



# Senior Hunger Awareness Month

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## Social Media Toolkit

### April is Senior Hunger Awareness Month!

In every county of the Texas Panhandle, older adults face food insecurity. Together, we can raise awareness and connect seniors to vital resources.

### How to Use this Toolkit

We want to make it as easy as possible to get the word out!

- Copy and paste the messages below
- Pair with any of the provided graphics
- Post on social media - Facebook, Instagram, LinkedIn, or even email newsletters
- Tag the Bivins Foundation, other partners, and shout out your local program(s)
- Don't forget to include **#SeniorHungerSolutions** and **#SeniorHungerAwarenessMonth**

Customize any of these to fit your needs! Use these ideas as a starting point to brainstorm your own content and tailor the messaging to fit your community.

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#### Post #1 April is Senior Hunger Awareness Month!

Over 11,000 older adults in the Texas Panhandle face food insecurity but help is available.

Find local food resources, including meal programs and food pantries:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)

#### Post #2 In the Texas Panhandle, at least 11,879 adults age 65+ are experiencing food insecurity.

Together, we can raise awareness and connect seniors to the resources they need.

Learn more: [www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)

#### Post #3 Looking for food assistance for yourself or a loved one?

The Senior Hunger Solutions directory helps you find local resources by county, including:

- Food pantries
- Congregate meal sites
- Home-delivered meals

Visit: [www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)

#### Post #4 In [COUNTY NAME], over [INSERT NUMBER\*] older adults are facing food insecurity.

If you or someone you know needs help, find local food resources here:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)

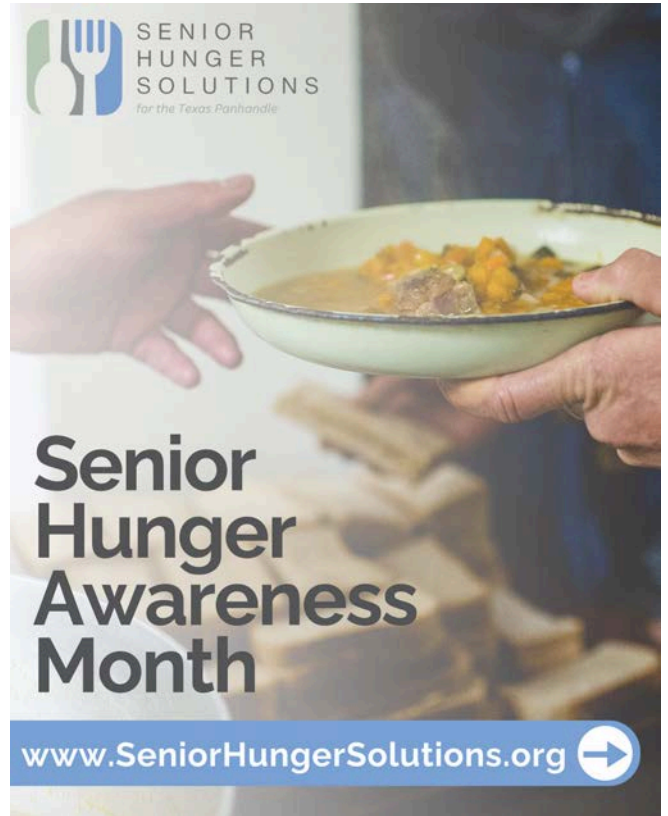
\*Find the number of food insecure adults age 65+ in your county on [SeniorHungerSolutions.org](http://SeniorHungerSolutions.org)

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- Post #5** How many older adults in your county are facing food insecurity?  
Find local data and learn more:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)
- Post #6** Did you know you can see how many older adults in your county are experiencing food insecurity?  
Visit [www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org) to explore local data and better understand the need in your community.  
Awareness is the first step toward making a difference.
- Post #7** You can help end senior hunger in your community.  
Find local organizations serving older adults and learn how to get involved:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)
- Post #8** April is Senior Hunger Awareness Month, and we're proud to be part of the network supporting older adults in our community.  
If you or someone you know needs help with food, we're here.  
You can also find additional local resources here:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)  
Together, we can make sure no senior goes hungry.
- Post #9** During Senior Hunger Awareness Month, we're highlighting the importance of making sure older adults have access to nutritious food.  
At [ORGANIZATION NAME], we provide [meals, food pantry items, deliveries, etc.].  
Find more resources in your area or learn how to get involved:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)
- Post #10** We're on the front lines of addressing senior hunger in our community and we can't do it alone.  
This Senior Hunger Awareness Month, consider getting involved:  
Volunteer  
Donate  
Share resources with those in need  
Find us and other local programs here:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)
- Post #11** We're proud to serve older adults in our community this Senior Hunger Awareness Month.  
Need food assistance or want to help?  
Find local resources and partners:  
[www.SeniorHungerSolutions.org](http://www.SeniorHungerSolutions.org)
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Preview of Available Graphics



Senior Hunger Awareness (1)



Senior Hunger Awareness (2)



Senior Hunger Awareness (3)



Senior Hunger Awareness (4)

Preview of Available Graphics

Number of Food Insecure - Picture Graphic

Find Food Resources - Picture Graphic

Find Food Resources (ES) - Picture Graphic

County Food Insecure - Picture Graphic

Help with Food - Text Graphic

Help with Food (ES) - Text Graphic

How You Can Help - Picture Graphic

Number of Food Insecure - Text Graphic

Number of Food Insecure (ES) - Text Graphic