

Healthy School Foods Advocacy Toolkit

Week of Action: January 25–29, 2021

Food Justice Network at Cultivate Charlottesville

Purpose

Our purpose for advocating is to recommend overarching strategic values, funding priorities, and concrete goals for City Departments to deepen their capacity for food equity related work. These values, priorities, and goals have emerged from robust community conversations. During the week of action, our advocacy will focus on inspiring youth choice and voice by promoting investment in healthy school foods. Youth and resident advocates will share their experience at a joint City Council/School Board Budget Worksession. But we need your support! We're doing a social media takeover where community members and organizations can activate this toolkit by engaging City leadership.

Coalition Goal

Develop City infrastructure for implementing food equity policy recommendations through building the budget out for staff positions, continued support of non-profit organizing base, and funding for growing community based resources.

Target Audience

For decision-making audience: As part of the Food Equity Initiative's Healthy School Foods goals and action areas, the City Council, Charlottesville City School Board & Charlottesville City Schools will be the target decision-making audience.

For amplification and engagement audience: The engagement focus audience includes Food Justice Network organizational partners, community advocates, youth interns and Charlottesville City School families.

Food and Farm Justice Platform: Supporting Systemic Change & Collective Movements

The Power To Grow – Advancing Affordable Housing and Urban Agriculture

The Right to Good Food – Advancing Neighborhood Food Access and Transportation

Inspire Youth Choice and Voice – Advancing Healthy School Foods – **Advocacy Focus | January 25–29**

Build Community Wealth – Advancing Neighborhood Food Access & Markets

Restore Earth and Health – Advancing Environmental and Climate Justice

Timeline

Long-term Schedule: September 2020–April 2021

Timeline	Process	Actions
September–November 2020	Strategic Planning	Public comment
January–April 2021	Budget Planning	Healthy School Foods priorities announcement, Public comment, tweets, Instagram, Facebook, emails to support

Advocacy Week Schedule: January 25–29, 2021

Timeline	Event	Featured Actions	Weeklong Actions
January 26, 2021	FJN to Release Healthy School Foods priorities 72 hours Social Media Storming begins	Tweets, Facebook Message and email City Councilors and School Board Members	Instagram post, Tweets, facebook, emailing city council
January 27th, 2021	Social Media Storming continues, instagram post	Blog post or Oped Tweets, Facebook Message and email City Councilors and School Board Members	Instagram post, Tweets, facebook, emailing city council
January 28, 2021	City Council/School Board Budget Worksession; Direct engagement with City Councilors and School Board	Tweets, Facebook Message and email City Councilors and School Board Members SPEAK during public comment	Instagram post, Tweets, facebook, emailing city council

Action One – Support Healthy School Food Priorities

Amplify the message!!! Go post on Twitter and Facebook! Below you will find sample tweets and facebook post that you can copy paste.

- I. Amplify on social media (Twitter, Facebook, Instagram):

Twitter Tags: @NikuyahWalkerCC @MPayneCville @senaforcville @SnookLloyd @hillforcville @CvilleCityHall @CvilleSchools @lcp6f @jmckeever @4LarsTorres @mrbchville @CCS_EquityTeam @EngageFamCCS @JUANDiegoWade

Facebook Tags: @nikuyahjwalker @Senaforcville
@michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville
@CityofCharlottesville @Charlottesvilleschools @sherry.kraft1
@LLarsonTorres4SchoolBoard @juandiegowade

Instagram Tags: @cvilleschools @cityofcharlottesville @hillforcville
@senaforcville @mrbchville @jlm2z @sherrykraft410 @leahpuryear
@juandiegowade

Hashtag: #FoodEquityCville #FoodAsAHumanRight #FoodJusticeCville
#HealthySchoolFoods #HealthySchoolMeals

POST ON TWITTER

- II. 1 in 6 residents face barriers to food access. Our food system wasn't designed to nourish us all equally. @CvilleCityHall pass the Food Justice Network's budget priorities & invest in our food system. @NikuyahWalkerCC @MPayneCville @senaforcville @SnookLloyd @hillforcville
- III. When 1 in 2 kids qualify for free or reduced meals, it becomes an issue of justice. It's time for a shift in our city schools. Fund school meal transformation for all of our kids now. @CvilleSchools #healthyschoolmeals @4LarsTorres @mrbchville @NikuyahWalkerCC @senaforcville
- IV. 1 in 7 City school children experience childhood food insecurity. @CvilleSchools meals matter for positive academic and health outcomes. Investing 125K/yr for the next 5 yrs to start transforming the lunch line @jmckeever @4LarsTorres @mrbchville @NikuyahWalkerCC @senaforcville
- V. Rising food insecurity rates during the pandemic puts more pressure on the city school system to provide #healthyschoolmeals. @CvilleSchools fund school meal infrastructure & better meal options @jmckeever @4LarsTorres @mrbchville @NikuyahWalkerCC @MPayneCville @hillforcville
- VI. School meal debt must be addressed to move forward with #healthyschoolmeals. Now is the time to invest in the Nutrition Department & youth choice. Fund healthy school meals to build health equity for all @CvilleSchools students. @4LarsTorres @mrbchville @jmckeever @CvilleCityHall

