Dispelling The Myths of Hunger:
The Atlanta Community Food Bank
and
Collins Memorial UMC

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Introduction: Food Insecurity

- **USDA Definition:** Household-level economic and social condition of limited or uncertain access to adequate food

- **Hunger:** The resulting individual condition that results from food insecurity.

- **4 Categories of Food Security:**
  - **Food Security:**
    - High Food Security
    - Marginal Food Security
  - **Food Insecurity:**
    - Low Food Security: *Reduced quality, variety, or desirability of diet.*
    - Very Low Food Security: *Defined by multiple indications of reduced food intake and disrupted eating patterns.*
Percentage of households reporting indicators of adult food insecurity, by food security status, 2011

- Worried food would run out
- Food bought did not last
- Could not afford balanced meal
- Cut size of meal or skipped meal
- Cut or skipped meal in 3+ months
- Ate less than felt should
- Hungry but did not eat
- Lost weight
- Did not eat whole day
- Did not eat whole day, 3+ months


Purpose and Goals

- **Purpose**: Highlight the efforts towards ending food insecurity in Atlanta by one of ACFB’s community partners, Collins Memorial United Methodist Church Food Pantry.

- **Utilizing Social Media**
  - Dispel myths about hunger.
  - Raise awareness about food insecurity and efforts to eliminate it.
  - Tell the story of food recipients and volunteers
Objectives of Our Community Project

- Interviews:
  - Food recipients
  - Collins Memorial volunteers
  - Community residents and leaders

- Storytelling video for ACFB social media campaign

- Sustainability Plan/ Photo Book
Background/Context: Statistics About the Issue

- The U.S. Dept of Agriculture (2013) reported that 14.9% of households are food-insecure in the United States.

- The ACFB (2013) estimates that 17.4% of Georgia families are affected by hunger/food insecurity.

- “Food deserts” are becoming a prevalent issue in urban, suburban, and rural communities across the United States (Jaio et al., 2012).

- The rates of food insecurity were highest in low-income households, households with children, single-parent, and elderly households (USDA, 2013).

- The affects of hunger and food insecurity lead to medical conditions for elderly populations (Frongillo & Horan, 2004).

- Hunger and food insecurity has been linked to developmental and/or cognitive delays in children (Cook & Frank, 2008).

**HUNGER and FOOD INSECURITY do not only affect the homeless population!**
Facts and Stats about Collins Memorial UMC Food Pantry

- The recipients of food from the food pantry live within the Bolton Road Community in Northwest Atlanta.

- The majority of recipients are families with children, senior citizens, or struggling with a disability. Most have a part-time to full-time job, or are in between jobs.

- The pantry began 3 years ago under the leadership of Cindy Corona serving 14 families… now, every Wednesday, the pantry serves between 200-400 people.

- In the past 12 months, Collins Memorial has distributed over 400,000 pounds of food from the ACFB.
Sense of Community

Blessed
Wednesday
Friends
Healthy
Pride
Help
Together
Morning
Empower
Collins Memorial
Life
Wonderful
Fun
Encourage
Embrace
Fellowship
Magificent
Cindy
Joyful
Love
Hospitality
Food
Community
Better
Family
ACFB
Review of Relevant Literature on Dispelling Myths of Hunger

• Dreze and Sen (2003) concluded that advocacy and government supported nutrition programs, and education programs are successful in combating hunger and food insecurity.

• Lee et al. (2010) found that addressing food insecurity issues through community integration of nutrition assistance and education programs produced positive outcomes for participants.

• Rock et al. (2011) concluded that social media advocacy campaigns were successful in raising community awareness of hunger issues.

• Chilton et al. (2009) found that social media was effective at influencing social policy through sharing the personal experiences and stories of those affected by hunger and/or food insecurity.
# Implementation of Project: January

<table>
<thead>
<tr>
<th>Date</th>
<th>Project Event</th>
<th>Accomplishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14-18</td>
<td>Met with project supervisor, Chris Ferguson of ACFB</td>
<td>Project goals, ideas, and interview techniques &amp; themes were addressed.</td>
</tr>
<tr>
<td>January 23</td>
<td>Met with Cindy Corona of Collins Memorial UMC and Began our weekly volunteer partnership.</td>
<td>Established relationships with the volunteers of Collins Memorial UMC.</td>
</tr>
<tr>
<td>January 23-25</td>
<td>Completed a community assessment of the Bolton Road area (Northwest Atlanta).</td>
<td>Gained an understanding of the area. Topics of interest included demographics, history, location of grocers, and transportation lines.</td>
</tr>
<tr>
<td>January 26-30</td>
<td>Researched ACFB</td>
<td>Gained an understanding of the history, programs, and goals of ACFB.</td>
</tr>
<tr>
<td>January 30</td>
<td>Volunteered at Collins Memorial UMC</td>
<td>Began to establish relationships with food recipients.</td>
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# Implementation of Project: February

