



## 2024 HUNGER ACTION MONTH

### GENERAL INFO, TALKING POINTS, & SOCIAL MEDIA TOOLKIT

#### ABOUT THIS TOOLKIT

Please join us for Hunger Action Month this September by using the below resources to spread awareness and encourage your communities to take action via digital channels. Examples include raising awareness for Hunger Action Month in community newsletters, community calendars and on social media.

#### WEBSITE

[www.feedoc.org/HungerActionMonth](http://www.feedoc.org/HungerActionMonth)

[www.feedoc.org/HAM](http://www.feedoc.org/HAM)

#### WHAT IS HUNGER ACTION MONTH (HAM)?

September is Hunger Action Month – an annual nationwide campaign that unites Food Banks, anti-hunger organizations and the public to inspire people to take action against hunger and to raise awareness for those facing food and nutritional insecurity in our communities.

Activities take place throughout the month, with collective efforts focusing around Hunger Action Day on **Tuesday, September 10, 2024**.

#### GENERAL TALKING POINTS

- Everyone needs nutritious food to thrive. Yet, tens of millions of people in the United States face hunger every day.
- In Orange County: 330,000 individuals are food insecure, including 85,000 children. (Source: Feeding America)
- In the first half of 2024, Orange County's two food banks, Second Harvest Food Bank of Orange County and Orange County Food Bank, together have collectively distributed 29,588,278 million

pounds of food through their networks of food pantries, soup kitchens, shelters, senior centers, schools, colleges, universities and other community organizations throughout Orange County.

- That's why this September, we are asking everyone to join in the movement to end food insecurity.
- Your voice, action and commitment will help ensure every community has the food they need to thrive.
- When people are fed, futures are nourished.
- Throughout the month of September, Food Banks and the community can come together to support our neighbors in need.

### **TOP 5 WAYS TO TAKE ACTION**

1. Volunteer – Sign up with your family or company for a volunteer opportunity with Second Harvest Food Bank, either at Harvest Solutions Farm (a partnership with University of California South Coast Research & Extension Center and Solutions for Urban Agriculture) or our Distribution Center. Visit [feedoc.org/volunteer](http://feedoc.org/volunteer).
2. Host a Virtual Food Drive – Start a virtual food drive with your family, company or community organization. Visit [feedoc.org/virtual-food-drive](http://feedoc.org/virtual-food-drive) to learn more and get started.
3. Give a Gift – Funds help the Food Bank allocate resources to where we need them most. Make a gift at [feedoc.org/donate](http://feedoc.org/donate).
4. Advocate for your Community – Food banks play a critical role in addressing food insecurity, but we can't do it alone. Learn more about our Government & Community Engagement Program at [feedoc.org/advocacy](http://feedoc.org/advocacy).
5. Participate in a Community Event – Hunger Action Month activities are taking place throughout September. View the Hunger Action Month Community Calendar at [feedoc.org/HAM](http://feedoc.org/HAM).

### **HUNGER ACTION MONTH LOGO**

**[Click here for downloadable files](#)**



## SOCIAL MEDIA HASHTAGS

#HungerActionMonth

#HAM

#FeedOC

## SAMPLE SOCIAL MEDIA COPY

September is #HungerActionMonth! Whether you volunteer, donate, advocate or spread the word online, let's work together to end food insecurity in OC. Visit [feedoc.org/HAM](http://feedoc.org/HAM) to get involved.

There's plenty of food in America; yet 1 in 7 people (including 1 in 5 kids) still don't have the food they need to thrive. September is #HungerActionMonth and let's take action together to end food insecurity in OC. Visit [feedoc.org/HAM](http://feedoc.org/HAM) to get involved.

Everyone needs nutritious food to thrive. Yet, 330,000 individuals in OC experience food insecurity. This September, for #HungerActionMonth, join the movement to end food insecurity. Every action counts—whether you volunteer, donate, advocate or spread the word online. Join us at [feedoc.org/HAM](http://feedoc.org/HAM).

Throughout the month of September, Second Harvest Food Bank is sharing a few important ways you can get involved to help end food insecurity in Orange County. Take action this #HungerActionMonth. Visit [feedoc.org/HAM](http://feedoc.org/HAM) to learn more.

## SOCIAL MEDIA IMAGES

[Click here for downloadable files](#)

