



Pandemic EBT (P-EBT) Communications Toolkit – Georgia Version

FRAC has created this toolkit to help states, school districts, and community partners communicate with families about Pandemic-EBT (P-EBT), an important benefit available to families with students who would have received free or reduced-price meals if schools were open. States, school districts, and community organizations can do on-site outreach to families receiving emergency meals with flyers, and do P-EBT outreach to families through mass communication channels, such as social media, email, or text/SMS. We encourage partners to customize these templates to help spread the word about P-EBT to make sure eligible families receive these benefits.

- I. Sample Text for Website**
- II. Sample Q&A**
- III. Sample Letter to Parents or Guardians re: P-EBT**
- IV. Sample Robocall and Robotext Scripts for School Districts**
- V. Sample Social Media**

I. Sample Text for Website

Information for Participants

Pandemic Electronic Benefit Transfer (P-EBT) provides nutrition benefits to families who have lost access to free or reduced-price school meals because schools are closed. Eligible students and families will receive money on a new or existing EBT card to help fill the school meals gap. The average benefit will be \$5.70/day per student, or \$256.50 in Georgia. Families can get both P-EBT and “grab and go” meals from schools and community organizations that schools are serving during the pandemic.

The P-EBT card works like a debit card to purchase food items anywhere EBT benefits are accepted.

Using P-EBT benefits does not impact you or your child’s immigration status. The public charge rule does not apply to P-EBT benefits.

SNAP Households

If you receive SNAP, benefits will be added to your EBT card in the coming weeks.

Non-SNAP Households

If a family doesn’t receive SNAP benefits but students received free and reduced-price meals during the school year, they need to apply for benefits by completing an application that DFCS will soon make available.

If you currently receive SNAP, participation in P-EBT does NOT affect any of your existing SNAP benefits.

Sample text: You will receive a new P-EBT card in the mail sometime near XXXX. Benefits will be available on your card until XXXX.

Benefit Amount: You will receive \$256.50 for each child who was receiving free or reduced-price school meals as of March 1, 2020.

Example of P-EBT Card

[Insert picture of state card when available]

If you have trouble selecting your PIN, please contact XXXXX at XXX-XXX-XXXX. To check your P-EBT balance, visit XXXX or call Customer Service toll free at XXXX.

II. Sample Q&A Below. GA DFCS P-EBT FAQ [HERE](#).

Q: What is P-EBT?

A: A new program that gives families with school children an EBT card to purchase food.

Q: Am I eligible for P-EBT?

A: You are eligible if your child would receive free or reduced-price school meals if schools were open. This includes a child who attends a school that offers free school meals to all students. Families who have lost a job or wages may now be eligible. If you're still not sure if you're eligible, please visit <https://dfcs.georgia.gov/pandemic-electronic-benefit-transfer> or call [state hotline].

Q: How much money will I receive?

A: You will receive about \$256.50 for each child, for each day that school was closed due to the pandemic..

Q: How will I receive the benefit?

A: If you have an existing EBT card that you use for SNAP benefits, your P-EBT benefits will be automatically added to that card. If you do not already have an EBT card, you will receive one in the mail.

Q: Is there an application process?

A: Children who received free or reduced-price school meals are eligible to receive P-EBT. Families that already participate in SNAP do not need to apply. For households not participating in SNAP, an application is required.

Q: When will I receive the benefits?

A: GA DFCS expects to provide the benefits in July 2020.

Q: Will this affect my ability to receive other benefits?

A: No, it will not.

Q: Does this count against me under public charge?

A: No, it does not. Using P-EBT benefits does not impact you or your child's immigration status. The public charge rule does not apply to P-EBT benefits. Even though P-EBT uses the same type of card as SNAP, Pandemic EBT is NOT SNAP benefits and is not considered in a public charge test.

Q: How long will I receive these benefits for?

A: GA DFCS is planning on making payments in July 2020 to cover the period from March 16 – May 22nd.

Q: I've used all the money on my card. Should I throw it out?

A: No, please save your card(s). Funds may be added at a later date.

Q: Does P-EBT replace grab and go meal sites?

A: No. P-EBT benefits supplement grab and go student meal sites. They do not replace them. You can find a meal site in your community through [USDA's Meals 4 Kids Site Finder](#).

Q: My household is newly eligible for SNAP and/or School Meals. Are we eligible to receive benefits?

A: No. At the present time, GA DFCS is only approved to make payments to families whose children were receiving School Meals as of March 1, 2020. Check back with DFCS to see if this changes: <https://dfcs.georgia.gov/pandemic-electronic-benefit-transfer>.

Q: My household is eligible but has not yet received P-EBT benefits. Where can we find more information?

A: [Insert state specific contact information]

III. Sample Letter to Parents or Guardians re: P-EBT

Dear Parent or Guardian,

[add the graphic here at the top]

We hope you are staying safe and healthy. Since XXXX schools are closed in [district/town/county], and your child isn't receiving free school breakfast or lunch, you are/may be eligible for a resource called Pandemic-EBT (P-EBT). Eligible students and families will receive money on a new or existing EBT card to help fill the school meals gap. The average benefit will be \$5.70/day per student, retroactive to when school

initially closed. You can still receive “grab and go” meals from school during the pandemic.

[Insert language re: distribution process]

To learn more, please see these [link to state resource page or <https://frac.org/pebt>].

Sincerely,

IV. Sample Robocall and Text Scripts

Hello. You may be eligible to receive P-EBT to help feed your child since school is closed. You could receive \$256.50 on a P-EBT card to purchase food at stores that accept EBT.

*If there is an application in your state, add this line: To apply for a P-EBT card, please call [insert phone number] or visit <https://dfcs.georgia.gov/pandemic-electronic-benefit-transfer>.

You may be eligible to receive P-EBT, the replacement for school meals, to receive \$256.50 to help buy groceries while school is closed. Call [insert phone number], text [phone number, if this is an option] or visit <https://dfcs.georgia.gov/pandemic-electronic-benefit-transfer>.

V. Sample Social Media Messages

For states that have an application:

Twitter:

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card that you can use to purchase food. Apply here today: [add link to state application when available.]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed. Apply here today: [link to state application when available.]

Facebook:

Does your child receive free or reduced-price school meals? P-EBT can help you feed your family while schools are closed. You will receive a card with \$256.50 per child that you can use to purchase food at stores that take EBT. Apply here today: [link to state application when available.]

Does your child receive free or reduced-price school breakfast or lunch? P-EBT can help you feed your family while schools are closed and fill the gap of those missing meals. Apply here today: [link to state application when available.]

Additional Resources:

[FRAC's P-EBT Communications Resources Shared Drive \(includes sample outreach materials\)](#)

[FRAC's P-EBT webpage](#)

If you have any questions about P-EBT, please reach out to Etienne Melcher Philbin, emelcher@frac.org