Welcome!
## Desired Meeting Outcomes

<table>
<thead>
<tr>
<th>I.</th>
<th>Invite Engagement on California Food Waste Prevention Week (March 5-9, 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>II.</td>
<td>Explore and Define the Next Level of Food Systems Work</td>
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</tbody>
</table>

### I. Welcome and Introductions
- Group introductions
- Agenda review
- Brief updates from the Alliance

**10:30-11:00**  
**Naomi Billups**, Alliance Work Group Co-Chair, San Diego Public Health Nutrition Manager  
**Tracy Delaney**, PhD, Executive Director, Public Health Alliance of Southern California

### II. Lightning Round Updates – Local SMART Goals
- Overall summary of goals
- 2 minute status updates from each jurisdiction

**11:00-11:30**  
**Gayle Hoxter**, MPH, RD, Alliance Work Group Co-Chair  
Riverside Public Health Program Chief  
**All**
### III. California Food Waste Prevention Week
- Overview of the week
- How to participate
- Group ideas to strengthen the reach and impact

<table>
<thead>
<tr>
<th>Time</th>
<th>Presenter</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30-12:00</td>
<td>Stephanie Caldwell, MPH</td>
<td>Director of Strategic Initiatives, Public Health Alliance of Southern California</td>
</tr>
</tbody>
</table>

### IV. Lunch Break

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12:00 Noon – 12:30pm</td>
<td>Lunch Break</td>
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### V. Next Level of Food Systems Work
- Expanding partnerships with various sectors
- Examples of cross sector collaborations
- Leveraging governmental social support programs or social enterprise organizations
- Group ideas to move into the next level in 2018

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:30-2:00</td>
<td>Tracy Delaney, PhD, Executive Director</td>
<td>Public Health Alliance of Southern California</td>
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<tr>
<td></td>
<td>Naomi Billups, Alliance Work Group Co-Chair, San Diego Public Health Nutrition Manager</td>
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<tr>
<td></td>
<td>Invited Guests</td>
<td>Showcasing Partnerships in San Diego, Los Angeles and Ventura</td>
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<td>VI.</td>
<td><strong>Next Level Brainstorms</strong></td>
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<td></td>
<td>• Who needs to be welcomed to the table?</td>
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<td></td>
<td>• Where are there opportunities for innovative partnership?</td>
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<td></td>
<td>• How can we support your learning about new models?</td>
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</tbody>
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| 2:00-2:15 | **Stephanie Caldwell**, MPH, Director of Strategic Initiatives, Public Health Alliance of Southern California |

<table>
<thead>
<tr>
<th>VII.</th>
<th><strong>Next Steps and Closing</strong></th>
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<tr>
<td></td>
<td>• Recent Op-Ed Efforts</td>
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<td></td>
<td>• Wasted: The Story of Food Waste</td>
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<td></td>
<td>• Frequency of 2018 meetings</td>
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| 2:15-2:30 | **Tracy Delaney**, PhD, Executive Director, Public Health Alliance of Southern California |
Alliance Updates

