What is Pandemic EBT?
The Pandemic Electronic Benefit Transfer (P-EBT) program provides nutrition resources to families who lost access to free or reduced-price school meals and/or child care meals due to school and child care facility closures and/or reduced hours. It applies for both the school year and the covered summer period, which varies by state.

Which children under 6 are eligible to participate in P-EBT?
During the 2020-21 academic year, children under six who were enrolled in SNAP at any time since October 1, 2020 are eligible for P-EBT benefits if they lived in or attended child care in an area where at least one school or child care facility closed or operated with reduced attendance or hours.

Children under six who were enrolled in SNAP in the last month of the school year, or at any point over the 2021 summer period (as defined by the state), are eligible for summer P-EBT benefits. SNAP-enrolled infants who were born before the end of the covered summer period are also eligible for P-EBT benefits for the entire covered summer period. Even if SNAP-enrolled children under six receive meals at their child care provider over the summer, they will still receive P-EBT benefits. P-EBT doesn't replace or impact eligibility for any of the other nutrition programs, including the Child and Adult Care Food Program, WIC, and summer meals.

For most states, the P-EBT benefit per month is $136 for each child.

Receiving and using P-EBT, along with benefits from the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and SNAP, do not impact an individual's immigration status; they are not considered under the “public charge” rule.

What benefits do P-EBT households receive?
P-EBT provides households with money on a new or existing EBT card that they can use to purchase food from SNAP-authorized food retailers. For most states, the benefit per month is $136 for a child under 6.

As with SNAP, each $1 in federal P-EBT benefits during a downturn generates between $1.50 and 1.80 in economic activity, positively impacting the entire food chain, including farmers, food manufacturers, truck delivery services, and grocery stores and their employees.
What can I use this toolkit for?

- **Increase public/partner awareness of how to maximize P-EBT for Kids Under 6**
- **Inform all parents and guardians that they can be simultaneously enrolled in SNAP, WIC, and P-EBT** Many families may not know they can get multiple benefits for their children. (For example, in Massachusetts, nearly half of surveyed K-12 parents and guardians who used P-EBT but hadn’t applied for SNAP did not know they could use both programs simultaneously.) As for SNAP-eligible families with children under 6, they too would benefit from learning about the dual benefits through P-EBT and SNAP.
- **Encourage SNAP recipients to add their newborn children to the SNAP household by contacting their case worker or local SNAP office as soon as possible so they can receive full P-EBT summer benefits for their infant.** University of Michigan researchers predict a baby boom will take place this summer, with 10–15 percent more babies born this summer compared to a typical pre-COVID-19 year. The effective date of a newborn child’s inclusion in the SNAP household is based on when the infant’s birth or adoption was reported, not the infant’s date of birth or adoption.
- **Ensure all eligible children get P-EBT benefits.** You can help reassure immigrant families that P-EBT, SNAP, and WIC participation have no “public charge” implications.

Contents

To make it easy to share information about P-EBT for children under 6 years old, this toolkit includes suggested social media posts and graphics, sample newsletter language, a flyer, a press release template, a public service announcement for radio and TV, and other sample outreach materials to share through your organization’s channels. FRAC also provides a P-EBT Communications Toolkit to help states, cities, school districts, and community organizations with templates to help with their outreach to the families receiving emergency meals.

Access translated materials in **Spanish** and **Simplified Chinese**.

Follow FRAC on Twitter [@fractweets](https://twitter.com/fractweets), Facebook [@foodresearchandactioncenter](https://facebook.com/foodresearchandactioncenter), and Instagram [@fracgram](https://instagram.com/fracgram) for updates on P-EBT and the latest on the federal nutrition programs.

Messaging Materials

**Social Media Graphics and Captions**

*Customize these social media graphics [here](#).* You can also access the graphics in Simplified Chinese and Spanish in the same link. Find the link to your state’s P-EBT website [here](#).
Extra Food Benefits for Young Children

Pandemic-EBT automatically puts money for groceries on a debit card. For most states, the P-EBT benefit per month is $136 for each child under the age of six.

