

Chew on This! Information for Organizers 2019

Thank you for joining us for *Chew on This!* 2019! This package is designed to support you in organizing your *Chew on This!* event, with lists of materials, tips & how-to's, and a checklist for your big day. Please feel free to contact us with any other questions or comments about *Dignity for All* and the *Chew on This!* campaign.

With thanks and in solidarity,

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Materials needed

You will receive a package with the following from the Dignity for All team:

1. **Paper bags**, which say *Chew on This!* and are to be used to hold the postcard, magnet, and an apple or alternate snack of your choice (apples/snacks not provided).
2. **Magnets**, which help encourage people to sign onto the campaign via www.ChewOnThis.ca.
3. **Postcards**, which contain information about the realities of poverty in Canada and call on the Prime Minister to demonstrate their commitment to ending poverty in Canada within their first 90 days in office.
4. **Model National Anti-Poverty plan**, which you can share with your team of volunteers and passersby whom you engage in conversation. The plan was released by *Dignity for All* in February 2015 and is an example of what is needed across six key policy areas to eradicate poverty. While the current government released the first [Canadian Poverty Reduction Strategy](#) this year, a much more comprehensive plan is needed. With over 12,000 endorsements across the country, the DFA plan offers a strong foundation for further policy development. Electronic copies of the plan are available at www.dignityforall.ca for anyone who would like a copy of their own.
5. **Buttons**, for you and your team to mark you as volunteers for the *Chew on This!* campaign.
6. **Social media cards**, for your team to personalize and take photos for Twitter, Facebook, and other social media on the day of the event.

You will need to provide:

1. **Apples or another snack** to put in the bags (a [template letter](#) to send to vendors was emailed to you and is appended to this kit).
2. **A large box (or something similar)** to transport the bags and materials to the site on the day of the event.
3. **Big smiles & enthusiasm** because you are part of the biggest anti-poverty event in Canada! There are friends just like you across the country, handing out 25,000 bags!

To-Do Checklists

Before your event:

- **Recruit volunteers and potential partner organizations** - Who else do you know in your community that is invested in social causes, community-building, or food security? A sample [informational leaflet](#) is appended in this kit to help you promote your event ahead of time.
- **Decide on and procure apples or other item** to go in your paper bags (see [template letter](#) to vendors emailed previously and appended to this kit).

- **Check out our webinars** for tips and success stories from past *Chew on This!* organizers, as well as for background information on our six key policy areas.
- **Talk it up on social media** and let people know you're exciting about your upcoming event! Invite others to join you or to learn more at www.dignityforall.ca.
- **Engage with local media** - One way to increase our impact is to engage the media in your community. Calling your local newspaper or TV station a couple days before, and the morning of October 17th (or whichever day your local event is on), will greatly increase your chances of making a big splash. Remember reporters have lots of interesting stories pitched to them every day, so the more energy you have when you talk to them, the more likely they are to show up.

To make it easier for you, we will send you an electronic [press release](#) (also appended to this kit) that you can update with your own information and then send to local media (you might need to do some research for contacts and how to “pitch” a story). Some reporters will want just the press release, but others will want to talk to you on the phone first! Don't be nervous, you can do it! You are an amazing volunteer, and we have confidence in you! In your kit, we've also included some [media talking points](#) in this kit that you can use to keep your message with reporters clear, concise, and effective.

- **Engage your federal electoral candidates** – Invite them to meet with their constituents at your *Chew on This!* event and hear about your concerns about poverty in Canada (or share their plans to deal with it)! Host or attend a local townhall meeting or candidates debate and ask how they will demonstrate their commitment to ending poverty in Canada (see suggested questions provided).

Candidates will be looking for opportunities to be visible in the community and online, so let's capitalize on this! Be sure to take and share photos on social media, as well as any local media that are present (see previous item). You can also take this opportunity to assure them we'll be watching closely after the election.

Day of event:

- **Arrive early** at your location to set up and bring the materials (they will be easiest to transport in large boxes). Make sure that you bring yourself some water and a snack (it will make talking to people over lunch easier).
- **Take pictures** of the event as it unfolds and **share them** with the Dignity for All team via Twitter (using @DignityForAllCA and the hashtags #ChewOnThis), Facebook, or email. Assign a member of your team the job of photographer for the day, and make sure they take photos of volunteers holding up personalized messages on the social media cards provided in your kit. If you can, get a group photo!

