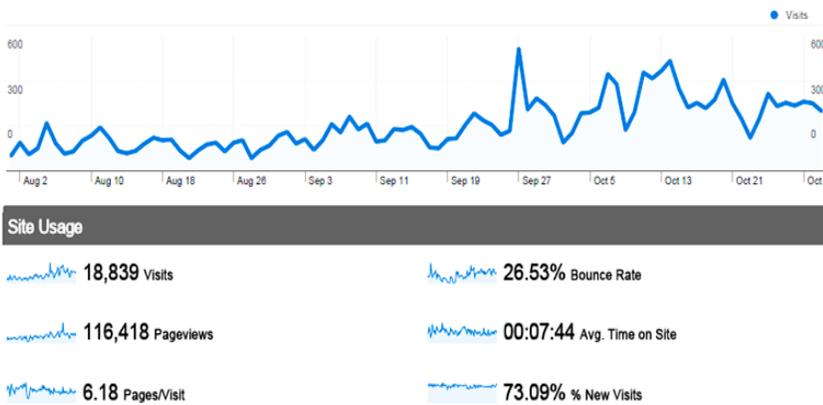
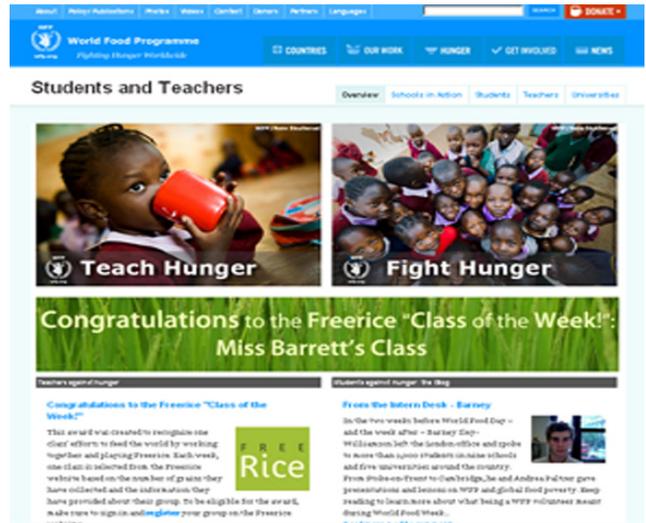




We Are Where Students Are: On the Web

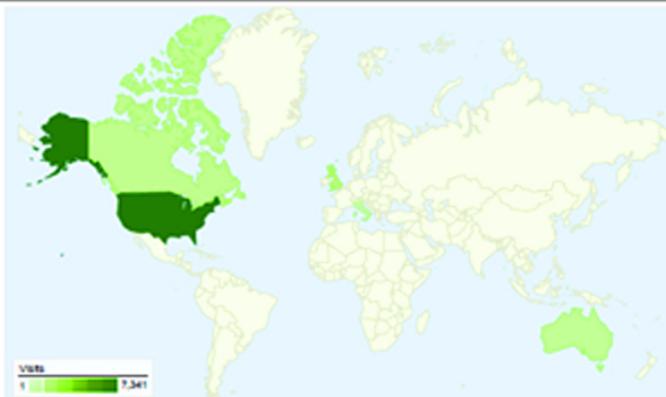
The WFP Students and Teacher section of the website was launched in May of 2009. It was envisioned that the site would be a place for learning, exploration, and interaction amongst people with the power to change our world. Since its launch, the site has grown from a simple storehouse of content, to a dynamic and engaging source of news and information. The site features original videos, photos, and stories. Many of these are guest written by students around the world. This website has become a platform on which the work of students fighting to end hunger can be showcased, and in turn has become a place for youth to come for ideas and inspiration.



Analytics for the site have been upward trending, with the average time spent on the site consistently over 7 minutes. The engagement rate is high, which indicates users visit the site intending to interact with its content for extended periods of time. We credit this largely to the engaging nature of the stories and the large percentage of user-generated content.

As can be understood from looking at the map below, the majority of our traffic comes from North America. Youth in this area express a growing interest in resolving social issues, and are taking an initiative in the fight against hunger. Youth in the UK and Italy are also frequent visitors of the site. Schools in the UK have active UN societies, whose initiatives are often the focus of stories and videos featured on our website.

