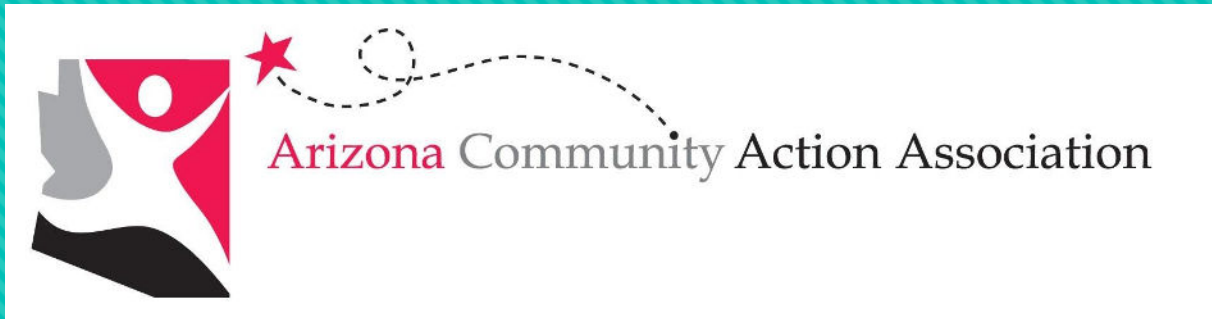


#ImagineaSolution Hunger Awareness Campaign



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ACAA | Who We Are

- The Arizona Community Action Association (ACAA) is a non-profit agency created in 1967 to address poverty in Arizona. ACAA:
 - Is the membership agency for the designated Community Action Partners (CAPs) in Arizona
 - Manages the Home Energy Assistance Fund and assists with Weatherization Outreach for low income families and homes
 - Initiated the Poverty and Justice Project, which seeks to expand the conversations surrounding poverty, inequity, and marginalization, and connect community groups in more collaborative projects
 - Began Rai\$e Arizona, a new initiative which seeks to gather and support businesses that pay a living wage in Arizona
 - Manages the SNAP Partnership to support SNAP outreach and application assistance in Arizona with 64 community partners

The Working Landscape in Arizona

- 6.5% unemployed (5.5% unemployed nationally) (March 2015)
- 38.9% of families are classified as working poor
- 24.9% are low wage jobs

Arizona Food Insecurity

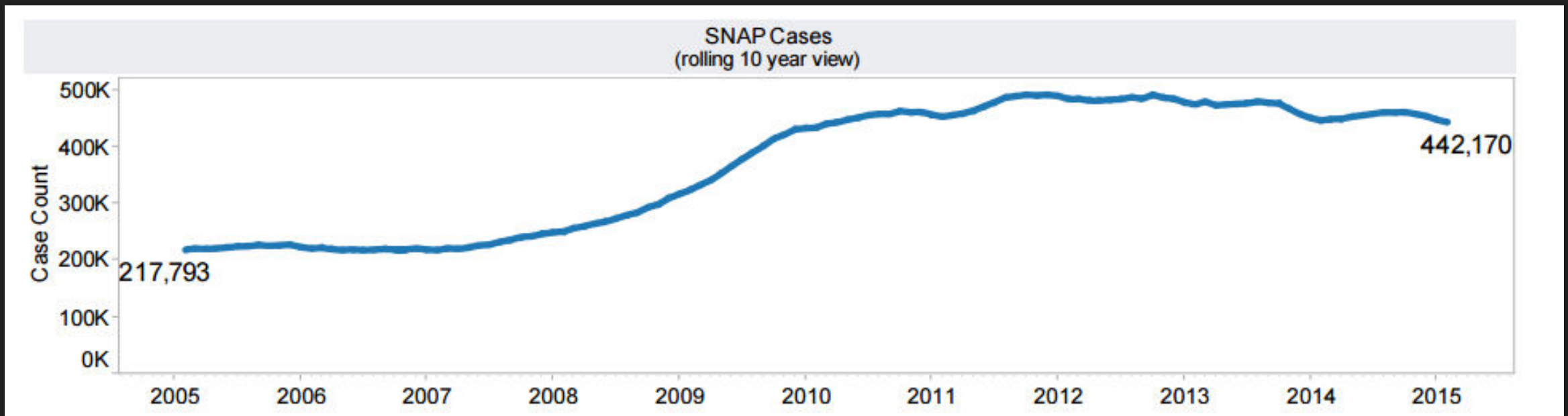
CHILD FOOD INSECURITY BY STATE, 2013

TABLE 09

State	Rank	Total Child Population (Under 18) ^a	Child Food-Insecurity Rate	Number of Children Living in Food-Insecure Households	Overall Food-Insecurity Rate
U.S. ^b		73,586,612	21.4%	15,772,000	15.8%
DC	1	111,532	30.5%	32,100	15.0%
MS	2	737,140	29.0%	217,220	22.7%
AR	3	711,622	28.4%	201,820	19.7%
NM	4	508,084	28.3%	145,280	17.3%
GA	5	2,490,381	28.2%	700,870	18.7%
AZ	6	1,615,962	28.0%	454,460	17.5%
TX	7	7,040,918	Child Food insecurity Rate: 28.0%	1,899,310	Overall Food insecurity Rate: 17.5%
FL	8	4,028,730		1,071,760	
NV	8	661,647		176,810	
AL	10	1,109,891	26.2%	294,060	18.8%

