



HATCH DISCUSSION GUIDE

Hatch Discussion Guides suggest questions and exercises to promote critical thinking around media literacy, digital citizenship, and social issues. Rather than impose specific points of view, the guides are designed to provide parents and educators the tools to facilitate discussions on complex issues.

PROJECT HUNGER WORKSHOP

<http://www.sheknows.com/parenting/articles/1055357/hatch-takes-on-hunger-video>

Workshop Mission:

To give kids an understanding of child hunger in America through relevant, relatable exercises, and to empower them to take small steps to make a positive impact in their own community and future.

KEY TAKEAWAYS FOR PARENTS & EDUCATORS:

- Understanding the concepts of child hunger in the United States and food insecurity
- Re-creating the \$36.50 grocery store shopping challenge
- Helping kids see that they can make a real difference by taking small steps to impact change

Background:

SheKnows' Hatch teamed with Unilever Project Sunlight to help families build awareness and take action around child hunger in America. The facts are startling: 16 million kids living in the United States don't know where their next meal is coming from. That equates to one in every five children – enough to fill 18,000 school buses and 223 football stadiums. On average, those who live in food-insecure households have only \$36.50 to spend on groceries every week. That means that 80 percent of children may not understand the everyday struggle their peers – many of whom could be their own friends, neighbors, or classmates – are faced with when there's not enough food on the table. The Hatch Hunger and Unilever Project Sunlight short-film and workshop aim to create empathy by showing kids what it means to shop for healthy, filling meals for an entire week on a thrifty budget. It teaches important math and teamwork skills. Finally, it is about action, empowering kids to have a positive impact by inspiring their community to [Share a Meal](#) with a family in need and donate food and canned goods to local food banks.

Discussion Starters and Questions:

Give your child or student a foundation of information around hunger in America and general nutrition by reviewing some high level facts and statistics. Please reference the **glossary** at the end of this document and links throughout for additional discussion materials.

@sheknows @unileverusa #hatchkids #shareameal





HATCH DISCUSSION GUIDE

1. Talk about the people dealing with **hunger and food insecurity** in the US. According to Feeding America: "Although related, food insecurity and poverty are not the same. Poverty is only one of many factors associated with food insecurity. In fact, higher unemployment, lower household assets, and certain demographic characteristics also lead to a lack of access to adequate, nutritious food." Review the facts below with your child or student, are any of them surprising?*:
 - a. 49 million Americans lived in food-insecure households in 2012.
 - b. 1 in 5 children don't know where their next meal is coming from, that's 16 million kids in America.
 - c. In 2011, 4.8 million seniors or 8% of all senior citizens were food insecure.
 - d. Bonus – [Map the Meal Gap](#) is a great tool to use to understand the food insecurity levels in your local area.
2. Ask your child or student to list the **negative health and behavioral effects** that food insecurity and hunger can have on a child. Keep it relevant to them by explaining one of these hungry kids could be a neighbor, another child at a park, or their best friend. Talk about what it means to eat healthy meals. For help on this topic, read [Feeding America's Information on Child Development](#), then review and share the facts you feel are age-appropriate.
3. Talk about ways to **raise awareness** and educate other how we can all use less to share more. Download the [Project Sunlight Share a Meal Toolkit](#) for additional ideas.

Activity – Grocery Store Shopping Challenge:

ACTIVITY BACKGROUND:

To help your child or student understand some of the difficulties a family struggling with food insecurity faces, it's helpful to give them a **tangible way to empathize and learn**. We developed the Grocery Store Shopping Challenge with this in mind. The following activity can be done at a local grocery store with your own children or students to help showcase the difficult choices people have to make due to budget, while **empowering them** to make a positive impact within their community by sharing a meal.

ACTIVITY DESCRIPTION:

The goal of the activity is to highlight the difficulties of making a lean budget stretch to meet nutritional needs. Choose a local grocery store and ask your children or students to work as a team to spend \$36.50 on a week's worth of groceries to feed a child. They should consider what it will take to create 21 filling and healthy meals on this budget. Identify a local charity or food pantry to donate the food to someone in need.



HATCH DISCUSSION GUIDE

WHAT YOU'LL NEED FOR THE ACTIVITY:

- An envelope with \$36.50 in cash for shopping
- Pen and paper to create a shopping list
- A calculator
- Access to your local supermarket
- Reusable shopping or tote bags to carry the groceries
- Donation information for your local food bank or soup kitchen

Why \$36.50? According to the USDA, a family of four will need at least \$627 a month, or \$146 per week, to sustain a Thrifty Food Plan.** The thrifty plan is used as the basis of SNAP, the Supplemental Nutrition Assistance Program, formerly known as food stamps. We broke that number down to \$36.50 per person to make the dollar value more accessible for young participants. For a more affordable option, you may choose to give the teams \$5.21 to feed a child 3 meals in a single day.

Your child or student can work individually or in a team and should be responsible for doing all the food shopping for one child for a full week. They may leverage store specials and coupons to **help their money stretch**. They will need to balance all of the following considerations:

- **Budget** – All purchases must be under \$36.50
- **Quantity** – There must be enough food to create 21 meals
- **Quality + Nutrition** – Ensure that purchases reflect the needs for a healthy diet. (This [tip sheet from ChooseMyPlate.gov](#) is a useful resource.)

