

Summer Nutrition Summit

January 12-13, 2026



 **NO KID
HUNGRY**®



Driving Awareness & Access

Summer EBT Champions
Meeting Families Where
They Are

Summer Nutrition Summit 2026

Disclaimer

Our speakers represent their own experience with child nutrition programs in their states and localities. Certain program models and implementation methods may be restricted in some states and localities. Check with your local agency before implementing any new service models or methods.

Agenda

- Summer EBT refresh
- Panelist “Flash Talks”
- Q&A



What is Summer EBT / SUN Bucks?

Summer EBT, also known as SUN Bucks, is a program for school-aged children who are income-eligible for free- or reduced-price school meals.

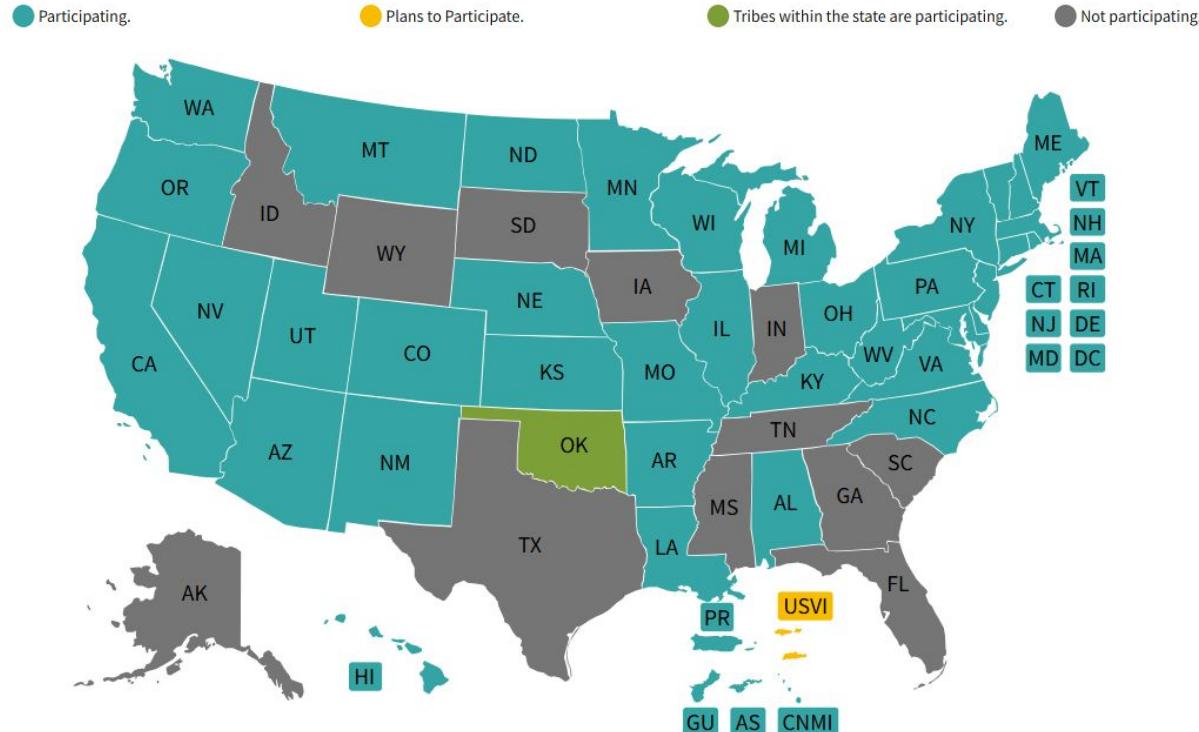
Summer EBT/SUN Bucks provides \$120 per eligible child (amount varies in some areas) in grocery benefits over the summer to families, to shop at places they normally go like grocery stores, farmers markets or online.

Summer EBT / SUN Bucks is one way to address the Hunger Gap

- Demonstration projects showed summer grocery benefits reduced child hunger by 33%
- Pandemic EBT during COVID 19 reduced hardship among lowest-income children by 30%
- Summer EBT became a permanent program and was available for States, certain Tribes, and Territories to operate starting summer 2024.
- Summer 2025 (this past summer) was the second year of operations.



Where was Summer EBT/SUN Bucks available in summer 2025?