• Policy Platform

• Social Enterprise
## Local SMART Goals

<table>
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<tr>
<th>Location</th>
<th>Goal Description</th>
<th>Expected Outcome</th>
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<tbody>
<tr>
<td>LA County Public Health</td>
<td>Increase knowledge of food waste solutions within 24 subcontracted agencies that deliver SNAP-Ed nutrition education and work on PSEs in LA County.</td>
<td>By September 2019, at least 2 subcontracted partners of LACDPH Nutrition Program staff will have implemented a food waste solution in to their SNAP-Ed work as determined by subcontractor action plans and monthly reporting.</td>
</tr>
<tr>
<td>LA and OC UCCE</td>
<td>Train EFNEP and other interested UCCE Educators and staff on food waste prevention strategies that can be shared with clientele during direct education classes.</td>
<td>By June 2018 will have provided one 1 hour training for UCCE nutrition educators on food waste prevention, with the goal of providing them with additional information that they can use to answer clientele questions or tips that can add to enrich their <em>Plan Shop Save</em> lesson.</td>
</tr>
<tr>
<td>NEVHC WIC</td>
<td>Offer a WIC (GA) class on food waste</td>
<td>By September 2019, NEVHC WIC Program will have offered a GA class on food waste, for a 2-month period.</td>
</tr>
<tr>
<td>Riverside</td>
<td>Food Recovery and Distribution Encouraged and Supported</td>
<td>By June 2019, we will have setup a food recovery project in Riverside County, and provide infrastructure for effective food recovery and distribution.</td>
</tr>
<tr>
<td>Santa Barbara County Public Health</td>
<td>Host Safe Surplus Food Donation Training Sept 2017, and the HEAL Summit in November 2017 with a pillar dedicated to Food Access including Food Waste.</td>
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<tr>
<td>Ventura County</td>
<td>Educate Venture County WIC participants on the impact of food waste and strategies for reducing food waste at home.</td>
<td>By December 31, 2017 the Ventura County WIC Program will have 1500 WIC families participate in a group education session on Food Waste, as indicated by a WIX report, generated in January, 2017 on “GA” attendance, for the time frame of 10/1/17-12/31/17.</td>
</tr>
<tr>
<td>PHFE WIC</td>
<td>Increase use of WIC education curriculum</td>
<td>By August 2018, the WIC Nutrition Education Team will have trained 75% of the PHFE WIC staff on the “Food Recycling” curriculum, as determined by the training attendance records.</td>
</tr>
<tr>
<td>San Diego County</td>
<td>By August 2018, the County of San Diego, in partnership with a variety of stakeholders, will lead the development of a county-wide food donation action plan with recommendations for implementation to be submitted to the County Board of Supervisors.</td>
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Lightning Round Updates

2 minute status updates from each jurisdiction
Communications Guide Overview

• California Food Waste Prevention Week
• March 5-9, 2018

**Purpose:** A coordinated multi-sectoral effort to raise awareness about the impacts of food waste in California during the week of March 5th – 9th.

**Target Audiences:**
1. Internal workforce
2. Broader professional networks
3. General public

**Planning Partners:** Public Health Alliance of Southern California; Nutrition Policy Institute, University of California, Agriculture and Natural Resources; Governor’s Office of Planning and Research, State of California; Berkeley Media Studies Group; Cal Recycle; California Department of Education; California Department of Food & Agriculture; California Department of Public Health; California Dietetic Association; Dairy Council of California; Natural Resources Defense Council; Public Health Institute; UC CalFresh Nutrition Education Program; and UC Agriculture and Natural Resources - Nutrition, Family, and Consumer Sciences Program and Expanded Food and Nutrition Education Program.
Why Food Waste is Important:

- America is losing up to 40% of its food from farm to fork to landfill.
- On average, a family of four pays about $1,500 toward 1,000 pounds of food ultimately thrown in the trash every year.
- Unused food also wastes enormous quantities of land, water, energy, fertilizer, and human resources.
- In California, nearly 5 million people are food insecure without consistent access to enough food for an active, healthy life.
- Roughly 1 in 8 Californians are experiencing hunger, and 1 in 5 of those are children.
- Food waste is also the largest component sent to landfills in the US.
- The food waste in landfills decay into methane, a powerful greenhouse gas linked to climate change.
PURPOSE OF GUIDE

- Arc of the week
- Daily activities
- Preparation support for the activities
- Drafts and templates for messaging across platforms
Week-At-A-Glance for Partnering Organizations

What Partnering Organizations Can Do:

March 5, 2018 – Official Organizational Launch
- Endorse or Declare Food Waste Prevention Week
- Issue All-Staff Communications
- Present the Food Waste Prevention Hero Photo Challenge
- Public messaging to Launch the Week

March 6, 2018 – Find Food Waste
- Encourage pictures of where food waste is happening
- Public messaging about why food waste matters

March 7, 2018 – Prevention by People
- Encourage pictures of how people will prevent food waste in their homes
- Public Messaging about individual solutions

March 8, 2018 – Prevention in Communities & Worksites
- Encourage pictures of how people will prevent food waste in their communities
- Public messaging about community-level solutions
- Public messaging about climate/natural resource impacts

March 9, 2018 – Keep in Going!
- Public messaging to spark ongoing actions to reduce food waste in CA
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### Daily Overviews

#### Activities

- Share your Leadership Endorsement;
- Issue an all-staff communication in writing (newsletter, blog or e-blast) announcing the week and the Food Waste Prevention Hero Photo Challenge;
- Share a video message with your workforce;
- Issue a local press release about your organization’s food waste prevention efforts;
- Place web banners on internal- and external-facing websites for the week;
- Display co-branded posters in public meeting areas;
- Issue social media messages related to the launch of the week.

