

# Getting the Word Out: The role of data and research in contributing to the public dialogue

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# The current state of affairs in Canada

- The pandemic
- Rapid inflation
- Housing costs
- Environmental disasters
- Anything else?



# Food insecurity

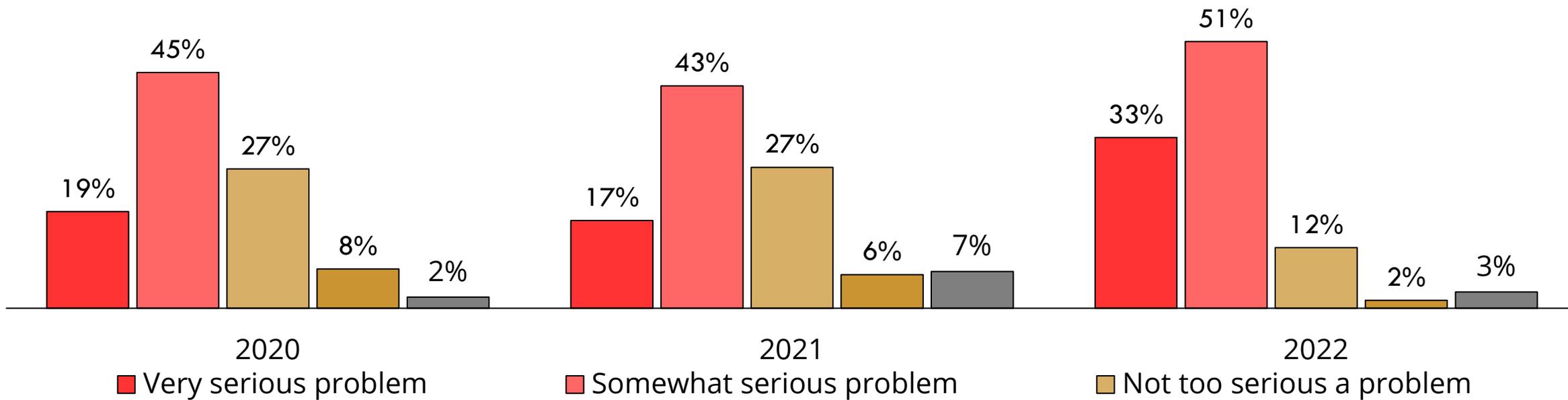
- More than eight in ten (84%) see hunger and food insecurity in Canada as a serious problem (**a 25% increase from 2021**).
  - Compared to previous polls asking a similar question since 1989, this is the highest it's been
- The % of people in Canada saying food insecurity a 'very serious problem' doubled (33%) from 2021 (17%).

Source: National poll conducted by Grassroots Public Affairs on behalf of Food Banks Canada Online survey from representative panel of 1,007 Canadians on March 25-31, 2022