Summer EBT Outreach Playbook



[bestpractices.nokidhungry.org/programs
/summer-ebt-outreach-playbook](https://bestpractices.nokidhungry.org/programs/summer-ebt-outreach-playbook)



Playbook Guiding Principles

- Consistent, concise, and clear messaging from multiple trusted messengers builds program trust and awareness
- Agencies are the source of truth for families, partners and schools
- Schools and community organizations want to partner on outreach but need guidance and transparency
- Clear calls to action with simple steps for families ensure benefit receipt and utilization while reducing customer service burden for all

Today's Speakers



**Cherise
Billington**
Food
Security
Advocate



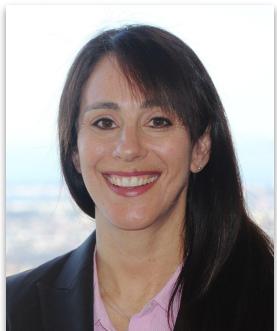
**Christy
Duncan-Anderson**
Albertsons
Companies
Foundation



**Beth
Githuku**
Gift Card
Bank



**Sharina
Taveras
Lopez**
Noticias
para
Inmigrantes



**Pam
Schwartz**
Kaiser
Permanente



**Starlet
Calloway**
Alabama
Department
of Human
Resources



**Rachel
Sabella**
No Kid
Hungry
New York



**Alison
Maurice**
Share Our
Strength
(Session
Moderator)



A woman with dark hair and glasses, wearing a pink t-shirt, is sitting on the grass holding a young girl. The girl has pigtails and is eating a red apple. They are in a park with a playground in the background. A text overlay on the left side of the image reads "SUMMER EBT CHAMPIONS" and "FLASH TALKS".

SUMMER EBT CHAMPIONS “FLASH TALKS”

A woman with dark hair and glasses, wearing a pink t-shirt, is sitting on the grass in a park. She is holding a young girl with pigtails in her lap. The girl is eating a red apple and holding a pink stuffed animal. In the background, there is a playground with children playing on it. A text box is overlaid on the image.

Cherise Billington
Food Security Advocate



Christy Duncan-Anderson
Executive Director | Albertsons
Companies Foundation

Beth Githuku
Director of Partnerships | Gift
Card Bank



SummerEBT.org



Intro



Christy Duncan-Anderson
Albertsons



Beth Githuku
Gift Card Bank

Why SummerEBT.org?



**Need help with
groceries this summer?**

From fruit and vegetables to meat, milk, and snacks, you can receive \$120 per child to spend with Summer EBT

VISIT **SummerEBT.org**
TO CHECK IF YOU ARE ELIGIBLE TODAY



2024 Summer EBT Consumer Attitudes and Usage Survey

Awareness Levels

39% of shoppers have either not heard of the SunBucks program or are not very familiar with it. Non-SNAP eligible shoppers are more aware compared to SNAP recipients.

Participation Barriers

Nearly half of those aware of SunBucks did not participate in 2024 due to need for more information, eligibility confusion, and lack of need.

Information Sources

Shoppers expect to learn about SunBucks from local government agencies and school counselors, differing from where they initially learned.

Local government workers are trusted by SNAP users, while school counselors are trusted by non-SNAP eligible shoppers.

Future Participation

79% plan to use SunBucks in 2025, but 21% of qualifying shoppers do not plan to participate due to lack of information.

Welcome to SummerEBT.org

- Single location with accurate state specific information
- Simple, actionable, translated screeners
- Desktop and mobile versions

