

# SSP Partner Meeting

## Summer EBT 2024 Review

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January 9, 2025



# What is Summer EBT (SEBT)?

Summer EBT (SEBT) is an annual grocery benefits program to help families buy food for their school-age children during the summer months when school is out.

- School-age children participating in SNAP\*, TANF, OHP\*, experiencing homelessness or are in foster care are automatically enrolled.
- School-aged children who meet the income requirements for receiving free or reduced-price lunches may also qualify by application.
- In Summer EBT's inaugural year in 2024, SEBT was issued to **361,207** children in Oregon. The program brought in **\$43.3 million** in grocery benefits families spent in their communities.

\* SNAP allotments over \$0, OHP programs under 185 FPL



# What did families say about Summer EBT?



"This was an amazing program. We were struggling and to see the joy on our sons face when we could get him the nutritional food without having to put anything back was amazing."

"I loved this program. It was frustrating to get approved as I was never informed I needed to send in any verifications due to being newer in the state. Once approved it has been easy to use and a great benefit. I love the double up bucks at specific farms and markets. It helped my family eat fresh veggies when I was unable to afford them."



"I didn't ever receive any information. So I went online and found a number to call. I called and the lady was amazing on talking me what steps to take. The application is also straight forward and easy to navigate. It took maybe a week to get a decision. It was amazing. Thank you all for all you do!"

"It was significantly helpful. As a family, we budget every meal we have for the month and this gave us a little bit of room for food that we normally don't get. Protein in general has gotten really expensive and we had it a few times during the month more than usual."



# 2024 SEBT By The Numbers

In its first year as a permanent food program, Oregon's Summer EBT program goal was to serve 350,000 children with these benefits in 2024.

**354,548** Children received SEBT through Streamlined Eligibility

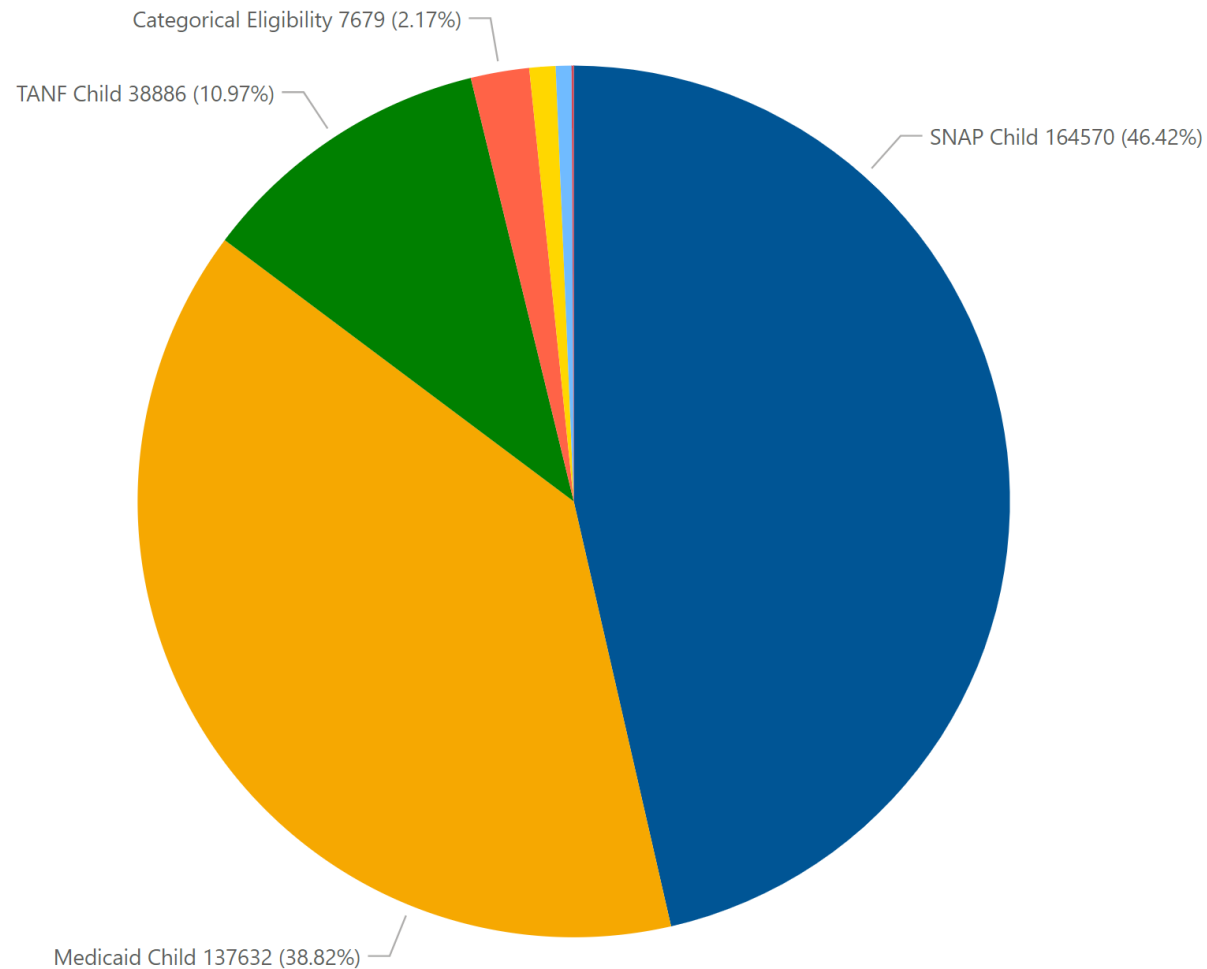
**7,498** Approved SEBT Applications in 2024

**47.6%** of children who received SEBT live in urban areas, **34.9%** live in metro areas and **17.4%** live in rural areas across Oregon

