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**When was the
last time you felt
really hungry?**

**Have you ever
felt your stomach
growling from
hunger?**

**Have you ever
said, “I’m starving!”
to describe how
hungry you are?**

Most of us have probably felt hunger many times before, but for so many people around the world, hunger is a deeper issue they face every day. Hunger is a feeling that is hard to measure and can be different for everyone, so we often talk about hunger issues using the term **food insecurity**. The definition of **food insecurity** is the state of being without reliable access to a sufficient quantity of affordable, nutritious food or as a household’s inability to provide enough food for every person to live an active, healthy life. **Food insecurity** can be one way to measure hunger and its impact on an individual.

In the United States currently, 1 in 6 people struggles with hunger each day.*

The good news is that you can help! Through this project, you will...

- research hunger issues in your community,
- plan to implement a project to address food insecurity issues in your school or community,
- and create a Public Service Announcement (PSA) video to share the story of your project and inspire others to get involved.

Get ready to take action and help address hunger in your own community!

* <https://whyhunger.org/just-the-facts>



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LESSON 1

EXPLORE

Activity 1: Explore Hunger as a National Issue

Activity 1: Explore Hunger as a National Issue

Before we explore hunger, and its related issues, let's see what we already know. In the box below, list any facts you know about how hunger affects people in your school, your community or around the world.

HUNGER FACTS

- _____
- _____
- _____
- _____
- _____
- _____

When starting an important project like the one you will be working on, it is important to research the issues involved and gather facts to support your work. Let's add to the facts you listed above with information provided by organizations that are working to end hunger.

The United Nations leads the effort around worldwide Sustainable Development Goals. The [UN Zero Hunger initiative](#) provides statistics, information and goals toward solving hunger and food insecurity around the world. [WhyHunger](#) is another source of information around hunger related issues and activities.

Another resource for exploring hunger initiatives is the Albertsons Companies Foundation's [Nourishing Neighbors website](#).

Using the above websites, or others you may find, you can explore many different issues:

- how hunger affects children,
- the effects of hunger in rural communities,
- food insecurity and even poverty and unemployment.



RESEARCH TIP

When researching an issue, it is a good idea to use more than one source to gather facts. What other websites can you find to help you learn more about hunger?



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LESSON 1 EXPLORE

Activity 1: Explore Hunger as a National Issue

Right now, we are going to focus on some general statistics about the impact of hunger in the United States. Visit [this page](#) and explore the data and statistics there. As you review the information, answer the questions in the table below.

ONE FACT ABOUT HUNGER THAT ...	MY RESPONSE
... is most surprising to me.	
... is important for people to know.	
... might inspire others to participate in addressing the hunger crisis.	
... I found on another website with good information.	

Have you noticed any of the facts or issues you listed above in your own school or community? If so, list some examples here:

- _____
- _____
- _____
- _____
- _____



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LESSON 1 EXPLORE

Activity 2: Explore Hunger at a Local Level

Activity 2: Explore Hunger at a Local Level

While hunger is a national issue, it is likely you might see friends or neighbors in your own community affected by hunger. Feeding America is another organization that is working to end hunger and they offer information about hunger in individual states on their website as well. Visit [this page](#) and click on your state in the dropdown box at the top of the page.

What data and statistics did you find about hunger in your state?

What food bank(s) serves your state or community?

Take a few minutes to explore the website for your local food bank. Find an email address or phone number to contact the organization and write that information here.

Name of food bank _____

Address _____

Email address _____ Phone number (____) _____

While food banks play an important role in meeting the hunger needs in communities, there may be other local food organizations that support individuals facing food insecurity in your area. You can identify these organizations and reach out to them in addition to your local food bank. List any additional organizations that might assist you during your project below.

Local hunger organization _____

Contact email/phone number _____

Local hunger organization _____

Contact email/phone number _____

Local hunger organization _____

Contact email/phone number _____



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LESSON 1 EXPLORE

Activity 2: Explore Hunger at a Local Level

In the next activity you are going to start thinking about ways you can help address hunger and food insecurity in your school or community. A great way to know what is really needed right now to help your neighbors is to talk to the experts. Who are some experts you can talk to about hunger in your community? Add some of your own ideas to the list we started below.

