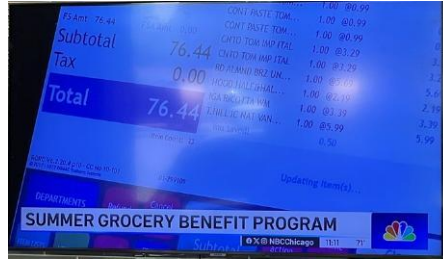
- Brand new program to build awareness about with multiple stakeholders
- Changes from P-EBT re: CEP students
- Implementation timing and ongoing program decisions/updates
- Summer nutrition gap
- Existing gaps in program access and use of other benefits



SUMMER EBT IN ILLINOIS

Outreach Campaign Components:

- Brand new webpage
- Webinars with ISBE and IDHS
- Print materials sent statewide
- Digital toolkit w/ materials in 7 languages
- State administration and agency commitment with dedicated staff leading the work
- Paid and earned media



CAMPAIGN

Visit <https://bit.ly/SEBT2024Toolkit>

- Social Media Graphics and Posts
- Newsletter and/or Website Content
- Printable Flyers
- Direct Outreach Materials
 - Robocall and Text Message Templates
 - Sample Letter or Email
 - Direct Outreach Script and Screener

All materials drive to a website that will be updated in real time

We Got You
ILLINOIS

www.wegotyouillinois.org

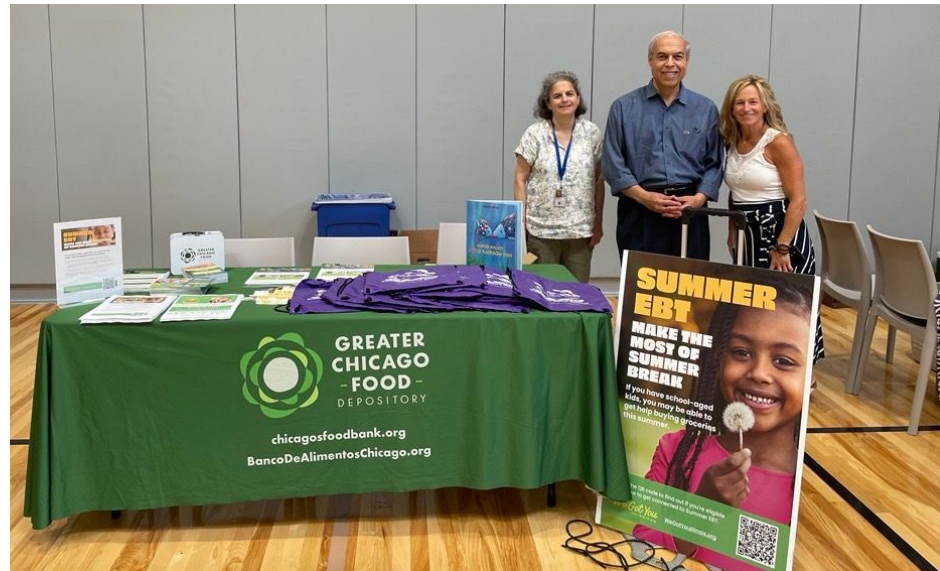


**Connecting Children to
Summer EBT,
With a Focus on Immigrant Families**

ILLINOIS COMMISSION
TO END HUNGER

July 30, 2024

SUMMER EBT IN ILLINOIS

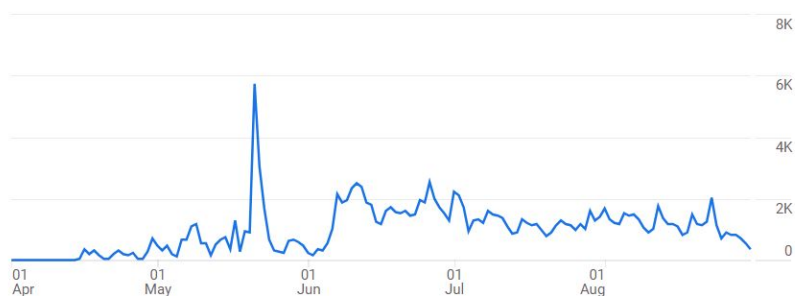


SUMMER EBT IN ILLINOIS



We Got You
ILLINOIS

- EXPLORE BY HOUSEHOLD TYPE
- BROWSE ALL PROGRAMS
- GET PROGRAM UPDATES
- FIND FOOD



SUMMER EBT IN ILLINOIS - MESSAGES



Awareness Phases & Key Messages

April – June

- Awareness about the program
- Apply through school or qualifying program
- Update your address
- Go to website for info

