

“Hunger Is Stressful” Campaign: MAZON Action Table at Purim Carnivals

Why:

As Purim approaches, we reflect on the powerful story of Esther, who advocated to change the fate of those who were marginalized. **In her spirit, call out the injustice of hunger this Purim by adding some learning and advocacy opportunities to your Purim carnival.**

What:

We are working toward a world free from hunger, but first we must create a world where people who find themselves in need are able to freely access benefits to help them feed their families with dignity. They do not feel shame that deters them from seeking out those benefits. They do not incur shame for using them (or indeed, other lasting disincentives). They are met by generously funded programs where the only metric for eligibility is need, provided by a nation and legislators and an electorate that understand that lifting up the most vulnerable among us lifts up us all – quite literally, as a boon to our economy, let alone the benefit to individuals’ health, productivity, and well-being.

MAZON has identified a unique relationship between stigma and policy change – the reduction of stigma towards people in poverty and the programs that benefit them leads to policy change, and similarly, policy change leads to the reduction of stigma. It is in this relationship that our education work lives, and where we need help from passionate community representatives across our nation.

We can change peoples’ minds about those who need and use programs like SNAP - and indeed, about how we can best address their needs - by challenging common assumptions, and we certainly can’t do that unless we have the opportunity. From there, we developed our **MAZON Action Table program** – where you can bring your knowledge and passion out into the community. Our hook is simple – encourage people to engage with you by participating in our meal plan activity, taking an advocacy action, or making a donation, and you can give them a MAZOrange in return! MAZOraNges are stressballs which read “Hunger is Stressful.” A keepsake to remember what they learned in their interaction with you. In the Purim spirit, MAZOraNges can also serve as a social justice element of a traditional Mishloach Manot fruit gift.

How:

If you're interested in this campaign, please get in touch with Deputy Director of Community Relations Liz Braun-Lilenfeld at lbrown@mazon.org. We'll arrange to send you your materials, give you a MAZON and hunger 101 to ensure you feel prepared to table, and hone-in on an appropriate advocacy action.

MAZON can provide:

Digital (to be printed by volunteer):

- Strategic Initiative Flyers
 - Military
 - Seniors
 - College Students
 - Israel
 - Indian Country
- 8 Myths About Hunger
- Quick Facts About Hunger
- [SNAP information for your congressional district](#)
- [A Closer Look at Who Benefits from SNAP \(state by state fact sheets\)](#)

Printed:

- MAZOranges
- Advocacy postcards
- Nutrition postcards
- SNAP Placemats
- Donation envelopes
- Hunger Story cards
- Brochures

Volunteer provides:

- Cash box and petty cash (for donations)
- Pens
- Table
- Chairs
- Tent if needed
- Sign
- Energy and passion