- Local Food Bank Representatives

- Grocery Stores

- _____
- _____
- _____

Identify one or two experts from this list that you can contact to learn more about the hunger issues and needs in your community. Have a discussion with them to learn about the needs in your community and ways you can help. Make a list of questions below to include in your discussion.

- _____
_____?
- _____
_____?
- _____
_____?
- _____
_____?
- _____
_____?
- _____
_____?



TALKING TO THE EXPERTS

Many ideas might come to mind when you think about hunger, but the experts will know what people in your community need **right now**. Be sure to ask them what the most important needs are and how you can best help. You might be surprised to find how many different ways there are to help your neighbors struggling with hunger.



Activity 3: Explore Project Ideas

Before we think about project ideas, let's pause to review what we have learned so far. Write a short summary (1–2 paragraphs) about what you learned in activities one and two. Be sure to include details from the various websites you explored for research, local hunger organization websites and from your conversations with the experts.

WHAT I'VE LEARNED ABOUT HUNGER

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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LESSON 1 EXPLORE

Activity 3: Explore Project Ideas

Using everything you have learned about hunger and food insecurity, you are going to develop a project to address these issues in your community. You may plan something on your own or work with a small team of up to five students.

Make a list below of all the ways you might be able to address hunger in your community.

**If you have chosen to work as a team or class, complete this brainstorming activity together and list all ideas from everyone involved.*



BRAINSTORMING TIP

Be sure to keep an open mind to all ideas at this point—you are just brainstorming, and no idea is too big, too small or too wacky at this point. Just list everything you think of so you have a large list of options to choose from for your project.

PROJECT IDEAS BRAINSTORM

Now that you have listed so many great ideas, take a few minutes to look back over the list. Ask yourself some questions. Which idea(s)...

...sounds most exciting to me?

...are the most realistic?

...might have the greatest impact in my community?

Go back to the list and put a check mark beside the ideas that best fit your answers to these questions. You now have a short list to work with and will develop one of those ideas into a full project plan in the next lesson.



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LESSON 2

PLAN TO ACT

Activity 1: Set a CLEAR Project Goal

Activity 1: Set a CLEAR Project Goal

From the short list you developed at the end of the last lesson, select one idea and develop a goal for your project. Setting a CLEAR goal will give you something realistic to work towards and keep you focused throughout the project. Write the selected idea in the box labeled “Your Project Idea” and use the table to help you define a CLEAR goal for your project. An example is provided to help you get started.

	PROJECT EXAMPLE: VIRTUAL YARD SALE TO RAISE MONEY FOR LOCAL HUNGER ORGANIZATION	YOUR PROJECT IDEA
C OLLABORATIVE How will everyone work together to accomplish the goal?	<i>There are many tasks involved in this project so many people can contribute.</i>	
L IMITED What limits do you have on your time and/or resources?	<i>We need to finish collecting donations by the end of April so we have time to make our PSA and complete our contest entry.</i>	
E MOTIONAL Why is this goal important to you and/or people in your community?	<i>The person at the food bank said they have a lot of food donations but really need money to make building repairs. We want to help with this important issue to keep the building open and continue supplying food.</i>	
A PPRECIABLE How will your goal be measured?	<i>The food bank said they need \$3000 dollars for the repairs and we want to help raise half the money.</i>	
R EFINABLE Can you adjust your goal if needed while working on your project?	<i>If we are not receiving a lot of donations, we can adjust the amount of money we plan to raise. We can also reach out to local businesses for additional donations.</i>	

Summarize your CLEAR goal in one or two sentences.



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LESSON 2 PLAN TO ACT

Activity 2: Create an Action Plan

Activity 2: Create an Action Plan

A great way to start any project plan is to make a to-do list. Think about every single task that will need to be completed to make your project a success and make a list of all these tasks. Use the table below to make your to-do list.

**If you are working with a team or as a class, you can make this list together and place it in a location where everyone can read it and refer to it later.*

TASK TO-DO LIST



PLANNING TIP

Remember that after completing your project, you will create a Public Service Announcement (PSA) video to highlight the results of your project and inspire others to get involved. Be sure to include the design, filming and completion of the PSA in your list of tasks to complete!