*If today is your jurisdictions’ regular public meeting day, and elected officials will be issuing a local declaration, be sure to promote that activity on social media and to your workforce.*

#### Tasks to Complete in Advance:

- Schedule time with your Agency Director or Department Head to establish buy-in and support for Food Waste Prevention Week activities;
- Designate and orient staff best positioned to lead or assist coordination of Food Waste Prevention Week activities;
- Finalize a Leadership Endorsement on Food Waste Prevention Week;
- Schedule time with your Director or Department Head to tape a video message for the workforce;
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare Food Waste Prevention Week in their jurisdiction during the week of March 5th;
- Obtain final organizational approval for co-branding any print materials with your logo. Arrange to print, disseminate and display co-branded poster for lobbies/public waiting spaces. Designate a staff member to coordinate distribution of the posters.
- Finalize the video script with organizational context, shoot the video message and make any final preparations for dissemination to the workforce;
- Obtain final organizational approval for social media messages to be posted throughout the week and task a designated staff member to post the messages and associated videos/resources on public-facing platforms, as appropriate;
- Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate;
- If your organization will issue a press release or engage local media outlets, finalize the press release to be issued on 3/5/18. Don’t forget: identify a spokesperson to be ready to respond to any media inquiries.

#### Support Materials That Follow:

- Draft Organizational Message;
- Draft Script for Video Message;
- Draft Leadership Endorsement;
- Draft Local Press Release;
- Web Banners from Natural Resources Defense Council (NRDC);
- Draft Graphics from NRDC to be co-branded for posters/flyers;
- Draft Social Media Messages for Day 1;
- Draft Local Jurisdiction Proclamation.
Leadership Endorsement

**Purpose:** To allow leaders at any level to recognize the week and commit to sharing key messages and issuing the photo challenge to their workforce or teams.

**Actions:**
1) Sign on
2) Share with staff
3) Scan and send to [SaveTheFoodCA@gmail.com](mailto:SaveTheFoodCA@gmail.com) to be included in the movement

**DRAFT Leadership Endorsement**

March is National Nutrition Month, and the theme for 2018’s National Nutrition Month is “Going Further with Food”. America is losing up to 40% of its food from farm, to fork, to landfill. In California alone, nearly 5 million people are food insecure, lacking consistent access to sufficient, safe and nutritious food to lead an active, healthy life.

Every year in California, 12 billion pounds of food is sent to the landfill, representing 18 percent of all landfill waste. The food waste compiled in landfills decomposes to release methane, a potent greenhouse gas contributing to global climate change.

While solutions are needed throughout the food system to reduce food waste, we recognize that consumers waste more food than grocery stores and restaurants combined. The average family of four spends $1,500 on uneaten food every year. When food is wasted we all lose out on important nutrients and shared resources, like water and energy, used to produce and transport food that ultimately goes uneaten.

These facts do not discourage us; they motivate us to make changes or recognize the limitations to reduce food waste in our homes, our workplaces, and our communities to prioritize how we think of our food waste. In collaboration with the Governor’s Office of Planning and Research and multiple California state agencies, and in commitment to our organizational/institutional mission/goal of [protecting community health, combating food insecurity, mitigating climate change, preserving natural resources, etc.] we fully endorse/support Food Waste Prevention Week. We [INSERT ORG NAME HERE] commit to sharing the common messages of Food Waste Prevention Week and are excited to encourage our staff/community in the Food Waste Reduction Hero Photo Challenge.

Signed: ______________________
Date: ______________________
Purpose: To engage and prompt people to find food waste in their homes, workplaces and communities and determine solutions they can enact. (Also to capture the scope of FWPW’s outreach)

Action: Ask individuals to submit a few photos during the week that demonstrate
1) Food waste happening in your home, workplace or community
2) Barriers to reducing the amount of food you throw away, such as the food packaging or portion size options available for purchase, bulk pricing incentives, storage or time constraints
3) Actions, or changes, you are making or solutions you see happening around you to reduce food waste.

