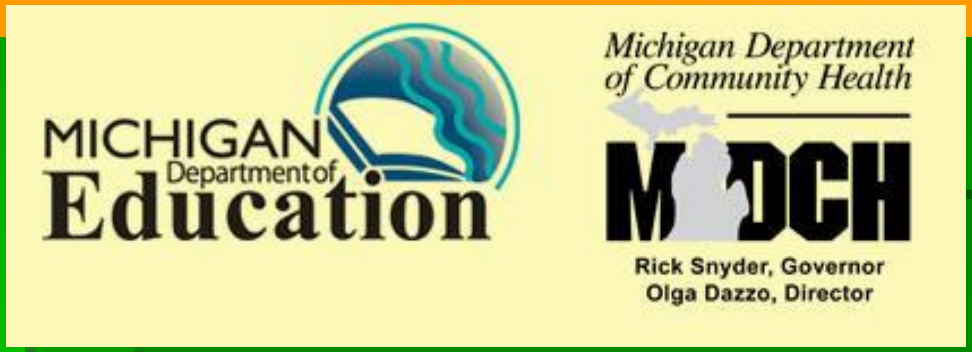
# Summer EBT for Children

## *The Michigan Experience*




Kobra Eghtedary, PhD

NWA Technology Conference, Fall 2011

# Prevalence of Food Insecurity in Households with School-Aged-Children, 2009

- 6.6 percent of all households with children experienced very low food security (VLFS)
- 14% of households with income less than 185% of poverty experienced VLFS
- 19% of households with income below the poverty line experienced VLFS

# Healthy, Hunger-Free Kids

# End Child Hunger by 2015

*The Village Norm*

# Proof-of-Concept Grants

- Five State agencies received grants to implement the demonstration during a proof-of-concept in summer of 2011.


SUMMER EBT for Children

# The Demonstration States and the Program Models

## The WIC Models:

- MI Department of Education &
  MI Department of Community Health, WIC Online
  - One SFA in Grand Rapids
- TX Department of Agriculture &
  TX Department of State Health Services, WIC Offline
  - One SFA in El Paso County

## The SNAP Models:

- CT Department of Social Services
  - 17 SFA in Windham and New London Counties
- MO Department of Social Services
  - 3 SFA in Kansas City
- OR Department of Human Services
  - 10 SFA in Linn and Jefferson Counties

# Eligibility

Requirements for children to receive benefits as part of the SEBTC Demonstration:

- Residing in the demonstration area
- Enrolled in kindergarten through 12th grade
- Certified for free/reduced price (FRP) meals in the 2010-11 school year
- (Each household selected to participate in the treatment group will receive benefits for all children in the household who are certified for free and reduced priced school meals)

# Grand Rapids, MI

- Approximately 19,000 Students in GRPSD
- Approximately 16,000 Students & 10,000 families qualify for Free and Reduced Priced (FRP) School Food programs
- 35 Schools in the GRPSD participated

# Participant Recruitment

- Radio spots on NPR
- Press Release
- Community Service Announcements
- Letters home with youngest child

## Summer EBT for Children

### Receive $180.00 in Groceries per Child

02/28/2011

Dear Parent or Guardian,

We want to help feed your children this summer! Grand Rapids Public Schools (GRPS) has an exciting new program called **Summer EBT for Children (Summer Electronic Benefit Transfer for Children)**. This program is being provided through the joint efforts of the United States Department of Agriculture (USDA), Michigan Department of Education (MDE), Michigan Department of Community Health—Women, Infants and Children (WIC) and GRPS. Selected families in the program will get an EBT card that looks just like the familiar EBT Bridge Card. The card is worth $60.00 for each school aged child in your household for each summer month for a total of $180.00 for each child over the summer. It can be used to buy healthy foods for your children at authorized WIC local retailers.

