

Iowa Senior Hunger Campaign to Launch May 21

You may be hearing some buzz about senior food insecurity. While it's not discussed often enough, seniors throughout Iowa are sometimes faced with the difficult decision of whether to buy food or pay for other expenses like medications.

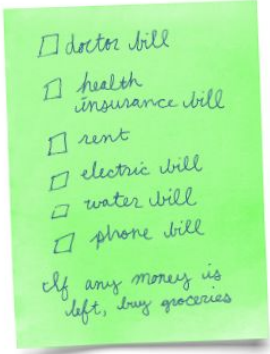
To shed light on this well-hidden problem, the Iowa Senior Hunger Partnership, in collaboration with the Iowa Department of Public Health, will launch a statewide media campaign May 21.

The campaign includes a 30-second radio spot featuring a senior woman sharing her experience with food insecurity--and encouragement to call 2-1-1 to find additional food resources.

Radio spots will play for five weeks. During this time, posters and rack cards (pictured) will be distributed for partners to display and hand out. The print materials promote three call centers that are working together to reduce senior hunger: 2-1-1, LifeLong Links and the Iowa Food Assistance Hotline.

Are you interested in printing or displaying posters? Digital files are available upon request.

Contact Jennifer Colyer, RDN, LD, (jennifer.colyer@idph.iowa.gov) at the Iowa Department of Public Health, for more information.





doctor bill
 health insurance bill
 rent
 electric bill
 water bill
 phone bill
if any money is left, buy groceries

No senior should have to worry about running out of food.

Get help finding a food pantry, meal delivery service or meal site near you by dialing:

2-1-1
LifeLong Links:
866-468-7887
Food Assistance Hotline:
1-855-944-FOOD (3663)



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