



**SCHOOL-BASED
HEALTH ALLIANCE**
The National Voice for School-Based Health Care

Welcome

**Webinar will start in a few
minutes!**

www.sbh4all.org





Messages for Communicating with Eligible Immigrant Families about Public Benefit Programs

September 25, 2023



REMINDERS

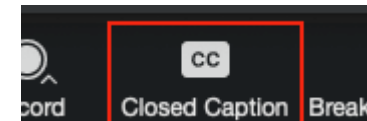
 All attendees are in listen-only mode.

 To ask a question during the session, use the “Q&A” icon that appears at the bottom of your Zoom control panel.



 This webinar is being recorded. The recording will be shared with attendees and available on the SBHA website.

 To turn on closed captioning, click on the “CC” button.



 Please complete evaluation poll questions at the end of the presentation.



School-Based Health Alliance

Transforming Health Care for Students

Our **Focus**

The School-Based Health Alliance Works to Support & Grow SBHCs

Policy



Establishes and advocates for national policy priorities

Standards



Promotes high-quality clinical practices and standards, including for telehealth

Data



Supports data collection and reporting, evaluation, and research

Training



Provides training, technical assistance, and consultation

We support the improvement of students' health via school-based health care by supporting and creating community and school partnerships www.sbh4all.org

No Kid Hungry is a Campaign By Share Our Strength



We're an organization dedicated to ending hunger and poverty. Through proven, effective campaigns, we connect people who care to ideas that work.



SCHOOL MEALS

Schools are at the center of our work - community centers trusted by parents and staffed by people who know the children by name and care about them. At school, kids can get the healthy food they need - for every meal of the day.



GRANTS

We distribute grants to schools, food banks and community groups across the nation to help them get the essential resources they need to feed kids, from meal carts to refrigerators to delivery trucks.

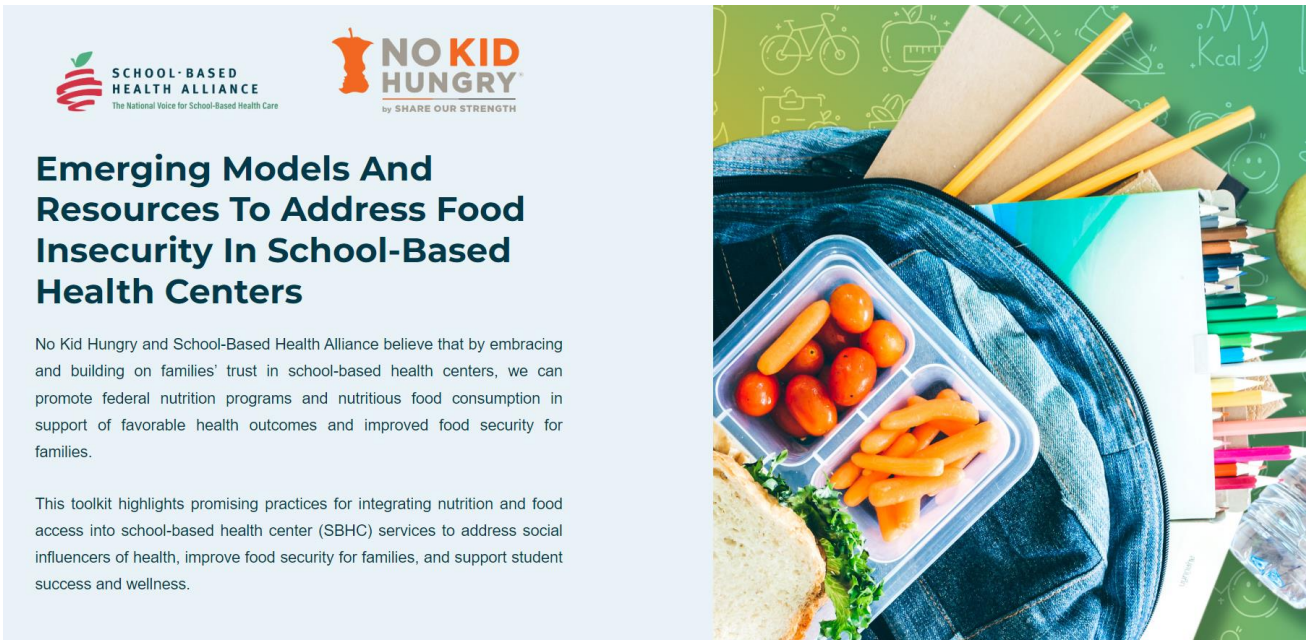


ADVOCACY

We work with national, state and local elected leaders, fighting for policies that help families make ends meet - from expanding food assistance programs to cutting through red tape to help feed children during the pandemic.

