Who What Why Worksheet

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| WHAT is the problem (your data story’s purpose) | **How the Covid-19 pandemic shifted consumer access to food, impacting food security concerns.**  How might the US government ensure all consumers have equal access to food that is nutritious and sustainable all year around. |
| WHO is the stakeholder (target audience) | **Stakeholder: Government**  US Department of Agriculture (USDA)  US Environmental Protection Agency (EPA)  Food and Drug Administration (FDA)  Note: these three organisations are connected as part of the ***Federal Interagency Collaboration*** to reduce food loss, waste, and food insecurity. |
| What are their motivations/goals? | Their collaborative goal is to end world hunger and ensure access by all people, the poor and people in vulnerable situations, to safe, nutritious, and sufficient food all year round. Vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands. |
| What are their views/beliefs? | Reducing food insecurity presents opportunities to:   * Address poor human health and lifestyle * Increase productivity and economic efficiency; and * Ensure equality in poor socio-economic areas |
| What are their responsibilities? | USDA - provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.  EPA – to protect human health and the environment. They develop and enforce regulations, give grants, research environmental issues, and educate people about the environment  FDA - protecting the public health by ensuring the safety, efficacy, and security of human and veterinary drugs, biological products, and medical devices; and by ensuring the safety of our nation's food supply, cosmetics, and products that emit radiation. |
| What are their risks/fears? | The government fears not enough people have access to food, creating food security concerns caused by a range of social and economic factors.  Need to ensure there is economic support for food supply to meet food demand to keep prices stable. Fears demand exceeds the supply causing food security concerns and panic in the public.  Need to distribute food equally to ensure people have access to food. |
| What actions are available to them? | 1. Target low socio-economic areas with heightened food insecurity by providing economic support through investments into food banks/programs that can increase access to food; and 2. Provide market regulations to ensure there is economic support in food supply/demand to keep prices stable without causing market inefficiencies. 3. Reduce poverty as an integral step to reducing hunger 4. Create more accessible and affordable food production and distribution systems 5. Address the impacts of climate change and improve market competition to ensure long-term food sustainability for all |
| WHY should they help you?  Intersect as many of the 5 items above as you can. |  |

***Pitch***

Target Audience: Government which includes US Department of Agriculture (USDA), US Environmental Protection Agency (EPA), and Food and Drug Administration (FDA) [note: these three organisations are connected as part of the ***Federal Interagency Collaboration*** to reduce food loss, waste, and food insecurity.]

Image waking up one day knowing that you are one pay-check late to not having food for the day, knowing that egg prices have skyrocketed which you can’t afford, or knowing that your local food bank will soon close up. This is what 44 million Americans experience being food insecure every day in this cost-of-living crisis with 1 in 5 children facing hunger in 2022. Without proper nutrition and quality access to food, increased food insecurity will cause long-term detrimental impacts on the nation’s health, lifestyle and mortality, reducing economic efficiency.

Food insecurity doesn’t just come from inequality and poverty in low socio-economic areas. People experience food insecurity in every community due to economic instability, food market volatility, and the lack of access to food. With the pandemic shifting consumer behaviour and access to food, it is imperative as economic leaders to immediately take action to combat and eliminate food insecurity.

Hence, I urge you to increase investments into its food banks/programs that can increase access to food. Furthermore, provide economic support in low socio-economic areas with heightened food insecurity by improving infrastructure, population growth, and environment to sustain food systems and accelerate economic wellbeing in these disadvantaged communities. Lastly, provide market regulations to ensure there is economic support in food supply/demand to keep prices stable without causing market inefficiencies, ensuring long-term food sustainability for all.

***Hook***

Imagine waking up one day knowing that you are one pay-check late to not having food for the day, knowing that egg prices have skyrocketed which you can’t afford, or knowing that your local supermarket is stripped bare of basic food. This is what Trish  experienced during the stressful Covid-19 pandemic, being hit both financially and culturally as a community in rural Wyoming.

Without proper nutrition and quality access to food, increased food insecurity will cause long-term detrimental impacts on the nation’s health, lifestyle and mortality, contributing to the decline in economic welfare in America.