Map Overlay



Students

LSE "Fill The Cup" Event Video

Published on 02 November 2010

For the second year running, students from the London School of Economics' UN Society gave a voice to the hungry on their campus by organising a Fill the Cup Week around World Food Day. WFP Volunteer Barney Iley-Williamson went to the event and met some of its organizers. Together, these students raised enough money to feed almost 6,000 children through WFP's school meals programme!

Watch the video below, and click here to read the full story!

Constantly-Changing Content

Fresh content on a regular basis encourages Students and Teachers to visit the site frequently. We update content on a daily basis, and there is always a new feature being developed by our Youth Outreach team. The most recent addition to our site is a Forum, on which teachers and students of all ages can engage in global dialogue on the issue of hunger and potential solutions. The Forum, titled “Food for Thought,” is primarily geared toward University students and those looking for a deeper level of intellectual engagement. Guest writers, including speakers and globally-known authors will be featured on the site, each writing and engaging with students on a different topic. The forum can be accessed at groups.wfp.org and anyone is welcome to create a user login. “Food for Thought” offers an incredible way for WFP to harness the intellectual conversations that are already occurring in the University community and provide resources and a platform for discussion on all issues surrounding hunger.

Where do our Users Come From?

As can be seen in the graph to the right, visitors to the Students and Teachers section come from two primary sources: Referring Sites and Search Engines. The primary referring site is freerice.com, which has been a driver of traffic to the site since we began linking in the Freerice blog. The strong search engine percentage indicates that web users are actively seeking out hunger-related content



- **Search Engines**
7,090.00 (37.63%)
- **Referring Sites**
6,803.00 (36.11%)
- **Direct Traffic**
3,712.00 (19.70%)
- **Other**
1,234 (6.55%)

Food Force and Virtual Edu-tainment

In addition to a wealth of on-site material, the Students and Teachers section also offers links to other activities and games created by the World Food Programme. One of these activities is “Food Force,” an educational video game which takes players through 6 missions on the fictional island of Sheylan in order to help them understand the steps involved in providing aid during a food crisis.

The game is free, and downloadable from the website. It is available in English, French, German, Portuguese and Suomi. Though the game was launched in 2005, it is still played in schools around the world, as well as downloaded onto personal computers for at-home play. The game symbolizes the World Food Programme’s innovative partnerships in technology and commitment to education as a means to fight hunger. Engaging children in entertaining ways captures their attention and allows us to help them understand hunger issues through a medium they already enjoy interacting with.

Site Breakdown

In its most basic sense, the site is divided into two separate sections: one for Students and one for Teachers. The two are accessible from the main World Food Programme website through a link on the homepage. These sections take the form of blogs, with entries geared toward their different audiences. The blog format allows us to include a wide variety of content, including videos, full-form web stories, and blog entries from the students and teachers themselves. Over time, an increasing amount of our content has become “user generated,” with video footage being submitted by schools, blogs emailed in by student activist groups, and ideas on how to help from kids taking hunger issues into their own hands.

[download](#)

 **Walking the World - South America**
Age Range: Grades 5-7 (yrs 6-9)
Subject: Social Studies - Map skills, coordinates, relative and absolute location, critical thinking, research, writing to inform.

There are 1.2 billion undernourished people in the world today. That means one in nearly 10 people do not get enough food to be healthy and lead an active life. Hunger and malnutrition are the single greatest threats to the health of the world — greater than AIDS, malaria and tuberculosis combined.

So what can be done? By taking action to raise awareness, even you can make a difference. Walk the World is aimed at doing just that.

[download](#)

 **Where in the World - Haiti**
Subject: Current Affairs, Research Skills, Geography, Social Studies & Language Arts

Bring the effort to help Haiti into the classroom. On our website, you can access the teaching materials incorporating the current situation in Haiti into the regular curriculum in your school. The lesson addition, “Where in the World - Haiti” combines geography, social studies, and writing exercises while encouraging students’ interest in current events and social issues.

Look for more teaching materials to come, and keep spreading the word about “Students Helping Haiti.”

[download](#)

 **The Hunger Obstacle Course**
Age Range: Grades 7-9
Subject: Social Studies & Language Arts
Collaborative Learning and Problem-solving

Hunger affects populations both globally and domestically. Students should be aware of the obstacles to food security and good health for millions of people each day. Encouraging students to find solutions to these problems heightens their awareness of the issues, and enables them to realize that members of a community can help each other in concrete ways. This activity engages participants in creative problem solving through a time-limited process of generating solutions to different hunger-related problems. Small groups of students circulate around the room and write down solutions to each of the hunger obstacles.

