

Household Food Insecurity

NO MONEY FOR FOOD IS... CENT\$LESS

Kendra Patrick, RD
November 30, 2017



Cent\$less

- Launched by the Simcoe Muskoka District Health Unit in April 2017
- **Goal:** To increase awareness of household food insecurity and encourage community members and organizations to advocate for income solutions



Phase 1

Phase 1: Cent\$less Launch

- Website: www.smdhu.org/centsless
 - Facts about food insecurity
 - Real-life stories of living with low income
 - Videos
 - Advocacy letter templates
- Media and social media
- Presentations to community organizations and groups



Phase 2

- 🍴 **Phase 2: It takes more than food to solve hunger**
 - Launched October 2017
 - “Donate and Advocate” message
 - Postcard
 - Poster
 - Donation resource
 - New video





NO MONEY FOR FOOD IS... CENTS\$LESS



Dear Premier Wynne,

I believe that No Money for Food is Cent\$less and that policies to increase income such as:

- 🍴 Keeping the Ontario Basic Income Pilot Project a priority
- 🍴 Increasing social assistance rates and linking them to the real cost of living
- 🍴 Creating policies that encourage good jobs with regular hours and benefits

are important, so everyone can afford healthy food.

Name: _____

Mailing Address: _____



To:
Premier Kathleen Wynne
Ontario Legislature (Queen's Park)
Toronto, Ontario
M7A 1A1



NO MONEY FOR FOOD IS... **CENTSLESS**



It Takes More Than Food To Solve Hunger

A basic income for everyone

Good jobs

Social assistance rates that cover real living costs

Income solutions are worth talking about.

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DISTRICT HEALTH UNIT
Tel: 705-721-7520
Toll Free: 1-877-721-7520
www.simcoeandmuskokahealth.org
Your Health Connection

For more information visit www.smdhu.org/centsless

It Takes More Than Food To Solve Hunger

In Simcoe and Muskoka 70,000 people struggle to put food on the table of people who live in Huntsville, Collingwood and Orillia combined.

The real reason people need food banks is because they don't have enough money.

Government policies can make a difference and include:

- 1 Social assistance rates that cover real living costs
- 1 A basic income for everyone
- 1 Policies that encourage good jobs with regular hours and benefits.

Everyone needs enough money to meet their basic needs with dignity and respect.



NO MONEY FOR FOOD IS... **CENTSLESS**

Take the next step

Send a message to let Premier Wynne know that everyone needs enough money to feed themselves and their families.

For more information visit www.smdhu.org/centsless

Make Your Donations Count

Thinking about donating items to your local food bank or hosting a food drive?

Healthy Items to Donate:

- 1 Canned tuna or salmon in water
- 1 Peanut butter, other nut butters, nuts and seeds
- 1 Brown rice or whole grain pasta
- 1 Breakfast cereals – whole grain, hot or cold
- 1 Beans; canned, baked, kidney
- 1 Canned vegetables and fruit
- 1 Canned chicken or ham
- 1 Whole grain crackers
- 1 Iron fortified infant cereal
- 1 Personal hygiene products

Food Banks Canada Guidelines for Donations:

- 1 Food banks can accept and give out canned food 1 year past the best before date and dry goods 6 months past the best before date.
- 1 Best before dates tell you when products are at their best. They are not a sign of food safety.
- 1 Liquid nutrition supplements and infant formula have expiry dates and must never be given out past this date.
- 1 Home-made food or home canned products are not accepted.

Other Ideas:

- Check with your local food bank to see if they accept fresh foods like vegetables, milk, bread, eggs and meats.
- Many food banks use donated money to buy nutritious food and vouchers for fresh food.
- Try to donate foods that are lower in salt (sodium) and added sugar.

Thank you for making a nutritious food donation. Your donation helps hungry people get emergency food today!

For more information, call **HEALTH CONNECTION** at 705-721-7520 or 1-877-721-7520

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What's Next?

- 🍴 **Phase 3: Supporting advocacy leading up to the provincial election (June 2018)**
 - Advocacy letter templates for the leaders of each political party
 - Questions to ask at an all-candidates meeting or during canvassing

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Questions?

Adapted with permission of Simcoe Muskoka
District Health Unit

