



## **No-one Should Go Hungry Campaign Overview**

Last October the NACC launched its No-one Should Go Hungry campaign, highlighting the worrying results from Personalisation, Nutrition and the Role of Community Meals report, commissioned by the NACC. The campaign kicked off during National Community Meals Week and was supported regionally, with community meals service providers running some fantastic events up and down the country which highlighted the important work they do in the local community.

The NACC also wrote to local authorities during National Community Meals Week, asking them to consider the implementation of a Nutrition Standard to increase, and standardize, the quality of the community meals service and the food provided.

Reaching key decision makers was also a big priority for the NACC during National Community Meals Week. To do this the NACC worked with some key spokespeople including Baroness Greengross, who drafted a letter which appeared in House Magazine, calling on MP's to act now to stop elderly people suffering from malnutrition. The Baroness also drafted a letter to newspapers highlighting the issues older people face when hoping to receive good nutritional care.

All of the above formed the basis of a targeted national regional and trade media campaign, which achieved coverage in key titles, such as the Independent and Telegraph. The NACC also carried out an extensive social media campaign, targeting key organizations and celebrities who were passionate about these issues.

Following National Community Meals Week the campaign has continued to build. The NACC issued a Keeping Well in Winter booklet to all older people who receive the service, ahead of the cold snap. Highlighting the issue of malnutrition continued to be top of the agenda for the campaign and as a result the NACC issued a release with shocking statistics on the number of older people who tragically die in hospital due to being malnourished. Finally, before Christmas the NACC issued a plea to all communities, asking them to knock on the doors of their neighbours throughout the Christmas period to ensure they were warm and eating well.

The NACC will be continuing to push these messages throughout 2011, ensuring the issues surrounding nutrition in older people are front of mind for decision makers and to make sure those working in community meals services are recognized for the hard work they do.