- If you **invite local media**, make sure that you have a designated location for them to film or interview you and your volunteers (if you've decided to use banners/signs, this is a great opportunity to display them).
- **Try to engage as many people walking past as you can!** Regardless of the reactions from passersby, a smile and an encouraging tone from you will make a big difference!

Suggested greetings

- **“Hi! Would you like to sign a card to show you care about poverty in Canada?”**
This quickly tells people what your event is about (poverty in Canada) and what you're asking of them (to sign a card). It's important for people to feel like they're not about to get roped into a lengthy discussion (unless they want to!) or be asked for money.
- **“Hi! Would you like a free apple? We're raising awareness about poverty in Canada.”**
This option offers something free while telling people what your event is about. It is quick and doesn't ask anything of them initially.

If people are too busy to stop

- **“Would you like a free apple [or other snack] on your way?”**
- If they pause long enough, you can invite them to learn more about ending poverty in Canada by reading the card in the bag and visiting the website listed.

If they stop to chat

- Tell them you're a volunteer with the Dignity for All campaign for a poverty-free Canada and that we're sending a message to whomever becomes our next Prime Minister that we want to see immediate action taken to end poverty in Canada.
- **Ask them to sign a postcard to let our next Prime Minister know they care about ending poverty in Canada.** *You may provide an option for people to sign on the spot and leave the postcard with you to mail, or they can take it with them to sign and mail on their own.*

If people want to know more

- Share that currently there are millions of people across Canada living in poverty, who cannot afford to put food on the table.
- Tell them we are asking the federal government for a comprehensive, rights-based strategy to end poverty and that it must be adequately funded. You can add that regardless of who wins this election, we are asking to see concrete actions within their first 90 days of office to demonstrate their commitment to ending poverty in Canada.
- Show people the *Dignity for All* model national anti-poverty plan as an example for what a comprehensive, rights-based strategy could look like. It can also be helpful to provide examples of the kinds of policies that need to be addressed in order for a strategy to be considered “comprehensive”. Refer them to the Dignity for All website if they'd like to download their own copy.
- Refer people to the Dignity for All website for more resources and information.

If people react negatively

- Try not to take it personally – many of us know the frustration of being talked “at” or “sold to” by people pushing a product or cause, and some may have been burned in the past. They may also be wary of political
 - If they stop long enough for you to respond, you can politely remind them that you are a non-partisan volunteer and are not selling anything or promoting any particular Party.
 - Remember, the goal of the event is to enjoy the day and raise awareness, so don’t worry if some people don’t want to get involved!
- **Take and share even more pictures!**
 - **Thank your volunteers** for their time and efforts to alleviate poverty in Canada! Consider ways you can keep in touch for future conversations and events.

After your event:

- **Share your photos and any great quotes or success stories on social media** using @DignityForAll and #ChewOnThis and check out those posted by other supporters! Feel free to tag your local candidates and Party Leaders, too.
- **Provide the *Dignity for All* team with feedback about your event experience** – what worked well, what needs improvement and any suggestions you have for future events. A survey will be sent to you by email.
- **Follow-up with your elected Member of Parliament** after the election and ask how their government will demonstrate their commitment to ending poverty in Canada. Share any photos of in-person meetings or tag MPs with your questions or comments on social media along with @DignityForAll and #ChewOnThis!

Closing remarks

1. **Have fun!** Food security and poverty are serious issues across Canada, and we take them very seriously (just like you), but we want you to go out in your communities and have fun, while engaging new friends and supporters to our cause!
2. **We are here to help!** If you have questions before, after, or during October 17th don’t be a stranger. We are here to help you be successful and to feel part of our community!

*Vanessa, Canada Without Poverty, Tel: 613-789-0096, vanessa@cwp-csp.ca
Natalie, Citizens for Public Justice, Tel: 613-232-0275 ext. 222, natalie@cpi.ca*

Thank you so much for all your hard work in making *Chew on This!* successful! Together, we can end poverty in Canada!

Template: Donation of Apples for Dignity for All's Chew on This! Campaign

To whom it may concern:

We are writing to request a donation of apples for our **Chew on This!** event in **[insert community]**.

Chew on This! is an annual event organized by the *Dignity for All* campaign to spread awareness about hunger and the need for a federal plan to address poverty. Our event takes place on **October 17th** – the International Day for the Eradication of Poverty.

