



**Project Management Community Awareness Event**

Park Tudor School  
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Indianapolis, Indiana 46240

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# TABLE OF CONTENTS

<b>I.</b>	<b>Executive Summary</b>	<b>1</b>
<b>II.</b>	<b>Initiating</b>	<b>3</b>
	A. Statement of Problem	3
	B. Rationale	3
	C. Target Population	4
	D. Expected Benefits	4
<b>III.</b>	<b>Planning &amp; Organizing</b>	<b>5</b>
	A. Project Goal #1	5
	B. Milestone #1	6
	C. Human Resource Management Plan	9
	D. Quality Management Plan	10
	E. Risk Management Plan	11
	F. Proposed Project Budget	11
<b>IV.</b>	<b>Execution</b>	<b>12</b>
<b>V.</b>	<b>Monitoring &amp; Controlling</b>	<b>18</b>
<b>VI.</b>	<b>Closing the Project</b>	<b>19</b>
	A. Evaluation of Key Metrics	19
	B. Lessons Learned	19
	C. Recommendations for Future Projects	20
<b>VII.</b>	<b>Bibliography</b>	<b>20</b>

# I. EXECUTIVE SUMMARY

## CAMPAIGN OBJECTIVES

Educate students on the impact of food deserts and how common they are throughout Indianapolis

Establish and expand our social media platform, to raise awareness virtually

Organize food drives and/or events to raise awareness about food deserts and bring necessities to those in need

## MAJOR MILESTONES

### Westminister Holiday Drive:

Collect 900+ donations: fruit cocktails, shampoo bottles, & deodorant cans

### Volunteer Group -

**Crooked Creek Food Pantry:** 10 volunteers, 140+ hours collectively

### Raise Awareness Virtually:

Instagram Live Event 55+ views, Q/A session, & Fun Fact Friday Series, obtained 700+ followers

### Student-Led Undertaking

**Grant:** Gift-basket fundraiser, granted \$200, raised \$500 for Midwest Food Bank

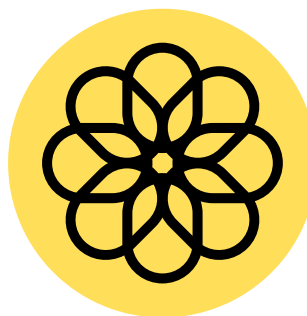
## PROMOTIONAL OPPORTUNITIES



INSTAGRAM,  
FACEBOOK, TWITTER



FLYERS



LOOM VIDEOS



PARK TUDOR TIMES  
(school newsletter)

**200,000+**

INDIANA RESIDENTS  
LIVE IN FOOD DESERTS

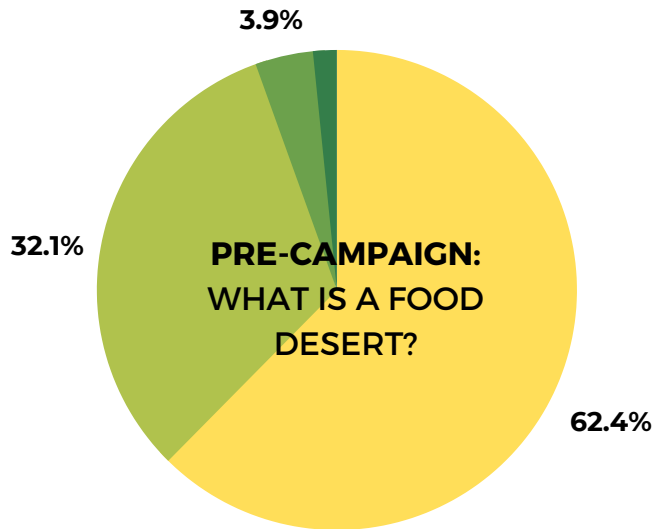
**100+**

FOOD DESERTS IN  
INDIANA

**LAST**

INDIANAPOLIS RANKS  
LAST NATIONALLY FOR  
ACCESS TO FOOD

# I. EXECUTIVE SUMMARY



- 62.4% --> an urban area which has no readily available access to fresh food
- 32.1% --> any area with no easy access to produce
- 3.9% --> any area where people are prohibited from buying and/or never buy fresh food
- 1.6% --> any area with no easy access to fresh and nutritious produce

Our survey found that many people in our community are unaware of the prevalence of food insecurity in Indiana. Only 32.1% of the responders picked the correct choice on the definition of a food desert.



