

Summer Nutrition Summit

January 12-13, 2026



Partnering with Schools to Reach Families for Summer EBT

Summer Nutrition Summit 2026



Disclaimer

Our speakers represent their own experience with non-congregate summer meal programs in their states and localities. Certain program models and implementation methods may be restricted in some states. Check with your local state agency before implementing any new meal service models or implementation methods.

Today's Agenda

- Intro: Learnings from 2025
- Panelists: state agency, school district and non-profit partner perspectives
- Discussion with Panelists & Audience
- Wrap up: Resources & Opportunities



Speakers:



Kayte Partch
Director, Child
Nutrition Programs,
Nebraska
Department of
Education



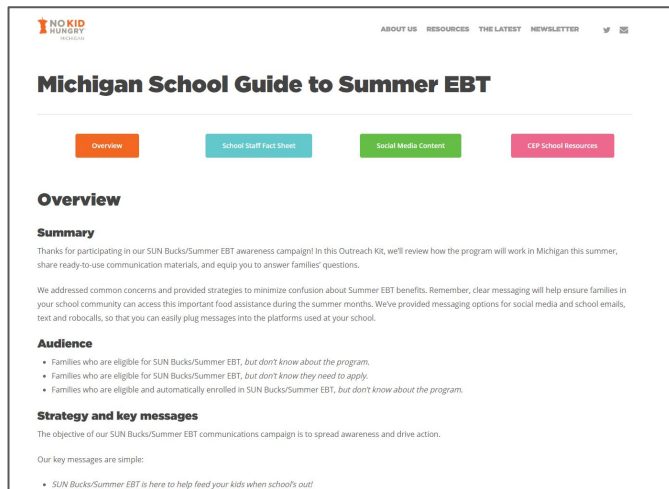
Oscar Garcia,
AAS
Director of Nutrition
Services, Grand
Island Public
Schools



David Robinson
Community
Programs Manager,
Arizona Food Bank
Network

No Kid Hungry Summer EBT 2025 Comms & Outreach Pilots

- Arizona, Arkansas, Kentucky, Michigan & Nebraska
- School-related efforts
 - Preparing and sharing outreach materials
 - Support/training for school staff
 - Engagement with CEP “focus districts”



Value of Partnering with Schools on Summer EBT: School Staff Perspectives

Opportunity to reduce
burden on schools

“Feels like we got less questions this summer [from families] on what they needed to do. This year compared to last year, it was night and day difference. We are headed in the right direction.”

-School district staff, on value of SEBT comms from school

Opportunity to share
resources/info with families

“A teacher would be so honored, ‘here is a flyer with all the info, step by step.’ And I will have this comfort that my kids are going to eat this summer. But it has to be streamlined and turn-key.”

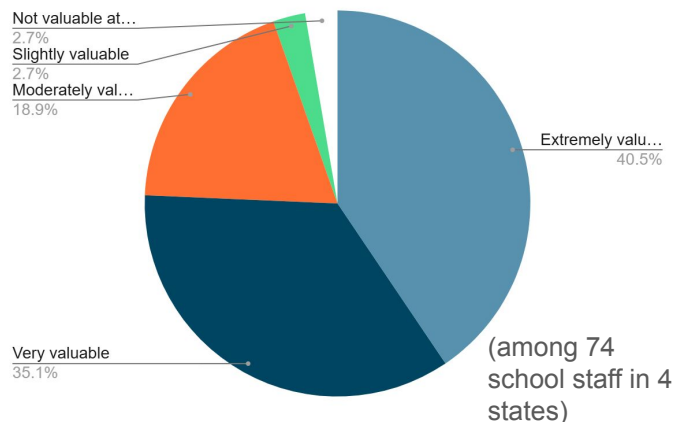
-School staff,
on why and how to share

“The more steps parents need to go through to find out what need to do, less likely they will do it. You want the first person who talks to them to know where to send them.”

- School staff, on why want multiple roles in school to have access to SEBT information

Value of Partnering with School on Summer EBT: School Staff Perspectives

How valuable do you think it is for schools to actively communicate with families about Summer EBT/ SUN Bucks?