Use Cases

1. States that do not have a screener
2. National campaigns
3. Resource for anyone (nonprofits, schools, caseworkers)



2025 Impact

396K

visitors

768K

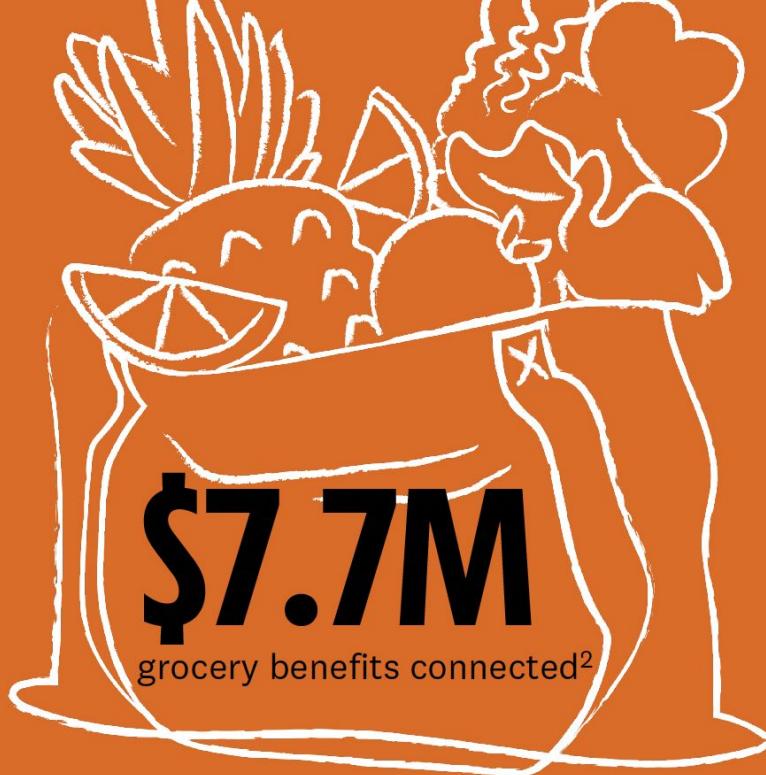
kids impacted¹

2.8M

meals provided³

237K

people learned they didn't need to apply for benefits, saving states time and resources⁴



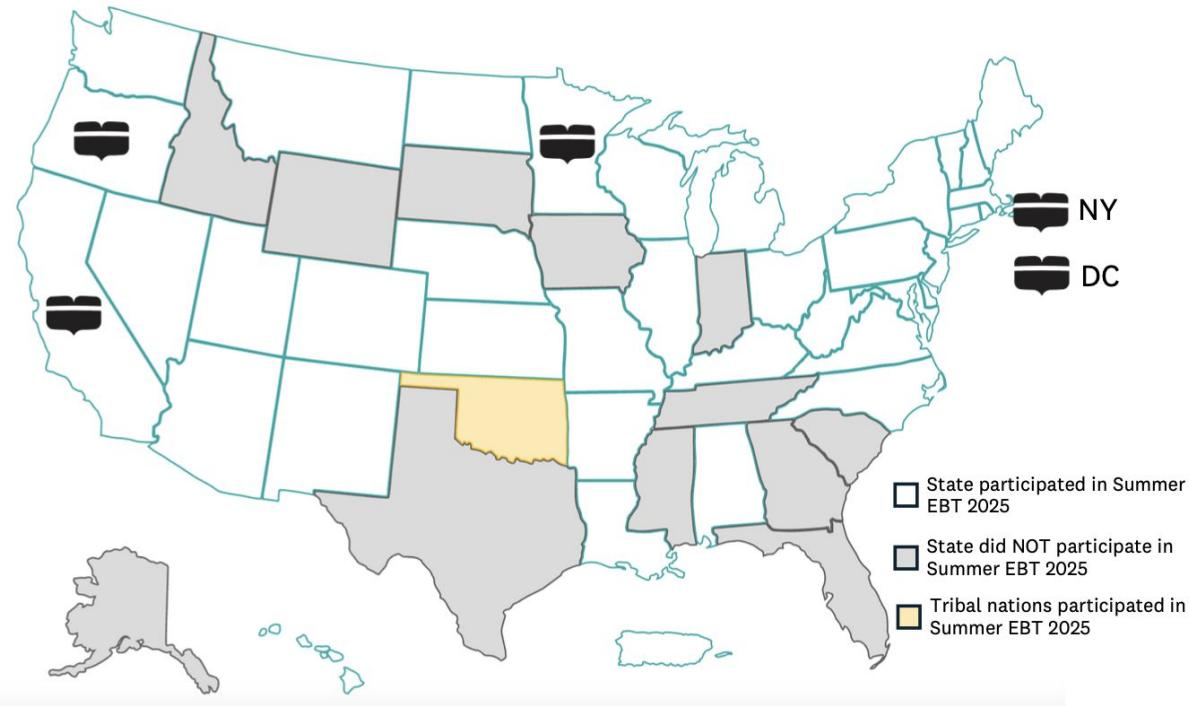
States that Link SummerEBT.org

States that directly linked to SummerEBT.org

1. California - 119,394
2. New York - 62,893
3. Oregon - 23,583
4. Washington D.C. - 13,041
5. Minnesota - 10,645

Other frequently visited states or territories

1. Puerto Rico - 11,065
2. North Carolina - 6,882
3. Alabama - 6,683
4. Michigan - 6,262
5. Kentucky - 5,289



These 23 states reviewed our screener for accuracy: Alabama, Arizona, Arkansas, California, Colorado, District of Columbia, Kansas, Kentucky, Massachusetts, Minnesota, Montana, Nebraska, Nevada, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Utah, Washington, West Virginia, Wisconsin