**42.6%** of all children attending school in Oregon received Summer EBT in 2024



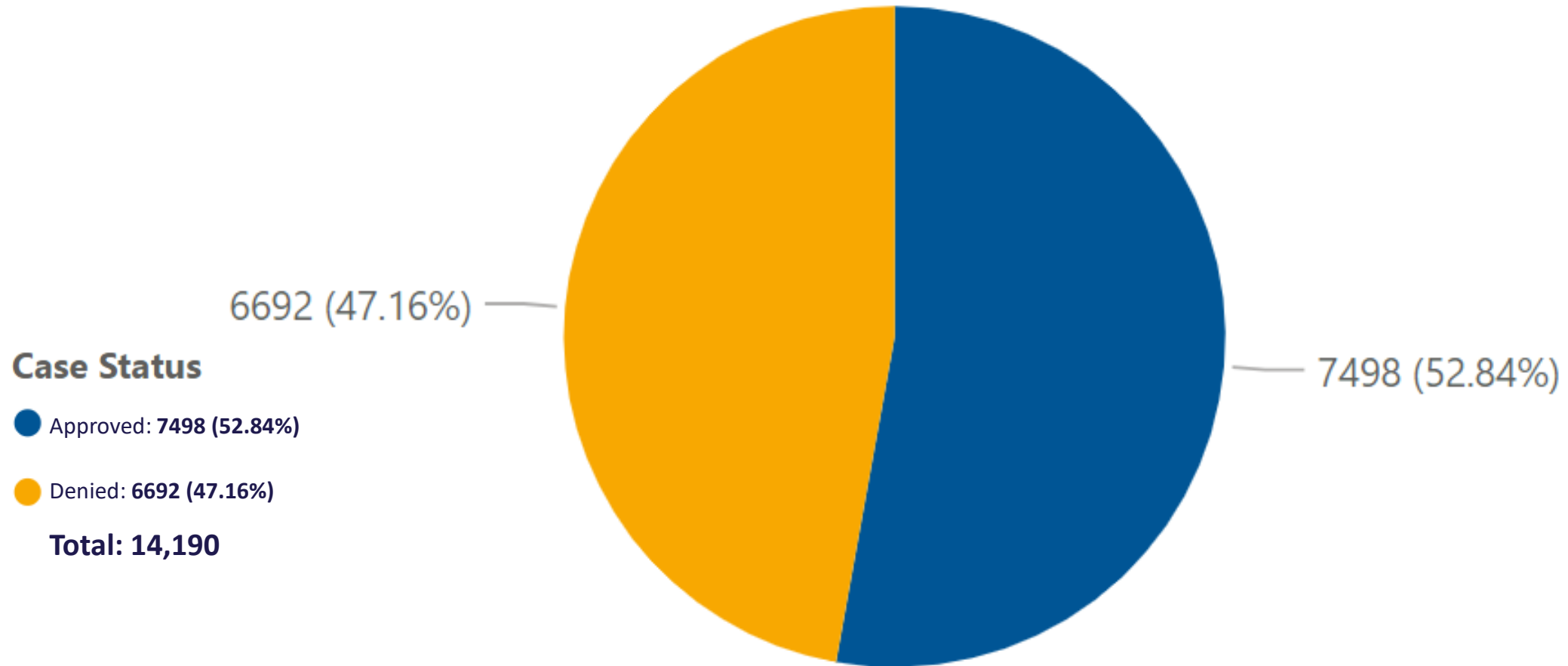
# 2024 SEBT Data: Total Streamlined Eligible



## Eligibility Determination

- SNAP Child: **164,570 (46.42%)**
- Medicaid Child: **137,632 (38.82%)**
- TANF Child: **38,886 (10.97%)**
- Migrant, Houseless or Runaway: **7,679 (2.17%)**
- Child Welfare: **3,433 (0.97%)**
- Received free or reduced-price meals: **2,061 (0.58%)**
- Enrolled in Head Start: **287 (0.08%)**

# 2024 SEBT Data: Total Applications





# 2024 SEBT Data: Total Applicants by Location

## All Approved and Denied Applications

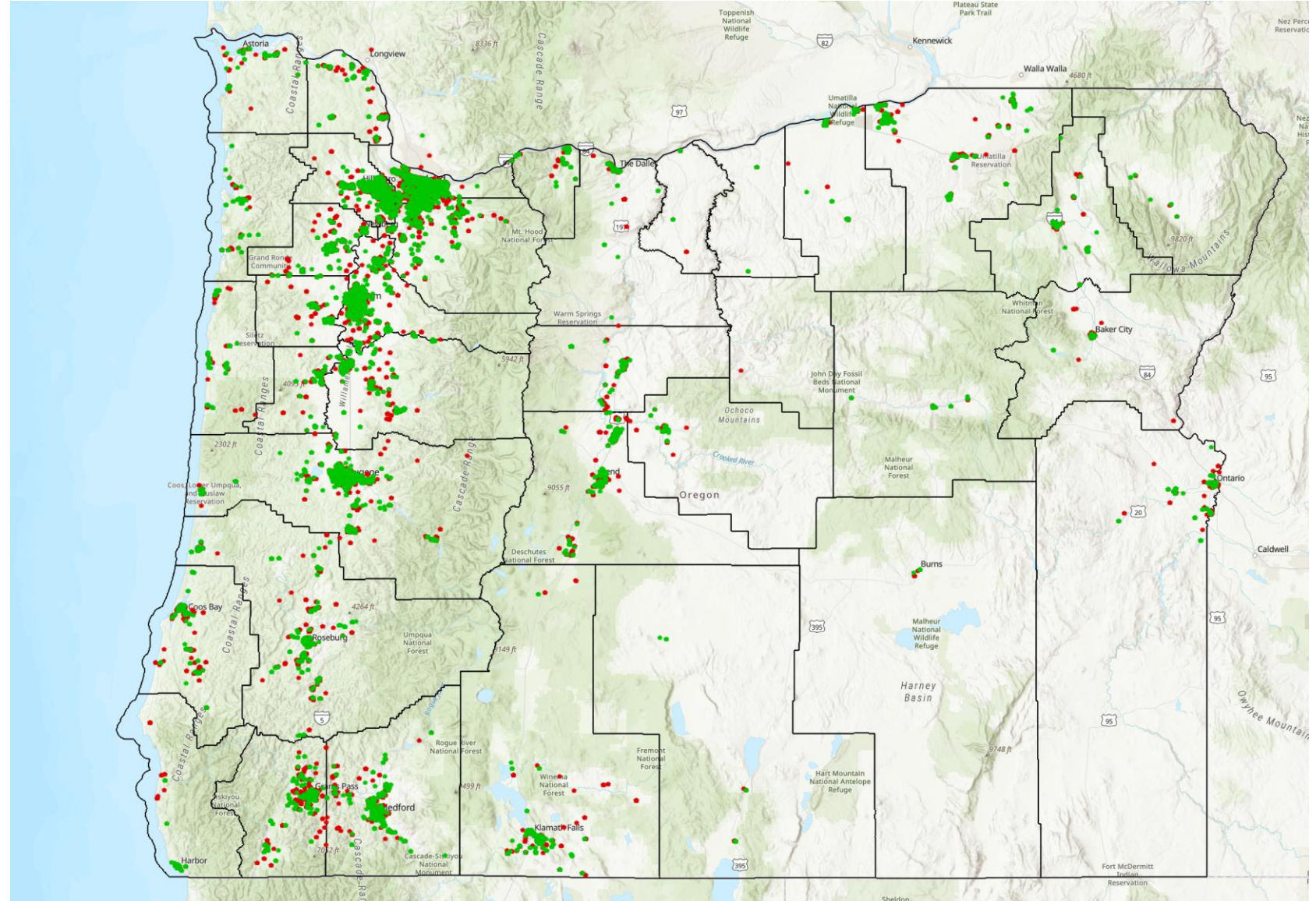
- Approved: 7498 (52.84%)
- Denied 6692 47.16%

