

SPEAKING POINTS

MEDIA TRAINING

AUG 2016

ALICE

The United Way's ALICE (Asset Limited, Income Constrained, Employed) Project provides a framework, language, and tools to measure and understand the struggles of the growing number of households in our communities who do not earn enough to afford basic necessities, a population called ALICE. These are calculations of people who are working but still not making ends meet.

Idaho

In Idaho, more than **37 percent** of households are either living in poverty or in the ALICE population. That's more than **217,000 households**.

_____ County**

- ALICE/Poverty rate for _____ County is _____ percent.
- Total wage needed for a family of four for bare necessities is \$_____ a year

_____ City*

- The ALICE/Poverty for _____ is _____ percent.
- That's more than _____ households.

* For total, see http://www.unitedwayalice.org/documents/15UW%20ALICE%20Report_PNW_Lowres_1.12.16.pdf page 186 of pdf, 176 of document.

**http://www.unitedwayalice.org/documents/15UW%20ALICE%20Report_PNW_Lowres_1.12.16.pdf page 227 of pdf, 217 of document

ALICE

With the cost of living higher than what most wages pay, ALICE families – an acronym for Asset Limited, Income Constrained, Employed — work hard and earn above the Federal Poverty Level (FPL), but not enough to afford a basic household budget of housing, child care, food, transportation, and health care. ALICE households include women and men, young and old, urban, suburban, and rural, and of all races and ethnicities, and they live in every county in the Pacific Northwest.

Map the Meal Gap

For six years, Feeding America has conducted the Map the Meal Gap study in order to better understand hunger at the national, state, and county level, and to promote geographically targeted solutions to support people in need.

Map the Meal Gap tells us what population is in need and how much most people are falling short every month.

Idaho

- More than **240,000 Idahoans**, including more than **80,000 children**, are food insecure, meaning they live at risk of hunger.
- More than **1 in 5 children** lives at risk of hunger.
- About **1 in 7 Idahoans** is food insecure.

_____ County

- In _____ County the food insecurity rate is _____ percent.
- There are _____ people who are at risk of hunger.
- The food insecurity rate for children in _____ County is _____ percent.
- There are _____ children under 18 who are at risk of hunger.

*to find number, go to <http://map.feedingamerica.org/county/2014/overall> and click on your county. Under “demographic” select Overall (for overall number) and Child (for children number).

General Talking Points

Our organization has been providing food assistance since _____

We serve approximately _____ households or _____ people/families each month.

We serve approximately _____ children, _____ seniors each month.



Tips for Media Interaction

- 1) Speak in short, concise sentences.**
- 2) When finished, stop. Don't vamp to fill time.**
- 3) Speak to what you know.**
- 4) Use numbers as a fallback, but use your own knowledge as message.**
- 5) Look at the reporter, not the camera.**
- 6) Smile.**
- 7) Express appreciation for partners, volunteers, donors.**
- 8) If recorded, it's ok to stop and re-start.**

Together, we can solve hunger.



idahofoodbank.org

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