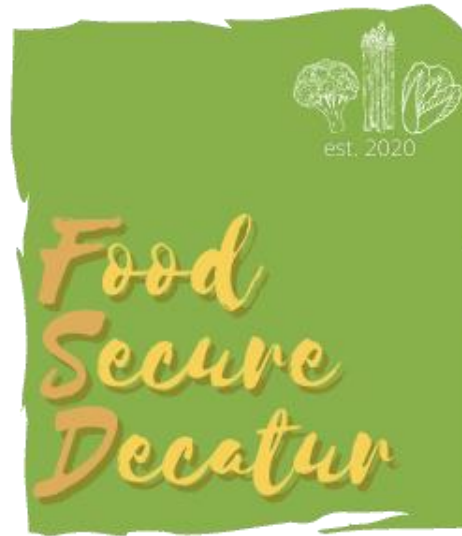


Food Secure Decatur



A Solution to Food Insecurity
Samelia Bankole & Gabrielle Pollard

Our Team's Story



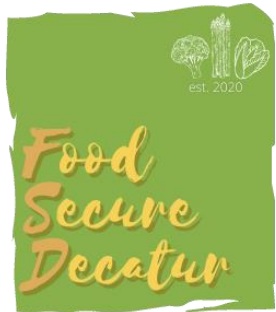
Samelia

I became interested in Food Justice because of my experience with refugee communities and their neighborhood gardens.



Gabby

My interest and commitment to Food Justice increased after the start of the pandemic and having the opportunity to serve and distribute food to those in need.



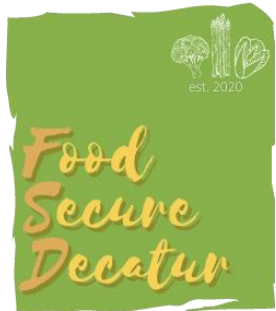
The Problem

Why

Food insecurity is a present problem in the communities where we live. It has remained persistent in DeKalb County and is likely to worsen due to the Coronavirus pandemic.

“As many as 29,000 children in DeKalb County are recorded to have experienced food insecurity in 2018,” (Feeding America)

“Job loss and other economic crises associated with the coronavirus could push the rate of food insecurity in DeKalb County to 17.9 percent by the end of the year,” (Andrea V. Watson, 2020a)

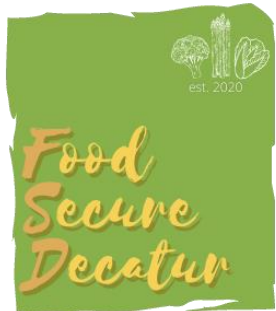


Our solution:



Goals

- To build awareness to the problem of food insecurity in DeKalb County.
- To pursue a solution to the problem: Starting a community garden for Decatur's underprivileged neighborhoods.



Creating Awareness

Education

Hands-on Learning

How We'll Do It

Step 1

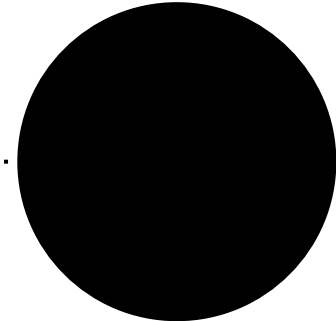
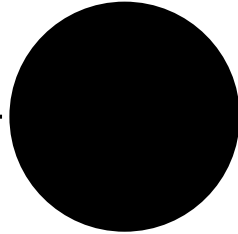
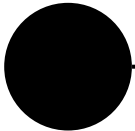
Launch a campaign,
Food Secure Decatur to
confront food insecurity.

Step 2

Create campaign
platforms on Instagram
and Twitter.

Step 3

Plan and strategize for
our first community
event in Decatur, GA.

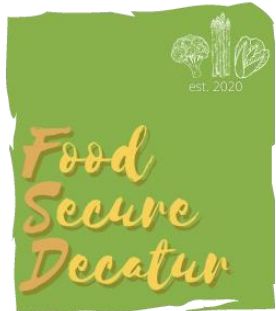


Timeline

- November 9th-16th: Create a campaign plan & strategy for community events.
- November 16th-24th: Create social media platforms and reach out to potential followers.
- December 1st-14th: Reach out to community boards on Facebook and food justice nonprofits and food pantries in Atlanta and DeKalb to attract interest in our first community event.
- December 14th-21st: Show people how they can sign up to attend the first event on Zoom and prepare event talking points for January.
- January 16th: First community event starts.