### Key Finding:

Underrepresentation in rural and outlying communities

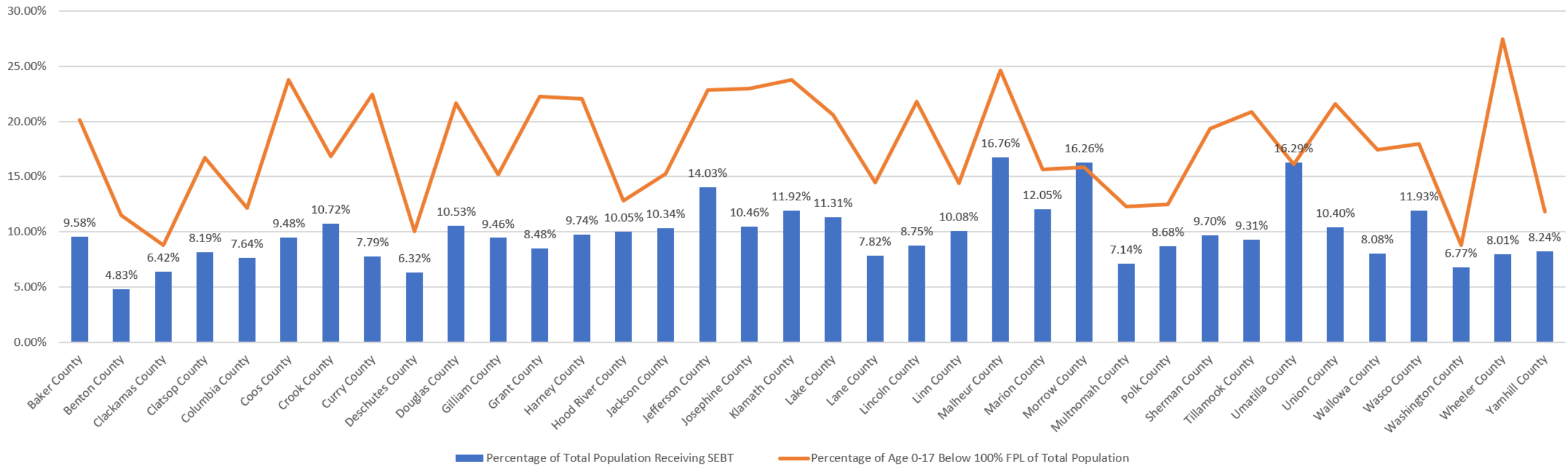
### Comms and Engagement Opportunity for 2025:

Increased outreach presence through POC engagement and strategic statewide community partnerships to leverage outreach into rural communities.