Source: Map the Meal: Feeding America. Food insecurity is the lack of adequate food on a consistent basis.

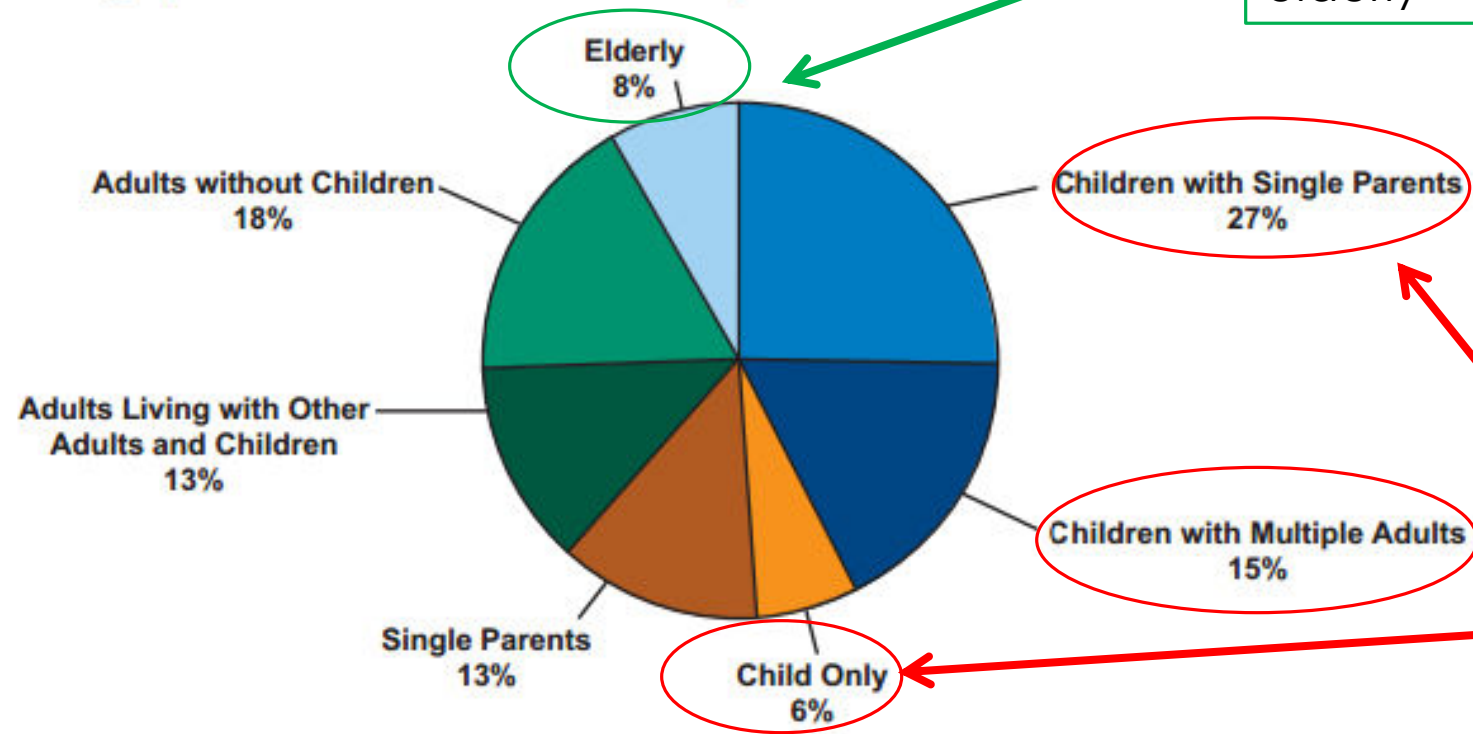
Brief History of SNAP Enrollment in Arizona



Source: Arizona Department of Economic Security (DES), Statistical Bulletin March 2015

Who is on SNAP?