# Participant Recruitment

- Regional news paper articles

**2,500 low-income Grand Rapids students receiving nutritious food this summer thanks to $707,735 federal award**

Published: Saturday, August 06, 2011, 7:00 AM

By Monica Scott | The Grand Rapids Press

Follow

# Client Consent to participate in the demonstration and evaluation:

- Michigan, Connecticut & Oregon chose to use an “active” consent process
  - households had to return a signed form if they wanted to “opt in”
- Texas & Missouri chose a “passive” consent process
  - households had to return a signed form if they wished to “opt out”

# Active Consent

## Summer EBT for Children

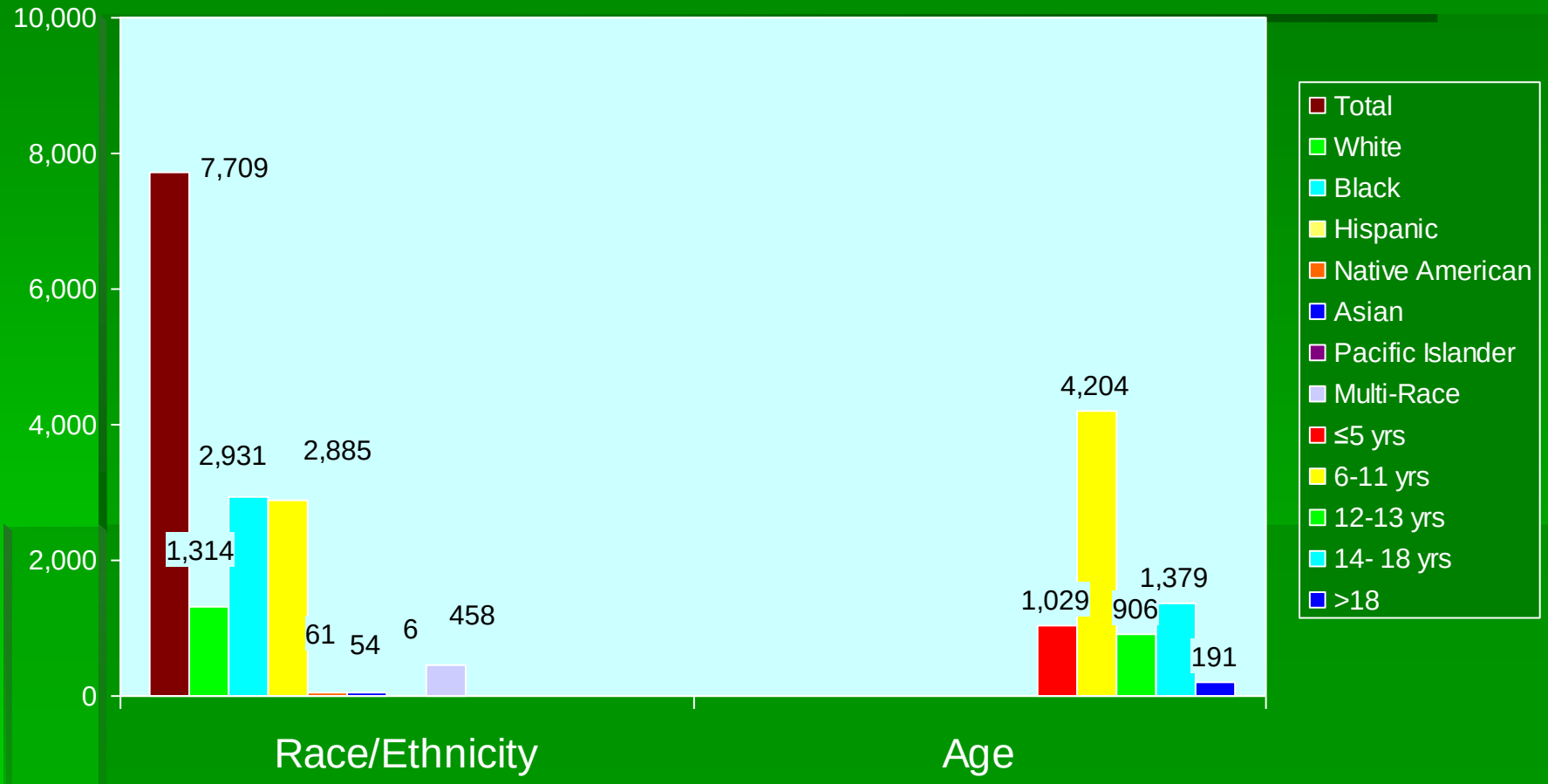
**Consent Form**

O Yes, I would like to participate in the random selection for the Summer EBT for Children.

O No, I would not like to participate in the Summer EBT for Children.

