

WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH:

TOOLKIT FOR PARTNER-LED SATELLITE EVENTS

September 2022



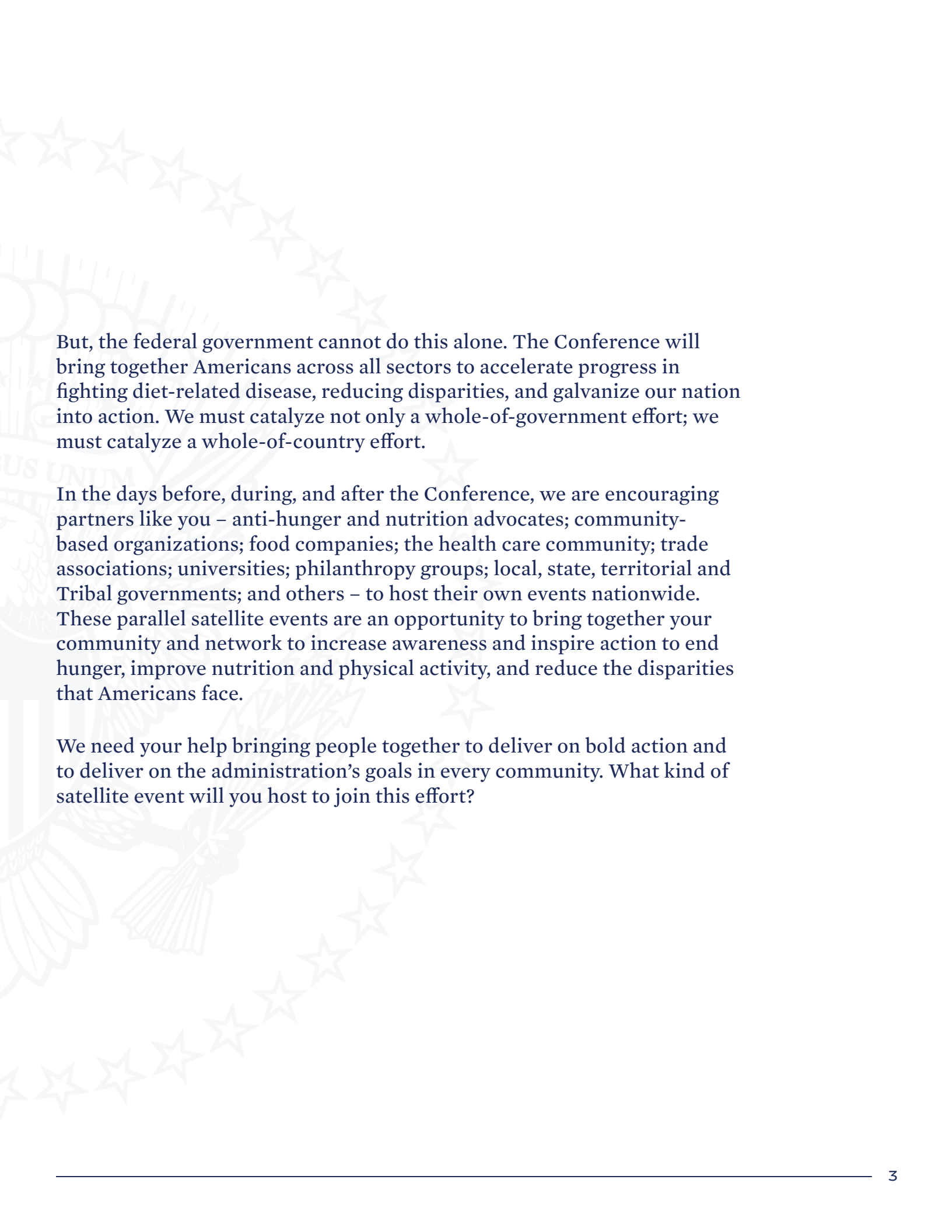
BACKGROUND

Millions of Americans are afflicted with food insecurity and diet-related diseases—including heart disease, obesity, and type 2 diabetes—which are some of the leading causes of death and disability in the U.S. The toll of hunger and these diseases is not distributed equally, disproportionately impacting underserved communities, including many Black, Latino, Asian American, Native Hawaiian and Pacific Islander, and Native American communities. And hunger and diet-related diseases affect many more communities, including rural communities, people with disabilities, older adults, LGBTQI+ people, military families, and military veterans.

