

Senior Hunger Marketing Campaign

April 23, 2018





**“I only get \$708 a month to live on.
Okay, I pay rent, I pay utilities, I buy my
medicine, and **what is left after that to
buy groceries?”**”**

- Campaign Focus Group Participant

“We don’t talk about it. It’s embarrassing. I think the belief is, when you’re older and retired, you should have everything.”

- *Campaign Focus Group Participant*

“I moved up here last year and lost my support system immediately. But my family’s here. And I’ve asked them for help, but now when I ask them, they say *‘Well, we just helped you last week. What did you do with that?’* And so I don’t ask them as often as I need help, because I don’t want to have those talks.”

- *Campaign Focus Group Participant*

“We hide things. A few months ago, my daughter was coming to town, **so I went to the store and spent my entire month’s food bill at once**, filled my cupboards, so she wouldn’t know there was an issue.”

- *Campaign Focus Group Participant*

“I think we can get enough to eat, but it’s more about are we satisfied? **Are we satisfied with eating nothing but peas and carrots and tuna—lots of tuna—** from the food bank?”

- *Campaign Focus Group Participant*

“I know there’s food available. I know where I can get it for free. But I can’t always get there.”

- *Campaign Focus Group Participant*

“When I go to the doctor, what’s the first thing he says? *‘Cut the bread. Cut the potatoes. Cut the crackers.’* Well, you just named the three things I get the most of.”

- *Campaign Focus Group Participant*

Goals

Increase awareness of senior hunger

Promote value and availability of meal sites, food pantries and home-delivered meal programs

Timeline

Formative
Research

Creative
Development

Message
Testing

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Jan

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Feb

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March

Timeline

Revision and
Production

Campaign
Launch

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April

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May

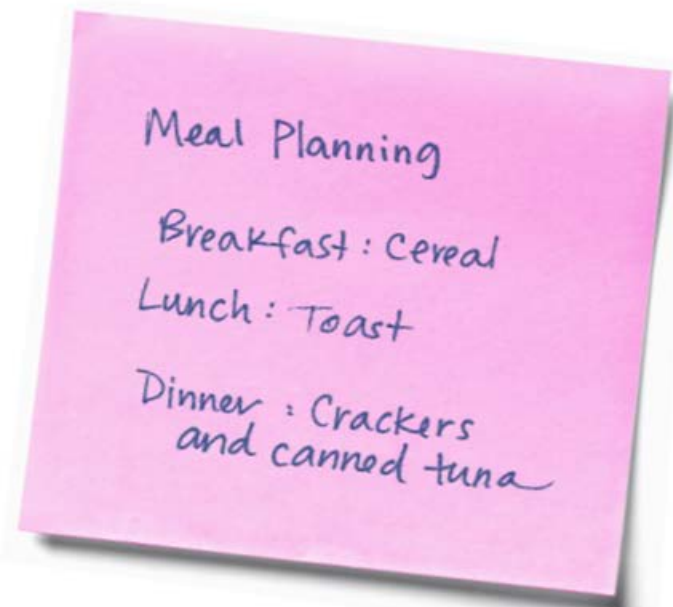


Seniors, we can help you find a food pantry, meal delivery service or meal site near you. For help finding healthy food, dial:

2-1-1
LifeLong Links: 866-468-7887
Food Assistance Hotline: 1-855-944-FOOD (3663)



This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.

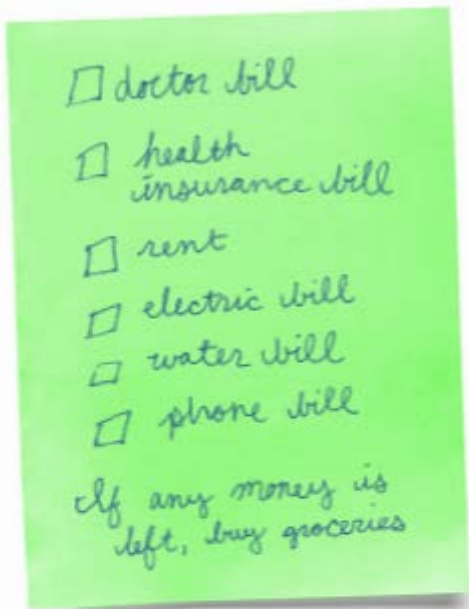


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**No senior
should have
to worry
about running
out of food.**

Get help finding a food pantry, meal delivery service or meal site near you by dialing:

2-1-1

**LifeLong Links:
866-468-7887**

**Food Assistance
Hotline:
1-855-944-FOOD
(3663)**



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IDPH – Senior nutrition

:30 radio

Every month

Senior woman: Every month after paying bills, I would wonder if I'd have enough money left for groceries. Sometimes I did. But sometimes I didn't.

Then I learned about 2-1-1. It's the number seniors can call for help finding healthy food. With their help, I found a food pantry, meal site and other healthy options near me. Now I don't have to wonder if I can afford groceries.

If you need healthy food, call 2-1-1 and let them help you.

ANNCR: Brought to you by the Iowa Department of Public Health.



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