- VII. Support the Food Justice Network's [#HealthySchoolFoods](#) funding priorities in the upcoming budget. Advance food equity in the school system, allocate an additional \$125,000/ year for 5 years to [@CvilleSchools](#) Nutrition Department. [@4LarsTorres](#) [@mrbchville](#) [@jmckeeever](#) [@CvilleCityHall](#)

POST TO FACEBOOK

- VIII. 1 in 6 residents face barriers to food access. Our food system wasn't designed to nourish us all equally. [@CityofCharlottesville](#) and [@Charlottesvilleschools](#) pass the Food Justice Network's budget priorities & invest in our food system. [@nikuyahjwalker](#) [@Senaforville](#) [@michaelpayneforcitycouncil](#) [@lloydsnookforcitycouncil](#) [@hillforville](#) [@sherry.kraft1](#) [@LLarsonTorres4SchoolBoard](#) [@juandiegowade](#)
- IX. When 1 in 2 kids qualify for free or reduced meals, it becomes an issue of justice. It's time for a shift in our city schools. Fund school meal transformation for all of our kids now. [@Charlottesvilleschools](#) [#healthyschoolmeals](#) [@nikuyahjwalker](#) [@Senaforville](#) [@michaelpayneforcitycouncil](#) [@lloydsnookforcitycouncil](#) [@hillforville](#) [@sherry.kraft1](#) [@LLarsonTorres4SchoolBoard](#) [@juandiegowade](#)
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@nikuyahjwalker

@Senaforcville @michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville
@sherry.kraft1 @LLarsonTorres4SchoolBoard @juandiegowade

- XIII. Support the Food Justice Network's [#HealthySchoolFoods](#) funding priorities in the upcoming budget. Advance food equity in the school system, allocate an additional \$125,000/ year for 5 years to @Charlottesvillevilleschools Nutrition Department.
@nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil
@lloydsnookforcitycouncil @hillforcville @sherry.kraft1 @LLarsonTorres4SchoolBoard
@juandiegowade

EMAIL CITY COUNCIL AND SCHOOL BOARD!!!

- XIV. Before Wednesday 27th, 2020 email City Council and the School Board letting them know you support the food equity objectives for healthy school foods.

Emails: Council: nwalker@charlottesville.gov ; smagill@charlottesville.gov ;
hhill@charlottesville.gov ; mpayne@charlottesville.gov ; lsnook@charlottesville.gov | City Staff: xxx
| School Board: schoolboard@charlottesvilleschools.org ; bryantj1@charlottesvilleschools.org ;
brysonl1@charlottesvilleschools.org ; krafts1@charlottesvilleschools.org ;
torresl1@charlottesvilleschools.org ; mckeevj1@charlottesvilleschools.org ;
puryearl1@charlottesvilleschools.org ; wadejl1@charlottesvilleschools.org | School Administration:
Rosa.Atkins@ccs.k12.va.us; powellk1@charlottesvilleschools.org;
; johnsod2@charlottesvilleschools.org; johnsob2@charlottesvilleschools.org;
Leslie.Thacker@charlottesvilleschools.org

- Sample email:

Dear City Councillors and School Board Members,

My name is (_____) and I live (in Charlottesville) and (add relationship to city schools/school food).
I'm writing in support of the Food Justice Network's Healthy School Foods funding priorities in the upcoming budget to allocate an additional \$125,000/ year for 5 years to the Nutrition Department for targeted food equity practices.

With rising food insecurity rates due to COVID-19 and exacerbated inequities, critical investment in Charlottesville's school system and Nutrition Department is necessary. One in two City school students qualify for free or reduced meals and 1 in 7 city students experience childhood food insecurity. The effects of food insecurity disproportionately impact low-wealth students as well as Black and Brown students.

The time has come for investment in school meal infrastructure and healthy meal options within our school system to provide youth with the building blocks for robust school engagement. Please consider

funding Charlottesville
City Schools to further the capacity and potential for food equity among students and families.

Cultivate Charlottesville, PB&J Fund, Culinary Kitchen and other local nonprofits have the capacity to partner with Charlottesville City Schools and provide matching funds for initiative implementation. We urge you to support increased funding for Charlottesville City Schools Nutrition Department at \$125,000/year for five years to match the Federal, State and local funders currently committed.

Youth choice and voice plays a crucial role in cultivating a healthy and just food system. Youth food justice leaders have been engaging deeply in this work to identify key milestones and priorities they envision for healthy school foods to come to life. Their ideas are incorporated into the priorities put forth.

Add a few sentences on why this matters to you.

Thanks for your consideration and time,