



**Welcome to the RESULTS Educational Fund
June 2013 U.S. Poverty National Conference Call**

***Generating Media to
Protect SNAP***

Saturday, June 8, 12:30 pm ET

(888) 409-6709

2

Protecting SNAP in the Farm Bill

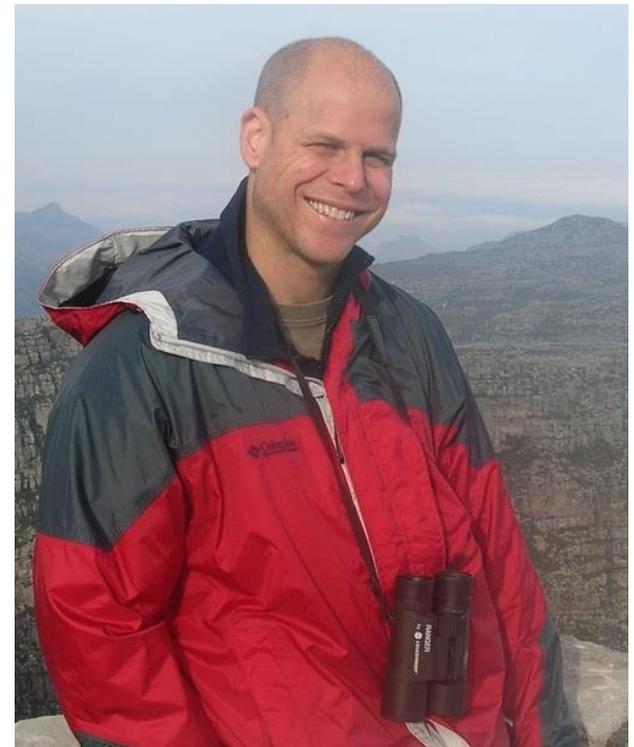
RESULTS
the power to end poverty

**Welcome from
RESULTS Executive
Director
Joanne Carter**



Guest Speaker: Greg Kaufmann

- Writes for *The Nation* on his blog, [This Week in Poverty](#), where Hopes to give people experiencing poverty a voice.
- Has been guest on MSNBC's *Melissa Harris-Perry*, NPR's *Radio Times with Marty Moss-Coane*, *Here & Now*, *Your Call*, *The Thom Hartmann Program* and *The Matthew Filipowicz Show*.
- Work has been featured on CBSNews.com, NPR.org, WashingtonPost.com, BillMoyers.com and BusinessInsider.com.
- Advisor for Barbara Ehrenreich's [Economy Hardship Reporting Project](#).
- Studied at Dickinson College, Miami University (OH).



Farm Bill Work Begins

- The House and Senate Agriculture Committees passed respective Farm Bills last month.
- Both the House and Senate propose cuts to SNAP. **\$4.1 billion in the Senate** and **\$21 billion in the House** (both over ten yrs).
- Senate began debate on [S.954](#) on May 20.
- Amendment by Sen. Kirsten Gillibrand (D-NY) to undo Senate SNAP cuts was defeated, [70-26](#). Amendments by Sens. Roberts (R-KS) and Inhofe (R-OK) to cut SNAP further were also handily defeated.
- Senate expected to complete debate and vote on its Farm Bill on Monday, June 10.
- House is expected to begin debate on [H.R.1947](#) on June 17.

Review of the Proposed SNAP Cuts

Heat and Eat cuts – Senate and House

- Allows states to increase SNAP benefits for people who get heating assistance (LIHEAP)
- Senate: **400,000 households** would lose an average of **\$90 per month** in SNAP benefits
- House: **850,000 households** would lose an average of **\$90 per month** in SNAP benefits

Eliminating Categorical Eligibility (Cat EI) – House only

- Give states flexibility to determine who is eligible for SNAP ([40 states](#) use it)
- Nearly **2 million low-income people** would be forced off SNAP and **210,000 low-income children** would lose access to free school meals ([CBPP](#))

June Action: Generate Media to Protect SNAP

http://www.results.org/take_action/June_2013_u.s._poverty_action/

- Use the media to **remind members of Congress that cutting SNAP is unpopular at home**
- Media helps influence lawmakers AND educate our communities about the issue – **builds momentum**
- Submit **letters to the editor, op-eds, and request editorials**
 - We urge each member of your group to write something and submit it
 - We also you to consider submitting an op-ed or making an editorial pitch; this will magnify the impact of your message
- Our goal is to get **30 pieces published** from this action
 - This will double our media successes so far this year (32) and get us 2/3 of the way to our goal of 100 published pieces in 2013

