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THE UFWH STORY AND PROGRAM

In 2004, Auburn University was invited by the United Nations World Food Programme (WFP), the world's largest humanitarian agency, to become its lead academic partner in a newly launched War on Hunger student campaign. The partnership has resulted in a “best practices” educational model that outlines a grassroots student campaign and a multi-disciplinary academic action agenda that can be adapted or replicated by other colleges and universities. The partnership has led to more than 300 higher education institutions mobilizing under the banner of Universities Fighting World Hunger (UFWH).

One of the unique aspects of the UFWH model is its inclusiveness – involving all disciplines, colleges, and human rights organizations – on campus while welcoming involvement from students, faculty, and administrators. In the last year the Presidents United to Solve Hunger (PUSH) movement has brought high level support to UFWH, with more than 80 university presidents from 6 continents committing to working collectively to advance food and nutrition security.

Although every campus will determine its own priorities and programs, the UFWH model includes the following four activities:

01 **Hunger awareness and consciousness-raising** – The more you know, the more effective you can be as a hunger fighter. Educational videos, resources and links to online courses on Hunger Studies can be found on the [Learn](#) page of the UFWH website. Check your school to see if they offer any courses on hunger studies, food security or food policy.

02 **Fundraising and community activities** – Once students know about hunger, many are eager to DO something about it. UFWH chapters can collect food for local food banks, raise funds for organizations (such as our partner, the UN World Food Programme), or set up a campus food pantry to help those struggling with hunger on campus.

03 **Advocacy** – Become a hunger advocate. Speak up on your campus and in your community on behalf of the hungry. Tell your elected officials that you want them to act, to create the policies and programs to end hunger and malnutrition. Join forces with others who share your views about ending hunger – in the UFWH movement and beyond.

04 **Academic initiatives (teaching, research, outreach)** – Universities are uniquely created to discover and share knowledge and can be tremendous game-changers in the fight against hunger. Discover what courses are available on your campus, what research is being done, what innovations have been developed, and then share that information with the UFWH network.



2016 SUMMIT
Columbia, Missouri

Join the **UFWH** Movement

While encouraging the creation of new chapters, UFWH also invites existing student groups focused on hunger issues to join forces under the UFWH banner. UFWH encompasses many other organizations, as outlined on the UFWH website.

Each year in late February UFWH holds a Summit where students from all over the world gather at a host university to become inspired, share best practices, and learn from government, academic, NGO and business leaders through interactive sessions and hands-on workshops. Find out more about the Summit at www.ufwh.org.



Show that you are part of this bigger movement. We welcome your use of the UFWH logo on your materials, on your web site and on your social media platform. You can download the UFWH brand style guide at www.ufwh.org/toolkit.

GET YOUR PRESIDENT TO JOIN



PRESIDENTS UNITED TO SOLVE HUNGER™

In February 2014, leaders representing more than 30 universities from the US, Canada, and Latin America gathered at a UFWH Pre-summit to discuss the collective role of universities in solving hunger. The consensus outcome of that meeting was the Presidents' Commitment to Food and Nutrition Security, a document that more than 80 university presidents have now signed, committing to a hunger-free campus, community, and world. A ceremonial signing attended by more than 200 academic and multi-sector leaders was held at the United Nations in December 2014. Read more at www.pushtosign.org.

Are you PUSHing your president to sign?

The most powerful way to get university presidents to sign PUSH is through the urging of the key constituents they represent – you – the students. Visit the PUSH website [<http://www.pushtosign.org/toolkit.php>] to find our student toolkit, including a printable copy of the President's Commitment, a student handbook that offers how-to suggestions on approaching your president, a petition to gain widespread student support, and PUSH web banners to add to your site or use on social media.





WHY HUNGER?

Hunger is something we are all familiar with – that nagging feeling that grows in the pit of our stomachs. For most, it is a temporary discomfort that is easily remedied. But, what if hunger was something you had to deal with day in and day out? What if you never knew when you would next eat or where your next meal would come from? For nearly 1 billion people, this is their daily reality.