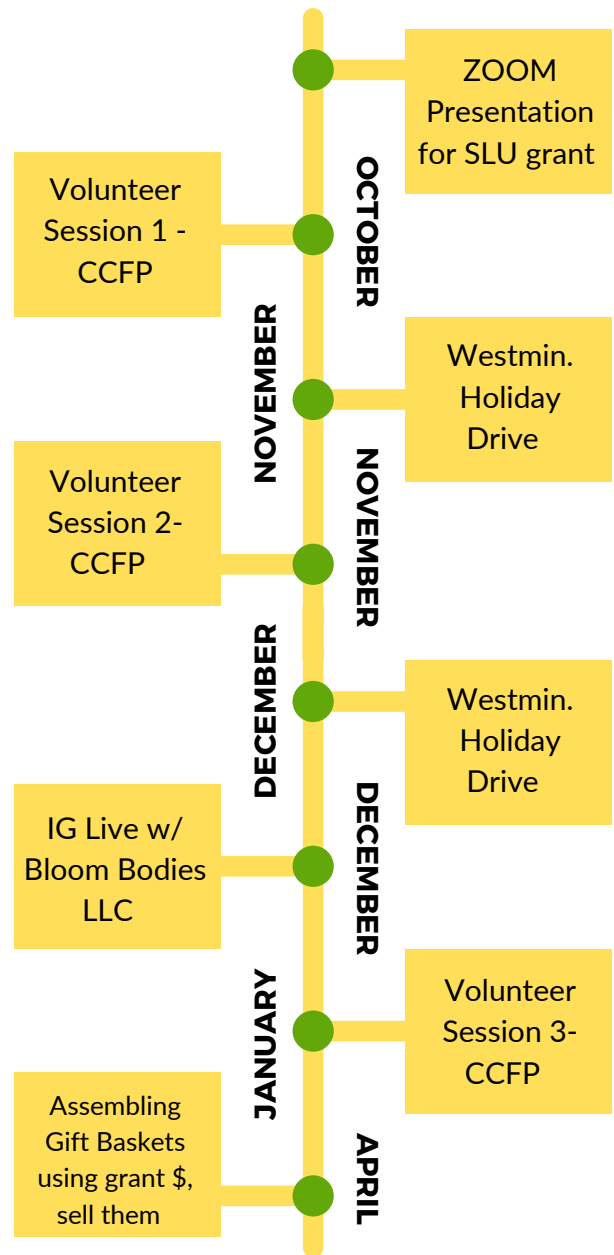
**Option 1** --> any area with no easy access to produce

**Option 2** --> an urban area which has no readily available access to fresh food

**Option 3** --> any area where people are prohibited from buying and never buy fresh food

In the progress check survey we sent out in January 2021, we received a higher proportion of correct answers. Nearly 85% of responders were now aware of food insecurity in Indianapolis and knew what a food desert was. We also received input from responders on how they are serving those in need in their community.

## CAMPAIGN TIMELINE



## OUTCOMES

- Educated and motivated Park Tudor students and families to take action in their community
- Organized multiple food drives and events with definite goals and implemented consistent volunteering opportunities for students and parents accumulating 100+ hours
- Developed partnerships with multiple food banks, and raised \$500 for Midwest Food Bank
- Obtained 730+ supporters on Instagram @ptcookingupawareness, held a Q/A session, "Fun Fact Friday" sessions, an Instagram live event, and information regarding upcoming events

