



**PARKDALE
FOOD CENTRE**

"Sitting At The Table- A Human Right To Food"

Tool Kit

To build healthier, more connected Neighbours and neighbourhoods through good food, innovative community partnerships, and by challenging inequalities in order to create lasting impacts.



PARKDALE FOOD CENTRE

Thank you for sharing your time with the Parkdale Food Centre. *Sitting At The Table - A Human Right To Food* is a short film discussing food insecurity, the poverty cycle, and the power of good food, through the voices of those that experience it, Neighbours in the community. We hope this short film will be used as an advocacy tool, to challenge equitable access to food for all.

The short film was created by the talented Hersi Osman, in partnership with the vision of Parkdale Food Centre and powerful words, thoughts, and conversations from Neighbours:

This Package includes:

- A link to the short film
- About the movie
- Statement from our Executive Director
- Suggested Social Media Messaging
- Suggested Email and Newsletter Content

Next Steps:

- Kindly join us for the virtual screening on Wednesday, November 1st. Feel free to have your lunch with us as we share the film with you.
- Share *The Right to Food* with your networks once published on our official [Youtube account](#). You may use the content including any photos and logos of this toolkit to publish to your network through all communications channels.
- Please contact our communications team, Meredith Kerr, at meredith@parkdalefoodcentre.org or Hania Manouzi at hania@parkdalefoodcentre.org if you have any questions.

HAVE YOU EVER CONSIDERED THE SYSTEMIC
INEQUALITY OF FOOD INSECURITY?

A HERSI OSMAN FILM WITH PARKDALE FOOD CENTRE

SITTING AT THE TABLE- A HUMAN RIGHT TO FOOD



**"A REFLECTION
OF UNJUST
FOOD
SYSTEMS"**

CHARLOTTE SPRING



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ABOUT THE FILM

Have you ever gone hungry because you didn't have enough money to buy food?

Have you ever imagined how you would feel if you didn't have the means to access the food your body needed?

Have you ever considered the systemic inequality of food insecurity?

Do you value the power of good food and its link to the social determinants of health?

The right to food is a fundamental human right.

In order to dig deeper into some of these experiences, the Parkdale Food Centre launched the "Sitting At The Table - A Human Right To Food" survey in the early months of 2021. Led by Dr. Spencer Henson of the Department of Food, Agricultural and Resource Economics at the University of Guelph & Rebecca Dorris, Neighbour Experience and Opportunity Coordinator at the Parkdale Food Centre this survey was distributed to 244 Neighbours and focuses on understanding:

1. Socio-economic characteristic of Neighbours
2. Food security status
3. Foodbank usage
4. Service provision

Surveys were distributed to Neighbours who access PFC programming; food bank, meal programs, cooking workshops & youth programs.

ABOUT THE FILM

Many interesting findings were determined from the results of the survey. The statistics and numbers are the reality that many face in the very community in which we live and work. Some of the results include the following:

- 85% of Neighbours could not cover an unexpected expense of \$500 from their own resources
- 88% worry that food will run out before they are able to buy more.
- 51% of Neighbours accessing our services went hungry in past 12 months because they could not afford enough food
- 40% of Neighbours accessing PFC programming did not eat for a whole day because there was not enough money to buy food.
- 40.5% of children were often or sometimes not eating enough because adult members of the household could not afford food.

The stark data that was uncovered in the 'Knowing Your Neighbours' Survey inspired Meredith Kerr, Manager Communications & Donor Relations to breathe life into these numbers through Neighbour-led storytelling and film.

These are their stories.



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ABOUT THE FILM MAKER

Hersi Osman



Hersi Osman - the one-man show behind the lens, brought these stories together on film.

An Ottawa-based videographer, Hersi is best known for his work as a special event videographer. He films and edits all his material and recently has started doing photography.

In his most recent work, you'll see Hersi capturing social justice protests, sharing his take on important topics, and advocating for systemic change.



