

# Hunger Awareness and Action Week

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# Agenda

- Introduction
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  - FOOD Share
- Activities
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  - Optional Community Service Project at FOOD Share
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# Why focus on “hunger awareness?”

- In 2010 that more than 50 million Americans, including more than 17 million children, **are food insecure** – meaning they lack consistent access to a nutritious, well-balanced diet.”

*-U.S. Department of Agriculture (USDA) Economic Research Service*

- The food insecurity rate for Ventura County is 13.7% while the national average is 1 in 6 adults and nearly 1 in 4 children suffer from food insecurity.

*- Map the Meal Gap Survey, Feeding America (FKA America's Second Harvest), the largest US hunger-relief charity in North America*

# Nearly 50% of adults in Ventura County (VC) have experienced food insecurity, ranking VC as second to last in California

## 2010 Ventura County Nutrition and Food Insecurity Profile



| FOOD AND NUTRITION ASSISTANCE PROGRAMS  |  |  |  |                        |                        |  |
|---|--|--|--|------------------------|------------------------|--|
| Food Stamp Program                      |  |  |  |                        |                        |  |
| # Participating                         | Program Access Index (PAI)   |  |  |                        | County Rank (1 = best) | Additional Economic Activity Generated with Full Participation |
|   | # Income-Eligible Individuals  | # Income-Eligible Non-Participants                   | 2007 PAI   | 2008 PAI               |                        |  |
| 36,508                                  | 76,755   | 40,247   | 0.393  | 0.476                  | 26                     | \$117,439,559  |
| National School Lunch Program (NSLP)    |  |  |  |                        |                        |  |
| # Students Eating FRP Lunch             | #/% of Students Eligible for FRP Meals but Not Participating in NSLP | County Rank (1 = best)                               | Additional Federal Meal Reimbursement with Full FRP Participation                                    |                        |                        |  |
| 38,847                                  | 19,313 33%   | 45   | \$8,648,318  |                        |                        |  |
| School Breakfast Program (SBP)          |  |  |  |                        |                        |  |
| # Students Eating FRP Breakfast         | #/% Students Eating FRP Lunch but Not FRP Breakfast                  | County Rank (1 = best)                               | Additional Federal Meal Reimbursement with All FRP Lunch Participants Eating FRP School Breakfast    |                        |                        |  |
| 18,541                                  | 20,306 52%   | 22   | \$4,863,276  |                        |                        |  |
| Summer Nutrition Programs               |  |  |  |                        |                        |  |
| Average Daily Participation             |  | % Change in Participation 2007-08                    | #/% Students Eating FRP Lunch During School Year Who Do NOT Participate in Summer Nutrition Programs | County Rank (1 = best) |                        |  |
| All Summer Nutrition Programs July 2007 | All Summer Nutrition Programs July 2008                              |  |  |                        |                        |  |
| 8,769                                   | 7,244  | -17%   | 30,838 81%   | 24                     |                        |  |
| Child & Adult Care Food Program (CACFP) |  |  |  |                        |                        |  |
| # Licensed Childcare Facilities         | # Children in Licensed Childcare                                     | # of Licensed Childcare Facilities Enrolled in CACFP | % of Licensed Childcare Facilities Enrolled in CACFP   |                        |                        |  |
| 1,197                                   | 25,261   | 1,173  | 98.0%  |                        |                        |  |