Most kids under age 6 enrolled in SNAP automatically get P-EBT benefits. Check your state’s website for more info!

Sample Social Post - Accompanying Text
Get extra 💰 to spend on groceries! For most states, the benefit per month is $136 for each child under the age of six. P-EBT benefits are not counted in a “public charge” test. It is safe to get P-EBT benefits your children are eligible for. #PEBT #PandemicEBT.
Get P-EBT, SNAP, and WIC together to boost your food budget this summer!

Using any of these programs does not impact your or your child’s immigration status.

Sample Social Post - Accompanying Text
Get extra 💰 to spend on groceries this summer! #SNAP, #WIC, and #PEBT are here for everyone who is eligible. These benefits will not count against you under the public charge rule. It is safe to get food benefits that you and your family are eligible for. #PEBT #PandemicEBT
[Graphic text: Baby on the way this summer? Or get WIC already? Enroll your baby in SNAP and also get Pandemic-EBT benefits to buy groceries!
Most kids under age six will automatically receive P-EBT benefits, check your state’s website for more info!]

Sample Social Post - Accompanying Text
Infants 🍼👶🏾👶🏽👶🏼👶🏻 enrolled in SNAP born before the end of summer are eligible for P-EBT benefits for the entire summer! For most states, the benefit per month is $136 for each child under the age of six. Not on SNAP? Find your state’s website at [www.fns.usda.gov/snap/state-directory](http://www.fns.usda.gov/snap/state-directory)

#PEBT #PandemicEBT #SNAP
Have a child 5 years old or younger?
Get extra food benefits through SNAP, P-EBT, and/or WIC!

Using any of these programs does not impact your or your child’s immigration status.

Sample Social Post - Accompanying Text
Due to COVID-19, it is now easier than ever to apply. Getting benefits for groceries doesn’t take them away from others, so don’t let your benefits go unused!
These benefits will not count against you under public charge. #SNAP #PEBT #PandemicEBT.

Sample Email/Newsletter Language
To Current and Potentially Eligible SNAP Families With Children Under 6
The Pandemic Electronic Benefit Transfer (P-EBT) program is helping families enrolled in the Supplemental Nutrition Assistance Program (SNAP) feed their infants and toddlers during COVID-19.

You will be receiving [INSERT STATE MONTHLY AMOUNT] of P-EBT benefits on your EBT card if your child under 6 years old is enrolled in SNAP. Is your child under 6 enrolled in SNAP? Check your state’s website to see if they’re eligible! Find your state website at https://frac.org/research/resource-library/state-p-ebt-programs-map.

Applying for and receiving P-EBT and SNAP benefits does not impact immigration status, and will not count against you under the public charge rule.

To Partner Organizations
The Pandemic Electronic Benefit Transfer (P-EBT) program provides benefits to families enrolled in the Supplemental Nutrition Assistance Program (SNAP) and who have children younger than 6 years old.
Spread the word about P-EBT benefits for SNAP-enrolled children under 6. You can use sample messaging and graphics in the Food Research & Action Center’s P-EBT for SNAP Kids Under 6 Outreach Toolkit to share information with your clients and networks.

**Flyer**

*Customize the flyer [here](#).*

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Have a child under age 6?

**Get extra food benefits through SNAP!**

Receive P-EBT benefits on your EBT card if your child under six is enrolled in SNAP.

You can enroll in P-EBT, SNAP, and WIC at the same time!

Due to COVID-19, it is easier to apply for SNAP now.

Using SNAP doesn’t take away benefits from others, so don’t let them go unredeemed!

P-EBT and SNAP benefits do not count against you under the public charge rule, and will not affect your application for citizenship or green card renewal.

Children under 6 in households that received SNAP at any time since October 1, 2020 can get P-EBT benefits.

Infants born this summer are also eligible!

Check your state’s website to see if your child is eligible.

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**Press Release Template for Summer P-EBT Under Six**
Summer P-EBT Benefits For Children Under Six

Congress has extended Pandemic-EBT (P-EBT) to help families buy food this summer. P-EBT provides food benefits to families with children who lost access to free or reduced-price meals due to school or child care closures.