Once your to-do list is completed, you are ready to assign roles and deadlines for each task.

When completing a project, it can be easy to try and do everything yourself. However, there are other people in your life who can support you. Who can you include on your “support team?” We’ve started some ideas in the image below. Add some groups of your own and list some ways each group might be able to help.

FRIENDS CAN HELP BY ...	
FAMILY MEMBERS CAN HELP BY ...	
COMMUNITY MEMBERS CAN HELP BY ...	
SCHOOL STAFF CAN HELP BY ...	
_____ CAN HELP BY ...	
_____ CAN HELP BY ...	



DEADLINE TIP

As you set deadlines for each task, start at the end and work backwards. When is your final submission due? Remember to think about upcoming school events and holidays so you can plan around those.

Even if you are working with a team or your whole class, a support team can still help!



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LESSON 2 PLAN TO ACT

Activity 2: Create an Action Plan

PROJECT ACTION PLAN

Fill out the table below and keep it in one place so you *(and your team)* can reference it throughout the project. It is recommended that you list the tasks in the order they should be completed to keep things organized. Notice that there are two sections so that you can plan for both your project event and your PSA submission.

PROJECT GOAL *(Lesson 2, Activity 1)*



PROJECT TIP

Once you have completed your action plan, consider asking your teacher to review it to be sure it follows the project guidelines. A sample of the contest entry form can be found on page 16 of the lessons. There may be elements of your project that need approval from an administrator or your parent, and your teacher can assist with that.

	TASK/ACTIONS	PERSON/PEOPLE RESPONSIBLE	DEADLINE
PROJECT EVENT VOLUNTEERING OR VIRTUAL CAMPAIGN	<i>Example: Design flyers to promote project</i>	<i>Example: Myself with help from family members</i>	<i>Example: February 15</i>
PSA SUBMISSION			

You have an excellent plan in place and you are ready to move forward. In the next lesson, we will look at steps for implementing the project and tracking your results. Get ready to take action!



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LESSON 3 ACT!

Activity 1: Track and Measure Success

Activity 1: Track and Measure Success

When we complete any project, we want to know how successful it has been in the end. When you complete a school project, you often receive a grade as a measure of your success. You have already set an overall goal for your project, but there are many other ways to track your success. For this project, you will use benchmarks to track your success and inspire others to get involved!

The benchmarks for your project are included on the final submission form, but they are listed here as well so you can track them while you work on your project. Consider keeping the contest submission form available, along with your action plan, so you can record data for each category during each step of the project. The contest submission form can be found on page 16 of the lessons or obtained from your teacher.

In addition, take pictures and record any memorable quotes or comments from project participants as you work. These pieces of information can also be very helpful as you craft your PSA and complete your contest submission.



BENCHMARKS

A benchmark is simply a standard that you set to help you measure your success. In your final submission for this project, you will need to share data and statistics to demonstrate the results of your project.

# OF STUDENTS IN PROGRAM	
# OF PARENTS INVOLVED IN PROJECT	
WITH WHICH HUNGER ORGANIZATIONS DID YOU WORK?	
# OF PEOPLE IMPACTED BY PROJECT	
TOTAL \$ RAISED	\$
TOTAL AMOUNT OF FOOD COLLECTED	
TOTAL MEALS PREPARED/SERVED	



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LESSON 3 ACT!

Activity 2: Implement the Project

Activity 2: Implement the Project

You have a plan and it is time to take action! The careful plan you created will help you conquer each task one by one. Once you have completed your project, you will be so proud of your hard work and everything you have accomplished!

As you are implementing your project, keep the following details in mind:

- **Review your plan weekly.** Make sure that you are meeting deadlines and completing all necessary tasks. If you get off track, your plan will help you refocus.
- **Keep your goal in mind.** The project will require you to work hard. If you keep your focus on the goal of working to address the hunger crisis in your own community, you will find inspiration and motivation to keep going.
- **Document your work.** Consider keeping a journal of your experiences as you work through the project. Take pictures of important tasks you complete. All of this can help as you create your PSA submission.
- **Measure your success.** Keep track of the benchmarks from the final submission form and your progress towards your overall project goal. This is an important part of your final submission, so remember to collect this essential information at every step of the process.

Let's do it!