| DEMOGRAPHIC DATA  |         |                              |            |
|---|---------|------------------------------|------------|
| Total Population:   | 797,740 | Child Population:            | 245,533    |
| Total Population in Poverty:                                | 68,486  | Child Population in Poverty: | 23,649     |
| % of Total Population in Poverty:                           | 9%      | % of Children in Poverty:    | 9.6%       |
| # of Students Eligible for Free/Reduced Priced (FRP) Meals: |         | 58,160                       |            |
| # Participating in WIC Program:                             |         | 26,530                       |            |
| FOOD INSECURITY AND HEALTH INDICATORS                       |         |                              |            |
| Indicators*   | County  | County Rank (1 = best)       | California |
| # of Adults in Food Insecure Households                     | 59,000  | n/a                          | 2,875,000  |
| % of Adults in Food Insecure Households                     | 47.3%   | 57                           | 34.8%      |
| % of Overweight or Obese Adults                             | 54.1%   | 15                           | 57.1%      |
| % of Children Overweight for Age                            | 9.8%    | 17                           | 11.2%      |
| # of Individuals with Type II Diabetes                      | 48,000  | n/a                          | 1,830,000  |
| Breastfeeding Rate  | 90.0%   | 33                           | 86.5%      |

NOTE: Please refer to the [METHODOLOGY](#) for more information on the above data. For more information about the profiles, please contact Evonne Silva, [evonne@cfpa.net](mailto:evonne@cfpa.net), or Tia Shimada, [tia@cfpa.net](mailto:tia@cfpa.net), or visit [www.cfpa.net](http://www.cfpa.net).

# As a community, we have a responsibility to help. More importantly, to teach our children how to help.

- It is not the greatest of all mistakes to do nothing because you can do little...do what you can.
  - Sydney Smith
- We can do no great things, only small things with great love.
  - Mother Teresa



# Community Partner: FOOD Share



- FOOD Share is Ventura County's largest regional food bank
  - Local affiliate for Feeding America, nations largest domestic hunger relief organization providing food to 37 million Americans annually
- FOOD Share is well established in our community
  - 34 years of service to families in Ventura County
  - Provides food to 74,000 people each month in VC.
    - *In 2007, 30,000 people in VC participated, nearly 150% increase in four years*
- Volunteers are the lifeblood of the organization
  - Nearly 300 volunteers dedicate 3,000 hours of service each month
  - The demand far outweighs the supply
- FOOD Share is interested in developing innovative partnerships with local schools
  - Would like to pilot a program with Carden Conejo that could be used as a model

# Hunger Action and Awareness Week: *"Hunger Hurts. Help Others"*



- For the inaugural year at Carden, we envision a “Hunger Action and Awareness Week”
  - Slogan: “Hunger Hurts. Help Others.”
  
- Several Goals for the Week:
  - Awareness:
    - Increase awareness by 50% among grades K-7 regarding the Ventura County hunger rates
    - Enable students to gain respect for individuals who experience food insecurity
  - Action:
    - Organize a Student / Community food drive
    - Allow students to count, sort and bag food
  - Direct Service (Optional)
    - Organize an opportunity for the entire Carden community to participate in a hands-on, direct service project

# Hunger Action and Awareness Week: Potential Events

## Tuesday

- Food Drive Begins
  - Collect non-perishable goods at drop off
- Hunger awareness pre-test for grades K-7
- Post "Food Facts" around school

## Wednesday

- Food Drive Continues
- Special Assembly
  - Oxfam Hunger Banquet
- FOOD Share personnel and recipients

## Thursday

- Food Drive Ends
- Mock Food Sort
  - Counting, sorting, weighting, recording items
- Bake Sale

## Friday

- Recap during assembly
- Hunger awareness post-test for grades K-7

## Saturday

- Optional Carden Community Service project at FOOD Share
  - Work at the food bank

# Where we need support from faculty and staff\*

## INCORPORATING CONCEPTS INTO THE CLASSROOM

- Math – Food Drive / Mock Sort
  - Working with Wendy / FOOD Share, develop worksheets that reinforce age appropriate Singapore Math concepts:
    - Counting, Grouping, Weights / Measures
    - Estimation
    - Developing charts (bar, line, pie)
- OXFAM Hunger Banquet
  - Allow and encourage children to write about their experiences
- General social awareness (upper grades)
  - Effects of poverty on nutrition, education – domestic and globally
  - Discussing food insecurity and impact on physical performance

## SUPPORTING THE EVENTS

- One class to conduct a Bake Sale (Thursday)
- Pre / Post test (3-5 questions)
- Allowing us to post “food facts” information (backpacks, outside classrooms, etc)
- Help facilitate small groups of children during OXFAM Hunger Banquet
- If possible, bringing your family and volunteering with Carden children / families at FOODShare on Saturday morning

\*There are dozens of ways to support this week. Your creativity is boundless!