June – Late Summer

- Awareness about the program
- Check your status in the IDHS look up system
- Apply through ISBE application or qualifying program
- Update your address
- Go to website for info

Late Summer

- Benefits issued soon
- Benefits expire
- Go to website for info

SUMMER EBT IN ILLINOIS - MESSAGES



Common Scenarios

- Not all schools ask families to fill out school meal applications.
- Having received Pandemic EBT **does not** mean a child will automatically receive Summer EBT.
- Receiving Medicaid **does not** mean a child will automatically receive Summer EBT.
- A family could have some children eligible, but not all.
- Some home-schooled children could be streamlined certified, but not all.

SUMMER EBT IN ILLINOIS

Eligibility & Issuance Components:

- Comprehensive approach to streamline certification
- Summer EBT Screener on www.abe.illinois.gov
- Summer EBT application via NutriLink
- Customer service via online form, email, and hotline
- Benefits loaded onto existing cards and as a household where possible
- Cards mailed to schools and local state offices when addresses could not be identified

ABE APPLICATION FOR BENEFITS ELIGIBILITY Help | Print Login

Summer EBT Screener

For most children, IDHS will have all the information needed to automatically enroll them into the Summer EBT program.

Enter the information below to see if IDHS already has the information needed to determine your Summer EBT benefits.

For best screener results, enter the child's SSN if they received benefits such as SNAP, TANF, or Medicaid.

For more information, see [Summer EBT FAQs](#).

Child Information

First Name:

Last Name:

Date of Birth: MM / DD / YYYY / /

SSN: - -

School District:

School Attended in 2023-2024:

SUMMER EBT IN ILLINOIS



Where we ended...

- 1.267M children approved (approx. 800,000 households)
- \$152M in benefits issued (84.5% utilized to date)
- Between \$228 and \$273.6M in economic impact

What happens next?...

- Conducting IL-specific insights (surveys and focus groups)
- Awarding capacity-building grants to focus on underrepresented populations
- Adjusting Illinois Commission to End Hunger's statewide awareness campaign
- Supporting state agencies in implementation



FOR MORE INFORMATION, CONTACT:

Elizabeth Kenefick

Senior Policy Advisor

ekenefick@gcfd.org

773-648-4938



**GREATER
CHICAGO**
– **FOOD** –
DEPOSITORY.



Summer EBT Learnings



Objectives

Working closely with the Advisory Group and USDA, we developed a campaign goal which was clear, measurable and targeted:

Motivate families and caregivers, who are not enrolled but eligible, to participate in Summer EBT by building awareness and trust in the program

To accompany this, we developed the following supporting objectives:

- Define Summer EBT clearly and concisely, highlighting how it is different from SNAP
- Demonstrate what Summer EBT can unlock for families, to help drive participation
- Promote trusted sources of information
- Minimize concerns of negative repercussions, particularly for immigrant communities

Audience

To ensure we reach our target audience of parents and caregivers who are not enrolled but are eligible, we chose to focus on states where awareness of Summer EBT was likely to be lower and where Albertsons have a presence we can leverage.

Awareness of Summer EBT is likely to be lower in states which offer free school meals programs (CEP), as parents are less likely to be signed up for state grocery programs.

Mapping these against Albertsons presence, we identified **California, Colorado, Maine, Massachusetts, New Mexico** and **Vermont**.

We also added **Arizona** and **Illinois** given the size of the eligible population that Albertsons can reach.