Carry out your project!

Make a difference in your community!



CONTEST TIP

The contest submission form is an important document to refer to throughout your project. Once you have finished your project and PSA, this form will allow you to enter your project into the contest to be judged and awarded prizes! Keep this form handy and refer to it often so you can be sure you are setting yourself up for success with your contest entry. A sample of the Contest Form can be found on page 16 of the lessons or obtained from your teacher.



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LESSON 4 TELL

Activity 1: Personal Reflection

Activity 1: Personal Reflection

You did it! You completed your project and helped to address serious hunger issues in your community. Take some time to reflect on your own experience and the outcomes of your project.

**If you are working with a team or your class, consider discussing these questions together before writing your own personal reflection.*

What did you learn about hunger and food insecurity during your project?

What did you enjoy most about the project?

What obstacles or challenges did you face while completing the project? How did you adapt and overcome them?

Were you able to meet the benchmarks you defined for your project? How did you feel about your final outcomes? What factors do you think contributed to meeting (or not meeting) your benchmarks?

What did you learn about yourself by completing this project?

What is next for you? How do you plan to continue your work to address hunger issues in your community?



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LESSON 4 TELL

Activity 2: Create PSA

Activity 2: Create a Public Service Announcement Video

One component of your contest submission is a Public Service Announcement (PSA) that will share your results and inspire others to join the cause of addressing hunger issues in the community.

PSAs are like commercials because they are short videos and they are often seen on television. But, unlike commercials that sell products, PSAs are designed to educate people about a cause or an issue. You will use your PSA to tell the story of your project and inspire people in your community to take action to end hunger.

When crafting your PSA, you can think about the following questions to guide you:

- What is the key message you want your PSA to deliver? This message should connect directly to your project goal and you should be able to state it in one short phrase or sentence. Record your key message here:

- What results from your project might most inspire others to take action as a result of this message?

- What actions do you want people to take after watching your PSA?

Like a commercial, PSAs are very short, so you have to communicate your information quickly and with maximum impact. Most PSAs are about 30 seconds long, and you should aim for the same length. *(official submissions must be 45 seconds or less)* It will take careful planning to be sure to share your important message, grab the audience's attention and stay within the time length.

Use the [Creating a Public Service Announcement Guide](#) to create, film and submit your PSA.



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LESSON 4 TELL

Activity 3: Complete Contest Submission

Activity 3: Complete Contest Submission

Your final contest submission is made up of two pieces:

- **Project Recap** - online form with data from project and summary of your experience
- **Completed PSA Video**

A copy of the online form is included below. Consider writing a rough draft here so you can review your responses carefully for grammar and spelling errors before submitting. You worked hard on your project and you want your final submission to reflect that. Check in with your teacher to be sure your project and final submission have met all the official contest rules.

GREAT JOB! You have completed your project and PSA! You did important work to address the issue of hunger and help others in your local community. Continue to take action to impact your community and make a difference in the lives of the people around you.

PROJECT RECAP FORM

- Educator Name
- Educator Email
- Educator Phone
- School Name
- School Address
- Street Address, City, State, Zip
- Project or Team Name
- Project Goal
- Project Description — overview and outcomes
- List which hunger organizations you worked with
- # of people helped or impacted by project
- # of Students in Program
- # of parents involved in Project (*if applicable*)
- Total dollars raised (*if applicable*)
- Total amount of food collected (*if applicable*)
- Total meals prepared/served (*if applicable*)
- PSA Upload – video file (*1 minute or shorter*) — Accepted file types: mov, mp4, wmv, flv, mkv.
- Other Documents/Uploads
- Permission Document Upload (*available on website*) — Accepted file types: doc, pdf.
- How did the lessons and project affect students?
- How did the program affect you, the adult leader?