SummerEBT.org opportunities

- Visit the site
- Check your state page for accuracy
- Send us resources
- Link to summerebt.org from your state page
- Direct your campaign to summerebt.org
- Embed the widget on your website



Quick Links

- [SUN Bucks](#)
- [SUN Bucks Disaster Response](#)
- [SUN Bucks Eligibility Tool](#)
 - *This tool is neither owned nor maintained by the California Department of Social Services. This tool is for informational purposes only and is not an eligibility determination.



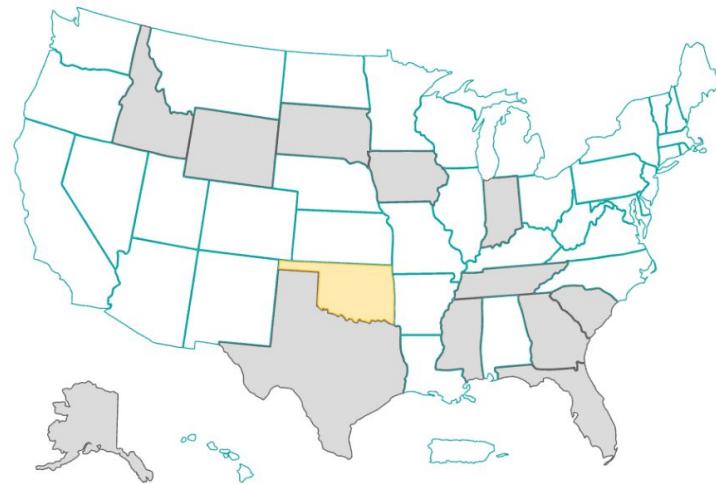
Helping Families Access Summer Grocery Benefits

Summer EBT is a national program that provides grocery benefits to families during the summer months. In partnership with a panel of nation-wide hunger relief organizations, Gift Card Bank created and manages SummerEBT.org, which helps families quickly identify eligibility, determine how to apply, and navigate directly to official state resources.

Organizations can spread the word about Summer EBT to families using the flyer below.

[SUMMER EBT PDF](#)

To see if you are eligible select a state below:



American Samoa	Cherokee Nation	Chickasaw Nation	Choctaw Nation
Commonwealth of the Northern Mariana Islands	District of Columbia	Guam	Muscogee Nation
Otoe-Missouria Nation		Puerto Rico	U.S. Virgin Islands

SCAN to contact Beth



Summer EBT



Beth Githuku

Gift Card Bank



beth@giftcardbank.org



[+16783656996](tel:+16783656996)

Cell



SummerEBT.org

Save Contact



Sharina Taveras Lopez
Digital Media Manager and
Content Experimenter | Noticias
para Inmigrantes



Sharina Taveras Lopez

Sharina Taveras Lopez is a Digital Media Manager and Content Experimenter for Noticias para Inmigrantes, where she creates social content for the Latino immigrant community in the United States, reaching millions each year. **Her work is known for its clarity and cultural relevance, translating complex topics through a Latino lens.** She holds a B.A. in Communication and Hispanic Literature from McDaniel College, with a focus on Digital Journalism. Her passion for issues affecting Latino immigrants drives her to produce impactful, high-quality content across all her projects.



What is Noticias para Inmigrantes?



- Noticias para Inmigrantes is part of Plus Más Media, reaching **over 7 million followers across platforms.**
- We **serve Spanish-speaking immigrants in the U.S.** with breaking news and essential resources.
- Our strategy focuses on meeting audiences where they are, using platform-specific tools like Facebook, Instagram, Direct Messaging tools, WhatsApp and Messenger.
- Our campaign with **No Kid Hungry** ran across Instagram, Facebook, TikTok, Messenger, and WhatsApp.



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Breaking Myths About Food Programs in the Spanish-speaking immigrant community in the United States.

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**This summer,
Noticias para
Inmigrantes, with No
Kid Hungry, reached
over 7 million
subscribers, helping
families access
Summer EBT with
culturally and
linguistically tailored
information.**

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One of our most successful videos of the Summer EBT campaign

✓ Instagram reel

✓ Over **52,000** views

✓ More than **500 direct messages** driving families to the No Kid Hungry website for resources and information.

