NO MONEY FOR FOOD IS...

CENT\$LESS



Your Health Connection

Cent\$less what is it??

A communication campaign

to create public support & advocacy

for income solutions to

household food insecurity



Cent\$less ... why??

Nutritious Food Basket Survey 2011 - 2016

% total monthly income needed for food and rent (reference family of four, Simcoe Muskoka)	2011	2016
Ontario Works	89%	96%
Minimum Wage	68%	72%

Year after year food insecurity is a local issue





Cent\$less where are we headed?? Community advocacy for policies

that ensure everyone has enough money

to feed themselves & their families

today, next week & years from now.

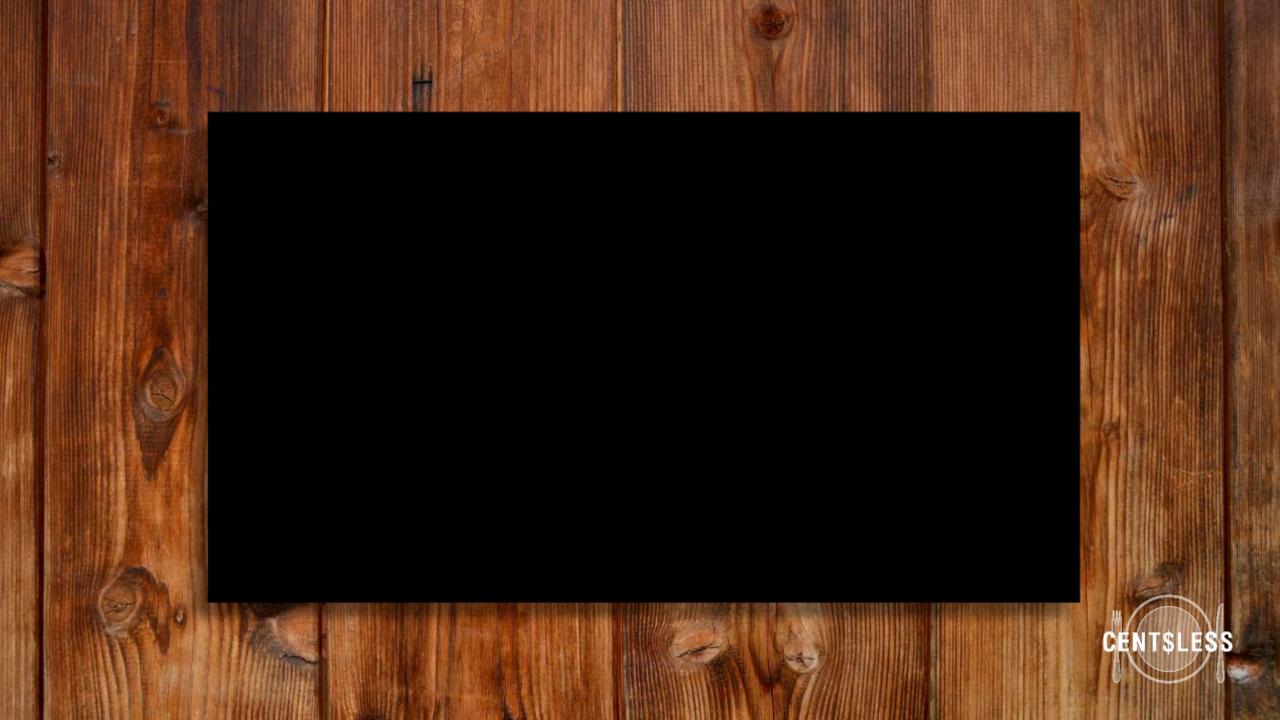


Cent\$less why this direction??

Food insecurity is rooted in poverty

Solutions must address income





Cent\$less ... campaign components

Awareness raising

Community engagement



Cent\$less ... who are we trying to reach??

First, health unit staff

The public

The media

Community partners



Cent\$less ... awareness raising Cent\$less webpage

Social media (Facebook, Twitter, YouTube)

Cent\$less food & income press kit



Cent\$less ... community engagement Presentations to community partners

Potential actions – begin the conversation

Tools, resources, other supports needed?



Cent\$less ... what next?

Continue social media

Continue presentations & discussions

Continue work on supports to make advocacy easy

Future campaign possibilities?

New partnerships & collaboration??



Cent\$less ... questions or need more info??

