

END CHILD HUNGER IN ALABAMA

IDENTITY GUIDELINES

THANK YOU

You play an important role in the movement to end child hunger. Food insecurity is a constant threat to nearly one-third of Alabama's youth, and changing that requires collaboration from leaders like you.

The following Identity Guidelines are designed to:

1. Equip current and prospective supporters to better understand and further our cause to End Child Hunger in Alabama (ECHA)
2. Ensure that a coalition of diverse partners is both unified and consistent in communication efforts

Collectively adhering to this reference material will help strengthen ECHA's ability to foster conversations and enact change over the long run. And we're in it for the long run.

NAVIGATION

Background	Pg 4
Values	Pg 7
Approach	Pg 9
Content	Pg 15
Design	Pg 17
Vision	Pg 20

BACKGROUND

“Of all the bodies of work that I’m currently involved in, this is probably one of the most important if not the most important.”

-State School Superintendent Tommy Bice

In 2013, ECHA launched as an initiative to move Alabama into the top 25 percent nationally in child food security. Since its beginning at the Hunger Solutions Institute, ECHA’s network has grown to include public and private sector partners from around the state.

WHAT IS FOOD INSECURITY?

According to the USDA, food insecurity occurs when people lack access to sufficient, safe, nutritious food due to a lack of money or other resources. Consequences of food insecurity, which may be referred to as “hunger or at-risk of hunger,” can include chronic illnesses, poorer educational outcomes, and decreased economic productivity. Although it affects children uniquely, food insecurity is a household problem.

WHAT ARE THE BIGGEST MISCONCEPTIONS ABOUT THE ISSUE?

“People are poor because they are lazy”

“People who are overweight cannot be hungry”

“Hunger is not an issue where I live”

WHAT IS ECHA?

ECHA is a public movement. It operates as a multi-sector initiative to address critical issues of hunger and food insecurity facing Alabama's youth.

HOW DOES ECHA ADDRESS THOSE ISSUES?

1. Informing people of the realities of child hunger
2. Mobilizing supporters around a shared commitment to children's well-being
3. Advancing effective solutions through statewide partners

A detailed list of ECHA's goals and strategies is available online at www.endchildhungeral.org

WHAT IS ECHA'S COMMUNICATION OBJECTIVE?

Get state citizens

To help end child hunger in Alabama

By framing food insecurity as a broader health, education, and economic issue

VALUES

“When kids win, everybody wins”

Truth = Child hunger is one of Alabama’s biggest problems

Mission = To ensure that every child in Alabama has access to nutritious foods so they may develop into healthy, educated, and productive adults

NARRATIVE

How to tell the story...

“Every child deserves good health, but many children in Alabama do not have sufficient access to nutritious foods; therefore, collective action must be taken to ensure the well-being for all children”

MESSAGING

How to describe the work...

Systematic - Children face food insecurity for a variety of complicated reasons

Collaborative - There is no one-size-fits-all solution

Collective - We are all stakeholders with shared responsibility

Solvable - The problem is preventable

VOICE

How messaging should be perceived...

Authoritative - ECHA is results-driven but not impersonal

Convicted - ECHA is motivated but not self-righteous

APPROACH

To build and sustain a following, ECHA must connect clear messaging (content) with direct channels for action (engagement).

When addressing an audience on behalf of ECHA, it's important to emphasize:

- Stories over Statistics** > People respond better to information that is human-centered
- Success over Failure** > People respond to optimism more than guilt

OUR AUDIENCE

We have a message and opportunity for anyone in the general public. However, the manner in which that message is delivered varies depending on the audience.

For example, ECHA's communication plan includes the following customized strategy:

Demographic = Business community

Tone = Professional

Objective = Explain how child hunger impacts long-term development

Medium = One-page fact sheet with statistical infographics

Message = There are major economic impacts of food insecurity on the state workforce

IDENTIFICATION

“End Child Hunger in Alabama”

Official name of the overall movement that, over several years, will include multiple campaigns and initiatives. Only use “ECHA” acronym if full name has already appeared.

“Every Meal Matters”

Slogan and campaign tagline for ECHA. It can also serve as a social media entry point by using the hashtag: #everymeal matters. When mentioning Every Meal Matters, also identify ECHA’s name, logo, or web link so that the slogan is used in association with an official ECHA reference.”

Twitter example: “Over half of Alabama public school students rely on free or reduced lunch. Learn why #everymeal matters at www.endchildhungeral.org”

ENGAGEMENT

Our name *is* a call to action: End Child Hunger in Alabama. Anyone looking to get involved is encouraged to join the statewide movement by acting locally.