# 2024 SEBT Data: SEBT Recipients by County Comparison

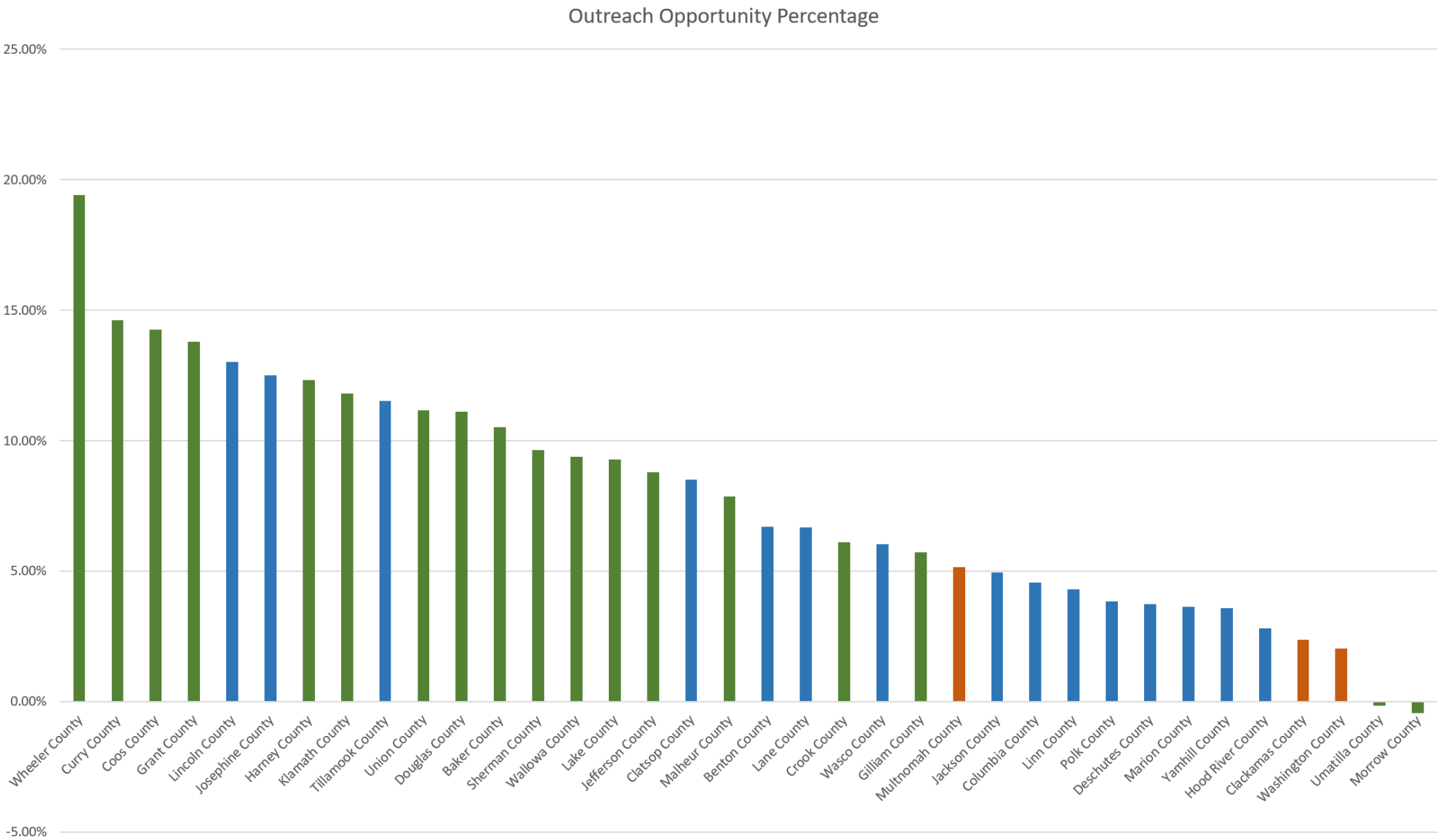
Children Receiving SEBT Per County (2024) Compared to Children Under 100% Federal Poverty Level (2021)



