



UBC Food Hub - Website Launch & Pop-Ups

When

The new [UBC Food Hub](https://foodhub.ubc.ca) website goes officially live **Friday, November 26, 2021** and we invite you to explore the website and visit our pop-up booths across campus to get your free swag and Made Good snacks throughout the end of November and December! Stay tuned to @ubcwellbeing on Instagram for gift card giveaways and future pop-up dates!

Food Hub Pop-Ups @ UBC Vancouver Campus -

- **November 26** from 11:30 am - 1:30 pm @ Open Kitchen & Subway in the Life Building - **Open to All** - we welcome everyone to stop by and pick up free Made Good snacks, Food Hub swag*, and be entered to win gift cards! *while supplies last
- **November 30** from 2 pm - 4 pm @ Wellbeing Office - **Partner Pick-Up** - we invite UBC groups, units, and departments to pick up free Food Hub bookmarks, posters, and masks to share with their student audiences* *while supplies last
- **December 3** from 11 am - 1 pm @ Wellbeing Office - **Partner Pick-Up** - we invite UBC groups, units, and departments to pick up free Food Hub bookmarks, posters, and masks to share with their student audiences* *while supplies last

Where

Online at foodhub.ubc.ca and in-person at various locations (see above). Follow @ubcwellbeing on Instagram to join Food Hub giveaways or visit us in person at pop-up booths across campus to get your free snacks, Food Hub swag, and extra chances to win!

About the UBC Food Hub

The UBC Food Hub is a new website that aims to enhance our community's food security by sharing budget-friendly food options, financial and wellbeing supports, information on food security and opportunities to get involved - all in one convenient place at the foodhub.ubc.ca!

This new platform strives to create a food secure campus community, where all community members can obtain adequate, accessible, nutritionally, and culturally appropriate food in a just and ecologically sound manner. We envision the Food Hub to be:

- A shared community-based platform that serves as a one-stop-shop for all UBC community members to increase awareness and centralize resources for food security and community resilience
- A co-created digital space, possible through a direct student partnership model within original creation, ongoing website maintenance, and activation of the Food Hub
- A scalable platform that can link to intersecting areas with the common thread of food (e.g. climate, sustainability, and wellbeing)

Why Promote the UBC Food Hub?

Food insecurity is a major public health issue in Canada, with considerable implications for health and wellbeing, learning, and work outcomes over time.

At UBC and across Canada, research has shown that 4 out of 10 students at Canadian higher education institutions experience some degree of food insecurity and that equity-deserving groups are disproportionately affected. Whether skipping a meal due to financial reasons or lacking access to adequate and nutritional foods, food insecurity greatly impacts our community.

The new UBC Food Hub website aims to promote food security at UBC by connecting our community with budget-friendly food options, sharing relevant financial and wellbeing resources, and providing opportunities to get involved in helping support a vibrant, food secure campus community.

Sample Social Media Posts

Channel	Caption	Graphic
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Facebook	<p>The new UBC Food Hub aims to create a food secure campus community, where all community members can obtain adequate, accessible, nutritionally, and culturally appropriate food in a just and ecologically sound manner.</p> <p>It connects you with budget-friendly food options, financial and wellbeing supports, and opportunities for you to take an active role with UBC in growing a vibrant, food secure campus community.</p> <p>Learn more by visiting foodhub.ubc.ca or stop by their pop-up booth on Friday, Nov. 26, 2021 from 11:30am to 1:30pm at the UBCV Life Building or at Open Kitchen in Orchard Commons to learn more, pick up some free snacks and reusable masks (while supplies last), and enter to win their gift card giveaway!</p> <p>Stay tuned for more pop-ups happening across UBC campuses throughout the end of November and December!</p> <p>#UBCFoodHub #FoodSecurity</p>	Graphic
Instagram	<p>The new UBC Food Hub aims to create a food secure campus community, where all community members can obtain adequate, accessible, nutritionally, and culturally appropriate food in a just and ecologically sound manner.</p> <p>It connects you with budget-friendly food options, financial and wellbeing supports, and opportunities for you to take an active role with UBC in growing a vibrant, food secure campus community.</p> <p>Learn more by visiting foodhub.ubc.ca or stop by their pop-up booth on Friday, Nov. 26, 2021 from 11:30am to 1:30pm at the UBCV Life Building or at Open Kitchen in Orchard Commons to learn more, pick up some free Made Good snacks and reusable masks (while supplies last), and enter to win their gift card giveaway!</p> <p>Stay tuned for more pop-ups happening across UBC campuses throughout the end of November and December!</p> <p>#UBCFoodHub #FoodSecurity @ubcwellbeing</p>	Graphic

	UBC Okanagan tags: @campushealthhubco @ubcowellbeing	
Twitter	It's more than just food! Discover budget-friendly eats, financial supports, and wellbeing resources at the UBC Food Hub, and learn about how you can join us in growing a vibrant, food secure campus community. Learn more by visiting: foodhub.ubc.ca #UBCFoodHub #FoodSecurity	Graphic
Facebook Story	Tag: #UBCFoodHub	Graphic
Instagram Story	Tag: #UBCFoodHub @ubcowellbeing UBC Okanagan tags: @campushealthhubco @ubcowellbeing	Graphic

E-newsletter - [Graphic](#)

The new UBC Food Hub aims to create a food secure campus community, where all community members can obtain adequate, accessible, nutritionally, and culturally appropriate food in a just and ecologically sound manner.

It's more than just food! The Food Hub not only connects you with budget-friendly food options but also includes financial supports, wellbeing resources, and opportunities for you to take an active role with us in growing a vibrant, food secure campus community.

Learn more by visiting foodhub.ubc.ca or stop by their pop-up booth on Friday, Nov. 26, 2021 from 11:30am to 1:30pm at the UBCV Life Building or at Open Kitchen in Orchard Commons to learn more, pick up some free Made Good snacks and reusable masks (while supplies last), and enter to win their gift card giveaway!

Stay tuned for more pop-ups happening across UBC campuses throughout the end of November and December!

Food Hub Poster (printable pdf) - [Graphic](#)

PowerPoint Slide - [Graphic](#)

SWAG & Print Materials - Do you work with students who could benefit from hearing about the UBC Food Hub? Stop by during the following times to pick up free posters, bookmarks, and masks to share with your audiences! While supplies last.

- **November 30** from 2 pm - 4 pm @ Wellbeing Office - we invite UBC groups, units, and departments to pick up free Food Hub bookmarks, posters, and masks to share with your student audiences* *while supplies last
- **December 3** from 11 am - 1 pm @ Wellbeing Office - we invite UBC groups, units, and departments to pick up free Food Hub bookmarks, posters, and masks to share with your student audiences* *while supplies last

Questions

For questions about the UBC Food Hub, please contact Sara Kozicky at sara.kozicky@ubc.ca.

For communications and promotions, please contact Mandy MacRae at

mandy.macrae@ubc.ca.