COMMUNICATING ABOUT YOUR WORK AND SUCCESSES
Kay Johnson
Preston Food Poverty Alliance

www.youtube.com/watch?v=qBF LZxBJPiM
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
BRITAIN ISN'T EATING.

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

MORE STORIES

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