

# WORLD HUNGER DAY 2018

MAY 28, 2018

## SOCIAL MEDIA TOOLKIT

[www.worldhungerday.org](http://www.worldhungerday.org)

#WorldHungerDay #EndHunger



## Hunger: It's About People

**On May 28, 2018, join us to celebrate the 8th annual World Hunger Day!** Started in 2011, World Hunger Day is an initiative founded by [The Hunger Project](http://www.thehungerproject.org) and celebrated by organizations around the world that aims to raise awareness for about the [815 million people](#) living in chronic hunger worldwide, to advocate for sustainable solutions to hunger and poverty, and to inspire *everyone* to be a part of the solution!

Hunger is not just about food. **That's why this year's theme for World Hunger Day is *Hunger: It's About People*.** The day will highlight the importance of fostering self-reliance, upholding principles of human dignity and recognizing that every human is inherently creative, resourceful, responsible and productive.

Join your partners around the world and celebrate World Hunger Day by supporting and sharing programs that empower people who reach across political and cultural boundaries in meaningful ways to act as agents of their own development.

**Join us this World Hunger Day and take action to end hunger. Learn more at [www.worldhungerday.org](http://www.worldhungerday.org)**

## Social Media Posts

### *General*

- The answer to hunger is people. Join us on May 28th to celebrate #WorldHungerDay by empowering individuals around the globe to join the fight against hunger! [www.worldhungerday.org](http://www.worldhungerday.org)
- On May 28th, we are stepping up to raise awareness for the 815 chronically hungry and celebrating the achievements of millions who are taking action to end their own hunger! #WorldHungerDay [www.worldhungerday.org](http://www.worldhungerday.org)
- The creativity and self-reliance of people living in conditions of hunger and poverty themselves is the key to ending chronic hunger! This #WorldHungerDay, join us and empower people around the globe to be part of the solution! #EndHunger

[www.worldhungerday.org](http://www.worldhungerday.org)

- After steadily declining for a decade, chronic hunger is on the rise due to global conflicts. But long-term sustainable interventions *\*are\** working and together we can find new ways to build inclusive, cohesive and resilient communities. Join us this #WorldHungerDay! [www.worldhungerday.org](http://www.worldhungerday.org)

#### *Featured Individuals*

- Meet Allan. Living on the edge of a wildlife reserve in Malawi, poaching was once the only reliable income he could find. Until now. Watch how sustainable farming empowered Allan, his wife, and their daughter to #EndHunger and thrive!  
<https://go.thp.org/Allan>
- Margret used to admire the women who could write their own name. Now she's graduating from an adult literacy program and starting a whole new chapter of her life. Celebrate Margret for #WorldHungerDay. <https://go.thp.org/Margret>
- "Women don't want to be stuck in their homes." Rubina is one of 20k youth volunteers in Bangladesh working to empower communities and end hunger. This #WorldHungerDay, watch and share her amazing story: <https://go.thp.org/Rubina>

#### *Calls to Action*

- The answer to #hunger is people. For #WorldHungerDay, celebrate the changemakers in your community and share their stories with the tag #PeopleEndingHunger.
- Gender inequality is at the root of chronic hunger. Who in your life is making a difference to build a world of equal opportunity? Is it you?! Let us know with the tag #PeopleEndingHunger.

### **Additional Links and Resources**

- World Hunger Day Website: <http://worldhungerday.org/>
- World Hunger Day Twitter: <https://twitter.com/worldhungerday>
- [Video: The Hunger Project, 40 Years of Transformation](#)
- [World Food Programme: Women and Hunger](#)
- [FAO's The State of Food Insecurity and Nutrition in the World \(2017\)](#)
- [FAO's Gender and Food Loss in Sustainable Food Value Chains \(2018\)](#)
- [UNICEF's Progress for Every Child in the SDG Era \(2018\)](#)

For more information about participating in World Hunger Day, please contact Jenna Recuber at [jenna.recuber@thp.org](mailto:jenna.recuber@thp.org).