Lack of access to healthy, safe, and affordable food, and to safe outdoor spaces, contributes to impacting hunger, diet-related diseases, and health disparities. The COVID-19 pandemic has exacerbated these challenges further.

In September 2022, for the first time in over 50 years, the Biden-Harris Administration will host a White House Conference on Hunger, Nutrition, and Health. The First White House Conference on Food, Nutrition, and Health had a significant influence on the country's food policy agenda for half a century. Now, again, we have the collective opportunity to chart a course for the future.

The Administration has set a goal of ending hunger and reducing diet-related disease by increasing healthy eating and physical activity in the U.S. by 2030. This ambitious goal would mean that no Americans go hungry and fewer Americans experience diet-related diseases like diabetes, obesity, and hypertension. At the Conference, the Administration will announce a bold national strategy that outlines steps the federal government and other stakeholders will take to achieve this goal.



But, the federal government cannot do this alone. The Conference will bring together Americans across all sectors to accelerate progress in fighting diet-related disease, reducing disparities, and galvanize our nation into action. We must catalyze not only a whole-of-government effort; we must catalyze a whole-of-country effort.

In the days before, during, and after the Conference, we are encouraging partners like you – anti-hunger and nutrition advocates; community-based organizations; food companies; the health care community; trade associations; universities; philanthropy groups; local, state, territorial and Tribal governments; and others – to host their own events nationwide. These parallel satellite events are an opportunity to bring together your community and network to increase awareness and inspire action to end hunger, improve nutrition and physical activity, and reduce the disparities that Americans face.

We need your help bringing people together to deliver on bold action and to deliver on the administration’s goals in every community. What kind of satellite event will you host to join this effort?

CONFERENCE PILLARS

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To end hunger and increase healthy eating and physical activity to reduce diet-related diseases and disparities, we have specified areas of action in five pillars:

- 1. Improve food access and affordability:** End hunger by making it easier for everyone – including urban, suburban, rural, and Tribal communities – to access and afford food. For example, expand eligibility for and increase participation in food assistance programs and improve transportation to places where food is available.
- 2. Integrate nutrition and health:** Prioritize the role of nutrition and food security in overall health, including disease prevention and management, and ensure that our health care system addresses the nutrition needs of all people.
- 3. Empower all consumers to make and have access to healthy choices:** Foster environments that enable all people to easily make informed healthy choices, increase access to healthy food, encourage healthy workplace and school policies, and invest in public messaging and education campaigns that are culturally appropriate and resonate with specific communities.
- 4. Support physical activity for all:** Make it easier for people to be more physically active (in part by ensuring that everyone has access to safe places to be active), increase awareness of the benefits of physical activity, and conduct research on and measure physical activity.
- 5. Enhance nutrition and food security research:** Improve nutrition metrics, data collection, and research to inform nutrition and food security policy, particularly on issues of equity, access, and disparities.

ABOUT THE TOOLKIT

We've created this toolkit to support and encourage you to host your own satellite events in conjunction with the Conference. The toolkit is designed to help you host events and have conversations with your community, other organizations, and individuals around ending hunger, improving nutrition, and increasing physical activity – all while reducing disparities.

Inside this toolkit, we've included the five pillars for the White House Conference on Hunger, Nutrition, and Health, which define the scope of the Conference and what we are trying to achieve. You'll also find questions to help guide your conversations and event themes.

Hosting an event ahead of the Conference is a great way to amplify awareness around the Conference goals and to foster participation in the Conference in your community.

HOSTING YOUR SATELLITE EVENT

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Below are some ideas on the types of events you could host to raise awareness and drive action in partnership with the conference. By hosting a satellite event, you are championing the change we need to end hunger and increase healthy eating and physical activity.

HOST A WATCH PARTY

The conference will be livestreamed to ensure that everyone can participate. We encourage organizations and communities to convene and watch the Conference together and to encourage participation in the Conference in their communities.

Your organization can gather its stakeholders and constituents and host a watch party for everyone to participate in the conference together. A watch party allows communities to gather and can promote robust discussions around the issues addressed at the Conference. Your watch party could be hosted online or in-person.

