

# HCF | FIGHTING FOOD INSECURITY

#MORETHANHUNGER



THE HEALTH CARE FOUNDATION OF GREATER KANSAS CITY TURNED TO SCENIC ROAD TO LAUNCH A MAJOR CAMPAIGN TO SHED LIGHT ON THE ISSUE OF FOOD INSECURITY.



## THE STORY

“ NEARLY 145,000 KANSAS CITY METRO AREA HOUSEHOLDS DON'T KNOW WHERE THEIR NEXT MEAL IS COMING FROM. AND BECAUSE THE RATE OF FOOD INSECURITY HAS CONTINUED TO INCREASE NATIONALLY — BY ALMOST A THIRD SINCE 2007 — HCF WANTED TO STOP THE NEGATIVE TREND.”

## APPROACH



### FOOD CALCULATOR

Calculate the costs in your community.



### RETARGETING/ BANNER ADS

Spread the message through targeted ads.



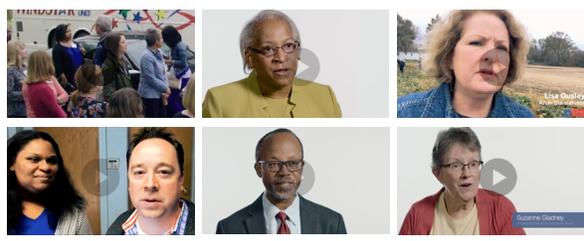
### VIDEOS

Watch, like, and share videos.



### PLEDGE

Sign the pledge to raise awareness.



TOTAL SOCIAL POST LIKES

**97,521**



VIDEO VIEWS

**28,116+**



INFLUENCERS REACHED

**20,000**



TOTAL IMPRESSIONS

**153,445**