



ILLINOIS COMMISSION TO END HUNGER

Statewide Public-Private
Marketing Campaign

WHO WE ARE

ILLINOIS COMMISSION TO END HUNGER

The Illinois Commission to End Hunger is a public-private partnership composed of stakeholders from across the state dedicated to the belief that no one in Illinois should ever face hunger.



Hunger in Illinois

Overall food insecurity remained flat during the pandemic, in large part due to the targeted efforts to provide emergency assistance.

But the pressures of the pandemic laid bare some of the deepest inequities in our communities.

- Older Adults
- Children
- Racial Equity
- Access to quality jobs remain elusive



FEDERAL
NUTRITION
PROGRAMS IN
ILLINOIS ARE
UNDERTUTILIZED

Barriers in accessing federal nutrition programs include:

- eligibility restrictions
- limited transportation options
- lack of access to technology

While marketing cannot overcome all access barriers, it can help address two important barriers: stigma and a lack of awareness – about what programs exist, who is eligible, and how to enroll.

As part of its effort to improve access and enrollment in federal nutrition programs, the Illinois Commission to End Hunger will be conducting a statewide marketing campaign to promote these programs.

The goal of the campaign is to overcome population-specific enrollment barriers in nutrition programs through a statewide marketing effort



- Lack of awareness about what programs exist
- Misconceptions about who is eligible
- Lack of information about where and how to apply
- Misinformation about or undervaluing program benefits
- Stigma about participation

Target Audiences

Certain populations across the state of Illinois have higher uptake in benefit programs than others. This campaign is intended to reach those who are eligible to receive benefits but have not enrolled. We have identified 3 populations to focus our marketing materials and dissemination efforts towards:

- Older adults (ages 60+) – *underutilization of SNAP*
- Mixed status households – *underutilization of SNAP*
- Households with young children (ages 0-4) – *underutilization of WIC*

Creative Material

To reach the identified populations, we will be utilizing a mixed method marketing and dissemination strategy, to include but not be limited to the following materials:



Materials that local agencies and community partners can use, including:

- Flyers, postcards, posters, and social media graphics

Centralized Website

- Including a brief description of programs and eligibility requirements and direct users where to access online applications or where to go to apply

Ad Campaign

- Social media/online, print, radio, billboard, and bus ads

Material Dissemination

Three target-specific versions of creative materials will be created and disseminated. To ensure statewide reach, the Commission will: (1) work with key stakeholders and (2) offer technical assistance and ordering.

Stakeholder Collaboration and Engagement

- The Commission will be working with community-based organizations across the state to ensure materials reach as many people as possible.
- Community based organizations are trusted messengers

Technical Assistance and Ordering

- Materials will be available for download at www.endhungerillinois.org beginning June 2023.
- For assistance with purchasing marketing materials, planning grants will be available.

We need your help!



The success of this marketing campaign is contingent on **getting the materials into the hands of eligible benefits recipients.**

We need your partnership in sharing materials among your communities.

Toolkit available including...

- A blurb to share out in your newsletters
- Slide deck for presenting at your meetings
- Talking points