“How can I join?”

Follow ECHA on social media and spread awareness by reposting the content

Rationale: A low barrier of entry with high message visibility

“How can I act locally?”

Give resources to ECHA partners in your area

Rationale: People are more likely to donate to existing organizations with whom they are already affiliated or know that resources will benefit their own community

“How can my organization get involved?”

Service organizations can join ECHA’s online partner directory, which will streamline access for potential volunteers.

Corporations are encouraged to promote ECHA, host events to support service partners, or consider donating advertising resources to campaigns.

TASK FORCE

A multi-sector group of state leaders meets quarterly to oversee ECHA's development and strategies.

Despite having members who are professionally involved in advocacy and government, the task force is not affiliated with any political organization nor will it ever be.

ECHA may promote certain programs or approaches in its work of raising awareness, but it should avoid specific policy endorsements that could discourage bipartisanship.

PARTNERS

Diverse organizations such as schools, churches, non-profits, foundations, and businesses are key ambassadors for ECHA's growth. Observing these measures will help the coalition of self-assigned partners, though diverse, stay consistent in portraying ECHA:

- Partners are encouraged to promote and distribute ECHA's name, branding, and content with respect for the values outlined in this document.
- If a partner chooses to revise or expound on ECHA content, the audience should be made aware when views or opinions are solely reflective of the partner.
- Unless requested otherwise, ECHA may choose to publish the names of active partner groups. ECHA should be unbiased when cross-promoting its partners.

CONTENT

Task Force members will commission the production of official ECHA content, which includes a website, blog, social media, videos, photography, and any additional marketing collateral. Content should never sensationalize, exploit, or misrepresent the sensitive subject matter surrounding child hunger.

DIGITAL MEDIA

Official lines of communication are online at these locations:

Website www.endchildhungeral.org

Facebook End Child in Alabama

Twitter @0ChildHungerAL

PRESS RELEASE

A boilerplate may be used by any partners for affiliated press releases:

About End Child Hunger in Alabama (ECHA)

ECHA is a public movement to address critical issues of hunger facing nearly one-third of Alabama's youth. Since 2013, ECHA has grown into a statewide initiative to bring Alabama into the top 25 percent nationally in food security. Through partnerships in the public and private sectors, ECHA seeks to ensure that every child has access to nutritious foods for developing into healthy, educated, and productive adults. Learn more by visiting www.endchildhungeral.org.

DESIGN



Official logo to appear when referring to overall initiative. Available to use in social media photos or printed materials. Do not alter colors.

EVERY
MEAL
MATTERS

Slogan logo to appear on campaign branding or as stand-alone tagline reference. Available to use in social media photos or printed materials. When using this logo, also identify ECHA's name in writing. To prevent logo competition, do not use the slogan logo directly alongside ECHA official logo.



Alternative ECHA logo with tagline included. Available to use in social media photos or printed materials.

Typography

Recommended font if generating ECHA copy. Available in Adobe Typekit.

PRIMARY
Brandon Grotesque
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY
Brandon Grotesque
MEDIUM

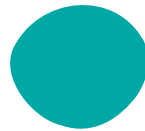
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

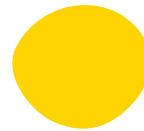
Recommended colors if generating ECHA branding material



C=55 M=0 Y=100 K=0



C=80 M=10 Y=40 K=0



C=0 M=15 Y=100 K=0

VISION

“It is an uncomfortable truth that children in our state, our counties and even our own neighborhoods are hungry and they may not know where their next meal will come from. As lieutenant governor, I cannot sit back and know children in our state are going hungry. It is time to take action.”

-Lt. Gov. and Campaign Spokesperson Kay Ivey

Ultimately, every citizen is affected by the results of living in a place where hunger exists. Channeling that understanding into meaningful action requires a lot of work. With these Identity Guidelines available, we hope that new supporters will have greater clarity and confidence in advocating to End Child Hunger in Alabama.

Please consider forwarding this document to potential partners along with sharing your feedback with us on ways to be more effective.

ADDITIONAL RESOURCES

To learn more about Hunger Solutions Instate, visit wp.auburn.edu/hsi

For statewide poverty statistics visit alabamapossible.org/datasheet

For national nutrition information visit:

- feedingamerica.org
- frac.org
- fns.usda.gov
- nokidhungry.org

For questions or partner inquiries, contact Harriet Giles (Harriet Giles (hgiles@auburn.edu))

Identity Guidelines prepared by 1504 (www.1504.co)