Demographic Characteristics of SNAP Participants: FY 2010



8% of SNAP Participants are elderly

48% of SNAP Participants are children

SNAP Mythbusting

Ariz. food-stamp, unemployment fraud add up to \$2.1 mil



Mary Jo Pitzl, The Republic | azcentral.com

5:18 p.m. MST July 22, 2014

- “The agency, working with the attorney general's office, local law enforcement and the U.S. Department of Agriculture, identified 87 food-stamp recipients who should not have received the benefit during the fiscal year that ended June 30.. In all, the state expects to collect \$1 million in overpayments and restitution.”

Source: <http://www.azcentral.com/story/news/arizona/politics/2014/07/22/arizona-food-stamps-unemployment-fraud-add-up/13020697/>

Origins of Campaign

- Especially since the Financial Crisis of 2008, families throughout Arizona have been forced to make ends meet while making difficult choices of “pay for this or pay for that.”
- ACAA could not stand by while people were making those difficult choices and misinformation remained prevalent in the community about why those choices needed to be made.
- Fall/Winter 2014: AAFB and ACAA began the collaboration of this campaign.
- Spring 2015: Development of campaign materials.
- Summer 2015: Campaign Launch (coming soon to social media)!

Health

- Proper nutrition promotes the optimal growth and development of children.
- Healthy eating helps prevent high cholesterol and high blood pressure and helps reduce the risk of developing chronic diseases such as cardiovascular disease, cancer, and diabetes.
- Healthy eating helps reduce one's risk for developing obesity, osteoporosis, iron deficiency, and dental caries (cavities).
- A poor diet can lead to energy imbalance (e.g., eating more calories than one expends through physical activity) and can increase one's risk for overweight and obesity.
- Hunger and *food insecurity* (i.e., reduced food intake and disrupted eating patterns because a household lacks money and other resources for food) might increase the risk for lower dietary quality and undernutrition. In turn, undernutrition can negatively affect overall health, cognitive development, and school performance.

Economic Impact

- Workers who experienced hunger as children are not as well prepared physically, mentally, emotionally or socially to perform effectively in the contemporary workforce
- Workers who experienced hunger as children create a workforce pool that is less competitive, with lower levels of educational and technical skills, and seriously constrained human capital.
- Hunger has a cost far beyond human suffering. As this research outlines, the monetary cost to our country is more than \$90 billion (\$1.9 billion in Arizona, 2005)

Source: No Kid Hungry (<http://www.nokidhungry.org/sites/default/files/child-economy-study.pdf>)

Source: Sodexo Foundation

(http://www.sodexofoundation.org/hunger_us/newsroom/studies/hungerstudies/costofhunger.asp)

Education

- Children who are hungry or undernourished also have more difficulty fighting infection. Therefore, they are more likely to become sick, miss school, and fall behind in class.
- Iron deficiency is one of the most prevalent nutritional problems of children in the United States. Iron deficiency and anemia lead to shortened attention span, irritability, fatigue, and difficulty with concentration.
- When they are in school, children who are food insecure may experience increases in an array of behavior problems including: fighting, hyperactivity, aggression, anxiety, mood swings, and bullying.
- 50% of students in Arizona are eligible to receive free or reduced-price lunch

Source: End Hunger (<http://www.endhunger.com/Child%20Impact.html>)

Source: Feeding America (<http://www.feedingamerica.org/hunger-in-america/impact-of-hunger/child-hunger/child-development.html?referrer=https://www.google.com/>)

Source: New York Times (http://www.nytimes.com/2015/01/17/us/school-poverty-study-southern-education-foundation.html?_r=0)

SNAP and the Public Safety Net

- Nationally, 3.9 million people – 1.7 million children – were lifted above the poverty line in 2011 under the alternative computation that counts SNAP benefits, according to the Census Bureau's latest report on poverty and income in the United States.
- USDA research shows that each \$5 of federal SNAP/Food Stamp benefits generates nearly twice that in economic activity.
- **SNAP reduces the likelihood of being food insecure** (i.e., cannot rely on consistent access to sufficient amounts of food) by 30% and being very food insecure by 20%
- One in seven Americans (46 million) rely on food pantries and meal service programs to feed themselves and their families. 36% of food pantry clients reported visiting a food pantry once a month (2010).

Source: FRAC (<http://frac.org/the-snap-effect-lifting-households-out-of-poverty/>)
(<http://frac.org/initiatives/american-recovery-and-reinvestment-act/snapfood-stamps-provide-real-stimulus/>)
Source: SNAP to Health (<http://www.snaptohealth.org/snap/the-real-benefits-of-the-snap-program/>)

Man on the Street Interviews

Jeremy

"You are conditioned to say hunger and poverty are automatically associated with homeless[ness], and that's not always true."



Man on the Street Interviews

Chris

"You don't need to be homeless to need food. There's a misconception there for a lot of people. There are a lot of people who have families who cannot provide because they can barely keep their rent and power on."



