

# Social Media Toolkit

## *Student Action for Climate-Friendly School Food [Video]*

**YouTube link to video:** <https://youtu.be/omV2eUQ3Kd8>

**Dropbox link to download video:**

[https://www.dropbox.com/s/fmfs8pjxxjhalpk/Student%20Video\\_rd4\\_090321.mp4?dl=0](https://www.dropbox.com/s/fmfs8pjxxjhalpk/Student%20Video_rd4_090321.mp4?dl=0)

**FOE tweet to retweet:** [https://twitter.com/foe\\_us/status/1438150626882592776](https://twitter.com/foe_us/status/1438150626882592776)

### KEY MESSAGING POINTS

Food is at the heart of our public health and climate crises. Tons of scientific studies show that industrial animal agriculture plays a major role in driving climate change *and* diet-related disease.

- The scientific evidence is clear: eating less meat is vital to reducing greenhouse gas emissions and curbing the rates of chronic, costly, diet-related diseases.

**CLIMATE:** There are massive amounts of industrial animal foods in the national school meal program, which is fueling the climate catastrophe that threatens our future. To protect student health and well-being, now is the time to shift school meals toward healthy, climate-friendly foodservice.

**HEALTH:** Childhood obesity rates are soaring, particularly among low-income students and children of color. Frequent servings of cheeseburgers, pizza, chicken fingers and hot dogs on school menus do not help students establish a lifetime of healthy eating. School meals can help end our nutritional divide by increasing access to healthy, fresh, plant-forward food.

**SOLUTIONS:** School districts should expand choices for plant-based and plant-forward offerings on school food menus so that at least one quality plant-based entrée is featured every day.

**Tag:** @FOE\_US, @thisiszerohour

**Hashtags:** #ClimateFriendlySchoolFood #BetterSchoolLunch

### TWITTER

**Option 1: RETWEET @FOE\_US' post:** [https://twitter.com/foe\\_us/status/1438150626882592776](https://twitter.com/foe_us/status/1438150626882592776)

Changing school food is a key climate change solution. If every public school swapped out a beef burger for a plant-based burger just once a month, we would save 1.4 BILLION pounds of carbon dioxide a year. Spread the word for #ClimateFriendlySchoolFood with this new video!

*Retweet using language from our General Messaging guidance below!*

## **Option 2: Create your own Tweet using Twitter Media Studio!**

Go to [studio.twitter.com](https://studio.twitter.com) and log in using your Twitter credentials, then upload the [video file](#) and post a tweet using our suggested messaging below!

### **General Messaging for Twitter**

1. School lunches have the power to combat the climate crisis, advance racial equity, & improve health outcomes. That's why we're calling for #ClimateFriendlySchoolFood! Check out this video & ask your school district to serve more plant-based options.
2. Changing the food we serve at school is a key climate change solution. More plant-based food = less climate pollution. Spread the word for #ClimateFriendlySchoolFood!
3. Food & agriculture account for a third of global greenhouse gas emissions. To combat the climate crisis, schools need to offer more organic and plant-based options! #ClimateFriendlySchoolFood
4. All kids deserve access to healthy, plant-based #ClimateFriendlySchoolFood. Learn how you can take action in your school district!
5. Did you know that changing school lunch is key to combating climate change? Learn how to take action in your school district in this video from @FOE\_US. We need #ClimateFriendlySchoolFood NOW!
6. Globally, animal agriculture accounts for 14.5% of all GHG emissions—more than the tailpipe emissions from all the planes, trains, cars & trucks in the world combined! Reducing meat & dairy products in school meals is a key climate solution.
7. If every public school swapped out a beef burger for a plant-based burger just once a month, we would save 1.4 BILLION pounds of CO2 a year! Check out this video from @FOE\_US
8. Plant-based #ClimateFriendlySchoolFood is healthier for our bodies and our planet. Watch this eye opening @FOE\_US video and take action at school!
9. Over 29 mil. children are served school lunch every day in the U.S. Shifting from meat & dairy foods to plant-forward menus is a HUGE opportunity to improve student health AND reduce GHG emissions. #ClimateFriendlySchoolFood
10. Wouldn't it be nice if school lunch was delicious? And healthier? Plant-based school lunch options would help combat the climate crisis, improve student health, & open doors to much more flavor. #ClimateFriendlySchoolFood

## California

1. A recent study by @FOE\_US found that plant-based foods make up only 4% of school entrées in CA — even though meat & dairy massively harms our health and planet. We need more #ClimateFriendlySchoolFood!
2. Universal Free Meals in California is NOT enough when the food is often highly processed. We need school food that is delicious, nourishing, healthy for our bodies and for the planet. #ClimateFriendlySchoolFood

## FACEBOOK

1. Every student should have the option to have a healthy school meal instead of highly processed food products. Having more fresh, plant-based school lunch options would help improve student health, advance racial equity, and combat the climate crisis. Check out this video & learn how you can take action for a #BetterSchoolLunch <https://youtu.be/omV2eUQ3Kd8>
2. Did you know that the food and agriculture sector accounts for 37 PERCENT of global greenhouse gas emissions? We must transform our food system to combat the climate crisis – and one easy way to start is by including more climate-friendly food options on our school lunch menus! Check out this video from @FriendsoftheEarthUS and @ThisisZeroHour and spread the word for #ClimateFriendlySchoolFood! <https://youtu.be/omV2eUQ3Kd8>

## INSTAGRAM

For sharing on Instagram, there are a few options for sharing the video:

1. Simply re-post or [share information](#) about the IG Live video being hosted by [@thisiszerohour](#) on September 15, 2021.
2. Download the video from Dropbox [here](#) and upload to IGTV. Create your own messaging using one of the Twitter or Facebook captions above!

***Want to start a student campaign at your school district?*** Visit our student action webpage at [foe.org/school-food](https://foe.org/school-food) or email [climatefriendlyfood@foe.org](mailto:climatefriendlyfood@foe.org) to learn more!

***Want to draft your own messages?*** Below are some links to more information and resources:

- The State of School Lunch in California [REPORT](#)
- Friends of the Earth's Climate-Friendly School Food [Website](#)
- *Healthier school food is key to fighting COVID-19 and systemic racism* [Blog Post](#)
- [Press Release](#): Velasquez & Bowman introduce legislation to provide plant-based entrées in schools
- Healthy Future Students and Earth Act [Statement of Need](#)