Infants and children under age six who were enrolled in the Supplemental Nutrition Assistance Program (SNAP) during the last month of the school year, or at any point over the covered summer period, are eligible for the full summer 2021 P-EBT benefit. For most states, the P-EBT benefit per month is $136 for each child.

The U.S. Department of Homeland Security announced in March that the public charge rule no longer applies to SNAP benefits. P-EBT and SNAP do not count against you under the public charge rule, and will not affect your application for citizenship or green card renewal. If you are not currently participating in SNAP but think you might be eligible, now is the time to apply.

[INSERT STATE] residents can find out if they are eligible for SNAP by going to [INSERT WEBSITE].

[INSERT QUOTE ON WHAT THE SUMMER P-EBT MEANS FOR FAMILIES IN YOUR STATE]
Example — Rep. Adrian Madaro from Massachusetts issued the following statement:

“I am pleased to see the extension of P-EBT benefits through summer 2021,” said Representative Adrian Madaro. “P-EBT has been a vital tool in addressing food insecurity in East Boston. These funds have been critical for our neighbors, helping them to buy food for their children and bridge the gap as they recover from the economic impact of the pandemic.”

Radio and TV Public Service Announcement

An important communication opportunity lies in addressing barriers to SNAP enrollment, which include but are not limited to: not knowing how to apply, fear of SNAP impacting immigration status, and the belief that one makes too much money to get SNAP, when in actuality the income threshold is higher than many people expect.

Hearing from a trusted community member is a highly effective method for disseminating key information and informing target audiences, such as immigrant Latinx communities. Enlisting the help of a P-EBT Under 6 recipient* or a community member to speak about the benefits people can receive through SNAP and P-EBT, and clearing up fears around public charge through linguistically relevant radio and/or TV, can encourage eligible parents to enroll in SNAP so that they can receive both SNAP and P-EBT benefits.
*For privacy, if the P-EBT Under 6 recipient wishes to stay anonymous, the TV news station can pull up a quote from the P-EBT recipient and have the newscaster read it aloud instead. The quote can also be included in the news release that pairs with the broadcast.

**Sample Script:**

Do you know children under 6 years old can receive P-EBT benefits too, as long as they are enrolled in SNAP? The benefit per month is [INSERT STATE $ FIGURE] for a child younger than 6 and is loaded onto a new or existing EBT card.

If your child was younger than age 6 and got SNAP at any time since October 1, 2020, and you live in an area where at least one school or child care facility closed or reduced hours because of the pandemic, your child could get P-EBT benefits. Babies born this summer are also eligible! If you enroll your baby in SNAP before the end of summer, they will get P-EBT benefits for the entire summer.

You can get both SNAP and P-EBT at the same time. Applying for and receiving P-EBT and SNAP benefits do not impact immigration status, and will not be considered under the public charge rule.

During COVID-19, many SNAP rules have changed: All eligible households will get the maximum amount of SNAP dollars and the extra $300 per week in unemployment, which started in January 2021 and is not considered as part of your income for SNAP eligibility.

It is now also easier than ever to apply for SNAP. If you are eligible, using SNAP doesn’t take away benefits from others, so please don’t let your grocery benefits go unused!

Applying for and getting Pandemic-EBT and SNAP does not impact immigration status, and will not be considered under the public charge rule.

Apply online [insert state website], call [XXX-XXX-XXX], or check with your local SNAP office.

**Additional Resources**

**Example Outreach Resources Catalog**
You can find additional examples of messaging about P-EBT for kids under six on SNAP [here](#).

**Follow Us and Tag Us**
Follow us on Twitter [@fractweets](#), Facebook [@foodresearchandactioncenter](#), and Instagram [@fracgram](#) for updates on P-EBT and the latest on the federal nutrition programs.

Make sure to use #PEBT in your posts, and tag FRAC. We’ll be on the lookout for these posts so we can help amplify them!