Man on the Street Interviews

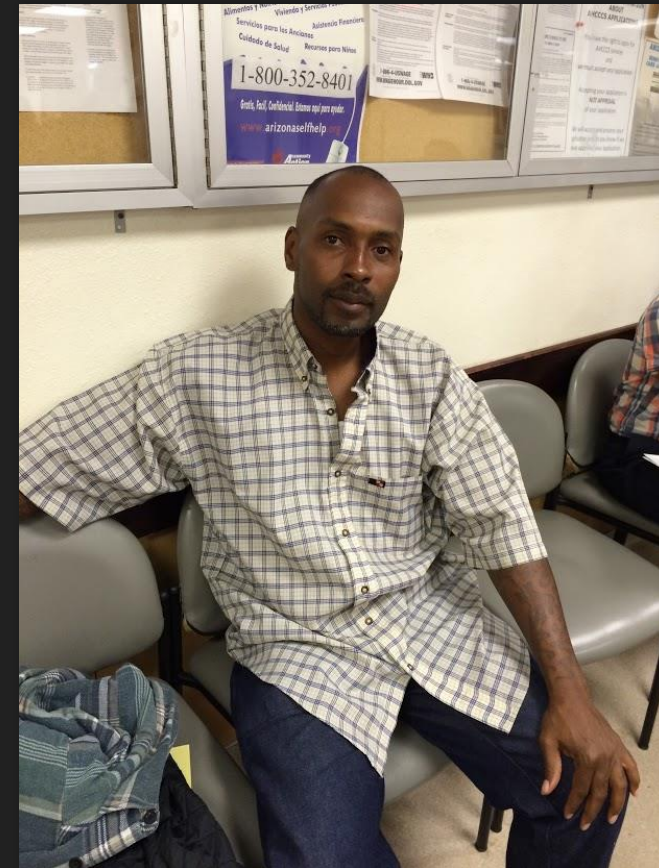
Darnell

What brings you here today?

"I'm in need of some food"

Is this your first time applying?

"Yes, yes it is."



Man on the Street Interviews

Savannah

What do you know about poverty in Arizona?

"I see it everyday with my patients. It's really sad, they come in dehydrated and starving. A lot of homeless people we get in come for a warm place to sleep and food not necessarily because they have a medical issue but make something up so they can get a couple of nights stay in a hospital and it's sad to admit but, at times, you can't help but find them a burden because they can't pay. But the nice thing is that our case managers at the hospital, work to get them into homeless shelters."



Elements of an Effective Story

- A storyteller incorporates three aspects into their story to make it most effective:
 - Story of self
 - Story of us
 - Story of now
- Each of you has your own story or has encountered a client with a particular story
- Take 5 to 7 minutes to write down yours or their story.

What's Next for the Campaign?

- Four videos will be released around the topics of health, education, economic activity, and SNAP.
- Press releases
- Man on the Street Interviews
- Your involvement!

Action Steps

- Sign-up to receive email updates on the campaign
- Be active in this campaign (call, text, tweet, post, 'like') when it launches!
- Follow the campaign on Storify, AAFB's and ACAA's Twitter feeds and Facebook pages
- Donate to AAFB and ACAA
- Attend a community conversation regarding food injustice
- Rally your groups with us for policy:
 - Child Nutrition Reauthorization Act
 - Rai\$e Arizona
 - KidsCare
 - School and Summer Feeding Programs

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Problem

- Food waste, food choices, free and reduced lunch stigma, and a short lunch time are a few factors that lead to childhood hunger
- Homeless individuals face difficulty to accessing and storing nutritious food

Solution

- Increase healthy food choices, advocate to schools and school districts to take part in the Community Eligibility Provision (CEP), extend the time of school lunch
- Free and reduced housing for homeless persons and other housing policies that seek to provide more housing options (see Utah, for example)

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Problem

- Policymakers make decisions without having all the facts, information, stories, and statistics to make a well-rounded and informed decision
- Each population (i.e. senior citizens, homeless) has specific needs

Solution

- Educate policymakers through advocacy, vote in elections, contact and build relationships with elected officials, bring vulnerable voices to light by sharing stories, visit [azvoices.gov](https://www.azvoices.gov) to voice your opinion on bills
- Engage organizations to develop innovative ways to meet those population's needs, create policies that help those specific populations

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Problem

- Access to transportation, public transportation, and food deserts makes it difficult for people to access nutritious food
- People are one paycheck, one disaster, away from ending up in poverty and facing hunger

Solution

- Mobile marts and farmers markets would make it possible to increase food access to vulnerable populations in remote places
- Living wage to increase self-sufficiency, talk with businesses to support their workers, educate people on how to financially prepare themselves for the future

**Questions?
Comments?
Contact Us!**

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