Campaign Components

- Instagram page
- Twitter page
- Community events



Instagram and Twitter Brand Style

- Colors include: Brown, orange, yellow and green
- Themes: Fresh Produce, Youth and Families
- Content: Photos of food, garden sprouts, children and families
- Hashtags: Simple, social-justice minded and community-focused

First Event Flyer

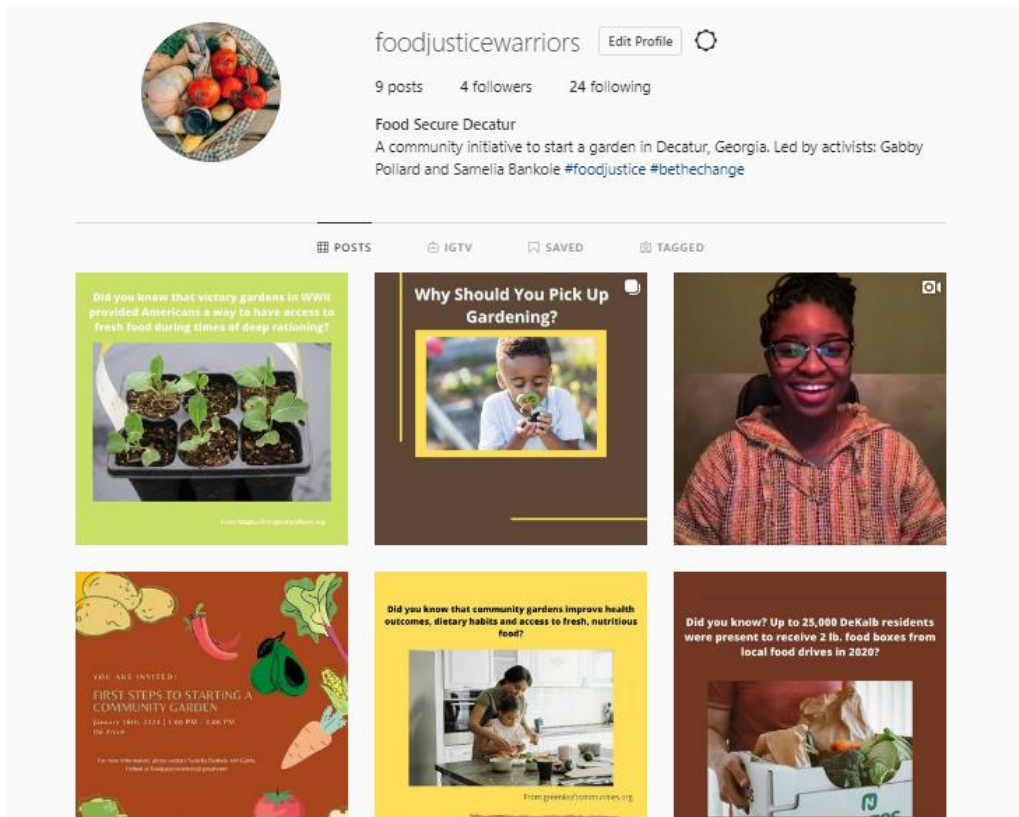
This is the flyer we created for our first community event for Decatur residents on Zoom.

Produced in Canva, we chose the colors we originally settled on for our campaign: green, brown, orange and yellow.

It has all the details and contact information needed for people to attend.



Instagram Campaign Page



The screenshot shows the Instagram profile for 'foodjusticewarriors'. The profile picture is a circular image of fresh produce including tomatoes, onions, and leafy greens. The bio reads: 'Food Secure Decatur. A community initiative to start a garden in Decatur, Georgia. Led by activists: Gabby Pollard and Samella Bankole #foodjustice #bethechange'. The profile has 9 posts, 4 followers, and is following 24 accounts. Below the profile information are navigation tabs for 'POSTS', 'IGTV', 'SAVED', and 'TAGGED'. The main feed displays six posts:

- Post 1:** A green-bordered image with the text 'Did you know that victory gardens in WWII provided Americans a way to have access to fresh food during times of deep rationing?' and a photo of seedlings in a tray. Source: [freshfoodforall.org](#)
- Post 2:** A dark-bordered image with the text 'Why Should You Pick Up Gardening?' and a photo of a young boy eating a green pepper. Source: [freshfoodforall.org](#)
- Post 3:** A portrait of a smiling woman with glasses wearing a patterned hoodie.
- Post 4:** A brown-bordered image with the text 'YOU ARE INVITED! FIRST STEPS TO STARTING A COMMUNITY GARDEN' and a photo of various vegetables. Event details: 'January 14th, 11:11 AM - 1:00 PM, DE FREE'. Source: [freshfoodforall.org](#)
- Post 5:** A yellow-bordered image with the text 'Did you know that community gardens improve health outcomes, dietary habits and access to fresh, nutritious food?' and a photo of a woman and child in a kitchen. Source: [fromgreenstogether.org](#)
- Post 6:** A brown-bordered image with the text 'Did you know? Up to 25,000 DeKalb residents were present to receive 2 lb. food boxes from local food drives in 2020?' and a photo of hands holding a food box. Source: [freshfoodforall.org](#)

Our Instagram page for the Food Secure Decatur campaign.

Link:

<https://www.instagram.com/foodjusticewarriors/>



Status

Success