

Summer EBT Materials Checklist for Families

This No Kid Hungry checklist provides guidance on what to communicate to families about Summer EBT (S-EBT or SUN Bucks), including important accessibility elements, application information, and how to effectively communicate aspects of S-EBT.

Importance of Accessibility – Families who access S-EBT information will be representing multiple cultures, speak languages other than English, and may not be familiar with government programs, therefore ensuring information is as accessible as possible is critical for S-EBT uptake.

- ☐ Ensure all communication is reader-focused and uses common, everyday language. If terms/acronyms (NSLP, CEP, Direct Certification, Streamline Certified) are used, add an explanation or replace with language that is more accessible to families.
- ☐ Clearly note that participating in S-EBT will not affect immigration status/public charge.
- ☐ Provide materials and webpages in languages other than English. Include a translation button or translated pages on websites.
- ☐ Highlight customer service information, including how to resolve individual issues.
- ☐ FAQs should be available as a webpage, rather than a downloadable PDF, so the information can be picked up by search engines and ranked higher in website searches. This also avoids outdated PDFs being circulated.

Eligibility and Application Guidance – Families may not have any understanding of whether they are eligible for S-EBT, or how to apply. These checklist items can help.

- ☐ Clarify that some children will receive benefits automatically and that some **must** apply.
- ☐ Provide enough information so a family can assess their eligibility and whether they need to apply, e.g., income guidelines, NSLP information, etc.
- ☐ Inform families about automatic eligibility via details about free/reduced price lunch, SNAP, TANF, Medicaid, if a child is classified as homeless or migrant, or in foster care or Head Start.

Benefit Issuance Communication – To avoid benefit waste, a vital part of S-EBT communication is notifying families about when they should expect benefits and how long benefits last.

- ☐ Supply families with specific dates (or approximate dates) of when benefits will be issued.
- ☐ Share how families will receive benefits, e.g., via new S-EBT cards, on existing S-EBT cards, etc.
- ☐ Offer EXACT dates as to when benefits will expire and communicate this information leading up to the expiration date.

Big Takeaways

Ensure all communication, via website, social media, letters/fliers, etc.:

1. Is clear and easily understandable,
2. Contains all the necessary information families need,
3. Accessible to a wide range of audiences, and
4. Guides families to take action, when needed.