Taking the SNAP Challenge

We invite you to take the **SNAP Challenge**

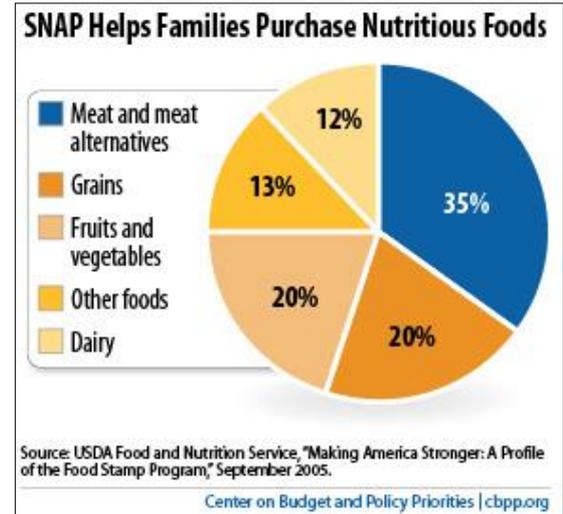
- Live on SNAP food budget of \$4.50 per day for a day, a few days, or a week.
- Gives you a brief glimpse of the challenges low-income families face.
- Great story for LTEs, op-eds, and editorials.
- Members of Congress will be taking it June 13-19: Reps. Barbara Lee, Jim McGovern, Jan Schakowsky, Marcia Fudge, Joe Crowley, Charlie Rangel, John Conyers, Dan Kildee, Ann Kuster, Gregory Meeks, Tammy Duckworth, and Michelle Lujan Grisham. FRAC has a copy of the [Dear Colleague letter](#) urging participation that you can forward to your representative's office.
- RESULTS volunteer Kathleen Duncan just did the SNAP Challenge.

Talking Points about Hunger

- Malnutrition is responsible for **half of all child deaths under 5** worldwide – 3.1 million deaths each year.
- **1 in 4 children in the U.S.** are food insecure.
- [According to the LSU AgCenter,](#)
 - **hungry children are more likely to develop frequent illnesses and infections** such as sore throats, colds, stomachaches, headaches and iron deficiency anemia.
 - Insufficient food supply is associated with an **increased incidence of behavior problems** in adolescents, including higher levels of aggression, hyperactivity, and anxiety.
 - Research demonstrates that even the mildest form of malnutrition can limit a child's ability to **understand basic skills and reduce overall learning potential.**
 - Elementary school children from food-insufficient families were **more likely to have repeated a grade in school.**

Talking Points for SNAP

- Nearly half of all SNAP recipients are children
- SNAP lifted 4.7 million people out of poverty in 2011
- [Recent study](#) shows that SNAP reduces food insecurity in children by 20 percent and poor health by 35 percent
- SNAP is good for the economy – in an economic downturn, SNAP generates \$1.73 in economic activity for every \$1 spent
- SNAP is one of the most effectively run federal programs
 - 96 percent accuracy rate
- Find SNAP state fact sheets at:
<http://www.cbpp.org/cms/?fa=view&id=3886>



Advocacy Training

Ginnie Vogts - Columbus, OH



Tips for Successfully Generating Media

- 1. Make a plan.** Take a few minutes to plan out what you want to do. Be intentional and set aside time to do it. Also learn what your local paper expects. Look on the paper's website under the Opinion section for word limits and how to submit LTES and op-eds.
- 2. Have a buddy.** Pair up with people in your group or a friend who will help you. Brainstorm ideas, share feedback, and encourage each other.
- 3. Gather and use resources.** Use talking points in the previous slides, our [Issues section](#) on our website, and the [May and June Actions](#) for great information about SNAP. Read your local paper for columns, articles, editorials, and letters that you can relate to hunger or SNAP.

Advocacy Training

Tips for Successfully Generating Media (cont'd)

4. **Remember EPIC.** The [RESULTS EPIC Laser Talk](#) is one of the best tools you have for your media work. **Engage – Problem – Inform – Call to Action.** List your members of Congress by name in your piece.
5. **Make it personal.** Lead from your heart, not your head. People respond to stories more than facts. You could share:
 - An experience your or someone you know had with hunger or SNAP.
 - Your experience doing the SNAP Challenge
 - Why you care about this issue, what it means to youPeople want to know what motivates you to advocate for low-income families, so tell them.