Even though there is enough food to feed every person on earth, many are still going without. How is this possible? Barriers such as lack of access to food and lack of political commitment to ending hunger hamper efforts to feed the hungry. Also, nearly 40 percent of the food grown either rots at the farm in developing countries because insufficient infrastructure, such as transportation or storage, or goes uneaten into the trash in developed countries, such as the US.

Recent scientific research has also shown that having food is not enough. People need good nutrition to reach their full physical and mental potential. A breakthrough series of articles in the Lancet in 2008 showed that malnourished children under 24 months suffer permanent diminished capacity in their brains and bodies that can never be repaired. This aftermath of hunger can result in a decrease of up to 11% in lifetime earning power, dooming a generation to never reach their full developmental potential.

We know hunger is a solvable problem, and for the first time in history we have the tools to eradicate it. When universities work in partnership with governments, philanthropic/faith-based non-government organizations, and the private sector, it is possible to develop sustainable long-term solutions. UFWH is working to educate students, the world's future leaders, on hunger-related issues in an effort to create a more sustainable world. We are convinced that YOU can be the generation that finally ends life-limiting hunger and malnutrition.



THE FACTS

hunger around the world

- Hunger is the world's no. 1 health risk. It kills more people every year than AIDS, malaria, and tuberculosis combined.
- 1 in 9 people in the world will go to bed hungry tonight.
- 1 out of 6 children in developing countries are underweight.
- 795 million people do not have enough to eat. The majority of them live in developing countries, where 13.5 percent of the population is undernourished.
- If women farmers had the same access to resources as men, the number of hungry in the world could be reduced by up to 150 million .
- One in four of the world's children are stunted. In developing countries the proportion can rise to one in three.
- 66 million primary school-age children attend classes hungry across the developing world, with 23 million in Africa alone.
- Iron deficiency is the most prevalent form of malnutrition worldwide, affecting an estimated 2 billion people. Eradicating iron deficiency can improve national productivity levels by as much as 20%.



THE FACTS

hunger in the united states

- In 2013, 49.1 million Americans lived in food insecure households, including 33.3 million adults and 15.8 million children.
- The top 5 food insecure states are Arkansas, Mississippi, Texas, Tennessee, & North Carolina.
- Food insecurity exists in every county in America, ranging from a low of 4 percent in Slope County, ND to a high of 33 percent in Humphreys County, MS.
- In 2010, 4.8% of all US households (5.6 million households) accessed emergency food from a food pantry one or more times.
- In 2013, 62% of food-insecure households participated in at least one of the three major federal food assistance programs – Supplemental Nutrition Assistance Program (SNAP), the National School Lunch Program, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).
- In 2011, 4.8 million seniors (over age 60), or 8 percent of all seniors were food insecure.
- In fiscal year 2009, 48.0% of all SNAP participants were children. Research indicates that hungry children do more poorly in school and have lower academic achievement because they are not well prepared for school and cannot concentrate.
- In 2013, 14.7% of rural households are food insecure, an estimated 3 million households. In 2010, 9.0% of the elderly lived below the poverty line, 3.5 million older Americans.

Getting Started: forming a **UFWH** chapter

UFWH student chapters evolve in many different ways. The idea to form a chapter may come from a group of friends, an existing committee or student professional group, a class, or university official. Whatever its origin, you should think about the best way to involve your campus in the fight against hunger. To create a consistent identity among UFWH chapters, we ask that each chapter fulfill four minimum requirements.

1. Register with Universities Fighting World Hunger by going online at www.ufwh.org and filling out the form in the Take Action section. This may be a new chapter of UFWH or an existing organization on your campus that is committed to raising awareness about hunger.

2. Hold an event on your campus for World Food Day, October 16. It is a great opportunity for UFWH chapters to raise awareness and take action in the fight against hunger. For more information go to www.worldfooddayusa.org

3. Organize an activity during the spring term. To keep the momentum going, we request that each chapter organize a second hunger-related activity or event before the end of the academic year. Please keep in touch. We want to hear from you and hope that you will submit blogs and photos for our website. Also, be sure to let us know about activities on your campus that we can help promote through social media.