✓ We acknowledged that Summer EBT is not available in every state and directed families to No Kid Hungry resources.

✓ For state-specific eligibility, audiences were directed to summerebt.org, with most traffic driven through the California landing page.



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 **NO KID HUNGRY**

What made this Summer EBT Reel so successful?

- ✓ It captured attention within the first few seconds
- ✓ The message was clear and straightforward
- ✓ The call to action was simple and easy to follow



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Why was the message so clear?

✓ Transcreation

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HUNGRY®

Understanding key community values

✓ Children
✓ Education

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Community listening

 **Closely monitored data and comments to shape new content based on what people cared about most.**

 **Collaborated with CASA for an Instagram LIVE.**

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Overall results

- ✓ 2.8 million total views
- ✓ 1.4 million impressions
- ✓ Over 100,000 total engagements
- ✓ Engagement rate over 5% — nearly double the industry average
- ✓ Messenger: over 95,000 direct clicks
- ✓ WhatsApp: over 7% engagement rate, almost triple the industry average



Key Takeaways

- ✓ Digital & mobile outreach works
- ✓ Trusted messengers drive engagement
- ✓ Impactful, platform-specific campaigns work



This partnership showed that clear and accurate information will connect more families to this grocery benefit, and that trusted community voices can transform uncertainty into action.

Summer Nutrition Summit 2019





Contact us!

Sharina Taveras Lopez
Digital Media Manager & Content Experimenter
Email: sharina@revolutionenglish.org

Jenn Ramirez
Director of Projects and Partnerships
Email: jenn@revolutionenglish.org



**Noticias
Para
Inmigrantes**



A photograph of a woman with dark hair and glasses, wearing a pink t-shirt, sitting on the grass and holding a young girl. The girl has pigtails and is eating a red apple. They are in a park with a playground in the background.

Pam Schwartz

Executive Director of Community
Health | Kaiser Permanente

Healthcare Partners Supporting Summer EBT

Kaiser Permanente Outreach

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PAMELA SCHWARTZ, MPH

Pamela Schwartz, MPH is executive director of community health for Kaiser Permanente, where she leads a portfolio that includes the social drivers of health, including food, housing, and health care workforce development.

She's passionate about all things food & nutrition security, especially developing innovative partnerships to transform the ways we treat & prevent diet-related disease.



Kaiser Permanente: largest integrated health system in the U.S.

12.6M people
get care + coverage
from Kaiser Permanente

 40 Hospitals +  609 medical offices



25K + physicians
deliver high-quality care to Kaiser Permanente members

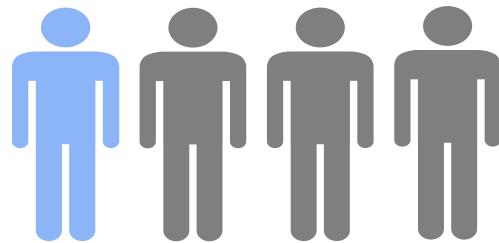


 240K + employees
improving the health of people + communities

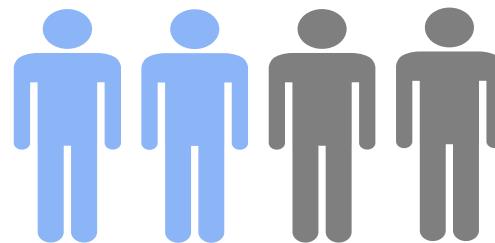


76K + nurses
are at the center of our care

2022 Kaiser Permanente Social Health Survey



Overall, 1 in 4 Kaiser Permanente members experiences food/nutrition insecurity



For members covered by Medicaid plans, nearly half experience food/nutrition insecurity

Our Approach at Kaiser Permanente

We strive to improve health outcomes and reduce health disparities by addressing factors impacting total health for our members, within our communities, and in public health systems across the nation.



Systems:

Partner with public, nonprofit, and private sector entities to improve policies and systems



Communities:

Strengthen community organizations to improve access to quality support services in KP communities



Individuals:

Connect patients to support services within and outside KP's system



Kaiser Permanente Food Is Medicine Center of Excellence

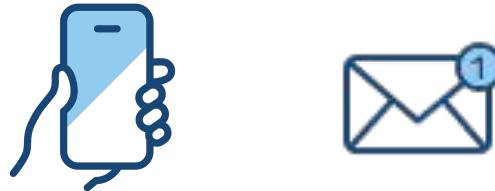
Launched in 2024, the Food Is Medicine Center of Excellence (FIM CoE) exists to transform how Kaiser Permanente prevents and treats diet-related disease and addresses food and nutrition security.