Engagement

Based on our insights, we choose the following channels **to reach our audiences**, including partner networks:

- Local and national TV and online news
- Social media: Instagram and Facebook
- Google advertisements
- In-store banners, posters and radio
- Albertsons circular
- Nourishing Neighbors network
- Advisory Group network

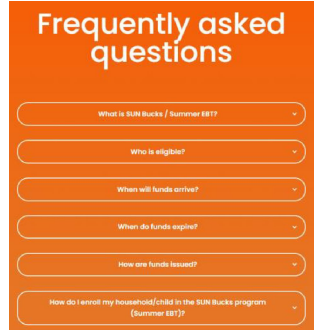
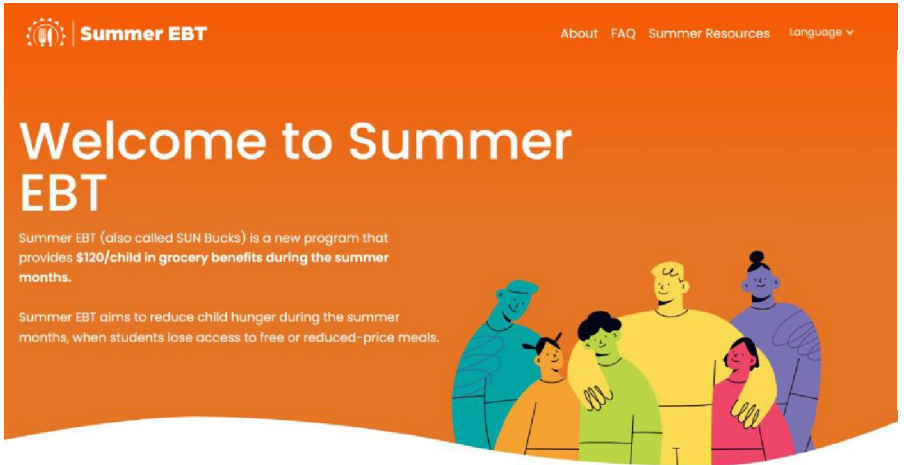
SummerEBT.org Website

SummerEBT.org provided a platform for individuals to easily determine if they were eligible for Summer EBT and, if so, if they would likely be directly certified or if they would have to apply themselves.

222,000
Total Visits

123,000
Eligibility screeners completed

27,500
Translations of Website to Spanish



Supporting the Campaign

- Creative and written assets were developed using the insights from the focus groups and research, to create simple, motivational and impactful assets with a clear call to action
- Factsheet, flyer and accompanying social cards were used across digital ad campaigns and distributed with ACF partner organizations, which drove traffic to SummerEBT.org
- Assets were translated into Spanish to make them more accessible in more communities



Digital Ad Campaign to Increase Awareness

Using the power of the internet to proactively and reactively educate prospective participants about the program, sending them to SummerEBT.org to check their eligibility.



Meta Ads

Leveraging precise geography-based targeting ideal for reaching local communities with educational content about the program



Nextdoor

Text and image ads reaching prospective program participants based on their location



Google Search

Ongoing, reactive text-based search ads capturing users actively researching the program

The screenshot shows a Nextdoor post from the Albertsons Companies Foundation. The post features a header with the foundation's name and a search bar. Below is a main image of two children sitting on a lawn with a picnic basket. The text reads: "Welcome to Summer EBT. Summer is a tough time for millions of families who rely on school food programs, and budgets are pinched even further this year with rising food costs. Summer EBT is a new grocery benefit for... See More". A call-to-action button says "VISIT SummerEBT.org TO CHECK IF YOU ARE ELIGIBLE TODAY". Below the image, it says "A new USDA program tackling child hunger during the summer months" and "Learn More".

Sponsored

www.summerebt.org/

Stretch Your Grocery Budget - \$120 for Groceries per Child

The USDA launched a new summer grocery benefit. Check if you're eligible today. Find out if you're eligible for \$120 for groceries through Summer EBT.

