



**COMMUNICATING ABOUT
YOUR WORK AND
SUCCESSSES**



PARTICIPANTS' STORIES

Kay Johnson

**Preston Food Poverty
Alliance**

www.youtube.com/watch?v=qBF

LZxBJPiM



PARTICIPANTS' STORIES

Ian Smith

Food Plymouth

Food Plymouth e-bulletin:

www.foodplymouth.org



PARTICIPANTS' STORIES

Gemma Coupe
Lancaster University

<http://leapfrog.tools/toolbox/working-with-young-people/>



MORE STORIES

Right to Food documentary:
<https://youtu.be/PYq5ujDKTSs>



MORE STORIES

BRITAIN ISN'T EATING.



**THOUSANDS ARE GOING HUNGRY BECAUSE OF BENEFIT CHANGES.
CALL FOR URGENT ACTION: WWW.CHURCH-POVERTY.ORG.UK/WTB**

www.dailymail.co.uk/news/article-2528083/Britain-isnt-eating-Duncan-Smiths-fury-Churchs-advent-campaign-says-benefit-cuts-forcing-poor-use-food-banks.html



MORE STORIES



END
HUNGER
FAST

End Hunger Fast: www.eauk.org/church/stories/ending-hunger.cfm



ADAPT YOUR STORY FOR THE BIGGEST IMPACT

- Channel
- Audience
- Format
- Messenger



MAKE SURE PEOPLE DON'T HEAR THE WRONG STORY

- Don't use opposing frames
- Start with values
- Use a strong image
- Describe a solution
- Illustrate with stories
- A messenger with moral authority

blog.church-poverty.org.uk/2018/05/16/talking-about-poverty-in-the-uk-what-works



LEARNING FROM EACH OTHER

- Pick a communications challenge
- How can you use one of the ideas we've talked about today?
- Could you help each other?



LEARNING FROM EACH OTHER

**What one thing will
you change next time
you communicate about
your work?**