

# Need Food? *campaign*

2023  
V.1.1



## Outreach and marketing toolkit

# Toolkit

This toolkit guides outreach and enrollment in promoting the **Need Food?** campaign. The goals of this statewide outreach campaign are to: 1) Inform the public that there are now more options than ever to access food, and 2) Connect the public to food resources.

You can check back here <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/de2360o.pdf> for updates to this toolkit.

## **This toolkit includes:**

- How to talk about the **Need Food?** campaign
- Materials you can use
- Drop in articles
- Public Service Announcements (PSA) resources, and
- Website and social media content.

Use this toolkit to consistently communicate about the **Need Food?** campaign.

Please send any questions or concerns to Matt Kinshella at [Matthew.Kinshella@dhsoha.state.or.us](mailto:Matthew.Kinshella@dhsoha.state.or.us) or Publications and Creative Services at [DHS-OHA.PublicationRequest@dhsoha.state.or.us](mailto:DHS-OHA.PublicationRequest@dhsoha.state.or.us).

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## MESSAGE FRAME

All campaign outreach and marketing materials have been developed from the following core message. Use this core message as your “elevator speech” when communicating about the campaign.

Graphic identifier

English image posted at: <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/de2360m.jpg>

English **Need Food?** identifier with descriptor:



Spanish image posted at: <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/ds2360m.jpg>

Spanish **¿Necesita Alimentos?** identifier with descriptor:



## MESSAGE FRAME

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### Graphic Identifier (continued)

Arabic **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/da2360m.jpg>

Simplified Chinese **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dn2360m.jpg>

Traditional Chinese **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d42360m.jpg>

Chuukese **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d272360m.jpg>

Hmong **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dh2360m.jpg>

Korean **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dk2360m.jpg>

Marshallese **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d332360m.jpg>

## MESSAGE FRAME

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### Graphic Identifier (continued)

Russian **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dr2360m.jpg>

Somali **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/di2360m.jpg>

Vietnamese **Need Food?** identifier with descriptor:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dv2360m.jpg>

# PRINT ADVERTISING



The flyer features a green header with the text 'NEED FOOD?' in large white letters, with 'NEEDFOOD.OREGON.GOV' in smaller white text to the right. Below the header is a dark blue banner with the text 'There are resources available to help meet your essential needs.' To the right of the banner is an illustration of a brown paper grocery bag overflowing with fresh produce like carrots, broccoli, and leafy greens. The main body of the flyer is white and contains several sections, each with a small logo on the left and text on the right. The logos include 'SUMMER MEALS' (orange slice), 'SNAP' (grocery bag), 'OREGON FOOD BANK' (green leaf), 'WIC OREGON' (green leaf), 'ADRC' (blue and green), and '211' (blue and white). The text provides information about free meals during school closures, SNAP benefits, food pantries, WIC services, and ADRC meals for older adults and people with disabilities. It also includes contact information for more resources, such as the 2-1-1 helpline.

NEEDFOOD.OREGON.GOV

## NEED FOOD?

There are resources available to help meet your essential needs.

### Need food right now?

**SUMMER MEALS**  
During school closures and over the Summer, free meals are available. Children 18 years and younger may receive free meals and snacks through the Summer Food Service Program (SFSP) and Seamless Summer Option (SSO). To find a summer meals site nearest to you visit [www.summerfoodoregon.org](http://www.summerfoodoregon.org), text "Food" or "Comida" to 877-877, or call 2-1-1.

**SNAP**  
SNAP (formerly food stamps) helps you buy groceries. Apply today. Find all the information you need at [govstatus.egov.com/or-dhs-benefits](http://govstatus.egov.com/or-dhs-benefits) where you can apply for SNAP, cash, insurance, childcare and domestic violence assistance all in one place. Dial 211 or call your local ODHS office with questions. Receive food assistance while waiting for your unemployment insurance.

**OREGON FOOD BANK**  
Food pantries, pick-up sites and delivery options: Oregon Food Bank's network of 1,400+ partner pantries and food assistance sites are open across Oregon and Southwest Washington. Many offer drive/walk-up or direct delivery options. Visit [oregonfoodfinder.org](http://oregonfoodfinder.org) for local locations, or call 2-1-1 for help.

**WIC OREGON**  
WIC offers healthy food and nutrition and breastfeeding support for families with kids under age 5 and for pregnant women. Go to [healthoregon.org/wic](http://healthoregon.org/wic) and click the WIC Interest Form button. You can also call 2-1-1 and ask to speak with a maternal and child health specialist. New participants are welcome!