Advocacy Training

Tips for Successfully Generating Media (cont'd)

- 6. Don't give up.** If your piece does not get published, be persistent. Call the paper and ask why. Use their feedback and try again. Also, send your letter to different papers. You can find media outlets in your state in our [online Media Guide](#). If they won't print your op-ed, ask if you can shorten it to a letter to the editor.
- 7. Celebrate.** When you do get published, celebrate it and share. Send it to your group members. Send it to Jos Linn at RESULTS (jlinn@results.org). Share it on Facebook. And send a copy to your members of Congress.

If you would like coaching in you media work this month, please contact Ginnie Vogts (vmvogts@yahoo.com) or Jos Linn (jlinn@results.org).

RESULTS International Conference

Jenny Martin, RESULTS New England Organizer

We have some exciting new speakers to announce!



Jim Weill, President of the Food Research and Action Center, has dedicated his life to fighting hunger and poverty. He and FRAC are key leaders and allies in the campaign to protect SNAP (formerly, food stamps) and other critical domestic anti-poverty programs.



Jim Walsh (R-NY)

Former Members of Congress and Anti-Poverty Champions Tony Hall (D-OH) and Jim Walsh (R-NY). Conference attendees will have the chance to dialogue with these long-time Congressional champions on U.S. and global poverty issues about how we can create new leaders in Congress and be more effective advocates in challenging political times.



Tony Hall (D-OH)

International Conference Shares



Judy Zobel
Des Moines, IA



Joanna Samuelson
Columbus, OH

RESULTS International Conference

- [REGISTER by June 15](#) so you can still get the regular conference rate of \$240.
- Set up your lobby meetings – Lobby Day is Tuesday, July 23.
- Invite 18-27 year olds you know to apply for the REAL Change Scholarship. http://www.results.org/events/real_change_IC/.
Deadline to apply is this Monday, June 10.
- Invite your members of Congress to the Lobby Day reception with Prof. Muhammad Yunus. Find a customizable letter on the RESULTS IC page: http://www.results.org/events/IC_2013/.

WE WANT YOU at the 2013 RESULTS International Conference!

Go to http://www.results.org/events/IC_2013/

and **REGISTER TODAY!**



RESULTS Fundraising Update



Jen DeFranco

RESULTS Grassroots Development Associate

Roll Call

Errolyn Gray

RESULTS U.S. Poverty Campaigns Intern

- 1. How many people are in the room?**
- 2. How many media pieces will your group submit this month about protecting SNAP from cuts in the Farm Bill?**

This includes letters to the editor, op-eds, and requests for editorials.

RESULTS Announcements

Help us group RESULTS!

- If you know people in New England, in particular **Massachusetts, Maine and Vermont**, contact Jenny Martin at jmartin@results.org.
- If you know people in the South and Midwest, in particular **Tennessee, Kentucky, and Ohio**, Myrdin Thompson at mthompson@results.org). She is also working with advocates in Albuquerque.
- Jos Linn is helping host a **RESULTS Outreach Meeting in Orange County, CA** on **June 26 at 7pm PT**. it will be held at the **Immaculate Heart of Mary Parish**, 1100 S Center St, Santa Ana, CA. If you know people in that area, please invite them to attend. You can find more details on the Facebook event page or by contacting Jos at jlinn@results.org.
- Jos is also working with advocates in **Kansas City and New York City** to start new groups so if you know people in these or other areas, please contact him.

RESULTS Announcements

- **Welcome RESULTS Evanston!**
- The next **RESULTS U.S. Poverty Free Agents call** is **Tuesday, June 18 at 9:00 pm ET**. If you have no active RESULTS U.S. Poverty group in your area, please join us. (218) 486-1611, passcode RESULTS (7378587, plus #). Contact Jos at jlinn@results.org for more information.
- Also, RESULTS volunteer leaders will be hosting their **next Media Training Call on June 18 at 8:00 pm ET**. This group meets monthly to coach and support volunteers. We welcome all who want to improve their media skills. To participate, dial (218) 862-1300, passcode 682494.

All these and other events can be found on the [RESULTS Events Calendar](#) on the RESULTS website.

If you have any questions or would like more information about RESULTS, please contact Jos at jlinn@results.org, (515) 288-3622.

Thank you for being on today's call!

**Next RESULTS U.S. Poverty National Conference Call
Saturday, July 13, at 12:30 pm ET**

Have a very Happy 4th of July!