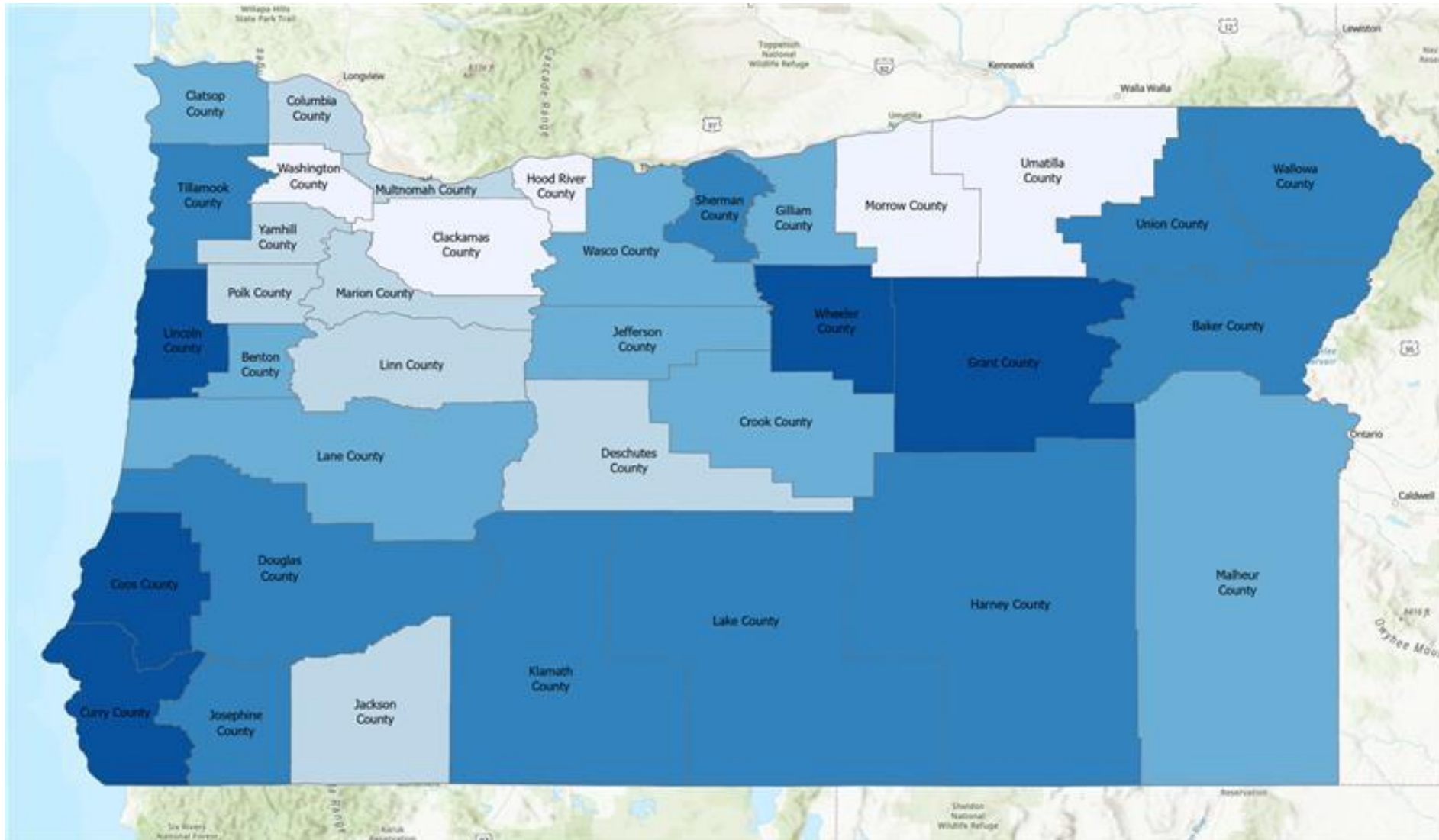


# 2024 SEBT Data: Outreach Opportunity Mapping

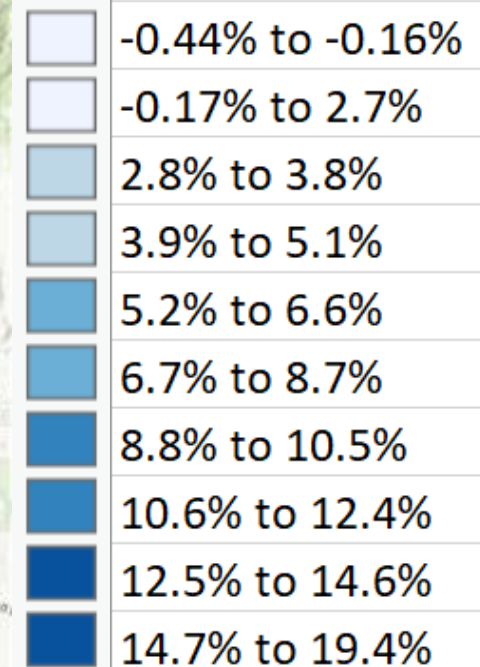
County	Pop. Density	Outreach Opportunity %
Wheeler County	Rural	19.42%
Curry County	Rural	14.62%
Coos County	Rural	14.25%
Grant County	Rural	13.78%
Lincoln County	Urban	13.01%
Josephine County	Urban	12.50%
Harney County	Rural	12.32%
Klamath County	Rural	11.81%
Tillamook County	Urban	11.53%
Union County	Rural	11.16%
Douglas County	Rural	11.10%
Baker County	Rural	10.52%
Sherman County	Rural	9.63%
Wallowa County	Rural	9.37%
Lake County	Rural	9.28%
Jefferson County	Rural	8.78%
Clatsop County	Urban	8.50%
Malheur County	Rural	7.87%
Benton County	Urban	6.70%
Lane County	Urban	6.66%
Crook County	Rural	6.11%
Wasco County	Urban	6.04%
Gilliam County	Rural	5.72%
Multnomah County	Metro	5.16%
Jackson County	Urban	4.93%
Columbia County	Urban	4.56%
Linn County	Urban	4.31%
Polk County	Urban	3.83%
Deschutes County	Urban	3.73%
Marion County	Urban	3.63%
Yamhill County	Urban	3.58%
Hood River County	Urban	2.79%
Clackamas County	Metro	2.37%
Washington County	Metro	2.04%
Umatilla County	Rural	-0.17%
Morrow County	Rural	-0.44%



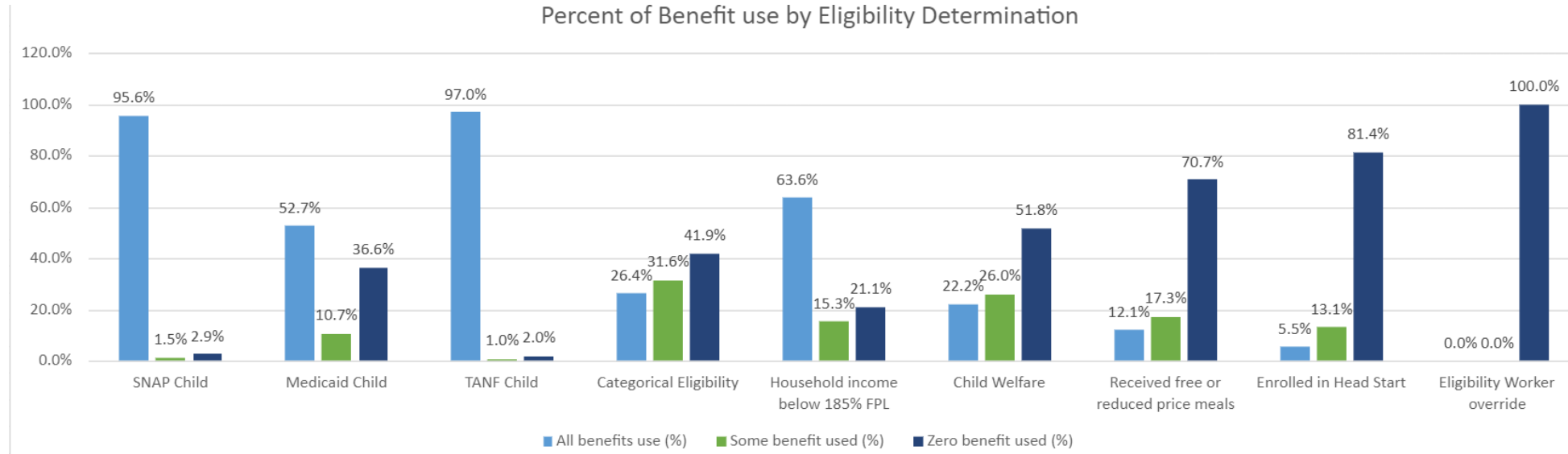
# 2024 SEBT Data: Outreach Opportunity Mapping



## Outreach Opportunity %



# Benefit Usage (as of Aug. 31, 2024)



## Key Findings:

- Summer EBT benefits were highly utilized by families who gained eligibility through **SNAP** and **TANF**.
- Other than SNAP and TANF, all other eligibility groups show a great need for **increased outreach support** and **clearer messaging around benefit spending**, especially within the **Medicaid** and **Child Welfare** groups.
- SNAP and TANF families are more familiar with the EBT card process by nature of the programs they're participating in, so high benefit utilization was expected.

## Comms and Engagement Opportunity for 2025:

- **Place emphasis on benefit usage communications** in 2025 messaging, including how to use your EBT card, card replacement, and benefit expiration.
- **Earlier access to benefit usage data** in 2025 will allow for longer outreach runways to specific groups.
- **Earlier runway to reach out to families** who aren't using their benefit will allow for more opportunity to educate and reach families before benefits expire.
- Leverage partnerships with **McKinney Vento Liasons within school districts, OHA Community Partner Groups, and Child Welfare family navigators** to support additional outreach efforts.

