



University Pack

We Can Achieve
Zero Hunger In Our Lifetime



February 2015

Students Against Hunger

Calling All Students

The World Food Programme is the United Nations' frontline agency in the fight against hunger and the world's largest humanitarian organization. WFP continually responds to emergencies, saving lives by getting food to the hungry fast, and we need your help as teachers and students.

We hope our University Pack will inspire you to take action in your school, giving millions of hungry people around the world a voice in your classroom.

We hope to hear from your school soon! Contact us at wfp.youth@wfp.org



WFP/Marco Frattini



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What We Do



School Meals: WFP provides school meals to 20 and 25 million children across 63 countries each year, often in the hardest-to-reach areas. A school meal provides important nourishment and acts as a safety net for poor families who cannot feed their children, helping keep children in school. About 66 million primary school-aged children attend class hungry every day across the developing world; it costs just 25 cents per day to feed a child through the school meals programme.



Emergency Response: In emergency situations, whether it's war, floods or drought, food is often the most urgent need. When there's an emergency, WFP quickly establishes how much food is needed and the best means to deliver it to the hungry. The Emergency Preparedness team makes sure that WFP is ready to deploy anytime.



Training and Supporting Farmers: WFP is committed to helping farmers improve crops and connect to markets. Through our Purchase for Progress (P4P) project, WFP supports and buys food from small farmers to improve agricultural productivity and earning potential. P4P also invests in capacity building at the country level in areas like post-harvest handling and storage.



Women and Children: Women and young children are often the most vulnerable nutritionally. About 60 percent of the world's chronically hungry people are women and girls. Experience shows that in the hands of women, food is far more likely to reach the mouths of hungry children. This is important because the physical and mental development of young children could be compromised without good nutrition. Wherever possible, WFP helps governments provide Mother and Child Health and Nutrition services.



Students Against Hunger

Raising Awareness

The first step in building a movement is to build awareness about the issue. In the case of global hunger, it is important to inform your peers about how many people are hungry, why they are hungry, and what is being done to end global hunger. YOU can lend your voice to the fight against hunger. YOU can make a difference and help us end hunger by sharing what you know with others. There is enough food in the world to feed every man, woman and child.



How You Can Help

Mobilize Your Message: Make a bigger impact with your events and activities by sharing them with your social networks! A single tweet or Facebook post can attract others to the cause and inspire them to fight hunger.

Write an Op-Ed: Write an opinion piece for your campus newspaper or blog highlighting the impact hunger has on the world and what students can do about it. Feel like thinking big? Submit it to your hometown paper as well.

Facebook: I'm taking the Campus Daily to a global level in today's Op-Ed section. Check what I've got to say here [link to your Op-Ed].

Start a Charity Miles Revolution: [Charity Miles](#) is a free app that has partnered with WFP to donate money for every mile you run, walk, skip, dance or whatever. The important thing is to get moving! You can make a personal commitment in your workout routine or organize a Run for Hunger and see how much participants can raise in one race.

Twitter: The last mile isn't so hard when I know it's giving a child a school meal #WFP #EveryMileMatters

Support: Download the app from the iPhone App Store or Android Play Store on your mobile device.

Vote to Solve Hunger: Carleton University in Canada added a couple of dollars to each student's bill to support WFP. What can your school do to fight hunger? See their example [here](#).

Twitter: Carleton University voted yes to fight hunger. Can your school do the same? See their example [here](#).

Organize the Experts: College campuses are great resources for students interested in jump-starting a conversation about hunger. Take advantage of the community of experts around you and bring together relevant faculty who can speak about hunger. After the panel event, offer attendees a list of ways to get involved in the fight against hunger.

Twitter: Starting the discussion about fighting #hunger. What methods do you think are effective?

Support Universities Fighting World Hunger (UFWH): [UFWH](#) is a global network of universities committed to ending hunger. Raise your campus voice by joining them at universitiesfightingworldhunger.org, where you can see what faculty and students around the world are doing about hunger and register for annual events.

Facebook: Show some [insert mascot name] pride! We just joined Universities Fighting World Hunger as a university committed to ending hunger and poverty! Support: Register your commitment to the fight against poverty and hunger at <http://wp.auburn.edu/ufwh2/join/>

Host a Film Screening: Reserve a student center room and arrange to screen a film that relates to hunger. Have a Q&A afterwards and connect people to actions. Need film suggestions? Click [here](#).

Twitter: Link to the movie trailer with a caption: meet us in the student center for #goodfilms #goodpeople #goodtalk.



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Add a WFP Banner to Your Website: If you have a blog or website, you can raise awareness for WFP by simply adding a WFP banner to your personal website. This small action can raise awareness by directing your viewers to learn more about WFP's work. Find the banners [here](#).

Strike Out Against Hunger: Create a bowling team challenge among social justice groups on campus. Charge a small sign-up fee or ask the bowling alley to offer free bowling with a donation made to WFP. The winning team will have the donation made to WFP in their name. Use a similar format to arrange other campus challenges for hunger through sports events.

