

NO MONEY FOR FOOD IS...



CENT\$LESS



**simcoe
muskoka**
DISTRICT HEALTH UNIT

Your Health Connection

Cent\$less what is it??

A communication campaign
to create public support & advocacy
for income solutions to
household food insecurity



Cent\$less ... why??

Nutritious Food Basket Survey 2011 - 2016

% total monthly income needed for food and rent (reference family of four, Simcoe Muskoka)	2011	2016
Ontario Works	89%	96%
Minimum Wage	68%	72%

Year after year food insecurity is a local issue





**Cent\$less
where are we
headed??**

Community advocacy for policies
that ensure everyone has enough money
to feed themselves & their families
today, next week & years from now.



**Cent\$less
why this
direction??**

Food insecurity is rooted in poverty

Solutions must address income





Cent\$less ... campaign components

Awareness raising

Community engagement



**Cent\$less ...
who are we
trying to reach??**

First, health unit staff

The public

The media

Community partners



**Cent\$less ...
awareness
raising**

[Cent\\$less webpage](#)

Social media (Facebook, Twitter, YouTube)

[Cent\\$less food & income press kit](#)



**Cent\$less ...
community
engagement**

Presentations to community partners

Potential actions – begin the conversation

Tools, resources, other supports needed?



Cent\$less ... what next?

Continue social media

Continue presentations & discussions

Continue work on supports to make
advocacy easy

Future campaign possibilities?

New partnerships & collaboration??



**Cent\$less ...
questions or
need more
info??**