From conception to completion - Mr.Osman was able to transform our vision into a visual masterpiece, an art, a platform, an advocacy tool. Our official movie will be shared online via the PFC Youtube Channel. From all of us at the Parkdale Food Centre, we extend our gratitude.

Film Maker's Statement

In a developed country like Canada, one would think there is enough government funding and fresh food options for everyone to access. There is an abundance of options for consumption, yet people are homeless without food, students are writing exams starving, and single mothers are choosing whether they can afford to eat dinner with their kids or not for dinner. Food insecurity is a silent topic amongst the community. This film has allowed me to shed light on the struggles everyday Canadians go through on a daily basis. It has brought people from different ethnic and cultural backgrounds together that have accessed Parkdale Food Centres programming over the past 12 months.

When I first picked up this project I knew the importance of not making a promotional video for a local food bank but sharing the stories of Neighbours that have experienced or currently experiencing food insecurity in their homes. Credit must be given to the interviewees because they trusted me with stories. With the limited time of knowing them, they opened up their hearts. It was emotional to listen to the hardships people had with the lack of food in their homes even with their employment and/or government assistance. This film highlighted the problems Canadians face regarding food insecurity, why this is a major concern nationwide, and various solutions to tackle this issue. By watching this film I hope the attention can be brought to the importance of food security and why it's a human right to access fresh affordable food.

Hersi Osman

Hersiosman51@hotmail.com

@hersishighlights on Instagram.



A Note from Karen Secord - Executive Director at PFC

Food should never just be someone else's cast-off. Food nourishes us in so many ways - brings joy, defines our cultures, marks celebrations, and tells stories.

Food is the stuff of childhood memories; the tastes and smells we love and hate and take to our graves.

We share good food as a show of respect, love, community, kindness and support. To not have enough income to purchase food creates a terrible stigma - a shame- that can be hard to overcome.

Income and not food banks, a delicious meal shared in the community, not a box of cans given in a lineup, is how we will rise up from the public health crisis our ignorance has created.

This video may be short but what it tells us should stay with us for a long time.

Karen Secord

Executive Director of The Parkdale Food Centre

karen@parkdalefoodcentre.org



IDEAS FOR SOCIAL MEDIA MESSAGING

- Save your virtual seat! Register for the virtual screening of Sitting At The Table - A Human Right To Food at 12PM (NOON) - Discussion with the filmmakers & PFC's Executive Director. We'd love for you to join us! Tickets are free & you can Register Here:
<https://forms.gle/p72QeV5GyqXd6faXA>
- We are excited to be part of a virtual screening event with @parkdalefood on today! A reflection of unjust food systems. Sitting At The Table - A Human Right To Food - WATCH THE TRAILER HERE:
<https://www.youtube.com/watch?v=GUVm6MZ1Hbs>
- Building healthier, more connected Neighbours and neighborhoods through good food, innovative community partnerships have been at the forefront of our work and mission, which is why we are excited to bring this film to our Ottawa community. Watch the movie by Hersi Osman and Parkdale Food Centre here:
<https://www.youtube.com/channel/UCTCPAjY4R233qREoySBgrOQ>
- Watch Parkdale Food Centre in: "Sitting At The Table - A Human Right to Food" - bringing more connected neighbourhoods and Neighbours. Equitable access to nutritious food is a fundamental human right. Here it from Neighbours in your community here:
<https://www.youtube.com/channel/UCTCPAjY4R233qREoySBgrOQ>

Just copy + paste!

IDEAS FOR SOCIAL MEDIA MESSAGING

When posting, please use the following Hash Tags & Mentions:

- Parkdale Food Centre

FB - @ParkdaleFoodCentre

IG: Parkdalefood

TW: @parkdalefood

LI: @parkdalefoodcentre

- Hersi Osman

IG @hersishighlights

- Hashtags

#GoodFood4All #NeighbourtoNeighbour #HintonburgCommunity
#Goodfood4all #OttawaCommunity #FoodSecurity #Healthy
#CommunitySupport #PowerOfFood #ottawa #YOW #Ontario #Parkdale
#sustainable #Canada #Community #Friendship
#CookingforacauseOttawa #OttawaFood #Donor #Donations #Giving
#BasicIncome #BasicIncome4All



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E-MAIL MARKETING/NEWSLETTER MESSAGING

Dear {{community members, Neighbours, etc}},

We are honored to have been a part of the virtual screening for Parkdale Food Centre's movie: "Sitting At The Table - A Human Right to Food".