Facebook: Link a photo of The Big Lebowski with the caption: Striking out hunger this Thursday at 6pm--will you be there?

Coordinate a "Retail Against Hunger" Day: Work with a local business, like a restaurant or coffee shop, to team up to raise awareness and money for WFP. Ask that a percentage of sales be donated to WFP. If it is a coffee shop, ask if you can provide artwork and photographs for the retail day. Your student group can design posters showing why hunger matters to the campus community. Or you can download a WFP poster [here](#).

Facebook: Kill two birds with one stone: stop by [coffee shop x] today for a study break and x% of the proceeds will go to fight against hunger! [link to directions from campus to the coffee shop]

Start a "Reading for Hunger" Book Club: Gather together interested friends for a book club. Depending on the groups' preferences, choose from a selection of non-fiction or fiction novels that cover issues related to hunger and its impact on individuals. Before every meeting check out the latest content on wfp.org and WFP Students Facebook page and tweet about a connection between WFP and the content you are reading.

Twitter: @BookTitle Hunger affects us all. The good news? It's solvable [link to WFP photo album of aid delivery, such as [this](#) Facebook album from the Philippines.]

Show Molly's Video: In 2011, WFP gave [Molly](#), a 13-year-old girl in Kenya, a small camera to film her life (see next page). Now we're turning it over to you. Grab the nearest point-and-shoot camera, and tell us your story. What does food mean to you and your campus? How does your food experience relate to Molly and her opportunities? Send us your video responses, and we might put them up on our site! Encourage your friends to make videos too, and see how they describe their food experiences.

Twitter: See how hunger affects our world at [campus name] [link to video]. #Molly's World #WFP Support: Learn how to edit your footage on a [PC](#) or [Mac](#).

Teach Hunger

Teachers –you can bring hunger education into your classroom with our WFP Classroom Activities. Our supplemental curricula will help your students understand the struggles and realities of living with hunger. Our Classroom Activities are available for download [here](#).



Students Against Hunger



Molly is a spirited and smart 13-year-old growing up in the Mathare slum of Nairobi, Kenya, one of the poorest places in the world.

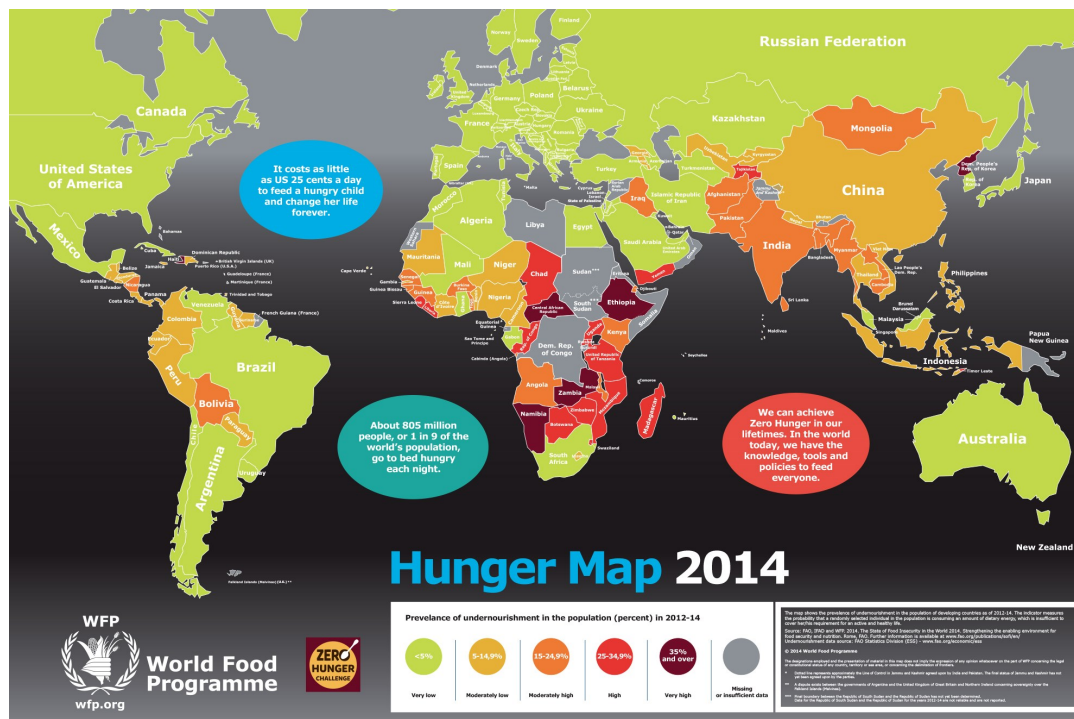
WFP first got to know Molly when we gave her a small camera to film her daily life in Kenya. The idea was that Molly would take the video camera around with her and record whatever she liked: her classmates, her home, the area where she lives. In Mathare where Molly lives, life is difficult. Most houses are made of old iron sheets or wooden boards on earthen floors. Sanitation is rudimentary with as many as 10 shacks sharing a bathroom and latrine. Without running water, residents must fetch water from communal taps serving hundreds of people. Getting food is a challenge for most of the people and many children, especially girls, who have to work to help put a meal on the family table.

