



## RESOURCE GUIDE & TOOLKIT

### TOPIC: HOW WILL YOU FEED THE FUTURE?

We know global hunger is solvable and that it will take collective action to end it. By working with our partners in support of country-led priorities, we are seeing great success in advancing global food security from farms to markets to tables.

We know these issues are important to you, too. Let us know what you are doing to support the vision of a world in which hunger, poverty and undernutrition are no longer obstacles to shared prosperity and growth. How will you #feedthefuture?

Join our social media campaign to raise awareness about global hunger and poverty and what we can all do to help end them.

#### Ask:

How will you feed the future? Please develop at least one piece of content to respond to this question and highlight why you're involved in the fight against hunger and poverty and what others can do to help feed the future too. This could take the form of a 500-word blog post, video, photo essay, or another idea that you may have!

#### How to Join:

- Develop one piece of content responding to the question "How will you feed the future?"
- Advertise the campaign in your organization's e-newsletter
- Share the campaign with colleagues and friends
- Answer the question "How will you #feedthefuture?" online and ask your followers to do the same
- Write a blog post responding to "How will you #feedthefuture?"
- Post Feed the Future photos and stories using #FeedtheFuture (on Instagram too)
- Pin campaign materials on Pinterest and include #FeedtheFuture
- Got other ideas? We'd love to see them!

#### Feed the Future Content:

- [Blog posts](#)
- Feed the Future [video](#)
- Flickr [photostream](#) and [galleries](#)
- Social media posts on [Twitter](#) and [Facebook](#)
- [Web page](#) with campaign information and embedded tweets
- Social media swell on July 25 around [event](#) (live tweets, etc.)

#### Resources:

- Feed the Future website: <http://feedthefuture.gov>

#### CAMPAIGN

How will you  
#feedthefuture?

#### Primary Hashtag:

#feedthefuture

#### Related:

#foodsecurity  
#nutrition  
#hunger  
#poverty

#### TWITTER

#### Primary Account:

@FeedtheFuture

#### Interagency Accounts:

@WhiteHouse  
@USAID  
@StateDept  
@USDA  
@CommerceGov  
@MCCtweets  
@OPICgov  
@RajShah  
@USADF  
@PeaceCorps  
@USTradeRep  
@USTreasury  
@USUNRome

#### RELATED CONTENT

*Link forthcoming*  
(Social media campaign  
landing page)

<http://go.usa.gov/bed3>

(Progress Report &  
Scorecard landing page)

#### CONTACT US

Send ideas and content  
you'd like FTF to promote  
to [jcupp@usaid.gov](mailto:jcupp@usaid.gov)

- Feed the Future blog: <http://feedthefuture.gov/blog>
- Facebook: <http://facebook.com/feedthefuture>
- Twitter: @FeedtheFuture
- Flickr: <http://flickr.com/feedthefuture>
- Videos: <http://feedthefuture.gov/media-gallery>
- Feed the Future Progress Report & Scorecard: <http://feedthefuture.gov/progress>
- Feed the Future overview fact sheet: <http://feedthefuture.gov/resource/feed-future-overview>
- Feed the Future articles, newsletter stories, etc.: <http://feedthefuture.gov/news-and-events>
- USAID FrontLines May/June 2013 edition on Feed the Future: <http://www.usaid.gov/news-information/frontlines/feed-future>
- Feed the Future fact sheets: <http://feedthefuture.gov/resources/628>
- Feed the Future newsletters: <http://feedthefuture.gov/resources/128>

### **Feed the Future: Growing Innovation, Harvesting Results**

Mark your calendars! The co-Chairs of the Senate Hunger Caucus, The Chicago Council on Global Affairs, and USAID through Feed the Future will host a high-level discussion on the way forward in the fight against global hunger on July 25 at 1 p.m. Join online to learn more about Feed the Future's progress and next steps toward global food security and nutrition.

- Live tweets via @FeedtheFuture @GlobalAgDev @USAID
- Hashtags: #feedthefuture #globalag
- No livestream available, but event recording will be available later

### **Fast Facts: (Citations included)**

One in eight people around the world go to bed hungry every night. ([FAO](#))

Last year, Feed the Future reached 9 million households in developing countries to help them improve their food security. ([Feed the Future](#))

The first Millennium Development Goal aims to halve the proportion of hungry people in developing countries by 2015. That target is within reach. ([FAO](#))

People who are chronically hungry are undernourished. ([FAO](#))

Mothers can pass hunger and poor nutrition on to their children, making the first 1,000 days from pregnancy to a child's second birthday critical. ([World Food Program](#), [Thousand Days](#))

Nearly 98 percent of all the hungry people in the world live in developing countries, many in rural areas in Asia in Africa. We can help them lift their families and communities out of hunger and poverty. ([World Food Program](#))

Hunger kills more people every year than AIDS, malaria and tuberculosis combined\*. Hunger and poor nutrition can make people more susceptible to contracting a disease in the first place. (\*[World Food Program](#))

1 in 4 children in the world suffers from stunting due to hunger and poor nutrition. Stunting causes irreversible negative effects. We can end it and ensure children thrive. ([UNICEF](#))