




Experience report


Solidarity in focus: case studies on actions to combat hunger

Solidariedade em foco: relato de experiência sobre ações de combate à fome

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Abstract

Objective: presenting the results obtained through a project aimed at actions to combat hunger, through the collection of food and personal hygiene products, carried out in conjunction with a Religious Institution in a northern Minas Gerais city. **Methods:** this is a case studies of experience that describes the results of a social project. Tools such as 5W2H were used for project planning. For dissemination, social networks such as WhatsApp to Instagram were used. **Results:** having been defined the institution to be benefited and the collection goals, the team executed the dissemination strategies. We also opted for the creation of a logo and Instagram development of the project where posts were published. An important partnership was also established with the city's Infantry Battalion. **Conclusion:** the joint work for actions aimed at helping others always has very positive conclusions. The action presented here reached the collection goals defined by the team and factors such as partnership and use of social networks greatly contributed to the result.

Keywords: Eradication of form. Social project. Social networks.

Resumo

Objetivo: apresentar os resultados obtidos por meio de um projeto voltado para ações de combate à fome, através da arrecadação de alimentos e produtos de higiene pessoal, realizado em conjunto com uma Instituição Religiosa em uma cidade norte mineira. **Métodos:** trata-se de estudo do tipo relato experiência que descreve os resultados de um projeto social. Para o planejamento do projeto, foram utilizadas ferramentas, como 5W2H. Para a divulgação, utilizaram-se redes sociais, como o *WhatsApp* e o *Instagram*. **Resultados:** tendo sido definida a instituição a ser beneficiada e as metas de arrecadação, a equipe executou as estratégias de divulgação. Optou-se, também, pela criação de uma logomarca e desenvolvimento do *Instagram* do projeto onde *posts* foram divulgados. Firmouse, ainda, importante parceria com o Batalhão de Infantaria da cidade. **Conclusão:** o trabalho conjunto para ações voltadas à ajuda ao próximo tem sempre conclusões muito positivas. A ação aqui apresentada atingiu as metas de arrecadação definidas pela equipe e fatores, como parceria e utilização de redes sociais, muito contribuíram com o resultado.

Palavras-chave: Erradicação da fome. Projeto social. Redes sociais.

INTRODUCTION

Established by the United Nations (UN), the Sustainable Development Goals portray some global goals to be worked on by 2030 in search of a better quality of life for all (CEBDS, 2017).

The objectives include themes such as education for all, social equality, eradication of hunger and care for the environment, ensuring a dignified and peaceful coexistence society.

According to the Pan American Health Organization (PAHO, 2020), with the arrival of the Covid-19 pandemic, the number of families in a situation of food shortage, due to prevention measures taken to contain the spread of the Covid-19 virus, increased significantly. According to data from the National Survey on Food Insecurity, in 2018, 10.3 million families lived in a situation of vulnerability. In 2020 this number increased to 19 million, portraying a significant increase in the numbers in the comparison made in a short period of time.

In view of the above, a project entitled “Solidarity in Focus” was developed, in response to the proposal of the Integrative Project of the Administration course, to collaborate with the eradication of hunger through the collection of food and personal hygiene products to meet the needs of families who are assisted by a religious institution.

The institution chosen to receive the donations was the Parish of Menino Jesus de Praga, located in the Alice Maia neighborhood, in Montes Claros, northern Minas Gerais. Currently, the own seeks to serve around 30 to 40 families monthly, and this number may vary according to the donations received by the faithful.

EXPERIENCE REPORT

The Solidarity in Focus project began in March 2021 from the Integrative Project of the administration course of the University Center FUNORTE. Online meetings were held via meet with the presence of team members to define the main objective, strategies and goals to be achieved for the realization of the project.

Once the theme and goal were defined, the team met to discuss how the collection would be made and to which institution the donations would be allocated. We chose to partner with the Parish of Menino Jesus de Praga, located in the Alice Maia neighborhood, in Montes Claros - MG, and which already does a work to collect food for donations to families in vulnerable situation of the parish region, through the Mass of Kilo, held every third Sunday of each month.

After the definition of the institution, there was a meeting with the responsible members of the Parish to present the project. These officials immediately agreed, as with the pandemic, the number of donations had decreased, preventing many families from being served by the parish.

With the objective defined and the institution chosen, the team began to design strategies for dissemination of the project through a WhatsApp group and virtual meetings via meet. We also opted for the creation of a logo, posts for dissemination on Instagram and on the personal social networks of the members. Subsequently, the partnership was established with the 55th Infantry Battalion (IB) through a team member, a partnership of great importance for the Solidarity in Focus Project. Twenty-five basic baskets and 15 personal hygiene kits were given by the 55th Battalion. As a way of thanking the donations received, some team members made a visit to the 55th IB to deliver souvenirs to representatives of the Municipal Army.

After the donations were collected the next day, team members gathered to deliver 28 baskets of non-perishable food and 15 personal hygiene kits to the Menino Jesus of Praga. It was a gratifying moment for the recognition received from the institution, as well as the internal joy for achieving the stipulated goal, softening the hunger of needy families in the parish region.

FINAL CONSIDERATIONS

Considering that the period between 2020 and 2021 was atypical, due to the pandemic situation experienced, the success of the action motivated the awakening by helping others. Through the results obtained, it was possible to realize that the project sensitized several individuals and institutions to improve the quality of life of the people who are served by the Parish of Menino Jesus of Praga. By stimulating people for the common good, the project also contributed to a better experience in a more just and fraternal society. Through donations, it was possible to promote the well-being of those who need and live in a situation of social vulnerability, in addition to the exercise of citizenship. In this way, the project paved the way for others to be encouraged to change some of their habits. Finally, social responsibility is a duty of all: organization, community and government. At the end of the project, the coherence between the objectives and the results was verified.

The conclusion of the team members is that projects that aim to contribute to social justice are not so simple to be executed, especially in a country with so many inequalities. On the other hand, it was proven that joint work and actions aimed at helping always have positive conclusions.

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Figure 1: Project logo. Montes Claros, MG.