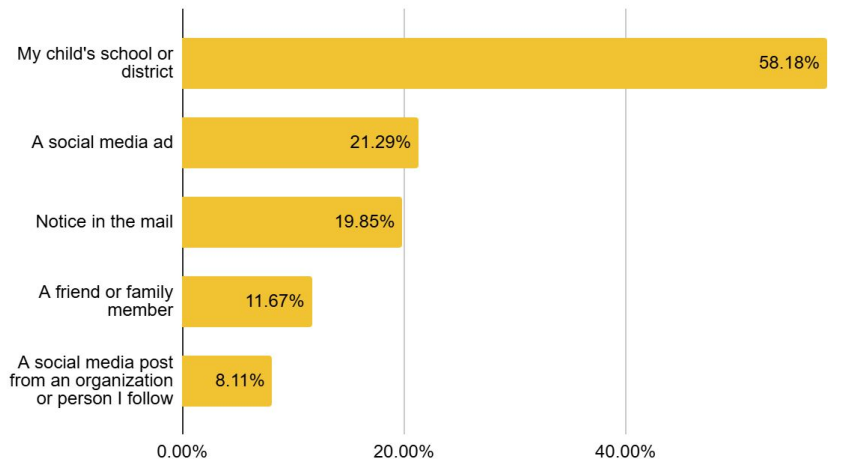


“We used all the stuff—the social media graphics, having them ready was great, easy. ... That wasn’t something we did last year. [Appreciated] having stuff so that we don’t have to recreate the wheel.”

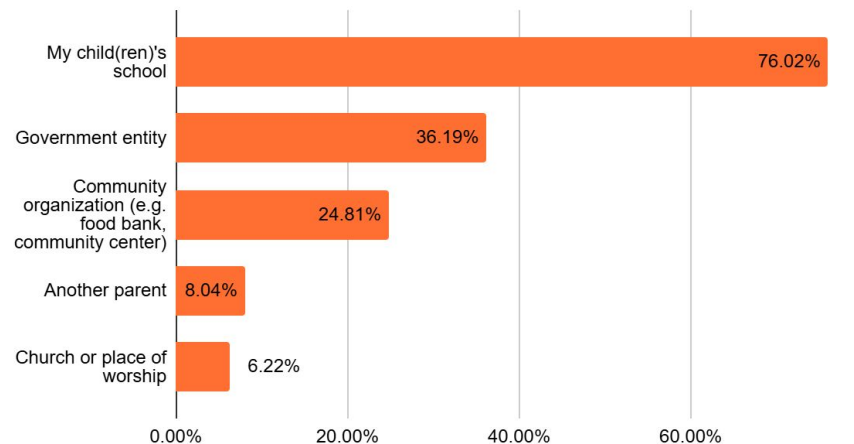
- NE school district staff

Value of Partnering with School on Summer EBT: Family Perspectives

Where did you hear about Summer EBT/SUN Bucks program?



From whom would you prefer to receive Summer EBT information?



(Survey administered to 1322 parents in 6 states, Fall 2025)

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Partnering with Schools: Key Takeaways

1. Reduce the burden on schools
2. Ensure access to accurate information
3. Leverage the school calendar



This Spring

EARLY APRIL

Sign up for \$120 in extra grocery support over the summer!

Visit [\[short link\]](#) to see if you're automatically enrolled or if you need to apply.



End of School Year

MID-MAY

When school is out, Summer EBT is in!

Summer EBT benefits are loaded onto your existing card or mailed to your address.

If you haven't received Summer EBT, you can still apply. Apply at [\[short link\]](#).



Over the Summer

JULY

Don't miss out on Summer EBT support!

If you haven't received Summer EBT yet, there's still time! The deadline to apply is [\[date\]](#).



