



live
below
the
line



Could You
Do It?



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the
line

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\$1.50 a day
for 5 days



The U.S. Fund for UNICEF invites you and your family to **Live Below the Line** and join the challenge faced by 1.2 billion people around the world.

Living on \$7.50 a week is both harder and easier than you think. Harder, because we take for granted the small change and even the big bills that help put food on our table. Easier, because if millions of families can make the best of limited resources, so can you.

But more than just empathy, we want to build a movement of activism. This begins with awareness, discussion and passion for our goal – to help reduce profound poverty and hunger.

The U.S. Fund for UNICEF offers some ways you can approach the topics of poverty, nutrition and social impact. Make the most of your five-day challenge to visit the issue — in the store, in the kitchen or at the table.



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CAN POVERTY BE ERADICATED?

Plenty of development experts and policy makers believe it's worth trying. In fact it is the very first Millennium Development Goal: to halve the number of people suffering from hunger by 2015. More than half of all developing countries are on track to meet that goal. There are 700 million fewer people living in poverty today than in 1990. What do these numbers mean to your child? Discuss possible ways that we can (and have) address poverty in different parts of the world. (Here are some hints: jobs, agriculture, education, and nutrition programs.)

POVERTY = LACK OF OPTIONS.

When you visit your local grocery store, take note of how the products are arranged, displayed and advertised. Imagine a grocery store that was arranged strictly by price tag. How big would the aisle for shoppers on a poverty budget be? If this is a topic that speaks to your child, you can explore further by visiting supermarkets in low-income neighborhoods and comparing them with those in your own. In America, there is a growing debate about the availability of healthy, affordable groceries in impoverished neighborhoods. Because so many families find that their cheapest meal options come from fast food or poor quality ready-made, processed products, there is a very tangible link between poverty and health.



POVERTY IS PERVERSIVE.

1.2 billion people on the planet live in poverty. That's four times the population of the United States. Take a moment to look at a map of the world with your youngster. See if you can identify together areas of dense population and regions with high poverty rates. What about countries that have agricultural production versus industrial. Ask your children where they think hunger is most pervasive in the world and discuss why. You can check your deductions against this hunger map (link below) created by the World Food Program.

<http://cdn.wfp.org/hungermap/#>



IS THERE REALLY A SUBSTITUTE FOR FOOD?

In hospitals, people with compromised systems are sometimes kept on a diet of "Ensure" for weeks. Children at risk of malnutrition are given a high-calorie food paste called "plumpy nut" to stave off starvation. Health food and fitness stores both carry shelves full of "supplements." Take a moment over dinner to discuss what it is we really need from our diets to stay healthy and why high energy drinks, high calorie milkshakes and enriched peanut butter have an important function... but not as a daily diet. Ask your child what they think of when you say "food supplement" or "food substitute."



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IN THE KITCHEN.

We've provided some sample recipes livebelowtheline.com/us-unicef for your five-day Live Below the Line challenge. Have fun making some surprisingly tasty low-budget meals and take the time to talk with your young sous-chef about the relationship between cheap food and good food. Does lunch have to be expensive to taste good? Of course not. Let your culinary work spark a discussion about favorite foods, comfort foods and the universal truth that some of the best dishes, from Italy to China to Tunisia, are based on the simplest recipes. You can also spend an afternoon doing inventory on your own pantry: what's your snack cabinet worth? How many days could a family in poverty live on that?

WHAT CAN YOU DO?

We want you to use the Live Below the Line challenge to discuss the issue of global poverty with your family. But we also want you to contribute to its eradication. Don't forget to talk about strategies for making your challenge a fundraising success. Whether it's by establishing goals or assigning outreach, make your campaign a family affair.

WHAT IS THE WORLD DOING?

Over the past 3 years, over 25,000 people across the world have taken the challenge to eat and drink on \$1.50 a day for 5 days, raising over \$4.4 million for the world's leading anti-poverty organizations. Are they spreading the right messages? How has your family learned from other engaged participants?