Submit pictures on social media platforms using the hashtag #SaveTheFoodCA
(please tag @SaveTheFood on Twitter and Instagram)
or
email to SaveTheFoodCA@gmail.com
Purpose: To raise awareness of food waste implications and amplify shared messaging

Action: Utilize your social media platforms each day this week to issue suggested shared messaging
Purpose:
To raise public awareness of food waste and SaveTheFood resources.

Action:
• Co-branding approved from Natural Resources Defense Council for FWPW partners to customize these graphics with their individual logo in the upper left-hand corner.

• Create large co-branded posters for display in building lobbies or waiting areas during the week.
WHEREAS the month of March is National Nutrition Month; and
WHEREAS the theme for 2018’s National Nutrition Month is “Going Further with Food”; and
WHEREAS America is losing up to 40% of its food from farm, to fork, to landfill; and
WHEREAS nearly 5 million Californians are food insecure, lacking consistent access to enough food for an active, healthy life; and
WHEREAS food is not nutritious unless it is eaten; and
WHEREAS Californians throw away nearly 12 billion pounds of food; and
WHEREAS that unused food ultimately represents about 18 percent of all the material in landfills, turning into methane and contributing to climate change; and
WHEREAS the average family of four spends $1,500 on uneaten food every year; and
WHEREAS we all lose out on shared resources, like water and energy, used to produce and transport food that ultimately goes uneaten; and
WHEREAS consumers generate more food waste than grocery stores and restaurants combined;

NOW, THEREFORE DO I/WE, [name of elected/body of electeds], HEREBY PROCLAIM the week of March 5th – 9th FOOD WASTE PREVENTION WEEK in [jurisdiction], and I/we encourage all residents to consider all options to prevent food from becoming waste in their homes, workplaces and communities.
Advance Prep Overview and Suggested Timeline

Suggested completion by February 1:
□ Meet with your Agency Director or Department Head to establish buy-in and support for Food Waste Prevention Week activities.
□ Schedule time with your Agency Director or Department Head to tape a video message for the workforce.
□ Designate and orient staff best positioned to lead, or assist with, coordination of Food Waste Prevention Week activities.
□ Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare Food Waste Prevention Week in their jurisdiction during the week of March 5th.

Suggested completion by February 9:
□ Obtain final organizational approval for co-branding any print materials with your logo. Arrange to print, disseminate and display co-branded poster for lobbies/public waiting spaces.

Suggested completion by February 23:
□ Finalize a Leadership Endorsement on Food Waste Prevention Week.
□ Finalize the video script with organizational context, shoot the video message and make any final preparations for dissemination to the workforce.
□ Designate a staff member to coordinate distribution of co-branded posters.

Suggested completion by March 1:
□ Obtain final organizational approval for social media messages to be posted throughout the week and designate a staff member to post the messages and associated videos/resources on public-facing platforms, as appropriate.
□ Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate.
□ If your organization will issue a press release or engage local media outlets, finalize the press release to be issued on 3/5/18. Don’t forget: identify a spokesperson to be ready to respond to any media inquiries.
Listing of announcements and declarations in development from various state agencies

Draft collective press release

Additional details on why a photo challenge
Questions For You:

• Overall thoughts or reactions?

• Does this approach to the week work for you and your organization?

• Can you think of other support you might need to make sure the week goes well?

Questions For Me?
Lunch Break

We will reconvene at 12:30pm!
Next Level of Food Systems Works

• Expanding partnerships with various sectors

• Examples of cross-sector collaborations
  – San Diego County
  – Los Angeles County
  – Ventura County

• Group discussion
Who needs to be welcomed to the table?
Where are there opportunities for innovative partnership?
Were there aspects in the previous presentations that you’d like to learn more about?
How can we support your learning about new models?
Next Steps and Closing

• Join in on CA Food Waste Prevention Week
• Recent op-ed effort
• Frequency of 2018 meetings
• New(ish) Documentary

Available on Netflix