Watch the trailer here: <https://www.youtube.com/watch?v=GUVm6MZ1Hbs>

With the talents of Hersi Osman & the direction of PFC, the short film discusses food insecurity, the poverty cycle, and the power of good food, through the voices of those that experience it, Neighbours in the community.

The film will be used as an advocacy tool, to challenge equitable access to food for all.

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Watch "Sitting At The Table - A Human Right To Food" on youtube:
<https://www.youtube.com/channel/UCTCPAjY4R233qREoySBgrOQ>

Be sure to subscribe to the Parkdale Food Centre's Channel!

If you have any questions please be contact the Parkdale Food Centre communications team at communications@parkdalefoodcentre.org

LOGOS

White background



[Click to download](#)

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[Click to download](#)

WEBSITE, LINKS & MEDIA

The Following are important links and information in relation to PFC's documentary!

Website: <https://parkdalefoodcentre.ca>

Trailer: <https://www.youtube.com/watch?v=GUVm6MZ1Hbs>

Youtube Channel: <https://www.youtube.com/channel/UCTCPAjY4R233qREoySBgrOQ>

Facebook: <https://www.facebook.com/parkdalefood>

Instagram Parkdale Food Centre: <https://www.instagram.com/parkdalefood/>

Film Maker Instagram: <https://www.instagram.com/hersishighlights/>

Twitter: <https://twitter.com/ParkdaleFood>

Linked In: <https://www.linkedin.com/company/parkdale-food-centre>

Parkdale Food Centre In the News:

CBC Canada: Outside the box: New community fridge aims to feed those in need" Read the Ottawa Citizen Article about the Community Fridge [here](#)

Ottawa Citizen: "Ottawa's first outdoor community fridge aims to help 'Neighbours in need'" - learn about the great work done by OCFP and the Hintonburg Community Association. Read it [here](#).

Crunch Community Podcast: Listen to our very own Karen Secord on Community Crunch Podcast. Listen [here](#).

Wellington West: "Meet the Parkdale Food Centre" - A lovely Q&A with our very own Communications Manager Meredith Kerr. Read it [here](#).

CTV News: Cooking For A Cause Ottawa interview with CTVNews and Executive Director Karen Secord. With 20 businesses involved connecting with 31 social service agencies, Cooking For A Cause Ottawa brings up to 5000 meals a week to Neighbours. Watch the interview [here](#)

A LOVELY REVIEW



A note from Charlotte Spring who is currently part of a team researching intersections of housing and food insecurity at the University of Calgary. Her PhD research was based on discursive relationships between food insecurity and food waste via critical ethnography of surplus food redistribution organizations, focussing on North of England but including regional, national, and global perspectives and a research trip to North America.

"I appreciated how the video nuances stereotypical representations of people experiencing food insecurity, and how people were able to talk about food insecurity as an ever-shifting experience that involves relationships with others, personal histories, and economic forces that are often out of people's control including precarious labour and inadequate wages. It's not easy to talk about these highly stigmatized issues, but Parkdale seems to have created some safe space for people to raise consciousness by seeing this food insecurity these food insecurity not as a shame-inducing individual failing but as a reflection of unjust food systems, while insisting that food should be delicious and joyful! It would be good to see more food charities and food centres enabling people to speak their truth, and speak it to power, by refusing to portray charity as the main solution and showing how food organizations can organize communities against injustice."

- Charlotte Spring, University of Calgary

Kindly leave us your review directly in the comments section on Youtube!
We'll be happy to share your review on our social media.



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THANK YOU!