[download](#)

Students Section

Today’s youth aren’t afraid to take matters into their own hands, and they are ready to be vocal about the issues that matter to them. The difference between these youth and those who have come before is that the tools they employ to transmit their messages are global, powerful, and viral. The World Food Programme has the opportunity to step in and inform these messages. If we provide the right materials to the right students at the right time, we can ensure that youth are inspired by the knowledge that hunger is solvable. This section of our site is a place where we can actively engage youth and meet them where they are at: on the web. Here, students help us create content by posting blogs, submitting video footage, and commenting on the work their peers are doing to end hunger. Our site encourages youth to communicate on a global level with one another, sharing strategies and working together to fight hunger.

Teachers

[Overview](#) [Schools in A](#)

Take Your Class On the Road with WFP!

Published on 10 November 2010

[SHARE](#)

Travel with Natasha to the flood-prone fields of Bangladesh. Follow our food from factory to beneficiary with Martin. Join Richard in the markets of Malawi...and never leave your classroom.



From North Korea to Syria to Myanmar, people need food assistance. WFP has been working all over the globe for years, and by taking cameras we now invite your class to join us!

With our newest video series, *On the Road*, you and your students can catch a first-hand glimpse of what it's like on the front lines of the fight against hunger. This unique series is filmed by WFP staff as they travel around the world distributing food, monitoring projects, and helping your students learn about the world they live in.

The films present unique opportunities to help your students develop a global perspective. Bridging the gaps between subjects, each film is a chance to spark discussion about a different issue in an area of the world that may be unknown to your students.

Take a moment to watch some of these short videos to decide how you can incorporate one (or two...or three!) into your class time.

So come on, take your class on the road with us!

Teachers Section

We believe that students have the ability to create a world free from hunger, but we know this is only possible if their teachers are committed to helping them understand the world they live in. This section of our site aims to provide the materials teachers need in order to do just that. In this section, teachers find everything from stories about classes campaigning against hunger to printable lesson plans. Over time, this site has become a center for teachers seeking practical and innovative ways to bring hunger issues into their curriculum. The teachers blog has organically become a place to highlight the incredible work being done by teachers around the world, as they integrate hunger and other social issues into their curriculum.

Lesson plans on the site analyze issues of geography, current affairs, mathematics and more through the lens of hunger. They each feature descriptions, instructions, and are downloadable in PDF form for easy in-class use. We have recently partnered with Rubicon Atlas, an online curriculum-mapping company, where our materials are featured. Working with this site will also allow us to encourage contribution from teachers around the world in the creation of curriculum materials.

Teachers

[Overview](#) [Schools](#)

Playing to Learn. Learning to Give.

Published on 07 October 2010

[SHARE](#)

Sixteen students decided to change the world. Their teachers decided they could do it. Find out how Freerice is not only changing the lives of those who receive food—it's transforming the lives of those who play.



Bonnie Blacutich has been the director of the Haywood Middle Academy for five years. Located in Wayneville, North Carolina, the academy focuses on helping at-risk youth become positive, productive citizens. To the teachers at Haywood, “educating the whole child” is the answer to transforming students’ lives—and we just found out they’ve been doing this with Freerice.

One day, Daniele Capps, a teacher at Haywood, challenged students to find a creative way to develop their math skills. One student returned the next morning at Freerice, excitedly telling the rest of the class: “know the game wouldn’t only help with math—it would feed people.”

The class grew excited about the chance, and quickly began accumulating rice.

According to Bonnie, the students “understand the concept of what they are doing when they donate rice to feed a person. This has made them see how that can have an impact on another part of the world.”



Some students see the opportunity to donate rice for correct answers as an incentive to perform better. Amanda, who has created a poster to charter fundraising, says she’s getting better at math because she “wants to feed a whole lot of people.”

Not only has Freerice been a tool for these students academically, Bonnie says it’s helping them learn what it’s like to have concerns for others. Many of the students have clear needs of their own, but have come to realize there are people around the world in even greater need. For the students, a chance to give back while improving their skills helps them rise from their situations and gain perspective.

The students and their teachers aim to feed 500 children this year through Freerice—and they are well on their way. Accumulating thousands of grains a week, teachers allow students to use any free time they have to log on and play.

Using Freerice, these students have found a way around the age-old problem of not being in a position to give. They may not be on the ground in Haiti or Pakistan, but they are at their computers working together to