4. Use the UFWH logo. Show that your chapter is part of a global movement. We ask that you use the UFWH logo, following guidance in the Brand and Style Guide that you can download from our website at www.ufwh.org/toolkit.

Attend the UFWH Annual Summit. While joining us at the Summit is not a required activity, it is a wonderful way to be with other like-minded students from around the world. Each year a different member school hosts this annual event that has seen up to 500 students in attendance. In the past it has been held in locations such as George Washington University in Washington, DC, the University of Guelph in Ontario, Canada, and the Universidad Nacional de Agricultura in Catacamas, Honduras. The 2016 UFWH Summit will be held February 25-26 at the University of Missouri-Columbia. For more information or to register, visit the [Summit](#) page on the UFWH website.

HOW DOES MY CAMPUS BEGIN?

Now that you have learned more about the complex issue of hunger, the mission of UFWH, and how some chapters have organized, we encourage you to get started!

01 CONTACT UFWH

As a first step you are encouraged to contact the UFWH Coordinator (contact information in the back of this manual). The coordinator is available to answer any questions and help guide you through the process of getting started.

Don't forget to register your chapter by filling out the form on the UFWH website. In addition to registering, the [UFWH website](#) will become one of your most valuable tools and resources. It provides assistance to help you get organized, communicate with and learn from other chapters around the world, and download useful materials.

02 DEFINE LEADERSHIP STRUCTURE AND SET GOALS

In forming any organized group, it is important to decide on your leadership structure as well as central goals and objectives. As you will recall, the major goal of UFWH is to develop an action agenda that includes hunger awareness and consciousness-raising, action, advocacy, and academic initiatives. In light of this over-arching goal, we encourage university chapters to consider its four parts in developing your own plan of work. We suggest that you start with a few achievable goals and grow from there.

03 RECRUIT FACULTY AND/OR STAFF ADVISORS

Identify professors, administrators, and/or staff who are interested/involved, either professionally or personally, in the areas of hunger, food security, nutrition, the Sustainable Development Goals, and/or international development. Their support and leadership will be tremendously beneficial to your chapter in both the short and long-term. Significant advantages to having faculty and staff thoroughly integrated into your UFWH chapter include:

- Additional credibility and campus recognition
- Access to community resources and contacts
- Assistance in networking guidance and information
- Provision of experienced guidance and information
- Chapter continuity as students graduate

04 REGISTER WITH YOUR UNIVERSITY

Most schools require student groups to formally register with their university in order to access the benefits of being an officially recognized organization on campus. In fact, some universities provide a budget to fund official student groups. If you need additional funds to operate, you may do so through a fundraising activity that should be clearly designated as supporting your UFWH chapter (not a targeted hunger charity). It is important to understand your school's policies and procedures in order to be in compliance with university regulations.

05 DEVELOPING AND IMPLEMENTING ACTIVITIES AND EVENTS

When you are planning activities and events, don't forget to include dates significant to your school, such as homecoming or spring break. These dates will be factors in your chapter's planning and may provide perfect opportunities for you to coordinate hunger-related activities with other campus events. World Food Day on October 16 is also an important day to remember as you plan activities. Focus your energy in the four areas of the UFWH Hunger Model listed below:

a. HUNGER AWARENESS AND CONSCIOUSNESS-RAISING

To address hunger, you must first know about the issue [awareness], and once educated, come to care about it [consciousness-raising]. This should be the first step in establishing an effective campaign against hunger. In order to distribute information broadly, and get campus and community buy-in, it is important to have an aggressive marketing strategy using both traditional and new media.

b. ACTION

Along with hunger awareness activities, you may want to take action, such as collecting food for the local food bank or raising funds for a hunger-related charity. Because it costs the World Food Program only \$0.25 to feed a child for one day, it takes very little money to make a tremendous impact on the lives of the hungry. When your chapter sponsors a fundraiser, be sure that you keep track of the cost associated with organizing the event. Deduct those expenses from the final amount raised prior to determining the amount of your donation. It is recommended that students work closely with a faculty advisor to ensure that your funds go into a specific account that will accommodate a subsequent charitable donation.