Demographics for family # 12345

# Race/Ethnicity & Age of the children with Active Consent



# Participant Selection

- Clients with returned consent form were randomly selected into control and experiment group by evaluator.
- Notification letters mailed to Head of Household.
- 2,502 participants in Experiment group
- 2,500 participants in Control group
- Benefit started on June 11, 2011 through September 9, 2011

# Announcement Letter

SUMMER EBT for Children

June 1, 2011

Dear [Parent/Guardian]:

***Congratulations!*** Your household has been randomly selected to receive benefits from the **Summer Electronic Benefit Transfer for Children (SEBTC) grant**. The following child/children will receive benefits:

| | |
|---|---|
| **[NAME]** | **[STUDENT #]** |
| **[NAME]** | **[STUDENT#]** |

The ***program begins June 11, 2011,*** and will run for three consecutive months this summer. You will receive your ***SEBTC CARD*** by mail. Before you can use your card, you ***MUST*** call and activate your account by creating a PIN (Personal Identification Number).

When you call Customer Service to create your PIN, you will first be asked to select your language. The next selection will ask for the program. Be sure to choose ***#4, SUMMER EBT for CHILDREN***. The messages you hear will reference the WIC card but apply to your SEBTC card also. To complete the activation process, you will need the ***zip code and birthday of the parent/guardian listed above.*** (yet to be determined)

# MI-SEBTC Development

- MI-WIC → MI-SEBTC
  - Leveraged from the existing Michigan WIC MIS application
- Developed to display imported data from school districts and to enroll students directly through the system as needed
- Provides users the ability to:
  - Certify participants
  - Assign Food Packages
  - Issue Benefits

# Benefit Delivery & Operations

- Modified existing WIC infrastructure to administer the program
  - ACS: EPPIC
  - 3 Sigma Software: MI-SEBTC
- Only vendors authorized for WIC could participate in SEBTC
- Transaction processing same as WIC with different identifiers
- No negative impact on Vendors

# Benefit Delivery & Operations

- All participants who were selected into experiment group were certified, assigned standard food package, and issued benefits
  - Auxiliary data fields also populated
- Food cards were mailed to Head of Household using standard card carrier
- EBT Cards pinned By Clients (card not active until pinned)

# MI Bridge Card


Your Summer EBT for Children (SEBTC) Bridge Card!

The Michigan Summer EBT for Children Bridge Card is a safe and easy way to buy your SEBTC foods.

To select your 4 digit pin to start using your card or to select a new pin:

- Call Customer Service at 1-888-678-8914 (voice), 1-800-649-3777 (TTY) to select your new PIN.
- Select a Personal Identification Number (PIN) that is easy to remember and memorize your PIN.

Look for the word **Summer EBT for Children** printed on the front of your card. This card is for your SEBTC food benefits **ONLY**. This card cannot be used for Food Stamp, WIC or Cash transactions.

IMPORTANT INFORMATION

Keep this information for future reference

Bridge Card Customer Service
1-888-678-8914
Call 24 hours-a-day, seven days-a-week if:

PROTECT YOUR CARD SO IT WILL WORK!

- Sign and print your name in ink on the back of your card.
- **DO NOT** bend or fold your card.

# Data sharing

- Data sharing agreements between State offices, School District, and Evaluators
- All data sent was encrypted and followed agreed upon FTP protocols
- Production reports and data files later sent between MI-SEBTC and evaluators
- IRB Approvals

# Helpline

- ACS = Issues with the physical card
- 3SSW = Issues with benefits or participant/family data
- Grand Rapids = Issues around the program and general trouble shooting
- WIC = Issues with food package
  - ACS initially received a large volume of inquiries regarding SEBTC from general public
  - Changed ACS helpline script

# Food Package

- USDA provided guidance for food package items and quantities
  - Goal to balance nutrition with cost of $60.00
  - Fit package cost ceiling into estimated food cost
- All participants issued the same food package

# Food Package


**MILK**
2 gallons


**CHEESE**
8 ounces

**EGGS**
1 dozen


**COLD & HOT CEREAL**
36 ounces


**WHOLE WHEAT BREAD**
1 lb loaf


**SOFT CORN TORTILLAS**
1 lb package


**TUNA**
Three 5 oz cans

**100% JUICE**
One 64 oz
plastic container


**FRESH FRUITS & VEGETABLES**
$14 cash value

**PEANUT BUTTER & BEAN CHOICES**




*You may choose ONE of the following combinations:*

**One 18 oz jar of peanut butter + Two cans of 15-16 oz beans or peas**

(OR)

