

SNAP Outreach Toolkit

Hello!

Connect eligible parents and students to SNAP with the prepared outreach materials in this toolkit.



The Supplemental Nutrition Assistance Program (SNAP) formerly known as food stamps, is the most effective anti-hunger program in the nation, providing low-wage working families, seniors, and individuals with money to buy food. The Department of Human Services (DHS) administers the program and each Tennessee county DHS office oversees the application for individuals in their county.



SNAP pulls families out of poverty, especially children, leading to better health, nutrition and education outcomes.

Families need support right now. The pandemic has caused higher rates of poverty and food insecurity. Many families who have not participated in the nutrition safety net programs may now be eligible, but don't know how to apply. This provides an opportunity to share information with families who are new to SNAP.

Why is SNAP Outreach in Schools important?

- Reduces the number of school meal applications to process and verify by directly certifying children to the National School Lunch Program (NSLP).
- Improves a school's ability to adopt the Community Eligibility Provision (CEP) and provide free school meals to all students.
- Increases federal reimbursement revenue and enables schools to meet area eligibility thresholds for participation in programs like [summer](#) and [afterschool meals](#).
- Participating in SNAP may qualify students for the [P-EBT program](#).



Who is eligible for SNAP?

SNAP eligibility is based on a household's income and resources. A household's gross income must be less than 130% of the Federal Poverty Level (FPL) and their net income (after deducting living expenses, etc.) must be under 100% of the FPL. Most households cannot have more than \$2,250 in resources to be eligible.

In comparison, families with students eligible for reduced lunch through the NSLP must have an income between 130-180% of the FPL and students eligible for free lunch must have a household income of less than 130% of the FPL. Students who participate in the NSLP, especially those who receive free lunch, may be eligible for SNAP.

Partners Beyond Schools

Partners beyond school can share information and connect families with SNAP and other food resources. Champions for schools can share information, host events, or connect families to the nutrition safety net programs.



Mayors and other
City Officials



Food Banks



Grocers



Churches

Existing opportunities for outreach

The most successful outreach will use existing modes of communication. For example, SNAP outreach and resource distribution can be done through the following:

- School/Community Fairs
- Back to School Events and Send-home Packets
- Parent-teacher Conferences
- Free/reduced Lunch Application Packets

How does SNAP outreach work in schools?

SNAP outreach in schools is a collective effort between school administrators, teachers, partner organizations, and even student/parent groups. School counselors or representatives from organizations like Community in Schools can play an important role in coordinating outreach and sharing information resources. Your district's school board can help to reach more families who need support. School can raise awareness and reduce stigma among families with school-aged children who may be eligible for SNAP.



Menu of Resources

- 1) Email Template
- 2) Robo Call Template
- 3) Sample School Newsletter Post
- 4) SNAP Informational Video
- 5) SNAP Resources for Non-English Speakers
- 6) Social Media Samples
- 7) SNAP Flyer



1

Sample Email Template

Email this message to parents or make a copy and send it home in a child's backpack, or with report cards (edit this message to your school's preference).

Dear Parent,

Covid-19 continues to impact Tennessee families. You may be eligible for SNAP (also known as food stamps), which is a program that gives money to families to buy food each month. The benefits come onto an EBT card every month and can be used at most food stores. If you received P-EBT you might qualify for SNAP.

SNAP eligibility is determined by how much money you make. For example, a family of four may be eligible for SNAP if they make less than \$3,007 per month.

Right now, SNAP offices are still closed for walk-in visits due to COVID-19. You can complete the SNAP application online here, by paper mail, or by making an appointment at your local SNAP office to fill out an application with a Department of Human Services (DHS) caseworker. Because of COVID-19, the online application is the easiest to complete right now.

Email the Tennessee Justice Center at nutrition@tnjustice.org or visit our Get SNAP by page visiting tnjustice.org/snap/ for more information.



1-in-4 Tennesseans are experiencing food insecurity. But you can help! Fight hunger in our state by using this toolkit to connect people to SNAP resources.

2

Robo Call Template

Have a school official or a community leader record this message to parents about SNAP.

COVID-19 continues to impact Tennessee families. You may be eligible for SNAP, which is a program that gives families money to buy food each month. SNAP is similar to Pandemic-EBT, and if you received Pandemic-EBT you might qualify for SNAP. You may also qualify if you did not get Pandemic-EBT. You can apply for SNAP online or visit tennesseemeals.com for more information.

