

ILLUNNATA TOOLKIT

Illunnata means *all of us* in Inuktitut because all of us deserve food security.

The Illunnata campaign for food security across Inuit Nunangat and northern communities started from a resolution passed at the Public Service Alliance of Canada (PSAC) 2018 National Convention in support of PSAC North members and their communities.

This campaign aims to show the rest of Canada what northern food insecurity looks like and demand federal support for northern-led solutions.

In this toolkit, you'll find tips and tools for you to join Illunnata. For PSAC North members and friends, please consider sharing your stories about northern food insecurity on social media and use the hashtags: #Illunnata and #CdnFoodJustice.

All Canadians can join #Illunnata by resharing the campaign posts to build awareness and action to end food insecurity across Inuit Nunangat and northern communities.



79% OF CHILDREN IN NUNAVUT LIVE IN FOOD INSECURE HOUSEHOLDS.



THE RATE OF FOOD INSECURE HOUSEHOLDS IN NUNAVUT IS NEARLY 8X GREATER THAN THE REST OF CANADA.



NEARLY 60% OF HOUSEHOLDS IN NUNAVUT ARE FOOD INSECURE — MORE THAN TRIPLE THE RATE OF THE REST OF CANADA.

HOW TO ENGAGE

- Share the sample social media posts in this toolkit or customize them for your networks.
 - Download the shareable graphics in this toolkit to share on your social media.
1. Check for new posts to share.
 2. Reply to content on the [@PSAC_AFPC](#) Twitter and [@PSAC.National](#) Facebook pages.
 3. Use hashtags #Illunnata and #CdnFoodJustice and reply to other #Illunnata content.

WHAT YOU CAN DO

Milk and bread are considered staple foods, yet the prices of these items are often unaffordable across Inuit Nunangat and northern communities.



POST A PICTURE

Help change the current unsustainable food system for the better by showing this government and the rest of Canada what food insecurity looks like in your community.

PSAC North members and their communities can join the conversation about food insecurity and demand change by posting photos or videos on social media that show food prices at their local grocery stores.



WHAT HAS YOUR EXPERIENCE BEEN WITH FOOD INSECURITY?

Will you share your story on social media and use the hashtag #CdnFoodJustice?

VISIT ILLUNNATA.CA TO SUBMIT YOUR STORY ABOUT FOOD INSECURITY.



**HUNGRY
FOR
JUSTICE**

SPREAD THE WORD

If sharing a story isn't for you, help us reach other northern community members or spread the word to people across Canada that northern food insecurity is at a crisis point. Use these sample social media posts or customize them for your networks.

What does food insecurity look like in your community? Share a picture of the food prices in your local grocery store.

#CdnFoodJustice #Illunnata

Food insecurity that exists in some northern communities is unthinkable for many Canadians. Join **#Illunnata** to show the rest of Canada what food insecurity looks like in northern households.

#CdnFoodJustice #Illunnata

Hunger is not just about food. Decent work opportunities, education, mental health, and climate change are all tied to hunger and poverty. Share your story of food insecurity to draw attention to northern food insecurity.

#CdnFoodJustice #Illunnata

In one Inuit region, 70% of adults live in food insecure households — that is 6x higher than the Canadian national average. Show the rest of Canada what northern food insecurity looks like. Share photos of food prices at your local grocery store and use these hashtags.

#CdnFoodJustice #Illunnata



SUPPORT NORTHERN FOOD SECURITY

Join PSAC members in supporting northern communities by sharing these messages about the state of food insecurity.

The pandemic proved that current food systems don't serve Inuit Nunangat and northern communities. Northern and Inuit communities must lead the solutions to food insecurity — not only for affordable access to nutritious food, but to increase economic prosperity for our communities.

[#CdnFoodJustice](#) [#Illunnata](#)

Northern communities need federal investment in solutions that address food insecurity across Inuit Nunangat and northern communities. These solutions need to be Inuit and community-led and foster resilient northern food systems.

[#CdnFoodJustice](#) [#Illunnata](#)

Many PSAC members live in communities that lack access to affordable and nutritious food for local families. They need something many of us already enjoy — affordable food solutions.

[#CdnFoodJustice](#) [#Illunnata](#)

ADDITIONAL TIPS:

Consider using Instagram stories as well. For steps on using stories, refer to Instagram's help centre.

Consider using trending hashtags to get attention (e.g. [#foodie](#) [#TorontoFood](#) [#VancouverFood](#)).

In stories or reels, avoid placing hashtags and mentions on left and right sides, where someone would tap to go to the next photo.

ILLUNNATA IMAGERY AND SHAREABLES

Pictures and videos have a huge impact. You can download shareable campaign graphics to post directly to social media. Visit

[DOWNLOAD SHAREABLES](#)