**One 16 oz (1 lb) package of dry beans, lentils or peas + Two cans of 15-16 oz beans or peas**

(OR)

**Six cans of 15-16 oz beans or peas**

## COLD CEREALS
No organic allowed

All SEBTC hot and cold cereals provide a good source of iron
Cereals with (●) provide 100% Daily Value folic acid
Cereals with (▲) are made with whole grains and provide good fiber

**36 ounces total for hot and cold cereals per child per benefit month**

▸ **11 oz package or larger** ▸ These brands and flavors ONLY


**Cheerios**
Plain ▲
Multi Grain ●▲


**Kix**
Plain ▲
Honey ▲


**Chex**
Rice
Wheat ●▲


**Mini-Wheats**
Unfrosted Bite Size ▲
Plain Frosted Bite Size ▲
Plain Frosted Big Bite ▲


**Corn Flakes**
Plain


**Special K**
Plain ●


**King Vitaman** ●


**Life**
Plain ▲

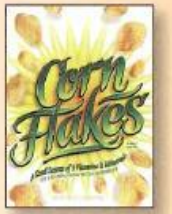

**Quaker Oatmeal Squares**
Brown Sugar ●▲
Cinnamon ●▲


**Banana Nut Crunch** ▲


**Bran Flakes** ▲


**Honey Bunches of Oats**
Vanilla Bunches ▲
Honey Roasted, Almonds,


**Store Brand Corn Squares, Biscuits, Bitz**
(like Corn Chex) Flavorite, Great Value, IGA, Kroger, Meijer, Our Family, Spartan




**Store Brand Corn Flakes**
Flavorite, Great Value, Hy-Top, IGA, Kroger, Meijer, Mornin' Gems, Our Family, Parade, Spartan


**Store Brand Crispy Rice**
Flavorite, Great Value, Hy-Top, IGA, Kroger, Meijer, Mornin' Gems, Our Family, Parade, Spartan


**Store Brand Bran Flakes**
Flavorite ●▲, Hy-Top ▲, IGA ●▲, Meijer ●▲, Spartan ●▲, Nature's Crunch ●▲


**Store Brand Toasted Oats**
Flavorite ▲, Great Value ▲, Hy-Top ▲, IGA ▲, Kroger ▲, Meijer ▲, Rollin' Oats ▲, Spartan ▲


**Store Brand Frosted Shredded Wheat**
Great Value ▲, Hy-Top ▲, IGA ▲, Nature's Crunch ●▲, Meijer ●▲, Spartan ▲




**Malt-O-Meal Mini Spooners**
Frosted ●▲ Strawberry Cream ●▲ Chocolatey Frosted ●▲

**Effective June 11 - September 10, 2011**

# SUMMER EBT for Children

# Food List

## Allowed Food Guide

MICHIGAN Department of Education

Michigan Department of Community Health
MDCH
Rick Snyder, Governor
Olga Dazzo, Director

