



**Common Threads offers resources to
families facing food insecurity on
WORLD FOOD DAY**

Friday, Oct. 16

[Landing Page](#)

BACKGROUND

Common Threads is celebrating [World Food Day](#) this year by promoting recipes and resources that will help the many families facing food insecurity as a result of COVID-19. Join us on Friday, Oct. 16!

COVID-19 has had a profound impact on communities across the country, with staggering increases in unemployment and food insecurity, particularly in Black and brown families. According to a study by the [Brookings Institution](#), more than one in five households in the U.S., and two in five households with mothers with children under the age of 12, faced food insecurity by the end of April.

While nonprofits and state, local and federal government agencies have stepped in to provide food distribution to help families, we're hearing that some families are struggling to find ways to make this food work for them. In some cases, families are throwing away much of the food they are receiving because they're not sure how to best use it.

Solutions are available, but organizations distributing food often have policies prohibiting the inclusion of any supplemental materials. (See this recent [Washington Post article](#) highlighting the removal of a letter from the Trump administration).

Common Threads is teaming up with chefs from our network on World Food Day to share recipes and resources to help families make healthy family meals a reality. Participants joining this campaign so far include Gail Smith, Chefs Art Smith, Michelle Bernstein, Lorena Garcia, Jernard Wells, Anita Lo, Adam Richman, Ming Tsai, Bill Kim, Rick Bayless, Ingrid Hoffmann and Jenn Louis.



HERE'S HOW YOU CAN JOIN COMMON THREADS' WORLD FOOD DAY CAMPAIGN

- Make a 2-3 minute video speaking about World Food Day. If possible, highlight a dish you would make from a standard food bank grocery box. (See recommended script and ingredient list below).
 - We're asking that participants post their videos on their social media channels on **Friday, Oct. 16** so that we can generate as much attention as possible at one time.
 - Additionally, send us your recipe and video (use Google Drive/Dropbox or similar) to Jordan Fickess at jfickess@commonthreads.org by **Thursday, Oct. 15**.
- Use some of our sample social media language and images to spread the word to your network:

Facebook & Instagram: @CommonThreadsOrg **Twitter:** @CommonThreadsUS
Hashtags: #WorldFoodDay and #CookingForLife

Sample Tweet:

Join me in supporting @CommonThreadsUS on #WorldFoodDay, Fri. 10/16 to help families facing #foodinsecurity gain the resources they need to create healthy family meals. We'll be posting recipe demos and info throughout the day! To donate/get info visit www.commonthreads.org.

Sample Instagram/Facebook post:

Join me in supporting @CommonThreadsOrg on #WorldFoodDay, Fri. 10/16 to help families facing #foodinsecurity gain the resources & info they need to create healthy family meals. We'll be posting recipe demos and info throughout the day! For more info or to donate to Common Threads visit www.commonthreads.org.
#CookingForLife



- Make a donation of to Common Threads to support our efforts to provide cooking and nutrition education programming and resources to children and families throughout the country. A \$25 donation will help buy groceries to cover two meals for a family of four that's participating in Common Threads' virtual classes, and a \$500 donation will fund an entire Common Threads virtual cooking and nutrition class. Visit www.commonthreads.org/donate.
- Contact your senators and house representatives and ask them to continue supporting critical programs such as the Supplemental Nutrition Assistance Program (SNAP), commonly known as food stamps. (Review [Common Threads' Miami Herald op-ed](#) on the importance of enhancing SNAP for background)

[House of Representatives](#): (202) 224-3121

[Senate](#): (202) 224-3121



RECOMMENDED WORLD FOOD DAY RECIPE VIDEO SCRIPT

Videos should be posted on your social media channels & Common Threads' on World Food Day, Friday, Oct. 16. Email your video via Google Drive, Dropbox (or similar) to jfckess@commonthreads.org by Oct. 15 and tag Common Threads (@CommonThreadsOrg on Instagram and @CommonThreadsUS on Twitter and use #WorldFoodDay and #CookingForLife)

Feel free to modify this language to suit your "voice"

Please record your video horizontally

Hello everyone, I'm _____

Today we find ourselves more than half a year into the COVID-19 pandemic, a time when millions of families are struggling to put healthy food on the table.

Nonprofit organizations and state, local and federal governments have done a great job stepping up in providing food to feed American families, but many families receiving these resources lack the information needed to make these meals, and a lot of this food is going to waste.

In honor of World Food Day, I am joining Common Threads to raise awareness for health and nutrition during COVID-19. To help families facing food insecurity, please support Common Threads.

- A \$25 donation will help buy groceries to cover two meals for a family of four that's participating in Common Threads' virtual classes and*
- A \$500 donation will fund an entire Common Threads virtual cooking and nutrition class.*

You can learn more or make a donation at www.commonthreads.org.

(continue with this language if you're doing a 2 minute recipe demonstration)

Today, I am going to be making (name of recipe) using (ingredients), which are ingredients commonly offered by food banks.

(do a quick, 2-3 minute recipe demonstration)

Thank you for watching, and Happy World Food Day. To help families make more nutritious meals like this one, please support Common Threads. You can learn more or make a donation at www.commonthreads.org.

STANDARD FOOD BANK GROCERY BOX INGREDIENTS

Produce

Potatoes
Oranges
Celery
Onions
Iceberg Lettuce
Apples
Baby Carrots
Green Beans

Dairy

Cheddar Cheese
Plain Yogurt
Milk
Sour Cream
Butter
Mozzarella Slices

Proteins

Eggs
Frozen Chicken Thighs
Frozen Pork

Dry Goods

Pasta
Rice
Lentils
Canned beans
Peanut butter