www.nokidhungry.org

Our Partnership




SCHOOL-BASED HEALTH ALLIANCE
The National Voice for School-Based Health Care

NO KID HUNGRY
by SHARE OUR STRENGTH

Emerging Models And Resources To Address Food Insecurity In School-Based Health Centers

No Kid Hungry and School-Based Health Alliance believe that by embracing and building on families' trust in school-based health centers, we can promote federal nutrition programs and nutritious food consumption in support of favorable health outcomes and improved food security for families.

This toolkit highlights promising practices for integrating nutrition and food access into school-based health center (SBHC) services to address social influencers of health, improve food security for families, and support student success and wellness.



The School-Based Health Alliance (SBHA) and Share Our Strength's No Kid Hungry campaign (NKH) believe that by working together to embrace and build on families' trust in SBHCs, we can promote federal nutrition programs and nutritious food consumption in support of positive health outcomes and improved food security.

OBJECTIVES

Attendees will....

1. Understand the gap in enrollment for immigrant families.
2. Recognize research-informed messaging to support engaging immigrant families on federal benefits programs.
3. Know where to find tangible resources to support communicating research with immigrant families.



TODAY'S PRESENTER



Chioma Hauenstein

Manager, Underfunded Communities

Share our Strength





Words that Work on Public Charge

Takeaways from
Protecting Immigrant Families
Coalition Poll & Focus Groups

September 25, 2023



**There is no WE
without YOU!**





Today

- Public charge background and scope of the problem
- Chilling effect persists
- Research overview
- Words that work
- Resources

Public charge

- Part of immigration law for more than a century
- Only matters for people applying for “green cards”
- Considers
 - Demographic factors like age, education, and health
 - Whether a person has used specific safety net programs
- **In 2020**, the Trump administration expanded public charge to include Medicaid, SNAP, and “Section 8” housing assistance
- **In 2021**, the Biden administration reversed that expansion – using those programs no longer has any effect on immigration applications

The “Chilling Effect”

- Policy change hasn't resulted in increased safety net use, despite greater need
 - High-profile debate and rapid changes to public charge policy 2018-2022 drove confusion
 - Families prioritize immigration status over basic needs they can meet other ways
- Millions of families with children are at risk
 - Over **16 million people** live in families that use safety net programs and include at least one Latino family member who is not a citizen
 - **Another 3 million** in families with at least one AAPI family member who is not a citizen
 - Could affect **7.6 million children** who are U.S. citizens (Migration Policy Institute)

Poll released December 2021

Report includes
methodology overview



MICRO-REPORT

Public Charge was Reversed— But Not Enough Immigrant Families Know

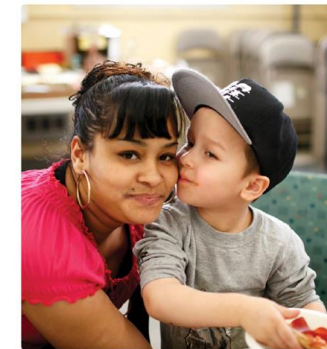
Immigrant Families Continue to Avoid Critical Nutrition and Other Safety Net Programs

In March of 2021 the Biden Administration repealed the harsh changes to the public charge rule enacted by the previous administration to restrict immigration based on use or potential use of public benefits by lawfully-present immigrants. However, new research shows that more than 3 in 4 immigrant families are unaware the policy has been reversed and are wary of using critical safety net programs for which they qualify, like the Supplemental Nutrition Assistance Program (SNAP).

The findings validate that confusion and fear about potential adverse impacts on immigration status continue to keep eligible immigrant families from accessing programs that help feed, house and keep their children healthy, a phenomenon known as the public charge “chilling effect.”

