California Farm to School Program
Communications Strategy

Internal Communications:
1. Monthly / bi monthly conference calls to update on progress
2. Email communications
3. Regular telephonic dialogue and correspondence (memos / updates etc)
4. Annual Reports
5. Annual meeting of program participants

External Communications:

**Strategic Objective:**
To create awareness, popularize the Farm to School Program in California; thereby creating further opportunities for institutionalization of the program and the development of a Statewide CA F2S consortium.

**Information sources available:**
- Project progress
- Demonstration sites
- Other California farm and school / cafeteria link up activities
- Development of school nutrition policies
- Training materials
  - Marketing and Distribution model
  - Business Model
- Promotional materials / Research Studies
- CFJ Farm to School Package – done

**Possible Promotional Activities:**
- Annual Event / Celebration during School Lunch Week (October 14-18, 2002)
- Launching of new F2S programs
- Unveiling of new school food policies
- Media tours to Demonstration sites
- Field visits to farms / farmers markets
- Release of publications / research studies
- Publicize Awards received by schools
- Participation in other events such as National Farm – City Week, November 22-28, 2002
- Write articles in print media – newspapers / magazines / journals – TV / Radio coverage
- Talks and presentations on F2S
- Workshops
- Focus group discussions
- CA F2S Newsletter – Still to be done (quarterly frequency, circulated over the listserves, could possibly contain Kellogg project news, news about CSA in the classroom, resources, any other information related to CA farmers / school issues)
- CA F2S Listserv – to be done
- Website – in progress [www.farmtoschool.org](http://www.farmtoschool.org)
- Dissemination of Promotional materials / policy briefs / fact sheets
- Dissemination of research studies, reports

**Targets:**
*This list is a work in progress. Needs to be prioritized.*

<table>
<thead>
<tr>
<th>Print Media – General</th>
<th>Newspapers: Daily / Weekly</th>
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<tr>
<td>- Newspapers</td>
<td>LA Times</td>
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<td>LA Times – Food section</td>
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<td>(List other newspapers who have featured CFJ)</td>
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Messages:
Healthier food options in schools – fight obesity
Benefits to small farmers
Bringing F2S in your community

To do:
- Check contact list / possible support
- Develop a Press Kit on F2S

Magazines:
Local California magazines
National magazines

Print media (journals / magazines/ newsletters / organizations to link up with) – specific to audiences related to:

<table>
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<tr>
<th>Food and Nutrition</th>
<th>Health</th>
<th>School health groups, CEJ, CHEC</th>
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<td>Messages: Increase in Fruit and veggie consumption leads to decrease in obesity prevalence; benefits to teaching kids healthy eating habits early in life.</td>
<td>Agriculture</td>
<td>Society for Ag and Human Values (kind of academic, though)</td>
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| Farmers – Coop/Mktg. Boards/ Farmers Markets | - The California Farmer - California Certified Organic Farmers (we have written an article for them and the director is interested in partnering with us) - CAFF might have other ideas, too |
| Messages: Income benefit to farmers; F2S is a mutually beneficial deal for farmers, kids and communities | Education | CDE |

| Schools – School districts | California School Food Association American School Food Association |
| Messages: Health benefits to schools and children, brings in higher reimbursement rates | Education | CDE |
| **Food Service**  
Messages: F2S is a viable business proposition | The Food Service Director |
|---|---|
| **Parent**  
Messages: Good health for their children, a good foundation of healthy eating habits in childhood for healthy lives ahead | School PTAs  
LAUSD parents listserv  
Healthy School Food Coalition |
| **Teachers** | Check with F. |
| **Students** | Check with F. |
| **Gardeners**  
Messages: potential for promoting school gardens | Perhaps we could identify all counties with Master Gardener programs – LA has a great one |
| **Community / Community based Organizations**  
Message: community participation / parents involvement in school programs | |
| **Ecological / Environmental**  
Messages: potential for promoting organic | Physicians for Social Responsibility, Pesticide Action Network, M’s contact in Californians for Pesticide Reform |
| **Universities / Colleges** | UCLA, USC, UC Berkeley, UC Davis, UCSD |
| **Occidental Community**  
Messages: CFJ pioneered the F2S concept; Get involved message | Occidental website / classroom sessions / community based learning / internship opportunities  
Food systems course at Oxy?  
Mellon Foundation? Internships |
| **Foundations / Funding agencies** | |
| **Policy makers** | |
| **NGO publications** | |
| **Others** | |
| **Television** | CBS |
| -Local Cable TV | |
| -TV News Shows | |
| -TV Talk shows | |
| **Radio**  
-Radio Talk shows  
-Radio News Shows | KCET |
| **Independent Writers / Journalists**  
(ask Jen to call key newspapers/ mags and identify potential contacts) | - Kellogg fellows  
- List other journalists who have written about CFJ related topics in the past  
- Chronicle Staff Writer: 10/15/02, San Francisco Chronicle (Teachers sizzle over fast food fund-raiser, Some say it promotes unhealthy choices)  
- ST: wrote feature about CFJ and F2S for the Christian Science Monitor last spring, but never has come out |
- LH: Web Content Specialist recently wanted us or her to write an article for ASFSA on alternative fund raisers for schools
- AD, Worldwatch Institute: Contacted us for more information after seeing the Kellogg press release
- CD, LA Times: has written about UEPI related stuff several times, including the Soda Ban article
- JT, LA Times Staff Writer: has written about school food issues, including the defeated soda tax

JK, Santa Cruz: writes about organic farming and co-authored the CCOF article on community food systems with me.

EL, freelancer who writes for Experience Life Magazine: recently interviewed Bob and Anu for an article on school food

**Share information on other Listserv**

| COMFOOD, Mealtalk, others? LAUSD parents Kellogg Food and Society Listserv SNE, HEN, PHNutr-list |

**Talks and presentations on F2S**

Develop a listing of events / coming up in the future, and identify where a presentation could be useful – CFJ wide

| Healthy School Food Coalition LA Food and Justice Network Local and national conferences and forums Other Possible venues? |

**Participation in statewide teams / groups**

| CA Healthy Schools Team CA Food and Justice Network – CFJ is a Steering Committee member |

**Links from Oxy CFJ website to other key websites**

| Websites of project partners, Kellogg Foundation, IFAFS, other F2S programs |

**Evaluation Measures:**

- How many people did we reach thru our communications? Tap into Readership / subscription information
- Print media exposures / Radio and TV coverage / website hits / listserv participation/
  presentations and talks/ - Maggie to ensure that CFJ website hits are monitored.
- Desired effect – Increase in # of F2S opportunities / change in school food policies / organizing efforts/ community participation etc.

**Funding sources available:**

**Funds available from Current Granting Organization** *(This excludes funds available for participation in conferences and other events)* CFSC and CAFF have budgeted for communications and outreach.

Internal Communications
- Conference Calls
- Annual meeting of partners
- Subtotal Internal Comm

External Communications
- Website management
- Publications (design, prod, distr)
- Farm & market tours
- Subtotal External Comm

Total Communications