



# **#BROWNBAGIT CAMPAIGN**

IN SUPPORT OF

## **GENERATION NUTRITION**

### **CONTENT GUIDE FOR CLASSROOMS, OFFICES AND FAMILIES**

#### **WHAT IS GENERATION NUTRITION?**

Generation Nutrition is a mobile food garden education project that teaches Canadian youth how to grow and cook their own nutritious food, and equips them with life skills to create sustainable change for themselves and their communities.

#### **WHAT IS THE #BROWNBAGIT CAMPAIGN?**

Together, we can grow our Generation Nutrition project! Pack a nutritious lunch this fall and donate the money you save so every kid can eat a healthy lunch.

For inspiration, check out the simple lunch recipes that we'll share weekly from top chefs this fall.

Your donation will support our mobile garden education project, which teaches Canadian students from coast-to-coast-to-coast how to grow and cook their own nutritious food.

We will be asking everyone to donate the equivalent of what they would spend on lunch (\$8 is suggested) toward our program. We will be sharing a simple and nutritious lunch recipe from a top Canadian chef every week. Classrooms, workplaces and families can all be involved - check out the information below to help you out!

#### **HOW CAN YOU BE INVOLVED?**

In the classroom,  
In the office,  
With your family

## IN THE CLASSROOM

Young people have an extraordinary ability to empathize; bringing this out in them early helps to ensure their continued resiliency and success in school and life. **Teaching your students about the realities of their community and country is critical**, and in this guide, we've laid out unique and dynamic ways that you can introduce and dive in to the world of food learning through stories, experiential activities, and curriculum tie-ins.

These educational pieces can be augmented to include fundraising elements. Students will learn about why food gardens and nutrition education are so important – and understand the change that their donation is making for those who don't know where their next meal is coming from. If they're used to buying lunch but are asked not to for a day, they are shaking up their routine and are encouraged to practice empathy on a deeper level.

YOU are the expert on your school and the young people that you work with, so we're providing you with several materials from which you can pick and choose, or edit as you see fit.



## SCHOOL ANNOUNCEMENTS/NEWSLETTER

Did you know that in Canada, more than 4 million people are food insecure? That means that they don't know where their next meal is coming from, and do not always have access to healthy food. We know it's up to us to make sure that everyone in our community has enough to eat.

Once a week until World Food Day, on October 16th, we'll be learning about hunger and access to food as part of Action Against Hunger. If you want to, consider changing up your habits – bring a lunch form home that you've never made before, and donate to the campaign to make sure that everyone can have access to school food gardens.

1 in 7 Canadian kids go to school without enough to eat. When we're hungry, it's much harder to concentrate, which means that participating in class and getting good grades is very difficult. It's up to us to make sure everyone in our community has enough to eat and is given the same chance to succeed.

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In remote parts of northern Canada, groceries can cost more than double what they cost in other parts of the country, and access to fresh fruits and vegetables is difficult to find. That's one of the reasons why so many people experience food insecurity. It's up to us to make sure everyone in our country has enough to eat.

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Every month, more than 850,000 people in Canada use the food bank. More than third of them are children. That means that they can't afford to buy enough food for their whole families. It's up to us to make sure everyone in our community has enough to eat.

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Most of the food that people get from a food bank are not perishable – meaning pasta, rice, and cans. Fresh fruits and vegetables are hard to find, and so many people do not get the nutritious food that they need, and become sick because of it. We know it's up to us to make sure that everyone in our community gets the fuel that they need for their bodies.

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## LETTER TO FAMILIES (TO EDIT BASED ON YOUR PARTICIPATION)

Dear [school/classroom name] families,

One in seven Canadian kids go to school feeling hungry. Without proper nutrition, it's difficult to concentrate, meaning that they can't participate fully in their education. Of the 850,000 people in Canada who access food banks, 36% are children – and they rarely get fresh fruits and veggies. Action Against Hunger's Generation Nutrition program is working to change that through school food gardens and education opportunities, and we're getting involved.

Your kids will be learning about hunger in Canada this week, and so if you'd like to engage in conversations with them about it, we know it would deepen this experience.

We're asking you to pack a special lunch with your kids once a week until October 16th (World Food Day), discuss where your food comes from, and donate the equivalent lunch money to support a Canada that's free from hunger. As an added bonus, top Canadian chefs will be providing simple and nutritious lunch recipes that you can try! You can get access to those, and other information, by signing up with the campaign here, and you're invited to spread the word by getting your families and workplaces involved too!