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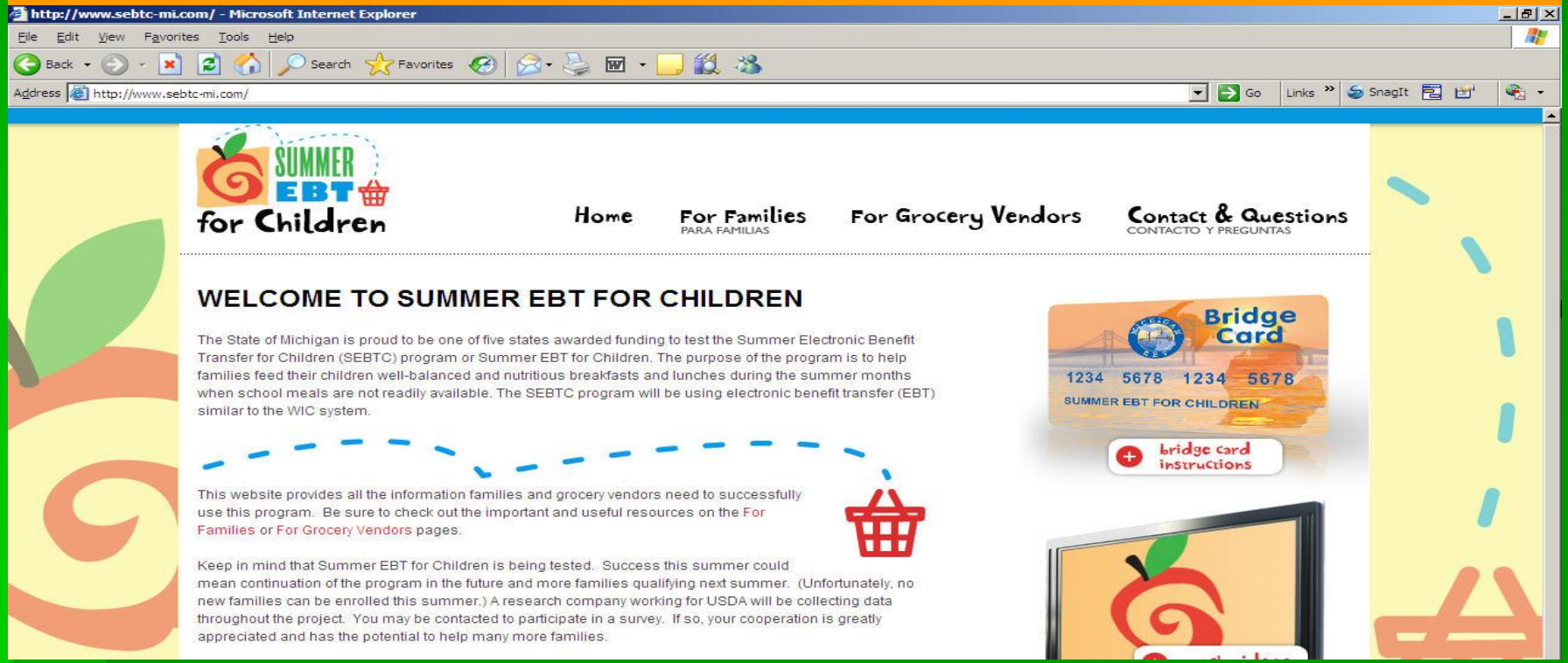
# Client Training

- Client training given primarily through website
  - Printouts and videos
  - http://www.sebtc-mi.com/
- Face to Face training also provided in Grand Rapids