ACTIVITY STEP BY STEP:

Step 1: Discuss the challenge with your child or student. Explain that you will be taking a trip to the supermarket together, but that they will be responsible for buying a week's worth of nutritious food (21 meals) for one child and that they have a budget of \$36.50.

Step 2: Give your child the money, calculator and pen and paper.

Step 3: Have your child or student create a basic grocery list before heading to the supermarket. Give your child or student tips, but allow them to build the list on their own.

Step 4: Go shopping! There may be several teachable moments as your child or student walks down the grocery aisles. They may notice that many unhealthier "junk foods" like chips and soda may be cheaper than healthier foods, like fruits and vegetables. Discuss the tradeoffs a person might make to balance budget and nutrition. They should also use the calculator and any coupons to estimate how much their cart will cost.



HATCH DISCUSSION GUIDE

Step 5: Checkout – your child or student may go over their budget. If they do, they will need to quick math to decide what item(s) they will put back on the shelves due to a limited budget.

Step 6: Discuss the purchases – in your car or back at home, have your child or student review their purchases with you, explaining why they selected the foods they did.

Step 7: Discuss what they learned and noticed during the exercise.

Step 8: Find a local food pantry or soup kitchen and donate all foods you purchased. Keep in mind, many organizations have strict policies about what they can accept and when drop-offs can occur, so coordinate accordingly. Allow your child or student to visit the donation center so they can feel like they've made a personal effort to share a meal. To find a local food bank, visit [Feeding America](#).

MORE HUNGER RELIEF ACTIVITIES FOR THE WHOLE FAMILY

Our friends at Unilever Project Sunlight want you to share a meal.

[Download the Share A Meal Tool Kit](#) to see how you can turn the tables on child hunger in America

- Get active in your community by sharing a meal with a neighbor in need or packing a lunch for a local child in need
- Coordinate with your local Food Bank and host a local food drive or see how you can volunteer
- Build awareness and spread the word through your social media networks using #ShareAMeal

Workshop Glossary:***

HUNGER: A feeling of [discomfort](#) or [weakness caused](#) by [lack](#) of [food](#), [coupled](#) with the [desire](#) to [eat](#)

FOOD INSECURITY: The state of having [reliable access](#) to a [sufficient](#) quantity of [affordable](#), [nutritious food](#)

FOOD BANK: A place where stocks of [food](#), typically [basic provisions](#) and non-[perishable items](#), are supplied [free of charge](#) to [people](#) in need.

Sources:

* [Unilever Project Sunlight](#) and [Feeding America](#)

** USA Today: [Cost of feeding a family of four: \\$146 to \\$289 a week](#)

*** [Oxford Dictionaries](#)

Additional Resources:

Hunger resource: [FEEDING AMERICA \(.ORG\)](#)

Nutrition resource: [CHOOSE MY PLATE \(.GOV\)](#)

@sheknows @unileverusa #hatchkids #shareameal





HATCH DISCUSSION GUIDE

About Hatch:

Hatch was launched in 2014 in response to a SheKnows Media study that revealed moms often feel tense about their kids' use and exposure to technology, understanding its benefits while also worrying about the digital footprint their children leave behind. Never before has a group of young people come of age with the ability to create and share content at scale.

Hatch's mission is to empower kids to use media and technology to express themselves in productive and positive ways. Emphasizing media literacy, digital storytelling, and social issues, Hatch enables kids to create content that is responsible and represents their unique perspectives. Education is a key component of Hatch. Parents and educators are welcome to use the materials from Hatch workshops to facilitate discussions with their own teens and tweens.

About Unilever Project Sunlight:

Launched in November of 2013, Unilever Project Sunlight is a long-term initiative to motivate people to live sustainably by inspiring them to create a brighter future for children. Unilever Project Sunlight believes a future is possible where every child has a healthy and happy childhood and it was natural for this mission to extend to another important cause – child hunger in America.

Unilever Project Sunlight believes that even the smallest act – whether it's sharing a meal, donating time or money, or volunteering – can make a difference when multiplied over time and help build a brighter future for children.

About Unilever United States, Inc.

Unilever is one of the world's leading suppliers of Food, Home and Personal Care products with sales in more than 190 countries. Working to create a better future every day, we help people feel good, look good and get more out of life. In the United States, the portfolio includes brand icons such as: Axe, Ben & Jerry's, Breyers, Caress, Clear Scalp & Hair Therapy, Consort For Men, Country Crock, Degree, Dove personal care products, Fruttare, Good Humor, Hellmann's, I Can't Believe It's Not Butter!, Just for Me!, Klondike, Knorr, Lever 2000, Lipton, Magnum, Motions, Nexus, Noxzema, Pond's, Popsicle, Promise, Q-tips, Simple, St. Ives, Suave, TIGI, TONI&GUY Hair Meet Wardrobe, TRESemmé and Vaseline. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Our ambition is to double the size of our business, while reducing our overall environmental footprint (including sourcing, consumer use and disposal) and increasing our positive social impact. We are committed to helping more than a billion people take action to improve their health and well-being, sourcing all our agricultural raw materials sustainably by 2020, and decoupling our growth from our environmental impact. Supporting our three big goals, we have defined seven pillars, underpinned by targets encompassing social, environmental and economic areas. See more on the Unilever Sustainable Living Plan at <http://www.unileverusa.com/sustainable-living/>.

Unilever employs approximately 10,000 people in the United States – generating nearly \$9 billion in sales in 2013. For more information, visit www.unileverusa.com.