### Need meals if you're 60+ or live with a disability?

**ADRC**  
The Aging and Disability Resource Connection (ADRC) of Oregon's Older Adult Meals Program ("Meals on Wheels") provides meals for people across Oregon. Anyone 60+ can receive these meals. There are no income requirements and no charge for meals. The ADRC can also help connect people with disabilities, regardless of age, to food resources. Visit [adrcoforegon.org](http://adrcoforegon.org) or call 1-855-673-2372.

### Need more information on resources?

**211**  
For more information on food and other resources, including health care and unemployment information, visit [govstatus.egov.com/or-covid-19](http://govstatus.egov.com/or-covid-19).  
You can contact 2-1-1 info by calling 2-1-1, texting your ZIP code to 898211, or visiting [211info.org](http://211info.org).  
You can also contact the Aging and Disability Resource Connection of Oregon at 1-855-673-2372 or visit [adrcoforegon.org](http://adrcoforegon.org).

## Need Food? campaign flyer:

This flyer is available as a high-resolution PDF for print-on-demand communications. Feel free to [download](#), print and distribute!

## Create your own messages:

You can use content from the **Need Food?** campaign flyer as a foundation to create communications from your organization.

The **Need Food?** campaign flyer was translated into 12 languages. You will find these on the following page.



You can get this document in other languages, large print, braille or a format you prefer. Contact 2-1-1 at 1-866-698-6155 or email [help@211info.org](mailto:help@211info.org). We accept all relay calls or you can dial 711. DHS 2360 (03/2023)

**Need Food? campaign flyer:**

**Arabic:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/da2360.pdf>

**Simplified Chinese:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dn2360.pdf>

**Traditional Chinese:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d42360.pdf>

**English:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/de2360.pdf>

**Chuukese:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d272360.pdf>

**Hmong:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dh2360.pdf>

**Korean:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dk2360.pdf>

**Marshallese:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/d332360.pdf>

**Russian:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dr2360.pdf>

**Somali:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/di2360.pdf>

**Spanish:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/ds2360.pdf>

**Vietnamese:** <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/dv2360.pdf>



# PRINT ADVERTISING

## Need Food? campaign tear-away flyer:

This flyer is available as a high-resolution PDF for print-on-demand communications. You will add your organization's contact information on the fillable tabs. **Feel free to download, print and distribute!**

**NEED FOOD?**  
NEEDFOOD.OREGON.GOV

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NEEDFOOD.OREGON.GOV

DHS 2360 K (03/2023)


# PRINT ADVERTISING

## Need Food? campaign tear-away flyer Spanish:

This flyer is available as a high-resolution PDF for print-on-demand communications. You will add your organization's contact information on the fillable tabs. **Feel free to download, print and distribute!**

ALIMENTOS.OREGON.GOV

## ¿NECESITA ALIMENTOS?



**Hay recursos disponibles para ayudar a cubrir sus necesidades básicas.**



**¿Necesita alimentos en este momento?**


Durante los cierres de las escuelas y el verano, hay comidas gratuitas disponibles. Los menores que tengan 18 años de edad o menos pueden recibir comidas y bocadillos gratuitos a través del Programa de Servicios Alimentarios de Verano (FSAP, por sus siglas en inglés) y el programa Opción Continua de Verano (Summer Option SSO). Para encontrar un sitio de comidas de verano cerca de usted, visite [www.summerfoodoregon.org](http://www.summerfoodoregon.org), envíe "Food" o "Comida" por mensaje de texto al 877-877 o llame al 2-1-1.




El Programa de Asistencia para Nutrición Suplementaria (SNAP, por sus siglas en inglés) (antes conocido como vales de alimentos) le ayuda a comprar alimentos. Presente una solicitud hoy. Encuentre toda la información que necesita en [govstatus.gov/ore-ohs-benefits](http://govstatus.gov/ore-ohs-benefits), donde puede presentar una solicitud para el SNAP, dinero en efectivo, seguro médico, cuidado infantil y ayuda en caso de violencia doméstica, todo en un solo lugar. Marque 211 o llame a su [oficina local del ODHHS](#) si tiene preguntas. Reciba asistencia alimentaria mientras espera su seguro por desempleo.



