



Resource Guide

PROMOTE SNAP IN YOUR DISTRICT

Why Supplemental Nutrition Assistance Program (SNAP)?

As food insecurity rises drastically, expanding SNAP enrollment in your district is one of the best ways to help families and students access the food they want and need. Expanding SNAP enrollment also benefits school districts, by directly certifying families for free school meals and increasing the Identified Student Percentage (ISP), which determines Community Eligibility Program (CEP) eligibility. Both of these things can bring more money into your school nutrition program.

ACTION PLAN

Get Started

✖ Download and order free resources

Visit www.projectbread.org/resources to find digital resources, printable materials, and order printed materials for your district. All resources are available in multiple languages.

✖ Make a plan to distribute these to your school community

Share information to families virtually via districtwide emails, school/district social media accounts, and on your school/district website. Distribute printed materials at meal sites, send home with students, and mail to families.

✖ Share SNAP info at your local level

Ask that SNAP information be included on your city or town websites and share SNAP resources to see if there are other ways your city or town can distribute these.

✖ Share SNAP resources with school staff

Reach out to staff members who work directly with students (social workers, guidance counselors, homeless liaisons, school nurses, community coordinators, etc.) to share SNAP resources, gain their support and potentially strategize how to best reach families.

Learn more about SNAP at www.projectbread.org/gettingsnap



Take the next step

✘ Organize a SNAP training for staff or families

Contact CNOP@projectbread.org to schedule a free virtual session with Project Bread's SNAP Outreach Team.

✘ Share information about public charge

Fear of public charge may be stopping families from participating in SNAP, especially if you have a significant immigrant community in your district. Flyers about public charge can be found at [Protecting Immigrant Families](#). Mass.gov recently updated language around public charge, which can be found [here](#).

✘ Participate in DTA's SNAP Outreach Initiative

The Department of Transitional Assistance (DTA) provides funding to partners, such as school districts, to expand participation in SNAP. For more information, click [here](#).

THINGS TO KEEP IN MIND

- Parents prefer to receive information from their school district; schools are a trusted source of information for families.
- Many folks hear about SNAP through word of mouth so encourage enrolled families to tell their networks!
- Public charge is a big concern in many communities. Being informed about the basics can help you and your staff communicate with families.
- SNAP enrollment helps the district by qualifying more students for free meals through direct certification, and bolstering CEP eligibility (raising Identified Student Percentage).
- SNAP enrollment provides automatic eligibility for P-EBT.

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