# Hunger Action and Awareness Week: Logistics

- Co-Chairs:
  - Julie Elginer
  - Wendy Withers
- Dates: November 13-16, 2012
  - *National Hunger and Homeless Action Week - November 12-16, 2012*

# Summary

## What is Hunger Awareness and Action Week?

- BRAND NEW initiative at Carden
- A week-long program designed to increase awareness among the Carden community regarding the subject of hunger and food insecurity

## Who is the community partner?

- In partnership with FOOD Share, this is an opportunity for Carden to serve as a model school for a county-wide service project



## When is it and what will be asked of volunteers?

- November 13-16, 2012
- We need YOU!
- Volunteers will serve on one committee.
- Time commitment will begin in late Sept – Nov .
- Tasks are evenly divided among committees

# Summary

## Hunger Action and Awareness Week: *"Hunger Hurts. Help Others"*



- Opportunity to launch a new community service project at Carden
  - Issue of food insecurity is a growing and alarming trend in Ventura County, with a tremendous need in our community
- Educate our children about pressing issue
  - Increase Awareness, Generate Action, Inspire Direct Service
- Well-established partner in FOOD Share
  - Carden can serve as a pilot project for the potential launch to other public / private schools
  - Allows Carden to differentiate itself as an entity dedicated to instilling both service leadership and a desire to increase awareness of community issues among students
- Bringing the Carden community together
  - Optional direct service project allows a chance for the entire community to work together, build relationships and strengthen bonds outside of classroom.
  - Provides opportunities for parents to engage with their children, instilling a commitment to philanthropy

# In Closing



- Thank you for your consideration and commitment to this opportunity. We look forward to launching a successful and impactful program for the entire Carden community
  - *Dr. Julie Elginer and Wendy Withers*

# Potential Activities for Carden during Hunger Action and Awareness Week: "Hunger Hurts. Help Others"



## ■ General Awareness Week

- Non-perishable food drive (Preschool-7)
  - Goal is to collect 200 lbs of food
- Special Assembly (K-7)
  - Speakers:
    - Invite FOOD Share to speak to Carden students
    - Invite a recipient of meals to speak to Carden students
  - Activity
    - Modified OXFAM hunger banquet
- Organize a bake sale (Preschool-7)
  - Request that one of the classes host a bake sale
  - All proceeds would benefit FOOD Share
- Sort, Count, Weigh and Bag Food (K-7)
  - K-2 Sort the items
  - 3-5 Count and weigh the items
  - 6-7 Bag the items
- Assembly (K-7)
  - Recap the week for parents / students
  - Announce results of food collection / bake sale

Tuesday -Thursday

Wednesday

Thursday

Thursday

Friday

## ■ Media Awareness

- Photos / Press Release for local media outlets (Acorn, KCLU NPR station, etc)

# Potential Activities for Carden during Hunger Action and Awareness Week: "Hunger Hurts. Help Others"



- General Awareness Week
  - Share Food Facts (Tuesday-Thursday)
    - Create signs regarding statistics about food insecurity in Ventura County
    - Through FOOD Share and other national sources, provide age appropriate resources for teachers to use in classrooms
  
- Hands-on, Direct Service
  - Allow students to sort, count and bag collected items (Thursday)
    - K-2 Sort the items
    - 3-5 Count and weigh the items
    - 6-7 Bag the items
  - Families working together (optional) (Saturday)
    - Carden families can participate in the larger effort to bag food at the distribution center, with the possibility of distributing food to families in need
  
- Additional Ideas / Suggestions:
  - Friendly competition between classes regarding which class can donate the most food?
  - How receptive will the teachers be to incorporating this issue into any of their lessons for a few minutes during the week?