Back to School

MID-AUGUST

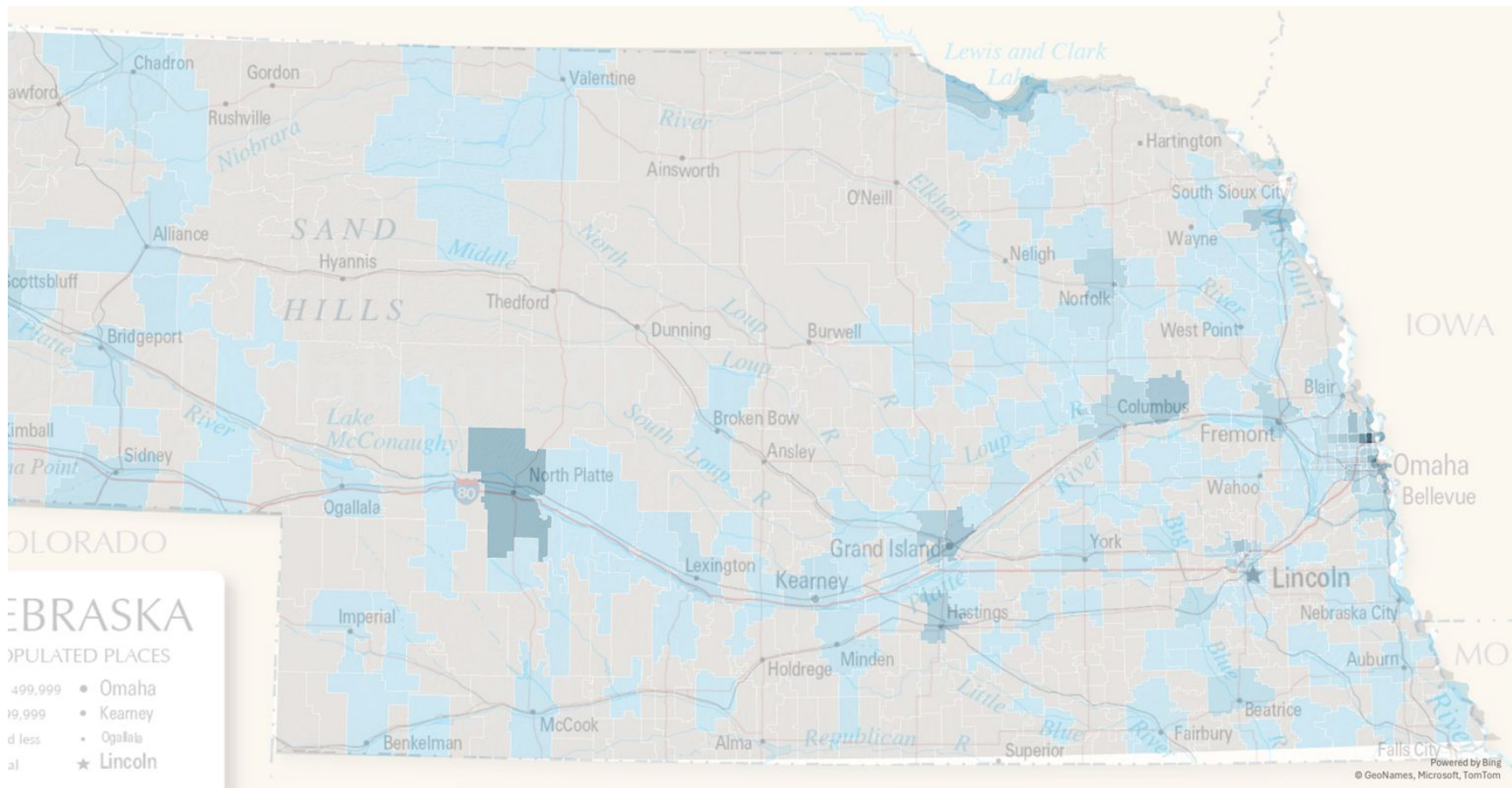
Are your Summer EBT benefits still on the shelf?

Be sure to use them before they expire after 4 months.

Nebraska Summer EBT

- Department of Health & Human Services + Nebraska Department of Education (NDE) launched and co-administer SEBT
- NDE provides training & communication templates to school staff/data stewards
 - 350 school districts (LEAs), 900 sites
- 360,000 students enrolled in Nebraska schools
 - 180,000 F/R eligible (79,332 CEP students)
- 199,000 children received SEBT in 2025
 - 157,000 streamline certified (credit to Direct Certification system)
 - 3,140 by SEBT application (7,857 submitted apps)
 - Remaining from F/R meals approved through school meals benefit application

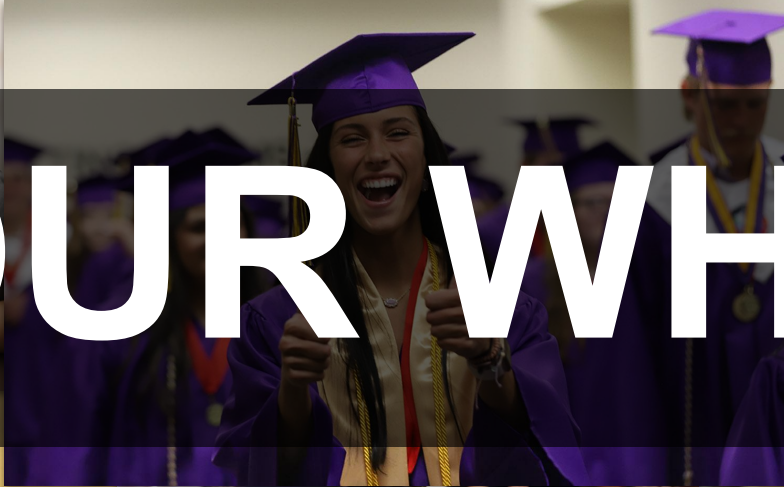
Nebraska SEBT Applications SEBT Heat Map





S-EBT & Summer Feeding Outreach Efforts

Summer 2025



OUR WHY

Results

- Direct Mailers Sent in our 4 primary languages, English, Spanish, Somali and Arabic (S-EBT)
- Website Landing Page w/ Information - 5013 Visits (S-EBT & SFSP)
- Direct Email Shared with 7000 in boxes x3 (S-EBT & SFSP)
- 10 Social Media Posts Shared During Summer Months (S-EBT & SFSP)
- Two Digital Billboards in High Traffic Areas (SFSP)
- 1 Radio Interview (SFSP)
- 2 Audio Ads Featured (Eng & Span) Running for 2 Months (SFSP)
- Information Shared by School Administrators via S'more App. (S-EBT & SFSP)



Questions?