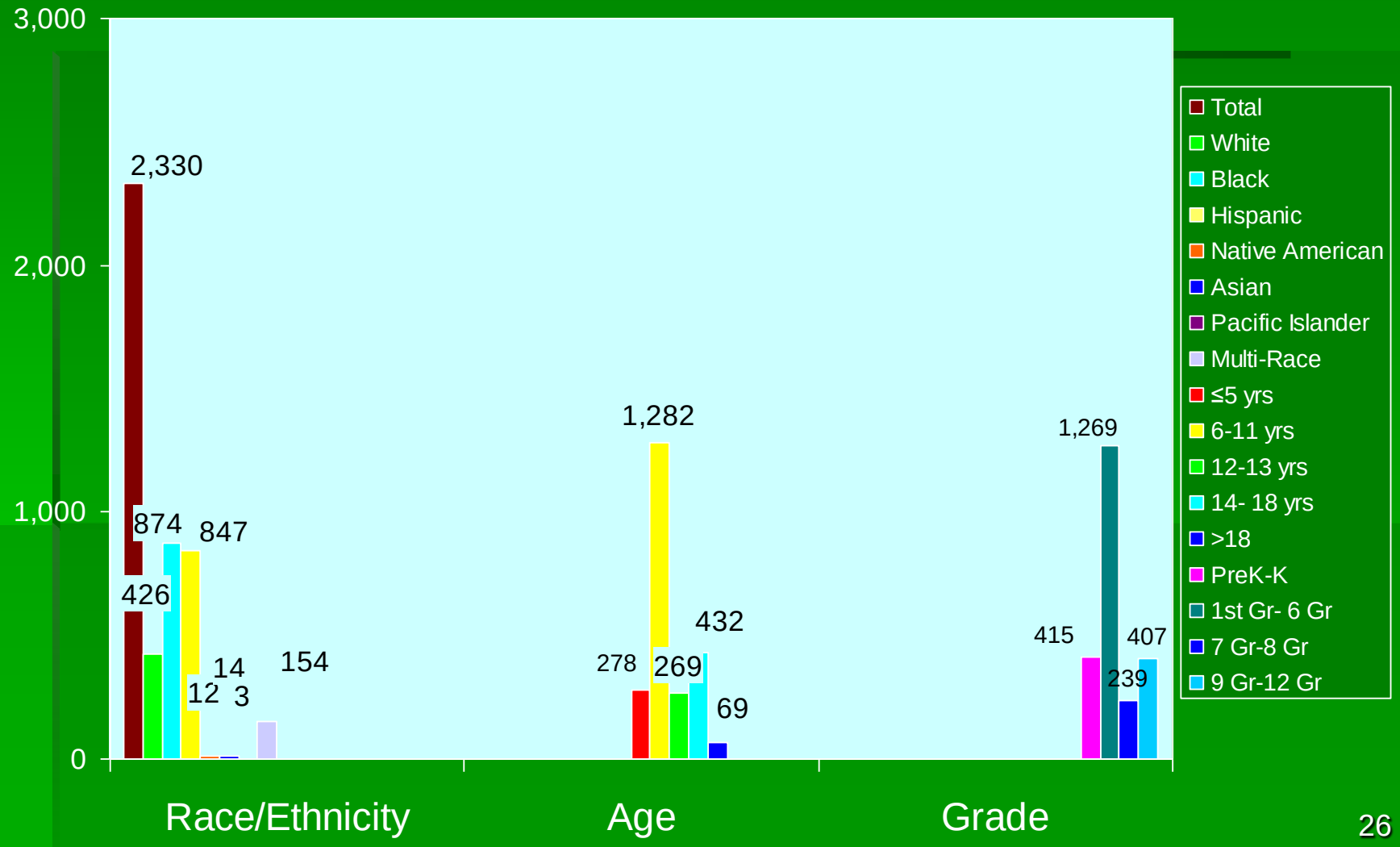


# Vendor Training

- Vendors were notified statewide of the program via quarterly news letter
- Vendors in Kent County (project site) were sent a form letter with food card and announcement sheet
- Half day face to face training also provided

# Benefit Group

- 2,502 students in Benefit group
- 172 Students did not redeem any benefits



# Benefit Redemptions

- No. of Benefit Group = 2,502
- No. of Students Redeemed Benefit = 2,330
- No. Students with no redemptions =172
- No. families with redemptions = 1,248
- Total available benefit = $419,400.0
- Total redemption = $248,442.37
- 69.5% (867) families redeemed >60% of their benefits
- 381 of the families redeemed <60% of their benefits

# Future Plans:

## Full Implementation in GRPSD


- Continuation of 2011 Demonstration
- Identify at least 10,000 potential participants
- Letters, forms, mailings, robocalls & local media to increase awareness
- Active consent scan forms
- 5,000 participants in control
- 5,000 participants in experiment
- MI-SEBTC to assign benefits
- Updated flyers and communications sent to Vendors
  - Face to face trainings

# Future Plans:
# Summer EBT Expansion

- Michigan's Thumb Area:
- 4 Intermediate School Districts in 6 counties
- Mainly rural with two medium sized cities
  - Primarily Caucasian
  - Income: 32,568-$51,029
- Agricultural and Tourism
- 2,500 Experiment
- 2,500 Control

# Partners

- USDA-FNS,
  Program Sponsor
  - Jay Hirschman, Hoke Wilson, Michelle Stewart
- Abt-Mathematica,
  Evaluation Team
  - Ann Collins, Anne Gordon
- MDE,
  The Grantee
  - Howard Leikert, Nick Drzal
- GRPSD,
  The School Authorities
  - Paul Baumgartner, Jan Loeffler

MDCH-WIC,

The Design, Development & Implementation Engine

- The WIC Team:
  - Laurie Perrelli
  - Rick Schneider
- 3SSW, Kamalesh Bandanadham
- ACS, Asad Salahuddin
- NDG, Ricky Aviles

# Michigan Children are ready for Statewide SEBTC


MICHIGAN Department of Education

Michigan Department of Community Health

MDCH

Rick Snyder, Governor
Olga Dazzo, Director