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Official Contest Submission Form

Educator Name _____

Educator Email _____

Educator Phone (_____) _____

School Name _____

School Address _____
Street Address City State Zip

Project or Team Name _____

Project Goal _____

Project Description — overview and outcomes _____

List which hunger organizations you worked with _____

of people helped or impacted by project _____

of Students in Program _____

of parents involved in Project *(if applicable)* _____

Total dollars raised *(if applicable)* \$ _____

Total amount of food collected *(if applicable)* _____

Total meals prepared/served *(if applicable)* _____

- PSA Upload – video file *(1 minute or shorter)* Accepted file types: mov, mp4, wmv, flv, mkv
- Other Documents/Uploads
- Permission Document Upload *(available on website)* — Accepted file types: doc, pdf

How did the lessons and project affect students? _____

How did the program affect you, the adult leader? _____



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RESOURCES

Creating a Video Public Service Announcement Guide

Creating a Video Public Service Announcement (PSA) can help you bring your community together around a subject that is important to you.

In this guide, you will learn how to create a PSA video to help you share your results and inspire others to become involved in the cause of hunger.

GETTING STRATED

THINK. When it comes to addressing hunger issues, what is important to you – is it raising money to donate to local food banks? Is it volunteering virtually to support a local hunger organization? Is it donating food items to help others? In Lesson Four, you determined the key message for your PSA. Write that message here:

TIP: Keep your focus narrow and to the point. More than one idea confuses your audience.

RESEARCH. You have done some research on your topic, but you can always learn more. Take a look at how people around you act around your topic. Example, do you know anyone personally who faces hunger issues each day? Are you or your friends already volunteering with organizations that address hunger? Are there personal stories you can find of people in your community that are affected by food insecurity? Including real-life examples in your PSA can make a strong impact.

TIP: Including statistics can also get people's attention, especially if you can find ones that directly relate to them, your audience. You already have data and statistics to share that you collected in Lesson One and from the benchmarks you recorded during your project.

AUDIENCE. Who are you targeting—parents, teens, teachers or someone else? You want to make sure you know who you are talking to through your PSA and make sure that your message is clear.

TIP: When it comes to your messaging, short and sweet is key!

CONTENT. Before you start filming your PSA you will want to think about your content and how you want to present it. For example, you could write out on paper your PSA and have someone hold it up while you film. You could film the action taking place (*ex. While making a grocery list, one of your family members adds extra non-perishable items to the list to donate.*) You could do a combination of things to help you get your message across to your audience.

TIP: Don't make this too complicated. Pick something you can easily do and just do it.



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RESOURCES

SCRIPT. You can create a script with a few key points to help you during filming that highlights the major and minor points that you want to make. Be sure the information presented in the PSA is based on up-to-date, accurate research, findings and/or data.

TIP: Grab a 3x5 index card and write down up to 3 talking points that you want to cover.

GET CAMERA READY. Before filming your PSA you want to make sure you are “camera ready.” This means you will need to make sure you:

- Comb your hair
- Plan out what you will wear
- Review your shooting location the day before—try going by at the same time of day you plan on shooting that way you get a better idea of what happens around that time
- Check all your equipment (*smartphone is fully charged & has storage space, you have working headphones with the mic built-in, a soft cloth to clean your camera lense before shooting*)
- Practice your stance, posture, and weight balance—will you be standing or sitting?

FILMING DAY.

- Grab your camera (*this can be a smartphone if you like*)
- Find a good place to shoot (*find a quiet place you can film without interruptions*)
- Review your notes
- Prop your camera up (*using a tripod or have someone else hold it for you, this avoids shaky videos*)
- Do a test video to make sure everything is working and that your sound is good. Remember, you can use headphones that have a built-in mic so that you can get good audio—audio and video are so important for your PSA.
- Speak slowly, clearly, and loudly with good energy—you want to get people excited and passionate about your topic just like you are!
- Hit the record button—and action!

TIPS:

- Keep your video short, 30 seconds ideally, but absolutely no more than 45 seconds. Also, make sure that you have a location that doesn’t have a lot of noise and has good lighting.
- Be sure to have a clear call to action—tell people exactly what they need to do next as it relates to your PSA.
- Use hand gestures to add energy.
- When you are on screen and speaking, make direct eye contact with the camera so your audience feels like you are looking directly at them.



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RESOURCES

Once you have recorded your PSA you will want to review it to make sure you covered everything you wanted to before packing up your equipment.

If you need to do any editing feel free to use your favorite editing program (need a suggestion? iMovie for those with Apple products, Windows Movie Maker for PC products).

Once your PSA Video is ready you will provide it to your teacher or club adviser to submit with your contest entry.