Volunteers from schools, churches, community organizations, etc., take to the streets each year and hand out **Chew on This!** brown paper lunch bags, which contain an apple and a postcard with facts on food insecurity in Canada. The bag is used to engage passersby in conversations about poverty in Canada and what's required for all Canadians to access adequate, healthy food.

Our campaign has come a long way since it began in 2013. Now with over 40 communities from across Canada engaging in our event, we are maintaining our commitment and continuously raising awareness of poverty and food insecurity across the nation.

Who would [apple orchard/grocery store/etc.] be supporting? **Chew on This!** is part of the *Dignity for All* campaign which is coordinated by Canada without Poverty and Citizens for Public Justice, both registered charities. *Dignity for All* is a multi-year, multi-partner, non-partisan campaign with a vision to create a poverty-free, more socially secure and cohesive Canada. *Dignity for All* is supported by more than 11,000 individuals and 700 organizations across Canada. A significant portion of our work is dedicated to educating Canadians about poverty and mobilizing communities across Canada to take action to address poverty.

What would [apple orchard/grocery store/etc.] be supporting? The *Dignity for All* campaign is concerned about poverty and its consequences in Canada. We are alarmed by the fact that so many people in our rich nation go hungry and suffer ill health as a result. You may not know, but approximately **four million Canadians** suffer some degree of food insecurity and close to **900,000 people use food banks every month** (40% of whom are children and youth). In communities from coast-to-coast-to-coast this October, volunteers are giving up their lunch time to engage with people on the street about the realities of poverty in Canada.

For the event to be successful, we require **[insert number]** of apples to distribute to the public. We would be grateful to receive any type or number of apples that can be provided to us to make this event successful. We are hoping that **[apple orchard/grocery store/etc.]** can provide this in-kind service.

If you have any further questions, please do not hesitate to contact me at **[phone number/email address]**. If you would like to learn more about **Chew on This!** and the *Dignity for All* campaign, please visit www.chewonthis.ca and www.dignityforall.ca.

Sincerely,

[Name and Organization, if applicable]

Sample Press Release

[City] Activists Call for a Plan to End Poverty in Canada

Volunteers for [organization or group name] take to the streets to call for an end to poverty in Canada.

For Immediate Release

City, Prov, October 17, 2019— [Organization or group name] voiced their support for the growing movement of people calling for an end to poverty in Canada. To mark October 17th, the International Day for the Eradication of Poverty, volunteers in [city] joined communities across Canada for the 7th annual *Chew on This!* campaign.

Despite the recent release of the federal government's Canadian Poverty Reduction Strategy, *Opportunity for All*, poverty still exists across Canada. In [city/area], [local statistic on poverty or food insecurity]. Over 850,000 people in Canada visit the food bank each month, and one in eight families struggle daily to put food on the table. Two out of every five Northern households are food insecure, and tax filer data from 2017 suggests that about 6 million people in Canada live in poverty.

Chew on This! is an annual non-partisan campaign that calls attention to the shocking rate of poverty and food insecurity in Canada. This year, the campaign is sending the message that whomever takes office after this election, we must act to end poverty in Canada. While it is not an election campaign itself, organizers are hopeful that candidates from all parties will take note of this important issue.

Chew on This! is organized by the *Dignity for All* campaign, co-led by *Canada Without Poverty* (CWP) and *Citizens for Public Justice* (CPJ), both registered charities.

Media Availability:

Where: [Location]

Who: [Groups or leaders]

When: October 17th, 2019 [time]

Chew on This! events are being held by over [number to be updated] groups in more than 40 cities across the country – from Vancouver to St. John's to Yellowknife – including locally at [Event location]. Volunteers will be handing out [number you ordered] paper bags which will contain a snack, a magnet, and a postcard to tell the incoming Prime Minister (whomever that may be) that it is time to show the millions of people living in poverty that their government cares about them. Campaign participants will be calling on the federal government to demonstrate the government's commitment to ending poverty in Canada. In the government's first 90 days in office, we are asking that they commit to comprehensive, rights-based policies backed by adequate funding in the 2020 Budget.

[Organization quotes]

Since it launched in 2009, *the Dignity for All* campaign has called for a national plan to address poverty. In 2015, the campaign released its model plan, *Dignity for All – A National Anti-Poverty Plan for Canada*, based on five years of consultation with 600 organizations and individuals across the country. The plan outlines six policy areas where the federal government can take action to drastically reduce poverty:

income security, housing and homelessness, food security, health, early childhood education and care, and jobs and employment.