# FOOD INSECURITY SIGNIFICANTLY MORE PROBLEMATIC IN 2022.

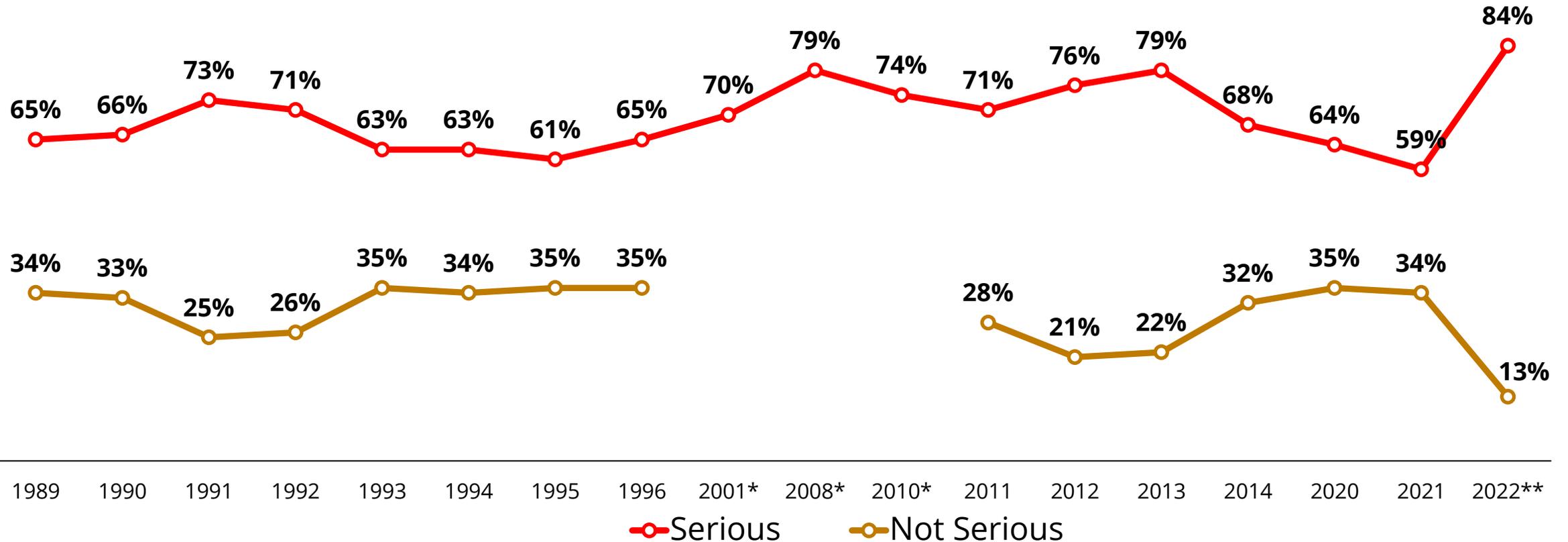
**% SAYING FOOD INSECURITY A 'VERY SERIOUS' PROBLEM DOUBLED FROM 2021.**

Perceived seriousness of food insecurity in the near future



# PERCEIVED SERIOUSNESS OF FOOD INSECURITY HIGHEST EVER RECORDED.

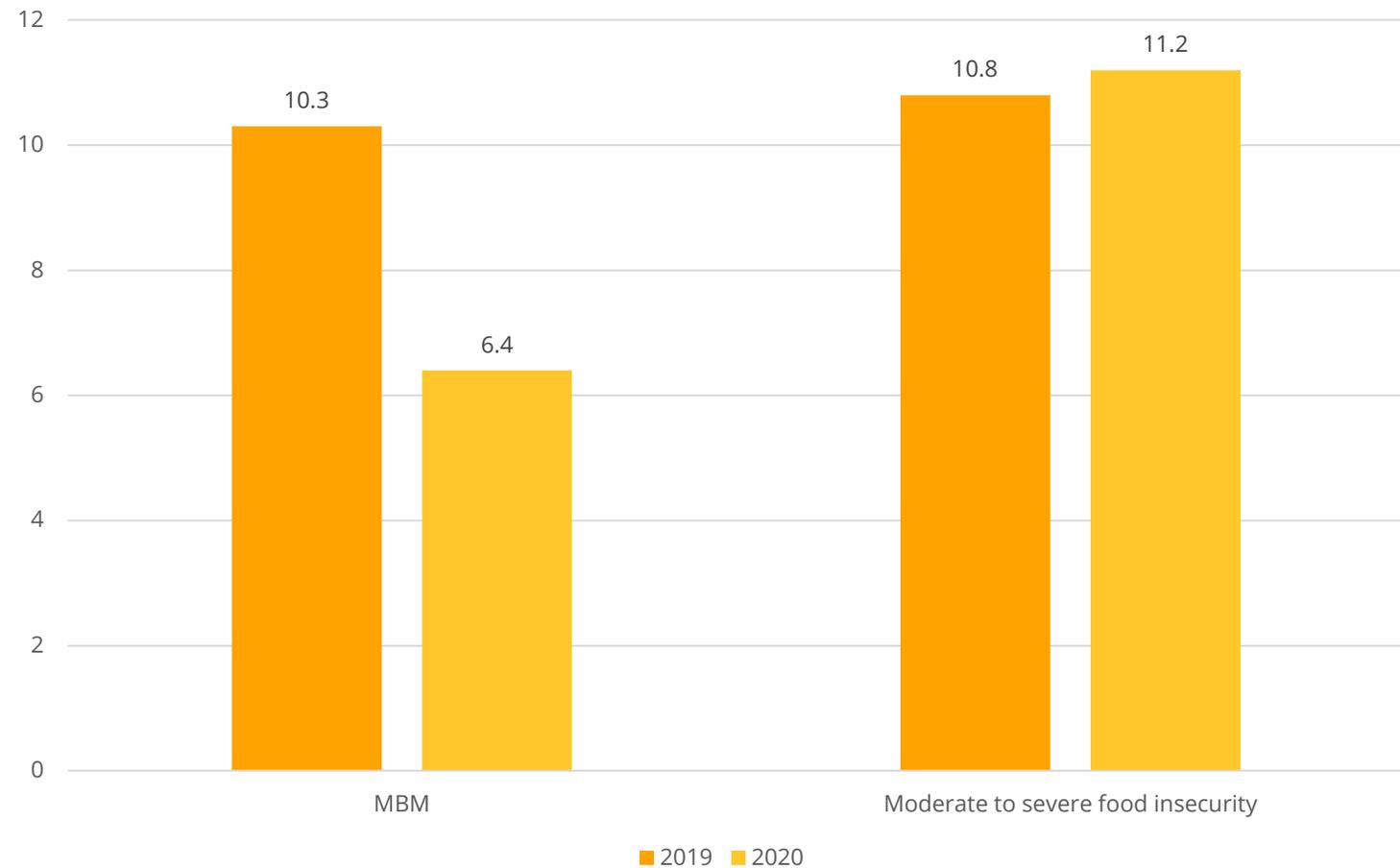
Seriousness of hunger 1989-2022



# Food insecurity – a sensitive indicator

Source: Statistics Canada, MBM Table 11-10-0135-01 (formerly CANSIM 206-0041), Food insecurity, Table: 13-10-0835-01

Percentage living below MBM or experiencing moderate to severe food insecurity, 2019-2020



# The Opportunity

- Food banks are local, community-based leaders helping people meet their basic needs.
- You are also in a unique position to identify new trends before the general population is aware of them.
- You can also see how larger social, economic, or environmental issues of the day are impacting people on the ground.



# Contributing to the public dialogue

- Whether you are sharing this information at an all candidates debate, a media outlet, or a social media channel, you can help to inform public dialogue and enable wider exposure and an informed conversation on a range of subjects affecting the people you serve.



# Three steps

- IDENTIFY: Look at what you are seeing/experiencing on the ground. Are there any related events or occurrences happening at the same time in the larger context? (HungerCount report, ending of CRB, inflation)
- QUANTIFY: quantify and tabulate these trends using research, quantitative analysis and statistics, and anecdotal evidence
- AMPLIFY: spread awareness by amplifying your findings, in ways that engage the media, public, and government



# Things to consider

- Re-visioning the work from being organization or sector specific to one of broader public interest
- Confronting the echo chambers



# Identify

- Create a “story telling culture” within an organization (without disclosing confidential information)
- Outside an organization, dialogue with others to see if they’re seeing the same thing (i.e., Workplace)



# IDENTIFY

cont: Three questions to consider

1. Is it timely? Are there any related events or occurrences happening at the same time in the larger context? (think of events listed in first slide and on flipchart)
2. Is it counterintuitive? Is this something the general public, or people outside our sector not likely to know, or find surprising?
3. Is there tension? For instance, is there information that tells a different story to public statements, government policy or mainstream economic indicators?

# QUANTIFY

- Back up this information with numbers, anecdotes, or a combination of both i.e., Link2Feed data, Hunger Count data, aggregate client intake data
- Help connect with people who are prepared to talk about how an issue affects them personally.



# AMPLIFY

- Incorporate this information into various formats for government outreach, public education materials, or other activities leading up to elections
- Build relationships with media, both big and small. This includes small media that cover your specialty, professions, or communities.



# Your turn

- What's happening at your food bank
- What's one or two issues you would identify?
- How would you quantify it?
- How would you amplify it? To the public? To the government?
- What is the policy "ask"?



# Thank you!

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