Join us and #brownbagit for a generation of Canadian youth empowered to make healthy nutrition choices.

**Will you join us?**

**FOR HEALTHY CHILDREN WHO ARE READY TO LEARN.  
AGAINST ANY CHILD GOING TO SCHOOL ON AN EMPTY STOMACH.**

**FOR FOOD JUSTICE IN CANADA.  
AGAINST MARGINALIZATION AND INDIFFERENCE.**

**FOR ACTION.  
AGAINST HUNGER.**

[Learn more about #brownbagit](#)

[Support this work](#)

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## CURRICULUM IDEAS

Please feel free to tailor these pieces in any way you see fit for your classroom. Report back to us on what you did and how you helped – we'd love to feature you, and incorporate your ideas into our campaign in the future!

### Language Arts

- Read stories about people experiencing hunger (see the end of this guide) and ask students questions throughout.
- Write a letter to a local politician (find their contact information [here](#)), telling them a story about local hunger and asking them to support laws and legislation that will allow everyone to have access to nutritious food.
- Discuss/write about the many reasons why it might be difficult for someone to find enough to eat.

### Geography

- Track the location of the shared stories, and measure the distance from your school to where they live.
- Learn about the many issues that can affect farming, including weather patterns and different types of soil.

### Social Studies

- Write out your own 'packed lunch' – what values do you pack with you daily.
- Draw a tree, with 'hunger' as the trunk. What are the roots – what leads to hunger – and what are the leaves – what does it look like/lead to.

### Math

- Create a budget based on different amount of money a family may have, and try to make sure you can house, cloth and feed yourselves healthily.
- Learn about percentages through some of the facts we've provided – how can we represent what one in seven looks like (the amount of Canadian children who go to school without enough to eat).

### Art

- Colour in the Canadian food guide.
- Design your ideal lunchbox, and a nutritious lunch to put in it.
- Learn about calligraphy by writing out a seasonal, nutritious lunch recipe.

### Science

- Learn how food fuels our bodies. What happens when we don't have enough?

### French

- Our organization started in France as Action Contre la Faim, and most of our material is in French online. You can read about food security and nutrition, and discuss in French.

### Physical Education

- What does your body need to be able to be active?
- Play games but some kids have more obstacles than others – discuss how difficult it is to do many things when we don't have access to nutritious food.

## IN THE WORKPLACE

One thing that all offices can rely on is having a lunch culture. Perhaps everyone scatters to buy their food and then gathers in the break room, or maybe there's a nearby cafeteria where most people order their lunch. Some people prefer to eat outside and others stay at their desks. Whatever your habits are, we're issuing you a challenge.

For one day each week for the campaign, we challenge your office to make a lunch at home to bring to work. Keep each other accountable! Share ideas! Use the recipes that our chef ambassadors provide!

Donate what you would have spent on lunch that day to Action Against Hunger, to help ensure that Canadian youth have access to affordable, nutritious food and are able to gain the life skills to create sustainable change.



## FOR YOUR OFFICE NEWSLETTER/E-MAIL (TAILOR TO YOUR GROUP)

Dear [name of org] team,

One in seven Canadian kids go to school feeling hungry. Without proper nutrition, it's difficult to concentrate, meaning that they can't participate fully in their education. Of the 850,000 people in Canada who access food banks, 36% are children – and they rarely get fresh fruits and veggies. Action Against Hunger's Generation Nutrition program is working to change that through school food gardens and education opportunities, and we're getting involved.

We're asking you to pack a lunch at least once a week until October 16th (World Food Day) and donate your lunch money to support a Canada that's free from hunger.

As an added bonus, top Canadian chefs will be providing simple and nutritious lunch recipes that we can try! Let's all come together on [date and time] in [location] to enjoy our packed lunches together, and collect donations to make a difference.

Join us and #brownbagit for a generation of Canadian youth empowered to make healthy nutrition choices.

**Will you join us?**

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## WITH YOUR FAMILY

Get your whole family involved!