# 2024 Summer EBT: Outreach to Families

## 2024 Summer EBT Outreach By the Numbers:

**14** In-Person Outreach Events  
Across Oregon

**2,025** Oregonians Reached  
Through In-Person Events

**2** Summer EBT Webinars

**6** Summer EBT Presentations to  
ODHS staff

**6** Summer EBT Presentations to  
Community Partner Groups

**1961** Statewide Community  
Partner Contacts

## Key Findings:

- **In-Person outreach efforts were focused on metro areas across Oregon in 2024:** Opportunity for strategic outreach and partnership in rural communities in 2025.
- **Free Community Resource events and Free Food Markets** proved to be the most fruitful outreach events attended in 2024, by nature of the audience these type of events attract.
- **Most families were aware of Summer EBT** but unsure if they qualify or if they had received the benefit or if they needed to apply. Students within Community Eligibility Provision(CEP) schools were especially confused as to why they receive free meals at school, but didn't meet income requirements for SEBT.



# 2024 Summer EBT: Outreach to Families

## Outreach and Engagement Opportunities in 2025:

- **Collaborative Messaging:** Integrate **Summer EBT program information** with **additional free food resources** to further support the nutritional needs of families all year.
- **Statewide Outreach Swag Kits:** Provide **Summer EBT + Free Food Program promotional materials** to outreach staff across Oregon (especially in rural communities) through Ford Family Foundation grant funding in 2025.
- **Continue to Grow Statewide Partnerships** with Tribal Nations, Oregon Schools, Oregon Food Bank, YMCA, Boys and Girls Club and Oregon Camps for earlier, clearer and more streamlined messaging to families.





# 2024 Summer EBT: Outreach to Families

Applications are available now for families to apply for 2025 Summer EBT benefits by going to the SEBT website:

**Sebt.oregon.gov** for English  
**Ebtv.oregon.gov** for Spanish

Completed applications can be emailed to:  
**[SummerEBTinfo@odhs.oregon.gov](mailto:SummerEBTinfo@odhs.oregon.gov)**

## Oregon Summer EBT

[Español](#)

[Resources for partners](#)

### Food benefits for school-aged kids

Summer EBT is a grocery benefits program. It helps families buy food for their school-aged children when school is out. Each summer, families will get one yearly payment of \$120 for each eligible child to buy groceries.

Questions? Email us at [summerebtinfo@odhs.oregon.gov](mailto:summerebtinfo@odhs.oregon.gov).

The 2024 program has ended. Oregon Summer EBT will be back in summer 2025.

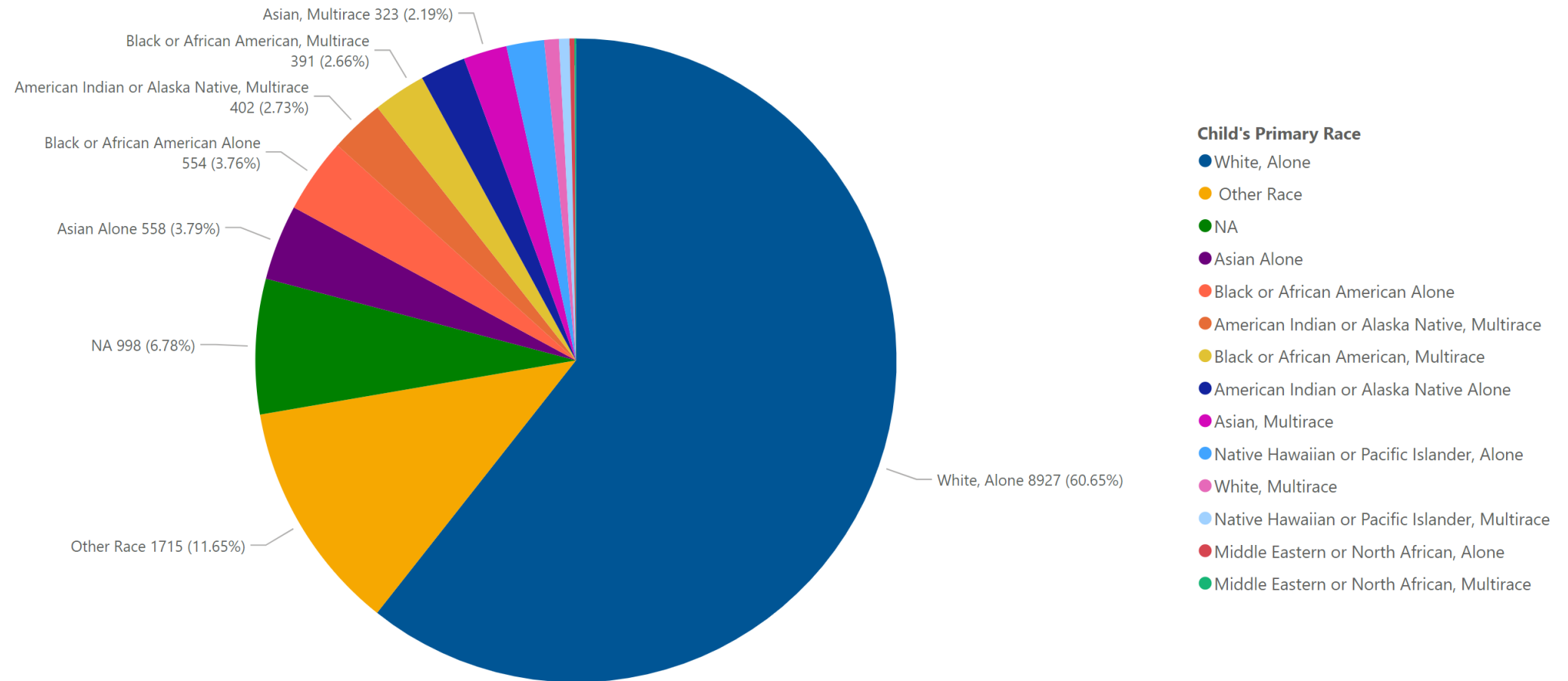


Outreach materials for partners including 2025 SEBT flyers, FAQ's and Social Media Toolkits will be available on our website beginning in late March 2025.