Funds raised for WFP can be donated through WFPUSA [<http://www.wfpusa.org>] if your school is located within the US, or through WFP [<http://www.wfp.org>] if your school is located outside the US.

c. ADVOCACY

Advocacy consists of strategies and actions taken to influence decision-making at all levels of government and other thought-leader entities. As members of your student chapter come to know about and care about hunger, it is important for them to learn to effectively share that knowledge so that others will care and be mobilized to act. In this way, we can build the public and political will to end hunger.

d. **ACADEMIC INITIATIVES**

Find out which academic units on your campus offer courses that include content related to hunger and malnutrition and encourage students to sign up. Search out information about faculty who are involved in hunger-related studies, and share with students looking for opportunities to strengthen their research experience. Encourage relevant departments or other administrative units to focus special seminars and lecture series on the issue of hunger. All of these activities will serve to increase your university's impact on the fight against hunger.

09 **SHARING YOUR STORIES AND OTHER INFORMATION**

If you host an event on your campus, we want to know about it. Submit a write-up of the event, along with photos, and we will post your school's story on our website to share with other chapters. We will also reach out to you periodically to ask for your help in raising awareness about national and international UFWH and PUSH initiatives through your communications network, including social media.

10 **STAY IN TOUCH**

We realize that there is a natural turnover as students graduate and leadership changes in your chapter. Please help us keep our contact list up to date and let us know of any changes when they happen.

RESOURCES

The more you know about hunger and malnutrition the more effective you can be in helping to solve these local and global challenges. Below are some links to resources and information provided by some UFWH partners.

EDUCATIONAL LINKS



WFP HUNGER CENTER

www.wfp.org/hunger

Get the latest facts and figures about hunger around the world; download infographics and an annual hunger map, take a hunger quiz and take advantage of this extensive tutorial on the causes of hunger and the way to help solve it.



FAO E-LEARNING CENTER

www.fao.org/elearning/#/elc/en/home

Free online courses for food security professionals or for those who want to learn more on these topics.



FAO HUNGER PORTAL

www.fao.org/hunger/en/

Read the annual State of Food Insecurity in the World (SOFI) Report and see the latest data in easy to use and download maps and graphics.



FAOSTAT

<http://faostat3.fao.org/home/e>

Large time-series and cross sectional data related to hunger, food and agriculture in 245 countries and territories and 35 regional areas going back to 1961. Innovative tools for visualization and statistical analysis.



ZERO HUNGER CHALLENGE

www.un.org/en/zerohunger

See governments, international organizations, corporations and institutions, including UFWH, are planning to fight hunger to meet the goal of a zero hunger world.



FOOD RESEARCH AND ACTION CENTER

www.frac.org

Get the latest information, statistics and analysis about hunger in America.



SAVE FOOD INITIATIVE

www.save-food.org

Large time-series and cross sectional data related to hunger, food and agriculture in 245 countries and territories and 35 regional areas going back to 1961. Innovative tools for visualization and statistical analysis.



E-AGRICULTURE

www.e-agriculture.org

See governments, international organizations, corporations and institutions, including UFWH, are planning to fight hunger to meet the goal of a zero hunger world.



TOOLKIT ON THE RIGHT TO FOOD

www.ohchr.org/en/issues/escr/pages/fppd.aspx

Developed by the Office of the High Commissioner for Human Rights, this site looks at hunger – and solutions to this challenge – as a global policy issue.