[About Us](#) [Summer Resources](#)

The screenshot shows a Facebook ad from Albertsons Companies. The ad features a header with the company name and a close button. Below is a main image of two children sitting on a lawn with a picnic basket. The text reads: "Need help with groceries this summer? From fruit and vegetables to meat, milk, and snacks, you can receive \$120 per child to spend with Summer EBT". A call-to-action button says "VISIT SummerEBT.org TO CHECK IF YOU ARE ELIGIBLE TODAY". Below the image, it says "summerEBT.org Welcome to Summer EBT We all know how challeng..." and "Learn more".

In addition to sharing assets, targeted media outreach drove increased awareness and participation

Phase 1:

Campaign Launch

- **Campaign launch** awareness outreach in Arizona, California, Colorado, Illinois, Maine, Massachusetts, New Mexico and Vermont
- Targeted **national media** outreach
- Messaging focused on **campaign of hunger fighting organizations coming together**



Phase 2:

Priority State Launches and July 4 Holiday Push

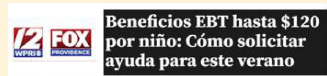
- **Local media** in Illinois, New York, Hawaii, Rhode Island and Virginia drew attention to state program launch
- Media outreach in Arizona, California, Colorado, Massachusetts and New Mexico encouraged sign up by **highlighting the increased food spend around July 4**



Phase 3:

Additional Priority State Launches and Back to School Push

- **Local media** in Vermont and Delaware drew attention to state program launch
- Local media in California, Illinois, Maine, Massachusetts, New Mexico and Hawaii **focused on signing up ahead of new school**



Phase 4:

Post-Campaign Recap

- Post-Summer EBT outreach will be focused on **highlighting program benefits and families reached**
- Messaging **encouraging more states to participate** in Summer 2025





Convening an innovative Advisory Group of public, private and NGO groups maximized the campaign's positive outcomes in more communities nationwide



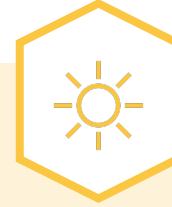
Media engagement efforts targeted at local outlets were more effective at driving coverage, with national outlets needing a stronger or more unique hook to grab reporter attention, especially during busy news cycles



Albertsons in-store radio advertising was an effective way to leverage Albertsons' store network amongst customers, whereas in-store signage was more difficult to achieve



SummerEBT.org proved to be a useful nationwide resource to check eligibility, having generated significant traffic and engagement



There remains inconsistency in how different organizations are **naming Summer EBT** (vs SUN Bucks), leading to confusion amongst participants



Digital advertising allowed us to get SummerEBT.org directly in front of people actively seeking grocery benefits and proactively raise awareness of the program among target audiences – with content performing above industry benchmarks



Best Performing Key words were

- Food Stamps
- ebt
- Food Assistance
- Food Bank
- Sun Bucks
- Summer Meal Program
- School Lunch

01

Look to expand next year's **digital targeting**, and continue to leverage Google Search ads and Meta ads for maximum reach

02

Consider using **paid media advertising** – particularly on radio – to reach target audiences in key states

03

Explore expanding **in-store engagement** beyond radio ads to include printed posters and flyers

04

Find more ways to engage with select **Nourishing Neighbors** partners who are also focused on fighting hunger and have strong community networks

05

Continue highlighting the partnership with the Advisory Group and **encourage other private companies and NGOs to work together** to make a bigger impact

06

Partner with the Advisory Group to initiate **creative media engagement tactics** to drive greater coverage, *e.g.*, creating a launch event, hosting a media conference, conducting and publishing research

07

Explore **influencer partnerships and social media campaigns** to help reach a broader audience organically on social media, and to provide third party accreditation

08

Coordinate timing and narratives among partners so all organizations are sharing unified messages at every point of the campaign

A photograph of three young children of diverse backgrounds smiling warmly. On the left is a young boy with short dark hair wearing a blue and white striped zip-up hoodie. In the center is a young girl with long dark hair and a black bow, wearing a light grey t-shirt. On the right is a young girl with curly brown hair wearing a purple long-sleeved shirt with small black stars. The background is a blurred classroom setting with other children.

Thank you.

