

Communication and Education Team

Addresses the lack of understanding and education about food insecurity, and the stigma involving food insecurity through a targeted media campaign:

- erases the stigma associated with seeking food assistance
- restores social values of shared responsibility
- provides vulnerable households with a sense of self-worth and dignity

2018 Focus: Much of 2018 so far has been getting ready for the launch of this anti-stigma campaign by collecting genuine stories and capturing images in a respectful way. As we move forward we understand that we need to continue to diversify both our stories and our team to more accurately reflect the populations of Western Massachusetts. One question we have – as social media becomes more and more mainstream, how do we remain connected to populations (e.g. seniors) not using such platforms to the same extent as other populations?

This team meets monthly at The Food Bank of Western Massachusetts.