



Resource Guide

PROMOTE SNAP IN YOUR DISTRICT

Why SNAP?

As food insecurity continues to rise, 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.

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 city/town level

Ask that SNAP information be included on your city or town websites and see if there are other ways your city or town can distribute these. Share SNAP resources with local family-focused community based organizations.

✖ Share SNAP resources with all school staff

Make a point to share resources with staff who work directly with students, including homeless liaisons, social workers, and school nurses.



ACTION PLAN (CONT.)

Take the next step

✖ Learn more about SNAP

Project Bread offers free virtual and recorded SNAP 101 trainings that cover the basics of SNAP enrollment and outreach and are helpful for district food service and business department staff, social workers, nurses or other community-based contacts that are family-facing. Please email CNOP@projectbread.org for more information.

✖ 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. Making families aware that SNAP (as well as MassHealth and public housing) does not count as part of the Public Charge determination is important to share with families in your district. More information can be found on [Mass.gov](#)

✖ 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!
- SNAP enrollment provides automatic eligibility for [Summer-EBT](#).