COMMUNICATION STRATEGY AND MEDIA OUTREACH

Goals

- Increase awareness of Summer EBT throughout the summer months
- Lift up best practices and advocate for the expansion of Summer EBT into additional states next year

Strategies

- Champions voices
- General market & Latino media
- Media Town Halls
- Summer Hunger Heroes celebrations
- In-kind media partnerships
- CEO Pledge announcement
- Owned & borrowed social amplification
- Content & Assets for partners



Al Roker (English)
Chef Lorena Garcia (English & Spanish)
Eugenio Derbez (Spanish)
Selenis Leyva (English & Spanish)
Dayanara Torres (Spanish)



Summer Nutrition Summit 2024



SUMMER EBT OUTREACH: FIVE LESSONS LEARNED

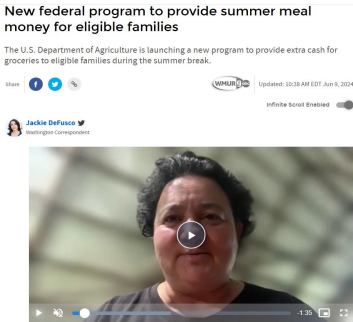
1. MESSAGE SIMPLICITY AND TURN KEY ASSETS

- Learnings from Albertsons Foundation campaign focus groups
 - Families best respond to simple and clear messaging with a call to action
 - Highlighting the benefit for children resonates with parents
 - Don't oversell the value!
- Close coordination with local partners for asset creation and timely promotion of actions/moments that generate urgency.
 - State specific messaging, nuances of the program
 - Assets: Bilingual toolkits



2. TRUSTED MESSENGERS

- Match messenger voices that most resonate with multiple audiences
- It is important to be inclusive and identify voices trusted by different groups

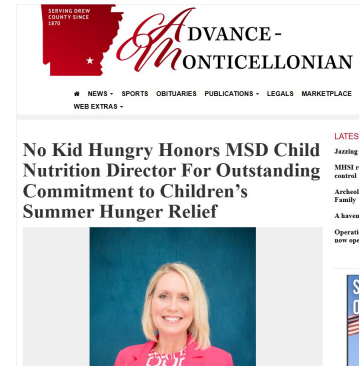


Effective Voices

- Families participating in Summer EBT
- Local Summer Hunger Heroes
- Elected officials
- Celebrities
- Albertsons Foundation
- Corporate CEOs
- Mid-level grassroots personalities

Audiences

- Media: National and local
- Public officials, peers, private sector
- Eligible families



3. DON'T DISCOUNT THE VALUE OF EARNED AND IN-LANGUAGE MEDIA

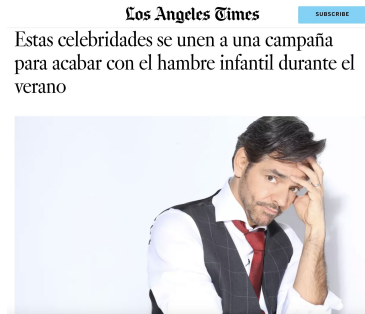
Strong media response - secured more than 400 national and local placements.

- Timely and newsworthy
- Leverage various moments. Announcement, application, funds, benefits expiration
- Spox ready: Illustrate impact, drive to nokidhungry.org/Benefits and SummerEBT.org
- Leverage local hunger stats for local media
- Images, B-roll



Ethnic Media is Key!

- Linguistically responsive outreach builds trust.
- Prioritized Spanish language outreach to reach Spanish dominant Latino families - significant need for in-language information.



4. DIGITAL AND SOCIAL MEDIA

- Targeted paid on social can be effective, key word being targeted
- Work in partnership with state agencies to identify audience. Geographic location, timing and target is key
 - Paid ads Meta - TN & AR
 - Meta ranked above average in quality, engagement and conversions
- Source of real time feedback: Two way conversation and we need to be ready to engage

Summer Nutrition Summit 2024



DON'T MISS OUT ON SUMMER EBT!

It's a new program that provides **\$120 in grocery benefits** during the summer, per school-aged child. If you didn't already get Summer EBT, you may still be eligible.