Life in the slums is particularly difficult for girls. Many drop out of school after a few years of primary school due to lack of money to pay school fees. Molly is no exception. She had to drop out of school at age nine to help her family until they could afford fees again. Now Molly is enrolled at Valley View Academy, where WFP school meals add incentive for girls to stay in school longer and improve their academic performance. With nutritious food to fill her stomach, Molly regularly places at the top of her class.

With her [short video clips](#) of friends and family, Molly challenges us to reassess the power of youth to transform the world. She shows us how she is fighting hunger in her community and how we can make a difference by doing the same.

Molly's story is echoed in the lives of the 20 to 25 million students who receive a WFP school meal each year. Your efforts on campus can help make that meal, and the hopes of a student like Molly, a reality. WFP programmes are active in over 70 countries providing life saving support and solutions for sustainable nutrition. So the fight against hunger that you begin on campus can have an impact across the world.

- **805 million people** do not have enough to eat and 98% of them live in developing countries.
- Almost **13.5% of the population** among developing countries is undernourished.
- About **80% of the world's stunted children** live in just 20 countries, and about **one in four** of the world's children are stunted.
- 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**.
- **3.1 million children** under five die every year from poor nutrition. That's nearly half of deaths in this age group.



More hunger facts and sources available at [WFP Hunger Stats](http://WFP.Hunger.Stats).

Use Your Social Networks

Engage your friends and followers with the issues concerning global hunger. Inform them of ways to help and encourage them to support WFP and your student network.

Facebook: Post a message to your Facebook profile encouraging others to take action and learn more about global hunger. Post facts, current events, and links to ways your friends can connect with WFP and your Student Network and stay informed. Don't forget to 'like' us on Facebook: www.facebook.com/WFPstudents

Twitter: Use our sample tweets below and create your own call to action. Also, follow us on Twitter [@WFP_Students](https://twitter.com/WFP_Students) and retweet your favourite messages to your network.

Think world #hunger is too big for you to solve alone? Good thing there are over 825,000 friends to help [@WFP](https://twitter.com/WFP).

1 in 9 people in the world are #hungry. In your network that could be 2 of your close friends, 1 of your siblings, and 5 of your classmates. Get involved [@WFP_Students](https://twitter.com/WFP_Students).

Helping us feed 90 million people a year begins with a 'like'. [@WFP_Students](https://twitter.com/WFP_Students) #facebook

What's the world's #1 health risk? Here's a clue: We need your help to fight it. #hunger [@WFP_Students](https://twitter.com/WFP_Students)

What we need to feed the world's hungry every day: 5,000 trucks, 50 aircraft, 30 ships. And how many students? #hunger [@WFP_Students](https://twitter.com/WFP_Students)



Useful Links

WFP Student Outreach Email: wfp.youth@wfp.org

WFP Students/Twitter: https://twitter.com/WFP_Students

WFP Students/Facebook: <https://www.facebook.com/WFPstudents>

WFP Classroom Activities and Lesson Plans: www.wfp.org/students-and-teachers/teachers/classroom-activities

WFP Hunger IQ Quiz: <http://quiz.wfp.org/>

WFP Hunger Emergencies Quiz: http://quiz.wfp.org/emergency-quiz?lead_source=hot-spots-page

WFP Banners: <http://www.wfp.org/get-involved/ways-to-help/link-us>

“Molly’s World” Videos: <http://www.youtube.com/mollykenya>

WFP Interactive Hunger Map: <http://cdn.wfp.org/hungermap/>

Universities Fighting World Hunger: <http://wp.auburn.edu/ufwh2/>

UN Zero Hunger Challenge: <http://www.un.org/en/zerohunger/>

WFP Logo: Terms Of Use

You may use the WFP name and emblem in conjunction with events that support WFP and its work. If you would like to use our logo, please email wfp.youth@wfp.org. Whenever you organise an event or campaign, it is *in support of* WFP and not *on behalf of* WFP. The activity’s promotion materials should contain the words: “in support of WFP” or “in aid of WFP” or “an event to benefit WFP.” You should never use “on behalf of WFP” or “organised by WFP.”

Please use only the official WFP logo supplied by WFP. (This logo will always include: the abbreviation “WFP,” and our URL “wfp.org,” the WFP emblem, the words “World Food Programme”, and the dedicated “Students Against Hunger” description).

The logo must be used in WFP blue (Pantone 3005), black or reverse white.

The logo should not be distorted or customized by modifying the colour, shape or typeface, or text.

To ensure legibility, the minimum size of the logo is 15 mm in height.

Fighting Hunger Worldwide is the corporate tag line developed to communicate WFP’s objective concisely. The tag line may accompany the WFP logo.