# II. INITIATING

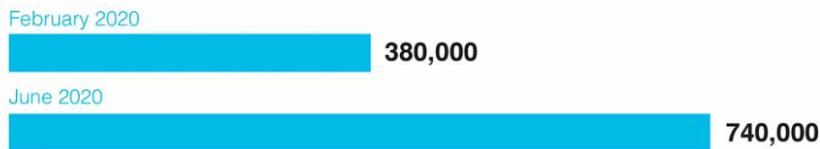
## A. STATEMENT OF PROBLEM

According to the American Nutrition Association, food deserts are parts of the country lacking an adequate supply of fresh fruit, vegetables, and other healthy whole foods, usually in impoverished areas. Essentially, food deserts are areas where people have limited access to supermarkets and grocery stores, typically due to having a low income or unreliable access to transportation. In terms of the extent of food deserts, nearly 2.3 million Americans live more than one mile away from the supermarket and do not own a car.

In the midst of the public health crisis with the COVID pandemic, many people are now learning what it is like living in a food desert. According to Lauri Andress, assistant professor at the WVU School of Public Health, all the COVID regulations that have been put in place, although necessary, have also negatively impacted those living in poverty within food deserts. We know that a person experiences food security when they have reliable access to transportation and a consistent salary. However, for those who rely on others for transportation and for whom employment may be sparse or difficult to find, obtaining healthy, fresh, and nutritious food becomes a challenge especially because many businesses have been shut down.

In Indianapolis, the pandemic has inspired a great increase in food insecurity, a lack of regular access to adequate food. Nearly 100% of the food banks across Marion County have reported a spike in need this year due to COVID. A new study measured how hunger has increased in Marion County due to the health crisis. The number of additional meals it would take to achieve food security is known as the meal gap. In June, the number nearly doubled from 380,000 in February to 740,000 for Indianapolis. Even though government programs and nonprofit assistance has nearly doubled, the gap continues to rise.

### The Meal Gap In Indianapolis



The number of additional meals it would take to achieve food security is known as the meal gap.  
Source: Indy Hunger Network

With food insecurity on the rise, there is a need for education, communication, and action. To help initiate these changes, we have implemented our campaign Cooking Up Awareness, which targets Park Tudor families as well as the Indianapolis Community. **We would like to clarify this is our second year with the campaign and all events executed in this paper are from this school year. Last year was primarily our trial year where we conducted research through surveys, interviews, etc.**

## B. RATIONALE

It's imperative to understand the challenges of food deserts. What difference does it make living in a food desert? Is the ability to obtain transportation in order to access food an issue that should be considered? One must realize that food insecurity is a complex situation. Low-income families are influenced by many overlapping issues such as low wages, medical fees, health issues, affordable housing, and much more. Food deserts are harmful to an individual's health, especially since each food desert comes with a series of health issues.

One of the reasons why we chose to explore this particular issue is to urge people to recognize the importance of their local grocery stores and supermarkets. As students who attend a predominantly white, independent private school in Indianapolis, we hope to advocate our community to understand the significance of food deserts, especially since white neighborhoods have an average of four times as many supermarkets and grocery markets in African American communities, and they are usually in smaller spaces with a smaller selection of items, according to the Food Empowerment Project (F. E. P.). Their choices about their meals every day are extremely limited with the options available to them. However, for people like us, we should be extremely grateful for the wide variety of foods available to us on a daily basis, and we should reconsider wasting the amount of food we waste at lunch or at home in general. Especially with the coronavirus pandemic, food banks are most certainly in greater need than ever.

We strive to educate and take action with our community, whether in person or through a virtual format. We strive to motivate the people of Indianapolis and Park Tudor to contribute, volunteer, and take action whenever they can. Oftentimes people travel to rural villages in Africa or India to help out with kids and families in those areas, which is a great way to help out people in need. However, there are many impactful ways citizens can support those right in their hometowns. People often don't realize how households and neighborhoods just across the street from them may be suffering more than they believe. **Throughout our campaign, we emphasized the importance of not only food donations, but also sanitation/hygiene products, as many living within food deserts are not only affected by poor nutrition but also a lack of access to basic sanitation products.**