Despensas de alimentos, sitios de recolección y opciones de entrega: la red de más de 1,400 despensas asociadas y sitios de asistencia alimentaria del Banco de Comida de Oregon está abierta a lo largo de Oregon y la zona suroeste de Washington. Muchos de estos lugares ofrecen opciones de recolección en coche o a pie u opciones de entrega directa. Visite [oregontimefinder.org](http://oregontimefinder.org) para ver las ubicaciones locales o llame al 2-1-1 para obtener ayuda.




El Programa Especial de Nutrición Suplementaria para Mujeres, Infantes y Niños (WIC, por sus siglas en inglés) ofrece alimentos saludables y apoyo relacionado con la nutrición y la lactancia a las familias con niños menores de 5 años de edad y a las mujeres embarazadas. Visite [healthoregon.org/wic](http://healthoregon.org/wic) y haga clic en el botón de Formulario de Interés del WIC (WIC Interest Form). También puede llamar al 2-1-1 y pedir que lo/a comuniquen con un especialista en salud materna e infantil. ¡Los nuevos participantes son bienvenidos!



¿Necesita comidas y tiene más de 60 años de edad o vive con una discapacidad?

La Conexión de Recursos de Envejecimiento y Discapacidad (ADRC, por sus siglas en inglés) del Programa de Alimentos para Adultos Mayores de Oregon ("Meals on Wheels") proporciona comidas a las personas en todo Oregon. Cualquier persona de 60 años de edad o más puede recibir estas comidas. No hay requisitos de ingresos y no se cobra por las comidas. La ADRC también puede ayudar a conectar a las personas que tienen discapacidades con recursos alimentarios, sin importar su edad. Visite [adrcforegon.org](http://adrcforegon.org) o llame al 1-855-673-2372.



¿Necesita más información sobre los recursos?

Para obtener más información sobre los alimentos y otros recursos, incluyendo información sobre la atención de salud y el desempleo, visite [govstatus.egov.com/or-covid-19](http://govstatus.egov.com/or-covid-19).

Puede comunicarse con 211-Info llamando al 2-1-1, enviando su código postal por mensaje de texto al 898211 o visitando [211info.org](http://211info.org).

También puede comunicarse con la Conexión de Recursos de Envejecimiento y Discapacidad de Oregon al 1-855-673-2372 o visite [adrcforegon.org](http://adrcforegon.org).

DHS 2360 K Spanish (05/2022)

¿NECESITA ALIMENTOS?  
ALIMENTOS.OREGON.GOV

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## WEBSITE AND SOCIAL MEDIA

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Promote the **Need Food?** website by adding the link ([NEEDFOOD.OREGON.GOV](https://NEEDFOOD.OREGON.GOV)) to your:

- Website
- Publications
- Newsletters
- Emails
  - » Email outreach
  - » Signature lines
- Forum posts
- Blogs
  - » Your organization's
  - » Guest blogs
- Social media posts

**Social media allows you to communicate quickly, personally and directly with your audience. Your language, content and tone should flow from knowledge of the audience.**

- Be authentic; stay true to your mission.
- Don't speak about your audience, speak to them (i.e., don't tweet to a media outlet, tweet to your audience).
- Use careful editing and precise word choice.
- Focus every update on a single topic.
- Schedule regular updates; be consistent and flexible.

## SOCIAL MEDIA CARDS

### Are You Unemployed social media cards message A for Instagram-Facebook, Instagram Stories and Twitter.

Instagram-Facebook [download](#)



Twitter [download](#)



Instagram-Facebook Stories [download](#)



## SOCIAL MEDIA CARDS

### Social media cards **Are You Unemployed** message A:

Click the language under the desired social media card size to download the image.

Instagram-Facebook	Instagram Stories	Twitter
1080 X 1080 px	1080 X 1920 px	1100 X 628 px
Arabic	Arabic	Arabic
Simplified Chinese	Simplified Chinese	Simplified Chinese
Traditional Chinese	Traditional Chinese	Traditional Chinese
English	English	English
Chuukese	Chuukese	Chuukese
Hmong	Hmong	Hmong
Korean	Korean	Korean
Marshallese	Marshallese	Marshallese
Russian	Russian	Russian
Somali	Somali	Somali
Spanish	Spanish	Spanish
Vietnamese	Vietnamese	Vietnamese