RECOMMENDED READING

BOOKS

- Berg, J. [2008]. **All you can eat—How hungry is America?** New York, NY: Seven Stories Press.
- Paul Collier, **The Bottom Billion: Why the Poorest Countries Are Failing and What Can Be Done About It** [Oxford University Press, 2007] ISBN 978-0-19-531145-7 [cloth]
- Jared M. Diamond, **Guns, Germs and Steel: The Fates of Human Societies** [Norton, 1997] ISBN 0-393-31755-2
- William Easterly , **The White Man’s Burden: Why the West’s Efforts to Aid the Rest Have Done So Much Ill and So Little Good**, ISBN-10: 0143038826
- Ehrenreich, B. [2001]. **Nickel and Dimed—On (NOT) Getting By in America**. New York, NY: Holt Paperbacks.
- Tony P. Hall, **Changing the Face of Hunger** [W Publishing Group, 2006] ISBN 0-8499-0050-6
- Jeffrey D. Sachs, **The End of Poverty: Economic Possibilities for our Time** [The Penguin Press, 2005] ISBN 1-59420-045-9
- George McGovern and Bob Dole, **Ending Hunger Now: A Challenge to Persons of Faith** [Fortress Press, 2005] ISBN 0-8006-3782-8
- George McGovern, **The Third Freedom: Ending Hunger in our Time** [Simon & Schuster, 2001] ISBN 0-684-85334-5
- Joseph S. Nye, Jr., **Soft Power: The Means to Success in World Politics** [Public Affairs, 2004] ISBN 1-58648-225-4
- Dambisa Moyo, **Dead Aid: Why Aid Is Not Working and How There Is a Better Way for Africa** [Farrar, Straus, Giroux – 2009] ISBN-10: 0374139563
- Janet Poppendieck, **Sweet Charity?: Emergency Food and the End of Entitlement** [Penguin, 2009] ISBN-10: 0140245561
- Saslow, E. [2014] **American Hunger: The Pulitzer Prize-Winning Washington Post Series**. [Only available in eBook format]. Random House LLC. <http://www.amazon.com/American-Hunger-Pulitzer-Prize-Winning-Washington-ebook/dp/B00LRIXKS8>
- Sharman Apt Russell, **Hunger – An Unnatural History**, [Perseus Book Group, 2006] ISBN -13 978-0-465-07163-0
- Roger Thurow and Scott Kilman [2009] **Enough: Why the world’s poorest starve in an age of plenty**. New York, NY: Public Affairs.
- Roger Thurow, [2012], **The Last Hunger Season**. New York, NY: Public Affairs.

REPORTS

- **Beyond Assistance: The HELP Commission Report on Foreign Assistance Reform**, [Executive Summary and Introduction], December 2007
- **Hunger Report 2015: When Women Flourish... We Can End Hunger** [Bread for the World Institute]
- **The State of Food Insecurity in the World, 2006: Eradicating World Hunger – Taking Stock Ten Years after the World Food Summit** [FAO website]
- **Household Food Security in the United States, 2006**, USDA/ERS, November 2007

IDEAS FOR HUNGER AWARENESS ACTIVITIES AND EVENTS

- Host an Empty Bowls event (www.emptybowls.net) or an Oxfam America Hunger Banquet(www.oxfamamerica.org/whatyoucando/act_now)
- Organize a CROP walk (www.churchworldservice.org/CROP/index.html)
- Develop a power point presentation containing hunger facts, information about WFP, and ways your campus is involved in the UFWH movement; use the power pint to educate various campus, community, and faith-based groups
- Create a viral video with a hunger message
- Develop a hunger webpage for your university website
- Post a hunger quiz on your university website
- Devise creative ways to collect non-perishables for your local food bank
- Use an athletic event to raise awareness of hunger locally and globally
- Place a large “piggy bank” in a highly visible spot on campus (e.g., student union or bookstore) to collect change for hunger relief
- Sponsor a film festival showing movies with hunger-related themes (e.g., The Girl in the Café, Lost Boys of Sudan, Blood Diamond, Afghan Stories, Life in America, Salaam Bombay)
- Host a benefit concert for hunger awareness
- Sponsor a poetry/essay with a hunger-related theme
- Organize a side-walk art show featuring works from countries WFP serves
- Write an op-ed piece related to hunger for your student or local newspaper
- Volunteer at your local food bank or soup kitchen
- Pledge to “Just Skip It” by giving up a meal and donating the money to your campus’ hunger relief fund
- Distribute flyers containing basic hunger facts on campus and collect pocket change for hunger relief on a monthly basis
- Design t-shirts, bracelets, and other items with hunger-related themes to sell on campus or at local gatherings (e.g., Farmers’ market, festivals, tailgates)
- Organize a Hunger Awareness Week around World Food Day (October 16)
- Participate in World Food Day awareness activities on October 16
- Partner with a local business or corporation to raise funds for hunger relief





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