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<tr>
<th>Date</th>
<th>Project Event</th>
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</thead>
<tbody>
<tr>
<td>February 6</td>
<td>Volunteered with Collins Memorial</td>
<td>Continued to establish relationships</td>
</tr>
<tr>
<td>February 8-11</td>
<td>Researched social media</td>
<td>Understand how to correctly use social media for the purpose of our project.</td>
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<tr>
<td>February 12-15</td>
<td>Volunteered with Collins Memorial. Meeting with ACFB. Began taking photos and video footage.</td>
<td>Build trust with recipients. Update on project with ACFB. Began to gather visual materials for our project.</td>
</tr>
<tr>
<td>February 20</td>
<td>Volunteered with Collins Memorial. Contacted editor to work on final storytelling video.</td>
<td>Learn about the food distribution system at Collins Memorial UMC.</td>
</tr>
<tr>
<td>February 27</td>
<td>Volunteered with Collins Memorial</td>
<td>Give back to the community.</td>
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# Implementation of Project: March

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<tr>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Began work on sustainability plan.</td>
<td>Create a leave behind document to duplicate project in future.</td>
</tr>
<tr>
<td>March 6-7</td>
<td>Volunteered with Collins Memorial. Interviewed Volunteers and Community Members.</td>
<td>Gain understanding of history of Collins Memorial and the good works provided. Collected visual and sound bit footage for final storytelling video.</td>
</tr>
<tr>
<td>March 13</td>
<td>Volunteered with Collins Memorial. Recipient interviews conducted.</td>
<td>First draft of video completed. Storyboard created.</td>
</tr>
<tr>
<td>March 20</td>
<td>Volunteered with Collins Memorial.</td>
<td>Continued to establish relationships with food recipients.</td>
</tr>
<tr>
<td>March 27</td>
<td>Volunteered with Collins Memorial. Meeting with ACFB.</td>
<td>Finalized storytelling video.</td>
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# Implementation of Project: April

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<th>Date</th>
<th>Project Event</th>
<th>Accomplishments</th>
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</thead>
<tbody>
<tr>
<td>April 3</td>
<td>Terminated our arrangement with Collins Memorial.</td>
<td>Successful completion of project.</td>
</tr>
<tr>
<td>April 8</td>
<td>Completed sustainability plan.</td>
<td>Created a leave behind document so that project could be successfully duplicated.</td>
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Outcomes: Successes

- Completion of interviews with individuals in various positions within the Collins Memorial food pantry.
- Created a video that highlights the partnership between the ACFB and Collins Memorial.
  - Making the presence of assistance known in the community.
- Completion of digital sustainability plan.
  - ACFB will be able to continue similar projects in the future
Outcomes: On-going Objectives

- Raising awareness of food insecurity.
- Holding a viewing of the video at Collins Memorial, and placing video on ACFB website.
- Further relationship building between food recipients and community organizations.
- The ACFB will be able to alter specific sections of the sustainability plan to meet the needs of future projects.
Lessons Learned

- Hunger is a prevalent issue
- Many, differing populations affected by hunger
- Issues/situations that cause food insecurity
- Insufficient nutrition affects physical and mental health
- Breaking the hunger barrier through community partnerships
Suggestions for Replication/ Lessons Learned

- Utilize media release forms/ informed consent
- Create interview questions that relate to your purpose
- Research and practice how to conduct interviews
- Make necessary accommodations before filming
- Consistent recording equipment
- Give video editor timeline for project completion
Development of Skill Sets

- Amy
  - Social Media
  - Community Assessment

- Kaitlynn
  - Community Analysis
  - Social Media

- Danny
  - Strategic Framing
  - Meeting Management

- Tiffany
  - Public Speaking
  - Asset Mapping

- Mollie
  - Asset Mapping
  - Community/Organizational Communications
References


Thank you for your time & attention!

• Questions/Comments?