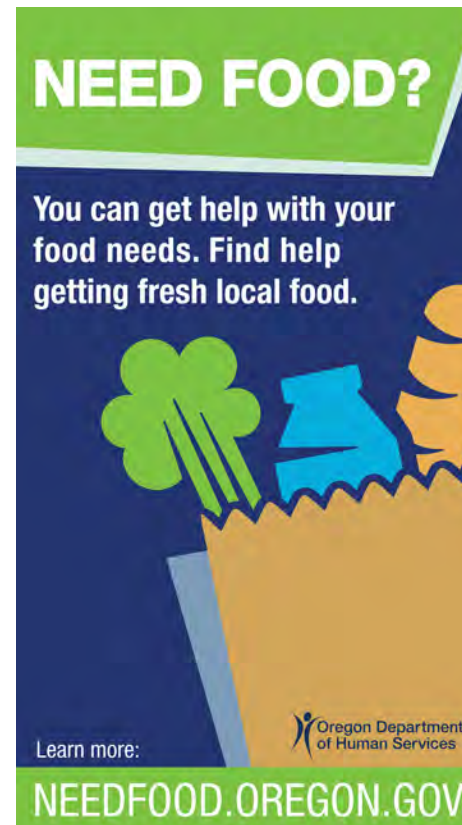
## SOCIAL MEDIA CARDS

**Need Food?** social media cards message B for Instagram-Facebook, Instagram Stories and Twitter.

Instagram-Facebook [download](#)



Instagram-Facebook Stories [download](#)



Twitter [download](#)



## SOCIAL MEDIA CARDS

### Social media cards Need Food? message B:

Other languages will be available soon.

Instagram-Facebook 1080 X 1080 px	Instagram Stories 1080 X 1920 px	Twitter 1100 X 628 px
Arabic	Arabic	Arabic
Simplified Chinese	Simplified Chinese	Simplified Chinese
Traditional Chinese	Traditional Chinese	Traditional Chinese
English	English	English
Chuukese	Chuukese	Chuukese
Hmong	Hmong	Hmong
Korean	Korean	Korean
Marshallese	Marshallese	Marshallese
Russian	Russian	Russian
Somali	Somali	Somali
Spanish	Spanish	Spanish
Vietnamese	Vietnamese	Vietnamese



# DIGITAL ADVERTISING

## Targeted Display Ads Message A: Unemployed? (paid digital)

Use these targeted display ads to promote **Need Food?** The ads come in various sizes to display on websites and apps while users search the web. You can target the use of these ads to demographics you want to reach. Change the “click here” to your website to have people contact you directly for food resources.

160x600 [download](#)



300x600 [download](#)



300x250 [download](#)



320x50 [download](#)



728x90 [download](#)



**Targeted Display Ads Message A: Unemployed? (paid digital) continued**

Other languages will be available soon.

160 X 600 px	300 X 250 px	300 X 600 px	320 X 50 px	728 X 90 px
Arabic	Arabic	Arabic	Arabic	Arabic
Simplified Chinese	Simplified Chinese	Simplified Chinese	Simplified Chinese	Simplified Chinese
Traditional Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese
English	English	English	English	English
Chuukese	Chuukese	Chuukese	Chuukese	Chuukese
Hmong	Hmong	Hmong	Hmong	Hmong
Korean	Korean	Korean	Korean	Korean
Marshallese	Marshallese	Marshallese	Marshallese	Marshallese
Russian	Russian	Russian	Russian	Russian
Somali	Somali	Somali	Somali	Somali
Spanish	Spanish	Spanish	Spanish	Spanish
Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese

# DIGITAL ADVERTISING

## Targeted Display Ads Message B: Need Food? (paid digital)

Use these targeted display ads to promote **Need Food?** The ads come in various sizes to display on websites and apps while users search the web. You can target the use of these ads to demographics you want to reach. Change the “click here” to your website to have people contact you directly for food resources.

160x600 [download](#)



300x600 [download](#)



300x250 [download](#)



320x250 [download](#)



728x90 [download](#)



**Targeted Display Ads Message B: Need Food? (paid digital) continued**

Other languages will be available soon.

160x600 px	300x250 px	300 X 600 px	320 X 50 px	728 X 90 px
Arabic	Arabic	Arabic	Arabic	Arabic
Simplified Chinese	Simplified Chinese	Simplified Chinese	Simplified Chinese	Simplified Chinese
Traditional Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese
English	English	English	English	English
Chuukese	Chuukese	Chuukese	Chuukese	Chuukese
Hmong	Hmong	Hmong	Hmong	Hmong
Korean	Korean	Korean	Korean	Korean
Marshallese	Marshallese	Marshallese	Marshallese	Marshallese
Russian	Russian	Russian	Russian	Russian
Somali	Somali	Somali	Somali	Somali
Spanish	Spanish	Spanish	Spanish	Spanish
Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese



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