APPLY NOW!

DEADLINE: AUGUST 26, 2024

This advertisement features a purple background with a sun icon in the top left and a slice of orange in the bottom right. The text is white and yellow, with the main headline in a large, bold, white font.



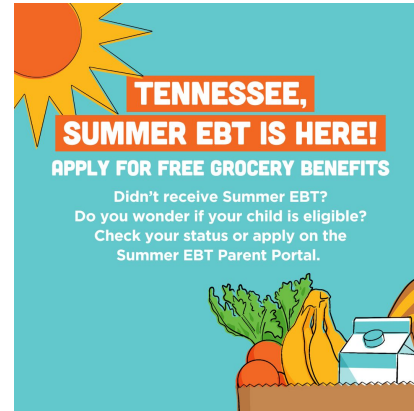
¡NO TE PIERDAS EL EBT DE VERANO!

Es un nuevo programa que proporciona **\$120 en beneficios para alimentos** durante el verano, por cada niño en edad escolar. Si usted no ha recibido el EBT de verano, todavía puede calificar.

¡HAGA SU SOLICITUD!

FECHA LÍMITE:
26 DE AGOSTO DE 2024

This advertisement features a purple background with a sun icon in the top left and a slice of orange in the bottom right. The text is white and yellow, with the main headline in a large, bold, white font.



TENNESSEE, SUMMER EBT IS HERE!

APPLY FOR FREE GROCERY BENEFITS

Didn't receive Summer EBT?
Do you wonder if your child is eligible?
Check your status or apply on the Summer EBT Parent Portal.

This advertisement features a light blue background with a sun icon in the top left and a basket of groceries (carrots, bananas, and a carton of milk) in the bottom right. The text is white and orange, with the main headline in a large, bold, white font.



TENNESSEE, ¡EL EBT DE VERANO YA ESTÁ AQUÍ!

SOLICITE BENEFICIOS DE ALIMENTOS GRATUITOS.

¿No recibió el EBT de Verano?
¿Se pregunta si su hijo es elegible?
Verifique su estatus o presente su solicitud en el Portal para Padres de EBT de Verano.

This advertisement features a light blue background with a sun icon in the top left and a basket of groceries (carrots, bananas, and a carton of milk) in the bottom right. The text is white and orange, with the main headline in a large, bold, white font.

5. OUTREACH TO IMMIGRANT FAMILIES

Why this matters?

- 1 in 4 children in the US live with at least one immigrant parent - in mixed status families.
- Many live in households with lower incomes and are eligible for programs like Summer EBT.
- Misinformation and fear of immigration consequences keep many families from accessing programs for which their children qualify.
- Prioritizing ethnic media pays off - secured 47 Spanish language media placements.



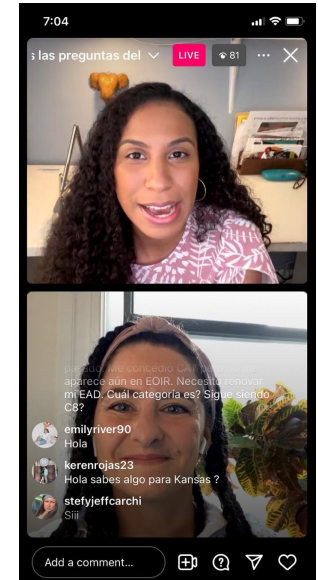
5. OUTREACH TO IMMIGRANT FAMILIES (CONT'D)

Lessons:

- Culturally and linguistically responsive content is critical- be a source of accurate information about immigration eligibility and consequences.
- Target media and partners that this community trusts and turns to for information:
 - Major outlets: Los Angeles Times en Español, People en Español, Hola!
 - Social: Noticias para inmigrantes
 - Partners: UnidosUS, Protecting Immigrant Families Coalition members, etc.
- Activate trusted messengers: champions, mid-level grassroots voices. Radio personality Don Cheto, radio and TV host “Chiquibaby”



Don Cheto
Radio
personality



Q&A with Today's Speakers

Thank you for joining us!