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[Dignity for All: the campaign for a poverty-free Canada](#), headed by Canada Without Poverty and Citizens for Public Justice, is a multi-year, non-partisan campaign supported by over 11,000 individuals and 700 local and national organizations calling for a comprehensive federal plan to eliminate poverty.

[ChewOnThis!](#) is a national campaign to raise awareness of food insecurity and call for the establishment of a national anti-poverty plan to address the systemic issues of poverty in Canada. Thousands of Canadians are demanding the federal government establish a plan to eradicate poverty and hunger for the nearly 900,000 people in Canada who use food banks each month and for the millions of others struggling to get by. The United Nations has called for it, the Senate has called for it, and the House of Commons has called for it. It's time to end poverty in Canada.

[Organization background and information]

Website: <http://www.chewonthis.ca> & <http://www.dignityforall.ca/>

Twitter: @DignityForAllCA & #ChewOnThis

Contact:

[your contact info]

We need national leadership on poverty
because...

#ChewOnThis



We need to end poverty in Canada
because...

#ChewOnThis



Poverty is...

#ChewOnThis



I'm calling for an end to poverty because...

#ChewOnThis



Tips for Talking to Local Media about your Chew Event

Elevator pitch // On October 17th, people across the country will take part in *Chew on This!* events in their communities, mobilizing to call for an end to poverty in Canada. For the past seven years, the *Dignity for All* campaign has organized *Chew on This!* as an event to build awareness and encourage federal action to eradicate poverty.

People from all walks of life – students, faith-based community members, activists and more – take to the streets in their communities to talk with neighbours and hand out materials about poverty in Canada, including a post-card addressed to the next Prime Minister. Our rallying call this year is for the federal government to demonstrate their commitment to eradicating poverty by choosing comprehensive, rights-based policies in their first 90 days in office, with accompanying funding commitments for Budget 2020.

Why October 17? // October 17th is the International Day for the Eradication of Poverty, and it's an opportunity for people around the country – activists, advocates, students, and people passionate about human rights – to take part in a nation-wide campaign while being part of a global day of action to end poverty.

Is hunger really a problem in Canada? // Yes. Reliance on food banks and other emergency services are the highest they have ever been, and more households are struggling to make ends meet:

- Over 860,000 people in Canada use a food bank *each month*.
- Food bank usage (2016) is 28% higher than in 2008.
- 1 in 3 people helped by food banks in Canada are children.
- 1 in 8 households in Canada experience some level of food insecurity.

What do hunger, food security, and poverty have to do with each other? // Food insecurity results from a household's inability to afford the food they need; income and food insecurity go hand-in-hand. Canada's lack of good-quality jobs that pay a decent wage and our patchwork of insufficient income security programs (for those who can't find a job or are simply unable to work) trap people in persistent poverty. A comprehensive national poverty action plan that addresses these issues – along with a variety of other supports – is desperately needed.

Why a Federal Anti-Poverty Plan? // Services like food banks, soup kitchens, and other frontline services meet critical emergency needs for people in Canada but aren't sustainable long-term solutions to address the root causes of poverty. All-party committees of the House of Commons¹, Senate², and the United Nations have repeatedly called on the federal government to implement a national poverty action plan.

Last year, the government released *Opportunity for All*, the first national poverty reduction strategy in Canada – while this strategy serves as a positive framework and foundation, much more immediate and definitive action is needed. That's why we are calling for a comprehensive, fully-funded and

¹ *Federal Poverty Reduction Plan: Working in Partnership towards Reducing Poverty in Canada*, House of Commons Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities (2010).

<http://www.parl.gc.ca/HousePublications/Publication.aspx?DocId=4770921>

² *In From the Margins: A Call to Action on Poverty, Housing and Homelessness*, Standing Senate Committee on Social Affairs, Science and Technology's Subcommittee on Cities (2009).

http://www.parl.gc.ca/Content/SEN/Committee/402/citi/subsite-dec09/Report_Home-e.htm

human rights-based strategy that addresses the systemic root causes of poverty, food insecurity, and homelessness, reflects the voices of people with a lived experience of poverty, and meets the ambitious vision of a poverty-free Canada.