The CoE seeks to sustain and scale FIM programs, generate evidence, innovate and educate, and embolden the structures that allow Food Is Medicine programming to thrive.

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SNAP Outreach Campaigns



2019: KP launched an outreach campaign via text and email to reinforce the connection between food and health and to address the SNAP enrollment gap.

Since 2019, we've reached nearly 6 million members and helped 140k apply for SNAP.

Summer EBT Outreach Campaign



2024: KP launched a social media campaign to increase awareness of summer EBT.

2025: KP launched a multi-modal outreach campaign to inform likely eligible members of Summer EBT.

- Available in English/Spanish, the text language was simple: Kaiser Permanente: Summer EBT offers extra grocery benefits when school's out. Kids receiving <insert State Medicaid Health Plan> may get this automatically. If not, check eligibility at summerebt.org. Be sure to use your benefits in 4 months, or they'll expire.
- Nearly 120k KP members with children across 6 states received the text outreach.

A photograph of a woman with dark hair and glasses, wearing a pink t-shirt, sitting on the grass and holding a young girl. The girl has pigtails and is eating a red apple. They are in a park with a playground in the background.

Starlet Calloway

Program Manager, Summer EBT |
Alabama Department of Human
Resources

Implementation at a Glance



Program Successes

- Successfully implemented the Summer EBT program during our first year of operation
- Successfully issued \$57,236,040 in Summer EBT benefits during our first year of implementation
- Successfully provided summer nutrition assistance to 476,967 households
- Successfully developed an eligibility system
- Successfully developed an independent Summer EBT Call Center
- Successfully collaborated with state partners to spread the word surrounding the Summer EBT program

Collaboration



Summer EBT Portal

- Parents and students may create a profile by establishing usernames and passwords
- Make application for Summer EBT
- Review eligibility determination
- Update student information (including students considered eligible through streamlined certification)
- Decline Summer EBT benefits
- File appeals or request conferences
- Opt into text messaging and email communications



The image shows a promotional banner for the Alabama SUN BUCKS Summer Nutrition Program. The banner is orange with a yellow curved border. At the top left is the Alabama SUN BUCKS logo. At the top right are three links: 'About Alabama SUN Bucks', 'Eligibility and Enrollment', and 'FAQs'. The main text on the banner reads 'ALABAMA SUN BUCKS' and 'Summer Nutrition Program for School-age Kids'. Below this are two buttons: 'Check Your Eligibility' and 'Log into SUN Bucks Portal'. A small note below the buttons says 'Click 'Check Your Eligibility' button to enroll, or log in directly from 'Log into Sun Buck Portal' button if you already have an account'. To the right of the banner is a photograph of two young girls smiling and eating sandwiches.

[About Alabama SUN Bucks](#)

End User Feedback



Partners



Facebook



Call Center

Best Practices

Although 2025 was our first year of implementation, we've identified several areas that will ensure a smooth implementation process in 2026:

- Continue to allow our Summer EBT Vendor to process applications and determine eligibility
- Continue to operate an independent Summer EBT Call Center
- Maintain a Client Portal that houses streamlined student and direct applicant data
- Continue to work with ALSDE to obtain student enrollment data
- Continue to easily identify streamlined students
- Continue to issue Summer EBT benefits on a separate card than SNAP benefits
- Remain knowledgeable of the program
- Maintain a great relationship with our Summer EBT Vendor to minimize the impact of Summer EBT on the state

Looking Ahead: Summer 2026

- Improve methods of school enrollment verification for our Vendor
 - Require SSID
 - Provide list of all enrolled students
- Make sure that the Customer Call Center is adequately staffed to handle the call volume
 - Ensure staff is culturally diverse
- Increase outreach efforts
 - Target CEP school parents who are not streamlined and encourage to apply
 - Use targeted text messages and emails to spread knowledge of the program
 - Collaborate with retailers about the program



Starlet Calloway
Summer EBT Program Manager
Alabama Department of Human Resources
Starlet.Calloway@dhr.alabama.gov
(334)353-4555

A woman with dark hair and glasses, wearing a pink t-shirt, is sitting on the grass in a park. She is holding a young girl with pigtails in her lap. The girl is eating a red apple and holding a pink stuffed animal. In the background, there is a playground with a slide and other children playing. A dark grey rectangular box is overlaid on the left side of the image, containing the text.