This means more kids in America are unnecessarily at a far greater risk of hunger.

The research was conducted by BSP Research for the Protecting Immigrant Families (PIF) coalition and funded by Share Our Strength's No Kid Hungry campaign.



Research Highlights

Words that Work

- 1000 participants; 8 focus groups
- July 2022
- Latino, AAPI and Black participants
- Immigrants and people in mixed status families
- April brief summarizes message and messenger recommendations



Words that Work on Public Charge
Opinion Research Insights for
Outreach to Immigrant Families

On behalf of the Protecting Immigrant Families Coalition and with support from No Kid Hungry, Barreto Segura Partners (BSP) Research conducted a comprehensive research project including a large survey (n=1,000 conducted September 2021) and eight focus groups of Latino, AAPI and Black immigrants and individuals who live in mixed status families (conducted in July of 2022). The study closely examined:

- Perceptions on the changes to public charge rule
- Trusted messages
- Effective outreach messaging

This guide recommends research-informed language to use when speaking with families about public charge.

PERCEPTION / AWARENESS

Knowledge regarding the public charge policy is low therefore outreach can make a difference. Our research found that most people in immigrant families are not familiar with the term "public charge," and even those who have heard about the public charge rule lack context. However, once the policy is explained using the language below, there is high support for the Biden Administration's reversal of the Trump Administration rule and increased willingness to utilize safety net resources.

Words that Work: The Trump Administration's "public charge" regulation was a policy targeting lawfully present immigrants that put immigration applications at risk if they used public programs for health care, food, or housing.

Hesitancy is about stigma, as well as fear. While research participants support immigration reform that will increase access to citizenship and resources, there is a high level of social stigma associated with government programs. In addition to the more general perception that hard working Americans should not need to rely on government support, the focus groups revealed that people in immigrant families see government aid as something that must be earned through paying taxes, and in some cases, going through the naturalization process.

MESSAGES

1. **Lead with human rights and government responsibility.** The poll and focus groups found that immigrant communities respond to messages that reflect an understanding of systemic struggles families face, the benefits and safety of using public assistance, and the positive impact of assistance on long-term family health and stability. *Focused*

Words that Work

The Trump Administration's "public charge" regulation was a policy targeting lawfully present immigrants that put immigration applications at risk if they used public programs for health care, food, or housing.

Words that Work

Food, shelter, health care – these are basic human rights every family should be able to count on.

Words that Work

You work hard for your family. But every family needs help sometimes, and helping families get through tough times is what government programs were designed to do. Especially right now, millions of families are using government programs for help with food, health care, or rent, so they can keep contributing to our community and our economy over the long run.

Words that Work (Blue States)

President Biden ended the Trump Administration policy that put immigration applications at risk if lawfully-present immigrants used public programs for health care, food, or housing. Using these programs will have no effect on immigration status or applications.

Words that Work (Red or Purple States)

The federal government has ended a policy that put immigration applications at risk if lawfully-present immigrants used public programs for health care, food, or housing. Using these programs will have no effect on immigration status or applications.

Words that Work (High-Level)

- Food, shelter, and health care are basic human rights
- Every family needs help sometimes, especially now, and millions of families are using government programs
- The Trump administration “public charge” regulation put immigration applications at risk if immigrants used public programs for health care, food, or housing
- President Biden ended the Trump Administration policy – using these programs will have no effect on immigration status or applications

Q&A

To ask a question, use the “Q&A” icon that appears on the bottom of your Zoom control panel.



We are joined by...



Ed Walz
Communications
Protecting Immigrant Families Coalition

Resources!

Words That Work Brief (No Kid Hungry)

Words That Work Brief (PIF)

Translated Effective Messages

(Available in Arabic, English, French, Haitian Creole, Korean, Simplified Chinese, Spanish, Tagalog, Vietnamese)

How to reach us!

Ed Walz

ed@pifcoalition.org

Cheasty Anderson

cheasty@pifcoalition.org

Gabe Sanchez

gabe@bspresearch.org

Chioma Hauenstein

chauenstein@strength.org

Join the PIF Coalition



pifcoalition.org/join

THANK YOU!

Additional Questions? Contact us at: info@sbh4all.org