Who organizes *Chew on This*? // *Chew on This!* is organized by the [Dignity for All: the campaign for a poverty-free Canada](#), a non-partisan campaign supported by over 11,000 individuals and 700 local and national organizations, co-led by [Canada Without Poverty](#) and [Citizens for Public Justice](#), two registered charitable organizations.

What are we asking people to do? // People can get involved in a number of ways:

- Join with more than 12,000 people across Canada by endorsing the DFA plan at [dignityforall.ca](#).
- Send signed postcards to the Prime Minister telling them that Canada needs a stronger national anti-poverty plan that reflects the voices of those living in poverty.
- Use the hashtag **#ChewOnThis** on social media to spread the word about October 17th.
- Learn more about the realities of poverty and how we can address it by reading the DFA plan, joining our mailing list, and attending events to learn from people with lived experience.

Why are YOU involved? // Over 860,000 people rely on food banks each month³, and 4 million Canadians are affected by food insecurity⁴. Poverty, food insecurity, and homelessness are at crisis levels in Canada and we need action now. While the government has taken the first step by releasing a Canadian Poverty Reduction Strategy, we need to ensure that this plan can actually end poverty once and for all.

What do you hope to accomplish? // *Chew on This!* is an opportunity to raise public and political awareness about hunger, food insecurity, and poverty in Canada. We want a renewed dialogue on our collective responsibility to end poverty and ensure that everyone can live a life of dignity. A poverty-free Canada is possible, but it requires an effective, strong action plan and an engaged public who can push for change. All of us have a responsibility to do something about the injustice of poverty.

³ Food Banks Canada (<https://www.foodbankscanada.ca/>)

⁴ PROOF Food Insecurity Policy Research. <http://proof.utoronto.ca/>

CHEW! ON THIS!



Did you know: 4 million people in Canada live in food insecure households?

The **Dignity for All campaign**, co-led by Citizens for Public Justice and Canada Without Poverty, holds that all people in Canada should live with dignity, free of social and economic marginalization.

Each year on **October 17th**, the **International Day for the Eradication of Poverty**, people across the country engage their communities about poverty in Canada and the need for the federal government to implement a comprehensive, human rights-based, and fully-funded anti-poverty plan.

This year, groups in every province and territory will hand out lunch bags and postcards to people in public spaces, community centres, churches, schools, and universities.

Following the release of *Opportunities for All*, Canada's first national poverty reduction strategy, and ahead of the 2019 federal election, we are calling on our next Prime Minister to demonstrate their commitment to ending poverty in Canada with comprehensive, rights-based policies and adequate funding.

We can do better – We can END poverty in Canada!

Join Dignity for All's 2019 *Chew on This!* campaign to make a difference.

Learn more at [Dignity for All/Chew on This!](#)

www.dignityforall.ca; www.chewonthis.ca

Or contact Natalie Appleyard (natalie@cpj.ca) for more information.

dignité pour toutes
la campagne pour un
canada sans pauvreté



dignity for all
the campaign for a
poverty-free canada

Suggested Questions for Electoral Candidates

We know that you care about food insecurity and poverty in Canada, but do your electoral candidates? Do others in your community know how many people around them care about these issues? Consider hosting or attending an all-candidates debate or townhall in your riding to raise awareness about poverty in Canada and the *Chew on This!* campaign!

This can also be a great way to foster collaboration with others in your community who share your commitment to ending poverty in Canada.

Begin by introducing yourself and the groups you represent. You might consider identifying yourself as part of a community of volunteers across Canada who support the Dignity for All campaign for a poverty-free Canada.

Share that we were excited to see some very important first steps taken in 2019 with the legislation of the national poverty reduction strategy, but with millions of people in Canada living in poverty, more immediate action and adequate funding are needed.

Here are some questions you could ask your electoral candidates:

1. If your party were to be successful in forming our next government, what would you do in your first 90 days in office to demonstrate your commitment to ending poverty in Canada?
2. How would your party's policy and budgetary priorities reflect your commitment to ending poverty in Canada and ensuring all people have equal opportunities to participate in our society?
3. Currently, 8.3% of families in Canada cannot afford the food they need. What steps would your Party take in office to ensure all people in Canada have access to nutritious, culturally appropriate food?
4. Poverty in Canada does not affect all people equally. People with disabilities, Indigenous peoples, racialized groups, women, and newcomers to Canada all face disproportionately high rates of poverty. What policies and spending would your government commit to in order to support those most vulnerable to poverty?