HOST A DISCUSSION

Hosting a town hall, panel discussion or informal conversation promotes engagement and can foster insightful discussions and interest. Hosting an event is also a great way to get others involved in reaching these important goals. These events can be virtual, in person, or a combination of both.

Consider:

- Incorporating questions from the audience, as this maximizes engagement and allows the moderators to connect with everyone in the room.
- Selecting a strong moderator. A strong moderator will bring out invaluable discussion from your guest(s) and will encourage audience participation.
- Inviting panelists and audience members with lived experience and expertise. It's important to hear voices from those who have experienced or are currently experiencing hunger and/or diet-related diseases.
- Having representation from different sectors such as academia, State, local, and Tribal government, non-profit and faith-based organizations to have a broad range of perspectives.

Questions to Aid Your Discussions:

1. How has hunger or diet-related disease impacted you, your family, or your community?
2. What programs can you, your family, or your community participate in or create to address hunger and diet-related diseases?
3. What specific actions can you and your community take to achieve the goals of each of the 5 pillars?
4. What are opportunities for public and private-sector partners to work together to achieve the goals of each pillar?
5. What steps would you like to see the government take to address these issues?

HOST A DAY OF SERVICE

We want to take action to achieve these ambitious goals and improve the health of all Americans. You and your community can do this by hosting a day of service.

- Volunteer to conduct SNAP, WIC, Medicaid enrollment and advocacy, summer meal outreach, and/or help build a playground.
- Host a fundraiser to support a local anti-hunger organization.
- Volunteer at a food bank or collect food donations through a food drive.
- Invite a local chef or dietitian to present a cooking demonstration at a local farmer's market.
- Partner with a local farm and sponsor a mobile produce market.

Tips:

- Plan in advance. Permits are typically required to utilize local parks, parking lots, or grocery stores.
- Consider partnering with another organization. You can maximize impact locally by expanding partnerships.
- Get the word out! Partner with the local media, post flyers in highly trafficked areas and on social media to publicize your event. There may be members of your community who are outside of your organization that want to attend and/or serve.
- Consider partnering with your state, city, county, or Tribal government and elected officials to amplify your reach.

HOST A FUN RUN OR PHYSICAL ACTIVITY EVENT

One of the conference pillars is to **Support Physical Activity for All**. Fun runs and other community outdoor events are a great way to amplify this message. A fun run is a race but typically not a competitive one. Or, you can host a yoga class in the park, an online fitness class, or a community bike ride.

Tips:

- **Plan in advance.** Permits are traditionally needed for larger community events at local parks. A run may require street closures and assistance from local law enforcement.
- **Share online.** You can expand the reach of your event by providing an online streaming option.

HOST A SCHOOL EVENT

Include students as part of the conversation by (1) participating in the Conference livestream and (2) discussing healthy eating and physical activity in the classroom. Students can make pledges to make healthy choices throughout the school year.

Consider:

- Planning an after-school activity. Students whose schools participate in farm to school programs can host school garden presentations and share best practices with their local communities.
- Organizing a food donation activity. Students can volunteer as a group to pack bagged lunches for a homeless shelter or organize a food drive for a local food bank.
- Using a school assembly to discuss, watch, or hold a conversation about the 5 pillars and what ideas students have to achieve their goals.
- Participating in a physical activity event with state, local, and Tribal elected officials at a local school to bring awareness to the Conference.

WE WANT TO HEAR ABOUT YOUR SATELLITE EVENTS!

To help spread the word and connect with others, we will post information that you share with us. To have your satellite event posted to our website, please follow these instructions:

1. Send an email to WHHungerHealth@hhs.gov with the subject title: Satellite Event Information
2. In your email, provide the following information in the following format:
 - Name of Organization/Elected Official or Government entity/Private Citizen(s):
 - Location:
 - Date & Time:
 - Hyperlink (please provide a URL for more information about the event, including registration:

We also encourage you to share pictures of your events on social media using the following tag **#WHConfHungerHealth** and tagging **@WhiteHouse**.

It will take everyone working together to cultivate the change needed to finally end hunger and reduce diet-related diseases and disparities. Thank you for being a partner as we build a healthier and more equitable future for America.



THE WHITE HOUSE



White House Conference on Hunger, Nutrition, and Health