



Alaina *Ochuko*
Seguin *Okor*

MARKETING PLAN:
“From Cycle of Poverty to Cycle of Empowerment”

Created by Ochuko Okor & Alaina Seguin
Created for Food Insecurity Program - From Education to Action
Pulitzer Center on Crisis Reporting



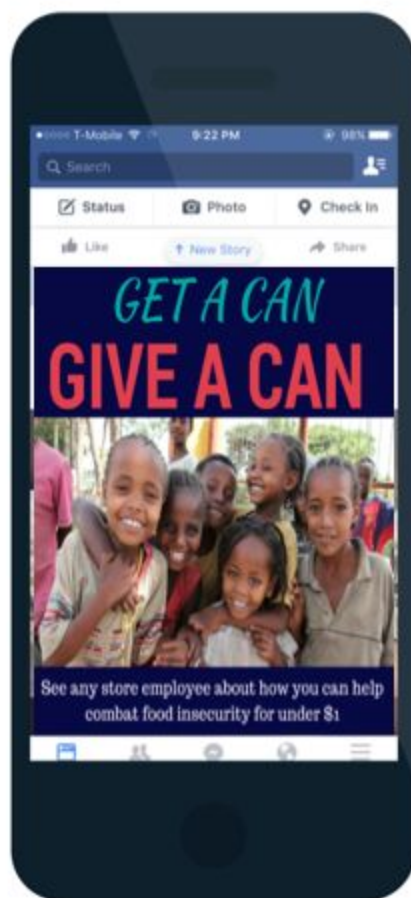
Target Audience & Outreach:

We plan to focus on both international (U.S. and other nations) and local levels (Ethiopia & Guatemala).

International level

1. “Get a can, give a can”:

We intend to send out our message on various social media platforms, including but not limited to Twitter, Instagram and Facebook. The advertisements will provide basic information about what the program is for, who it is for and a call to action.



Sample Facebook Ad on mobile device.

These adverts will generally be put up in the participating grocery stores like Publix or Walmart, in canned food sections and at the checkout counter. Telling customers to ask a store employee for details.



Unlike food aid this program will not send food to these communities but rather provide food from the local communities and farms, with essentially the weight equivalent of food in a can given to the families. Not sending food to local communities is more sustainable, economical and environmentally friendly. Enacting a program like this encourages local jobs and self sustainability; as well ensuring the mothers are comfortable with the food they are given.

This is meant to be a start up for the cooking classes that will be offered in the Women's Centers and as a temporary start to help provide food until healthy eating practices and means are setup to provide the women and families with food.

The food will be given to the families biweekly and after the cooking classes.

Local level (Ethiopia and Guatemala):

The intent is for the community to take charge of the process.

1. *Posters and Signs:* These would be placed in local market places, hospitals, Women's Centers and schools to garner attention about not only healthy eating but the opening of the education centers. These signs would be given in a template format, so that it can be translated to a local dialect for the community to understand. Below is a sample of poster at a Women's Center in English:



Signs will also be placed in public transportation (if it is utilized or if a sign can be placed in the mode of transportation).

2. *Community leaders:* Community leaders will hand out flyers, as they are more familiar or convincing to women within the community to come more than we would coming in and handing them out. The flyers will be about various events, but in particular reminders about coming to the center for the weigh ins and the cooking classes. The backside of the flyers for the cooking class will contain a local healthy recipe as an encouragement to come. A full recipe book will, however, be made over time and distributed, free of cost, to families who are active at the Women's Center.

Plate by plate; day by day

Women's Center

Cooking Classes Every Other Sunday 7-8pm



3. *Outreach from trained staff:* As part of our program, we would train staff in educational centers and encourage them to form community groups. These community groups would converse about social, health or economic issues. The groups are also informational as a trained staff will be present to guide the conversation indirectly. All the women in the community group will reach out to other women who haven't attended heard about its benefits by word of mouth or testimonials.

4. *Rewards program and evaluation:* Another way we intend to reach our target audience is through a rewards program at the center. It is an excellent driving force to encourage women to keep coming back. The rewards include: a certificate, opportunity to become a mentor at Women's Center, scholarship for 2 classes on agriculture at a local school (per every class of 1000 days) or resources for family to send child to school. To qualify for these benefits, we would check:

- weight of baby and mother;
- Retention rate of material/ how well she practices what we teach;
- Success as a result of change in diet or lifestyle;
- Monthly to annual check-ins.



Pictures Used

1st page: Picture by David Amsler “Parade Scene” [Some rights reserved](#)

2nd page: Picture by David Amsler “Boys Eating” [Some rights reserved](#)

-

4th page: Picture by Brian Odwar, (no attribution required)

5th page: Picture by Maggie and Mark Banga, *Comboni Lay Missionaries*

6th page: Picture by “kcelsner” (no attribution required)