Partnering with Schools to Reach Families for Summer EBT

Summer Nutrition Summit 2026



2026 Summer EBT National Champion Network

Looking for school or school district staffers who:

- Are passionate about SEBT
- Are direct touch points to families
- Have experience collaborating with district stakeholders & community orgs to connect families with SEBT
- Are comfortable speaking about & promoting SEBT

Time commitment: 1 - 3 hours per month, from Feb 2026 - Oct 2026

Possible Activities: Speaking engagements: webinars, meetings, events and conferences, sharing best practices

Compensation: \$1250 per champion





**APPLICATION CLOSES
JANUARY 30**

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Next Steps & Resources



Programs ▾ Resources & Research ▾ Policy & Advocacy ▾ Blog About Us 🔍

Summer EBT Outreach Playbook

If you would like to use any of the materials or tools featured in this playbook, please reach out via [this form](#). We're happy to help customize materials, talk through ideas and examples of partnerships, and answer any questions.

Introduction

Communicating About Summer EBT

Agency Communications

Leveraging Technology

Partnering with Schools

Strategic Partnerships

Comms in the Context of Free School Meals for All

Request Materials or Support

Core Principles

- Why Partner with Schools?
- How to Engage Schools

CORE PRINCIPLES

In this section, we discuss the value of partnering with schools to spread the word about Summer EBT, as well as specific strategies for doing so. This is based directly on our efforts partnering with states and learning from school and agency experiences in summers 2024 and 2025. This section relies on the following core principles for engaging and partnering with schools—principles that are equally relevant for collaborating with other partners:

- Reduce the burden on schools:** When asking others to help share information about Summer EBT, make it the lightest lift possible for them. This means having ready-to-use, state-specific resources available for anyone interested in conducting outreach or fielding questions. In addition, ensure customer service center staff have appropriate training and protocols needed to resolve inquiries without directing families back to schools.
- Ensure access to accurate information:** Ensure resources point towards accurate and actionable program information. This means [accessible, clear information](#) is available on the agency website and tools such as [eligibility checkers](#) are used to guide families through the program.
- Leverage the school calendar:** Rely on the cadence of the school calendar and



Summer EBT guide for partners

SUMMER EBT IS BACK!

Summer EBT provides **\$120** in extra grocery benefits for each eligible child over the summer. It's just one way to make sure that kids in our community have access to the healthy food they usually get at school.

Most eligible children are automatically enrolled in the program, but some will need to apply.

Trusted community members (like you!) can help spread the word about **Summer EBT**. This partnership is crucial to ensuring no child goes hungry during summer break. Help families in your community understand, apply for, and use **Summer EBT** support by sharing information about this program.

KEY MESSAGES TO SHARE WITH FAMILIES THIS YEAR



Spring Messaging

AFTER YOUR SPRING BREAK

Sign up for **\$120** in extra grocery support over the summer! Visit [summerebt.org/states/YOUR STATE](#) to see if you're automatically enrolled or if you need to apply.



End of School Messaging

THE LAST MONTH OF SCHOOL

When school is out, Summer EBT is in! Summer EBT benefits are loaded onto your existing card or mailed to your address. If you haven't received Summer EBT, you can still apply.



Over the Summer Messaging

A MONTH BEFORE DEADLINE

Don't miss out on Summer EBT support! If you haven't received Summer EBT yet, there's still time! The deadline to apply is DATE.



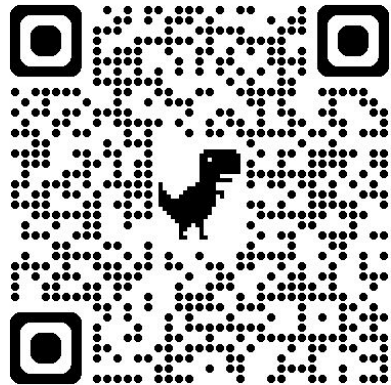
Back to School Messaging

WHEN STUDENTS RETURN

Are your Summer EBT benefits still on the shelf? Be sure to use them before they expire after 4 months.

Have questions or need extra support? Visit [\[State website\]](#) or call [\[State phone number\]](#).

Where to find the Summer EBT Outreach Playbook



bestpractices.nokidhungry.org/programs/summer-ebt-outreach-playbook