- Include a special note in your packed lunches this week, encouraging each other to talk to their class about hunger in Canada, and the Generation Nutrition project.
- As a family, learn about what hunger looks like in Canada, and encourage each other to make choices that will allow everyone to have healthy, nutritious food.
- Change up your eating habits this month and talk about where your food comes from.
- Make a family donation to the campaign [here](#), and know that you're providing young Canadians with education and access to nutritious produce that they can grow themselves.



# USEFUL RESOURCES

## STATISTICS ABOUT CANADIAN HUNGER

- 1.7million households - 4 million people - experience food insecurity every year
- 10% of families with children experience food insecurity
- 340,000 people experience severe food insecurity - not eating enough food to meet normal energy requirements
- Every month, over 850,000 people in Canada use the food bank.
- 36% of those who need food assistance in Canada are children (though they're 19% of the population)
- Groceries for a family of 4 in northern Canada cost more than \$400/week
- 1 in 7 Canadian children go to school hungry
- 33% of single-parent households in Saskatchewan are food insecure
- Ontario saw a 20% spike in people needing food assistance last year

## STORIES ABOUT CANADIAN HUNGER

*\*These are stories that are inspired by real-life events that Canadians are dealing with every day.*

When Reza's terminal cancer progressed, her husband Geoff had to leave his job to take care of his wife, as she wasn't able to feed or dress herself, or get to her many doctor appointments. The couple and their two children turned to their local food bank in Leduc, Alberta, to ensure that they have access to something to eat. As they can only go once per week, Geoff rarely eats more than one meal a day, and the kids rely on their school's free lunch program, which is being threatened by budget cuts. As they rarely have access to fresh and nutritious food, the kids are usually hungry and have difficulty concentrating, which means that their teachers have been kicking them out of class. 15-year-old Jalen is considering dropping out next year and finding a minimum-wage job, as she hasn't been able to concentrate in school any way and her grades are suffering.

In North Bay, Ontario, Deana is struggling. Her 10-month-old daughter Hope needs food, diapers, and clothes, but she can't afford to buy them. She receives some help from a young mother's program, but it doesn't have any fresh produce to give out, and Deana knows that as Hope gets older she'll need more nutritious food. She used to grow a few vegetables herself, but has had to leave her little home and move in with her brother when the rent increased, and they don't have anywhere to grow in his apartment.

Ramona grew up in the remote Manitoba community of Shamattawa, where she lived until she had to go to Winnipeg so that she could attend High School. She could only afford to see her family once per year, and most of her peers left school early. Ramona persevered and graduated, and was accepted to MITT to study to be a Rehabilitation Assistant. In her first year though, her mother died from complications due to diabetes, and Ramona

returned home to take care of her younger siblings. They rely on the generosity of neighbours and her uncle's yearly game hunt, but fresh food is scarce and they're under a water advisory so they even have to buy bottled water. Her youngest brother has developed diabetes that the doctors recommend controlling with a special diet, but Ramona doesn't know how they'll find what they need.

When Fahir and his family fled the violence in Syria a few years ago, the small town of Shelburne, Nova Scotia was proud to privately sponsored them. While they've been welcomed, the family is working hard to be self-sufficient – Fahir's parents work late in to the night at a bakery and take English lessons every other day, his sister has a paper route, and his siblings have been trying their best to get good grades in a new education system and language. Fahir is a janitor during the day and at night is studying to get his high school diploma. The family is not used to the food in Canada but takes whatever the local church will give them, and still they only have enough to eat once a day. The kids often find themselves falling asleep in class from hunger, and his sister has even fainted during her paper route, almost getting hit by a car.

Jackson lives with his grandmother in Prince George, BC. His parents died in a car accident that also left him confined to a wheelchair. While his grandmother does the best that she can, it's tough for her to go out shopping, so Jackson's subsidized cafeteria lunch is often the only fresh food that he eats. A neighbour will sometimes pick up groceries, but they rarely have a lot of cash to spare as they need to pay for physical therapy and mobility devices. Jackson knows that it's not good for him to take his medication on an empty stomach, but doesn't want to make his grandmother feel badly.

Priscilla lives in Saskatoon, and has a job in her chosen professional field. She needs to work until 6pm each evening, so her two children are in after-school care. She receives no child support, and by the time the bills are paid, there's not enough left for all of them to have a healthy meal so Priscilla often goes without. She stays up late doing a second job remotely, but has been reprimanded for falling asleep on the job. If her kids had access to fresh food, she knows that she could worry less about making rent and more on finding a higher paying job.



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