3 Sample School Newsletter Post

Here is a sample newsletter post to go out to parents.

Do you need help buying groceries? You may be eligible for SNAP (also known as food stamps), which is a program that gives money to families to buy food each month. The benefits are added onto an EBT card every month and can be used at most food stores. Scan this QR code in the upper right corner with your phone camera to apply online, or visit <https://zurl.co/8EMF>.



4 SNAP Informational Video

Use this video to advertise SNAP as a resource for families.

This is a short video briefly explaining SNAP, who is eligible, and how to apply. Scan the QR code below with your phone's camera to access the video, or [click here](#).

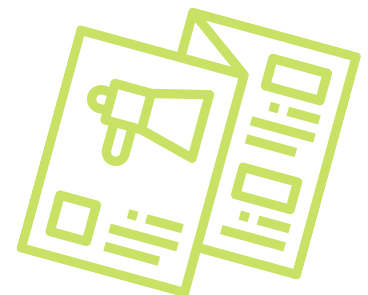


5 Helpful SNAP Resources For Non-English Speakers

For Somali Speakers> [Click Here](#)

For Arabic Speaker> [Click Here](#)

For Spanish Speakers> [Click Here](#)



6

Social Media Graphics



Sample Social Media Captions

"Do you need help buying groceries? SNAP can help! Learn more and find out how to apply by visiting tnjustice.org/snap/ "

"Did you receive P-EBT benefits but need more support to buy food? You may be eligible for SNAP. Apply today by visiting tnjustice.org/snap/ "

"Has the pandemic made it harder for you to afford food to feed your family? SNAP is available to help people buy groceries during the pandemic and beyond. Learn more and find out if you're eligible by visiting tnjustice.org/snap/ "

NEED HELP FEEDING HUNGRY KIDS AT HOME?

You may be eligible for SNAP (Food Stamps)



Supplemental Nutrition Assistance Program (SNAP) helps Tennesseans buy food

SNAP eligibility is based on income and resources. Your household must have less than \$2,750 in resources and your total income must be below the limits listed below. Households with someone over age 59 or receiving disability benefits may qualify even if they have more resources or income.

Household Size	Monthly Gross Income
1	\$1,473
2	\$1,984
3	\$2,495
4	\$3,007

For more information on how to apply, visit tnjustice.org/get-snap/

Step 1: Apply through the TDHS by visiting <https://onedhs.tn.gov/csp>



Step 2: Complete a phone interview



Step 3: Send required documents such as rental agreements and paychecks



Step 4: Receive, activate and use your EBT card to buy food at stores that accept SNAP



NEED HELP FEEDING HUNGRY KIDS AT HOME?

You may be eligible for SNAP (Food Stamps)



Supplemental Nutrition Assistance Program (SNAP) helps Tennesseans buy food

SNAP eligibility is based on income and resources. Your household must have less than \$2,750 in resources and your total income must be below the limits listed below. Households with someone over age 59 or receiving disability benefits may qualify even if they have more resources or income.

Household Size	Monthly Gross Income
1	\$1,473
2	\$1,984
3	\$2,495
4	\$3,007

For more information on how to apply, visit tnjustice.org/get-snap/. Call the Gibson County DHS office at (731) 824-4302 for more assistance.

Step 1: Apply through the TDHS by visiting <https://onedhs.tn.gov/csp>



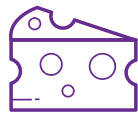
Step 2: Complete a phone interview



Step 3: Send required documents such as rental agreements and paychecks



Step 4: Receive, activate and use your EBT card to buy food at stores that accept SNAP



THANK YOU FOR HELPING END HUNGER IN TENNESSEE!

**Please contact the Tennessee Justice
Center with further questions**

Signe Anderson

Director of Nutrition Advocacy
sanderson@tnjustice.org

Anna Luttrell

Nutrition Client Advocate
aluttrell@tnjust.org

Facebook [@tnjustice](https://www.facebook.com/tnjustice)

Instagram [@tnjustice](https://www.instagram.com/tnjustice)

Twitter [@TNJusticeCenter](https://twitter.com/TNJusticeCenter)
tnjustice.org/anti-hunger

Created with funding from the Food Research and Action Center (FRAC)