*2025 Summer EBT benefits will begin issuing to families in late May 2025 for those who qualify through automatic eligibility or through application.*

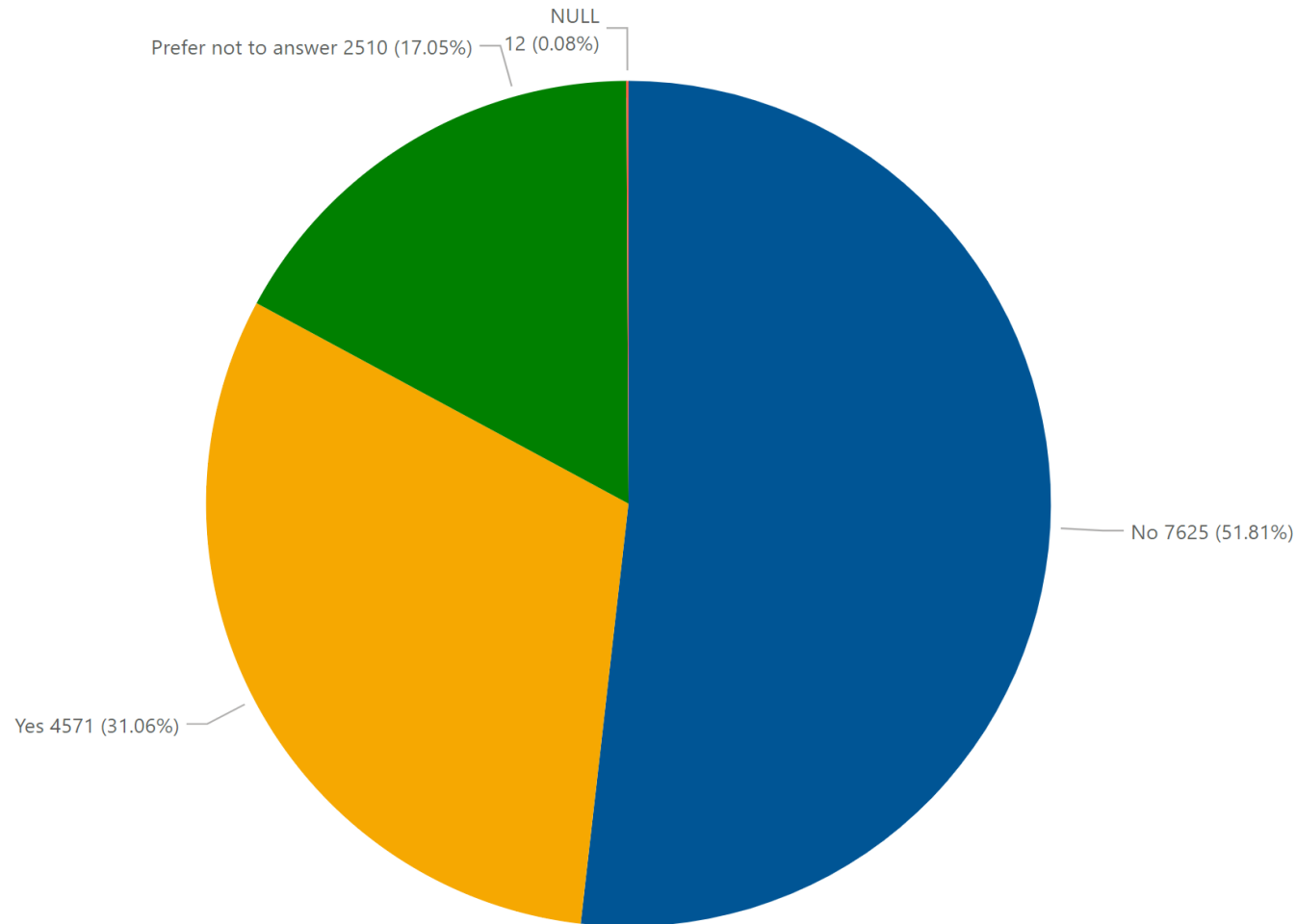
# 2024 SEBT Data: Total Applications by Primary Race

Applications by Primary Race



# 2024 SEBT Data: Total Applicants by Ethnicity

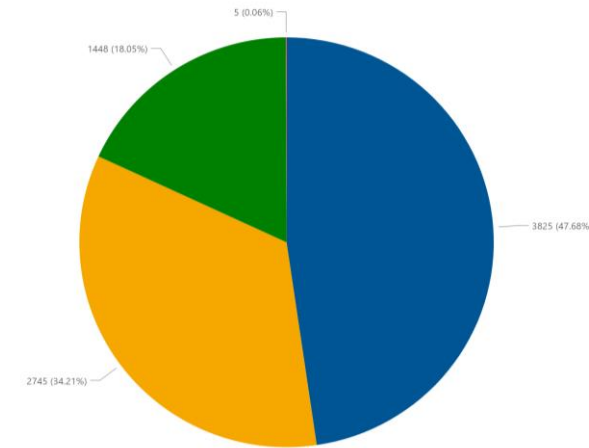
Total Applicants



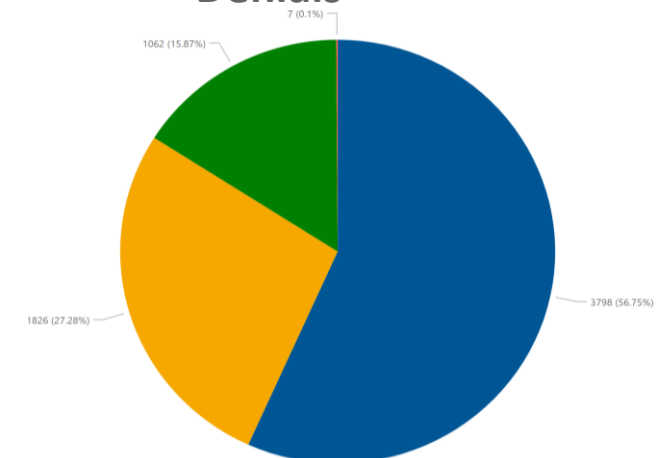
Is Child Hispanic?