Rachel Sabella
Director | No Kid Hungry New York

How Partnerships Helped Promote Summer EBT in New York



New York Governor Kathy Hochul Summer EBT PSA featuring No Kid Hungry New York



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Bronx Event Highlighting Summer EBT and Summer Meals featuring Elected Officials and NYC Schools Chancellor



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Buffalo Bills Summer EBT PSA featuring Ray Davis



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New York City Council - No Kid Hungry New York Summer EBT Outreach Campaign



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New York Elected Officials Promoting Summer EBT

 CM Jen Gutiérrez [Follow](#) [...](#)

Attention families! The first round of Summer EBT benefits will start expiring on November 28th.

Check when your benefits expire and your balance by calling the EBT Customer Service Center at 1-888-328-6399 or by visiting [ebtEDGE.com](#)

! REMINDER !

Summer EBT benefits expire 4 months after issuance

Use your benefits at any grocery store that accepts EBT

Check your Summer EBT funds balance, issuance date, and transactions by calling: 1-888-328-6399



 James Skoufis [Follow](#) [...](#)

⚠️ Don't wait! Your Summer EBT benefit expiration date is based on the specific date your child's benefits were issued. Benefits start expiring on November 28!

Check your expiration date and balance by calling the EBT Customer Service Center at 1-888-328-6399 [otda.ny.gov/programs/summer-ebt...](http://otda.ny.gov/programs/summer-ebt)

DON'T WAIT!

SUMMER EBT

EXPIRING NOVEMBER 28TH

DON'T WAIT!

 Senator Roxanne Persaud [Follow](#) [...](#)

FYI Summer EBT has begun.

Benefits will continue to be sent to families through the summer and into the fall.

New Yorkers are encouraged to learn more about eligibility and apply, if necessary, before the Sept. 4 deadline.

Most households will be paid based on available information and do not need to apply.

Learn more here: OTDA.NY.GOV



 Rep. Dan Goldman [Follow](#) [...](#)

The first round of NY Summer EBT benefits begin expiring on November 28.

Your specific expiration date is based on the date your child's benefits were issued.

To learn more, call the EBT Customer Service Center at 1-888-328-6399 or go to [ebtEDGE.com](#)

 NYS Senator Julia Salazar... [Follow](#) [...](#)

⚠️ Attention families! The 1st round of #SummerEBT benefits will start expiring on November 28th. Check when your benefits expire and your balance by calling the EBT Customer Service Center at 1-888-328-6399 or by visiting [ebtEDGE.com](#) @nysotda



otda.ny.gov
Summer Electronic Benefits Transfer (EBT)

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TABLE TOPICS & FACILITATORS

1. Understanding Eligibility & Enrollment

Carolyn Vega, No Kid Hungry

2. Summer EBT Messages & Outreach

Playbook

Elyse Kovalsky, No Kid Hungry

3. Moving the Needle in Non-SEBT States

Macy Lemon, Matthew Mengesha & Stacie Sanchez Hare, No Kid Hungry

4. Learn More about SummerEBT.org

Beth Githuku, Gift Card Bank

5. Partnering with Schools

Ayesha Holmes & Ashley Roudebush, No Kid Hungry

6. Understanding the SEBT Need-to-Apply Population

Poonam Gupta, Urban Institute

7. Immigrant Access & Public Charge

Alicia Wilson, Protecting Immigrant Families & Leidi Garcia, CASA

8. Increasing access & equity for Spanish speaking communities

Daniella Orihuela, Unidos

9. Gathering Caregiver Feedback

Mayra Crespo, No Kid Hungry & Anthony Bonner, No Kid Hungry SNAP Parent Advisory Council

10. Tech Tools to Reduce Confusion

Theo Gibbs, James Blair, Lynley Closson & Danny Rufus, Code for America

11. Strengthening Relationships with Agency Partners

Kate Goodin, No Kid Hungry



**Thank you for joining
us today!**

**More questions or want to chat
about Summer EBT?**

Please reach out to:
Alison Maurice
Summer EBT Senior Program Manager
No Kid Hungry
amaurice@strength.org

We want to hear from you!
Scan to take our survey:

