

LET'S BUILD A BETTER FARM BILL!

Advocacy Toolkit

SUMMER 2023



Save the Children®



Save the Children
Action Network™

#FarmBill #SNAP #InvestInKids

LET'S BUILD A BETTER FARM BILL!

Dear Save the Children Action Network (SCAN) volunteer,

Advocates like you are the true leaders behind all we do for kids.

If you've been active in our work before, we really appreciate the support — and if you're new, welcome to the team!

Every five years, Congress renews the Farm Bill. It's a comprehensive piece of legislation that reauthorizes most federal food and agriculture programs — including international food aid and our nation's largest food assistance program.

Lawmakers are currently drafting the next Farm Bill — and they need to hear from YOU.

This summer, join SCAN in telling Congress to protect and strengthen the Farm Bill's hunger-fighting programs!

IN THIS TOOLKIT, YOU'LL LEARN:

1. What the Farm Bill is
2. Why it matters for kids — in the U.S. and worldwide
3. How to send a message to Congress
4. How to amplify your advocacy

WHAT THE FARM BILL MEANS FOR KIDS

IN THE U.S.

WHAT IS THE FARM BILL?

The Farm Bill is one of the most effective ways for the federal government to address child hunger. It includes the Supplemental Nutrition Assistance Program (SNAP), which is the first line of defense for hungry families – including those in rural America.

THE SCOOP ON SNAP

About 42 million people nationwide rely on SNAP – and nearly half are children. SNAP improves their long-term health, behavior and academic performance.

But most families run out of benefits halfway through the month.

- The Thrifty Food Plan (TFP), used to calculate SNAP benefits, provides an average of just \$5.70 a day per person
- With less to eat, kids score lower on basic achievement tests and struggle with more disciplinary problems in school
- Families in rural communities often travel long distances to enroll in SNAP

AROUND THE WORLD

WHAT IS THE FARM BILL?

The Farm Bill includes critical international hunger-fighting programs.

After decades of progress, the number of people experiencing hunger and malnutrition is rising due to the effects of climate change, conflict and COVID-19. 200 million more people around the world are facing severe hunger than before the pandemic, and more than 30 million children younger than five are suffering from wasting, which means they have much too little to eat.

This is not only a tragedy today – it's setting the stage for a continuing crisis.

GLOBAL HUNGER CRISIS

- Food for Peace saves lives during humanitarian emergencies and helps communities manage chronic challenges
- Farming equipment, agricultural loans, nutrition education and water management training help families feed themselves, preventing future hunger crises
- Every \$1 invested in resilience-building saves \$3 in humanitarian response

WHAT ARE WE FIGHTING FOR?

The Farm Bill is due to be reauthorized soon — and we're asking lawmakers to support its hunger-fighting programs.

DOMESTIC ASK

Protect and Strengthen SNAP:

- With increasing food prices, we must at least maintain current benefit levels.
- Parents should be able to continue choosing culturally appropriate foods they know their children will eat.
- Families should be able to enroll in SNAP by telephone.

INTERNATIONAL ASK

At a time when far too many people around the world are hungry, we support renewing U.S. international food aid programs in the Farm Bill.

With just a few small tweaks, Congress can make the Farm Bill's programs even stronger and ensure we get the maximum value from every dollar spent:

- Protect Food for Peace "resilience" programs and ensure they receive strong funding so we can help farmers around the world be self-sufficient.
- Relax requirements to use specific amounts of U.S. food in these types of programs. Often, this means helping farmers grow their own crops to feed their families, rather than giving them food.
- Simplify the administration of these programs so more money goes directly toward helping people rather than staff time for paperwork.

LET'S BUILD A BETTER FARM BILL!



8 years old
Rural Iowa

Nick's family struggles to make ends meet.

Always hungry, he can't focus in school and often gets sick.

SNAP* helps - but not enough.

*Supplemental Nutrition Assistance Program

NICK

A POWERFUL TOOL
IN THE FIGHT
AGAINST HUNGER



13 years old
Nepal

Rina's parents farm a small piece of land, but extreme weather is destroying their crops.

She works while other kids are in school - and soon, she may have to marry a wealthy man to help her family get by.

RINA

STRENGTHEN SNAP TO SUPPORT NICK

- 1
- 2
- 3



BOOST BENEFIT LEVELS

PROTECT CHOICE

His parents buy culturally appropriate food they know he'll eat.



Now, his family has enough benefits to support an entire month of grocery bills.

COVER ONLINE GROCERY DELIVERY FEES

1 IN 8 KIDS IS FACING HUNGER

\$1 SPENT ON RESILIENCE-BUILDING = \$3 SAVED IN EMERGENCY RESPONSE

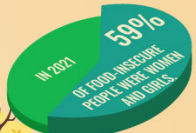
The store is 30 minutes away - but now, transportation troubles don't stop them from eating.

NICK IS ON THE PATH TO FOOD SECURITY

His family is climbing the ladder out of poverty - and he's learning and growing.

STRENGTHEN RESILIENCE PROGRAMS TO PROTECT RINA

- 1
- 2
- 3



WATER MANAGEMENT

Conservation and drip irrigation ensure their crops thrive.

BUSINESS TRAINING

They open a market stall to sell surplus produce.

AGRICULTURE SUPPORT

Her parents learn to farm more productively.

RINA IS ON THE PATH TO FOOD SECURITY

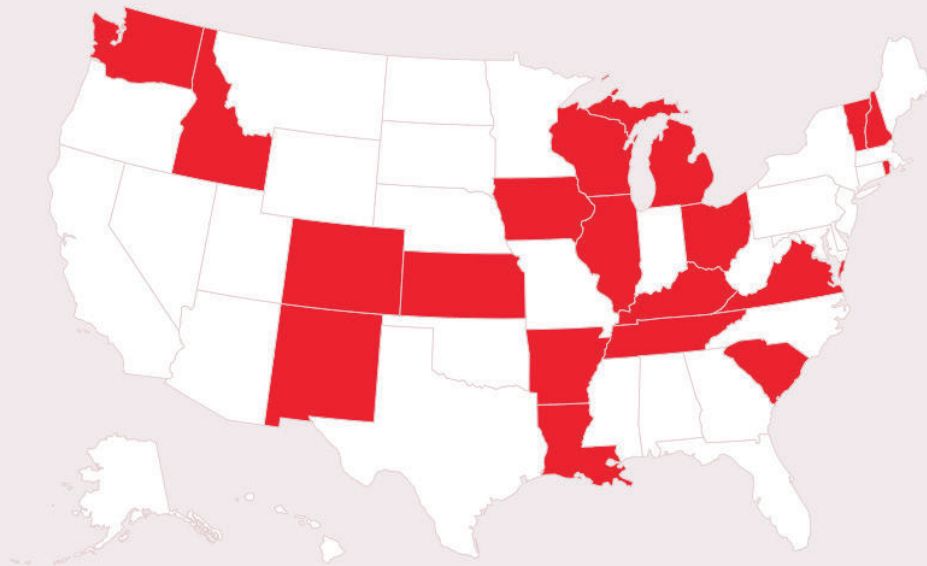
Her family can cope when disaster strikes - and she gets to be a kid again.

BUILD A BETTER FARM BILL FOR CHILDREN



TAKE ACTION

- STEP 1** Visit govtrack.us/congress/members to see who represents you.
- STEP 2** Check out their websites to find their phone numbers, emails, office addresses and social media handles.
- STEP 3** Use tips from your toolkit to send a message.
- STEP 4** If you live in a SCAN state, contact your State Manager below to join the community of advocates in your area.



WASHINGTON

Christina Ko
cko@savechildren.org

IDAHO

Lacey Daniell-Miller
ldaniellmiller@savechildren.org

COLORADO

Annalise Romoser
aromoser@savechildren.org

NEW MEXICO

Brady Steele
bsteale@savechildren.org

IOWA

E.J.Wallace
ewallace@savechildren.org

LOUISIANA

Crystal Ellis
cellis@savechildren.org

ILLINOIS

Courtney Mott
cmott@savechildren.org

KENTUCKY

Sara Hall
shall@savechildren.org

TENNESSEE

Katie Growden
kgrowden@savechildren.org

NEW HAMPSHIRE

Julie Smiley
jsmiley@savechildren.org

VIRGINIA

Matthew Hatfield
mhatfield@savechildren.org

SOUTH CAROLINA

Hafeezah Yates
hyates@savechildren.org

ALL OTHER STATE SUPPORT

Griffen Saul
gsaul@savechildren.org

SEND A MESSAGE

OPTION 1: USE OUR POSTCARD

Reach out to your State Manager to receive pre-printed postcards! There's space on the back to add a note to your lawmaker, like:

- Let's build a better Farm Bill for kids.
- Fight hunger to protect kids' futures!
- Help kids survive and thrive.

OPTION 2: SEND A LETTER

Have a few extra minutes to make a difference? A handwritten message to Congress has a lasting impact – **check out our sample letter on the next page.**

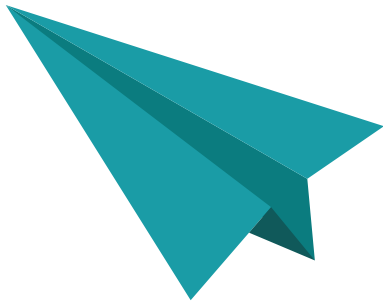
MAIL YOUR MESSAGE

Find the address to your lawmakers' District/State – then, get a stamp and stick your postcards or letters in the mail!

Short on time?

Visit SCAN's website to send a pre-written message with just one click – or take a minute to make it your own.

<https://savethechildrenactionnetwork.org/what-we-do/our-issues/child-hunger/farm-bill/>



WRITE YOUR MESSAGE

[Click here](#) to see who your members of Congress are, then send three postcards or letters: two for your senators and one for your representative.

SAMPLE MESSAGE

Dear [Lawmaker name],

To fight the hunger crisis at home and around the world, we must build a better Farm Bill for kids.

The Supplemental Nutrition Assistance Program (SNAP) helps 42 million people nationwide — nearly half of them children — access nutritious food. But SNAP benefits currently provide an average of just \$5.70 a day per person.

With the cost of food rising, most families run out of benefits halfway through the month. Please, strengthen this safety net to stop more children from going hungry.

The Farm Bill's international Food for Peace programs prevent future hunger crises by helping communities manage chronic challenges. It's a proven approach — every \$1 spent on resilience-building saves \$3 in humanitarian response.

As 200 million more people face severe hunger than before the pandemic, we must strengthen and simplify Food for Peace to help families around the world feed themselves.

Thank you for building a better Farm Bill for kids!

Sincerely,

[Your name and address]

CALL CONGRESS

Give your lawmaker's office a ring and use our talking points as a guide.

"Hello,

I'm a constituent calling to urge Representative/Senator _____ to support the preservation and expansion of SNAP and international food aid programs in the Farm Bill.

Despite decades of progress, 200 million more people are facing severe hunger than before the pandemic – including countless kids in the U.S. and around the world.

The Supplemental Nutrition Assistance Program (SNAP) gives 42 million people nationwide access to nutritious food. It's especially important today, when 77% of small-town voters worry about feeding their families, according to a poll by Save the Children and Save the Children Action Network. Plus, for every \$1 spent on SNAP, roughly \$1.50 goes back into local economies and farmers' pockets!

The Farm Bill also authorizes Food for Peace international programs that save lives and childhoods, preventing future hunger crises by helping families feed themselves. It's a proven approach – for every \$1 spent on resilience-building, \$3 is saved in humanitarian response.

As an advocate for children, I look forward to receiving Representative/Senator _____'s response.

Thank you."

QUICK TIPS

- If someone picks up, it won't be your member of Congress – it'll be a staff member who relays your message and asks for your address
- Say you're a constituent who's passionate about helping kids
- You don't have to be an expert!
- Be brief and polite – staffers receive many phone calls a day
- Tell your State Manager about the call and raise any questions from the staffer

AMPLIFY YOUR ADVOCACY

Your advocacy is inspiring. When you mail your message, attend an event or meet with your lawmakers, share it on social media with **#FarmBill #SNAP #InvestInKids** to spread the word.

Don't forget to tag us at **@SavetheChildren**, too!

CAPTURING QUALITY CONTENT

- **TAKE MORE THAN ONE SHOT.** Capture photos vertically and horizontally. Try wide shots, medium shots, close-ups and selfies!
- **GET IT ON VIDEO.** Make sure the audio is loud and clear.
- **TAKE SCREENSHOTS.** When meeting with lawmakers or advocates online (via Zoom, Skype, FaceTime, etc.), strike a pose and take a screenshot!
- **REPRESENT SCAN.** If possible, make sure there's SCAN branding in every shot.
- **WATCH THE BACKGROUND.** Shoot without distractions — like a TV screen or offensive posters — behind your subject. When recording videos, find a quiet spot and avoid making noises behind the camera.
- **BE STABLE.** Even if you think you have steady hands, tiny movements are noticeable! Try propping your camera against a wall, shelf or desk.
- **STAY IN FOCUS.** To avoid blurry content, make sure your camera lens is clean and focused.
- **FIND THE RIGHT LIGHTING.** Indoors, look for a spot without fluorescent lighting where your subject's face isn't in shadow. Outdoors, avoid the sun shining directly in their eyes or the camera.

We know you're often shooting in loud, chaotic environments with less than professional equipment, so these rules may be hard to follow — but we appreciate the effort.

[Check out our Social Media Toolkit for more tips!](#)

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