- No
- Yes
- Prefer not to answer
- NULL

Approvals

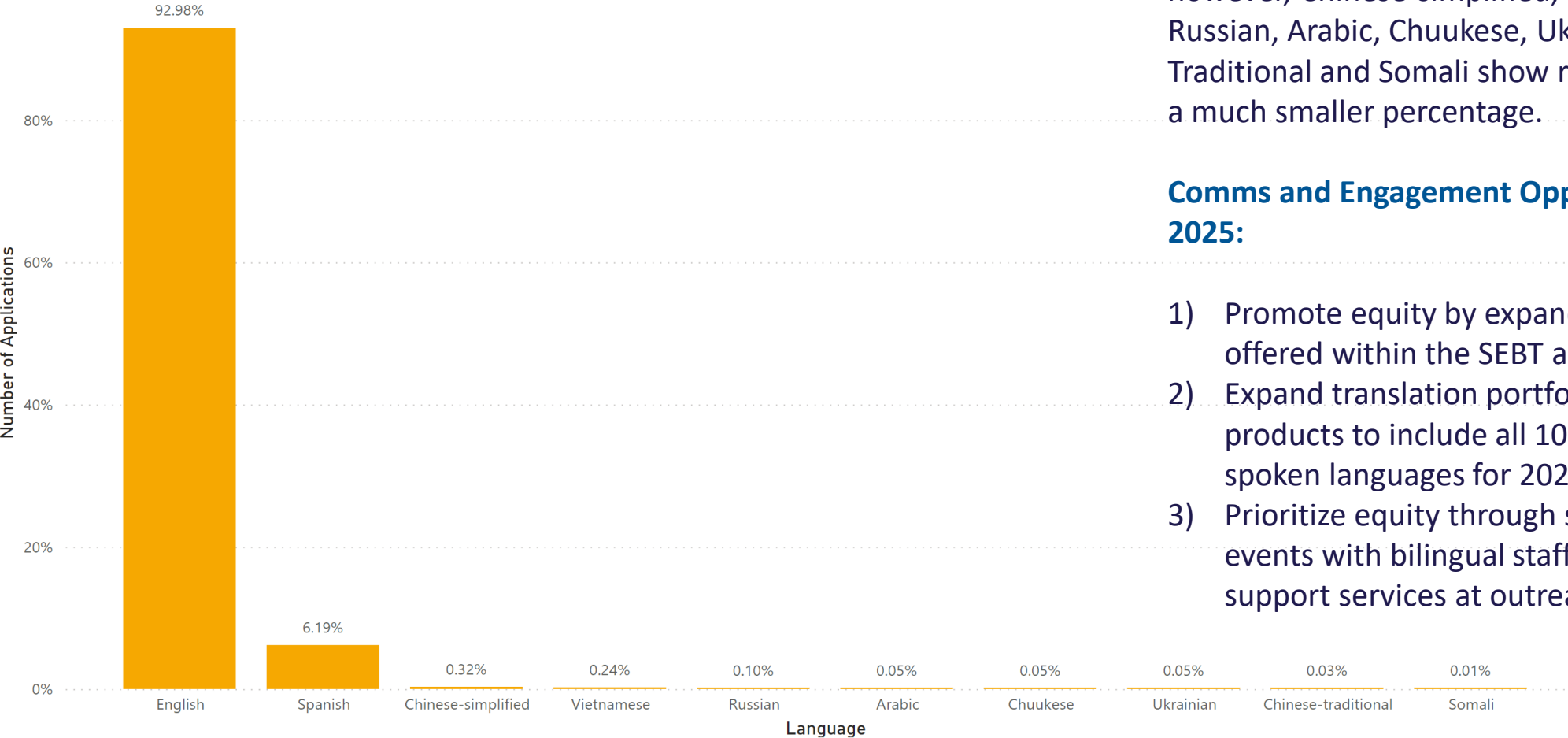


Denials



# 2024 SEBT Data: Total Applicants by Preferred Language

Number of Applications by Language



**Key Findings:** English and Spanish were the primary applicant preferred languages in 2024, however, Chinese-simplified, Vietnamese, Russian, Arabic, Chuukese, Ukrainian, Chinese Traditional and Somali show representation at a much smaller percentage.

## Comms and Engagement Opportunity for 2025:

- 1) Promote equity by expanding languages offered within the SEBT applicant portal.
- 2) Expand translation portfolio of all comms products to include all 10 most frequently spoken languages for 2025.
- 3) Prioritize equity through staffing outreach events with bilingual staff and language support services at outreach events.

# Application Summary



## Format of Application Breakdown

- **Online Applications:** The total number of online applications submitted through the Applicant Portal was **17.2k+** (2.5k are duplicate applications).
- **Paper and PDF Applications:** The total number of paper applications submitted through the Summer EBT email and postal inbox was **247**.



## Time to Process

- **Average Processing Time:** Applications took **1.01** business days to be processed on average across **17.5k** submissions.



## Preferred Language Chosen

### Languages Selected:

- |                           |                   |
|---------------------------|-------------------|
| • English - 15.8k         | • Vietnamese - 51 |
| • Spanish - 1.5k          | • Russian - 32    |
| • Chinese Simplified - 94 | • Other - 83*     |

\*See Appendix for full language breakdown



# Languages Selected In Call Center and Application

Languages Selected in Call Center

Language	Count
English	32252
Spanish	9434
Cantonese	160
Ukrainian	148
Russian	136
Vietnamese	91
Mandarin	41
Arabic	34
Somali	21
Chuukese	9

Preferred Languages Selected in Application

Preferred Language	Count
English	15805
Spanish	1589
Chinese Simplified	94
Vietnamese	51
Russian	32
Ukrainian	26
Chuukese	24
Arabic	22
Chinese Traditional	8
Somali	3