



Notes of Session 3 Food Justice Programme – 19 June 2018

Tools for Campaigns: Media & MSPs

Session 3 of Nourish Scotland's Food Justice Programme looked at tools we can use in the Good Food Nation Bill campaign, focusing on media and MSPs.

Introduction

The session began with introductions and a refresher on the purpose and goals of the Programme and group guidelines.

The facilitators provided an update on the Good Food Nation Bill:

There is still no consultation on the Bill, but we have been successfully maintaining public pressure. Since the group last met: 351 people wrote to the First Minister asking her to #BringontheBill, MSPs submitted a motion recognising the Kitchen Table Talks, and the Scottish Food Coalition drafted [an open letter to the Cabinet Secretary](#) outlining their priorities for the Bill.

Reflection on Homework Exercise: hosting a Kitchen Table Talk

Programme members grouped to discuss their experience of hosting a Kitchen Table Talk. Members interviewed each other using a template, that asked:

1. What went well? What did you enjoy?
2. What skills or qualities did you bring that helped the conversation to go well?
3. What was challenging? How did you respond to those challenges?
4. What did you learn about your role as an advocate from this experience?

As a group, we summarised our reflections in to:

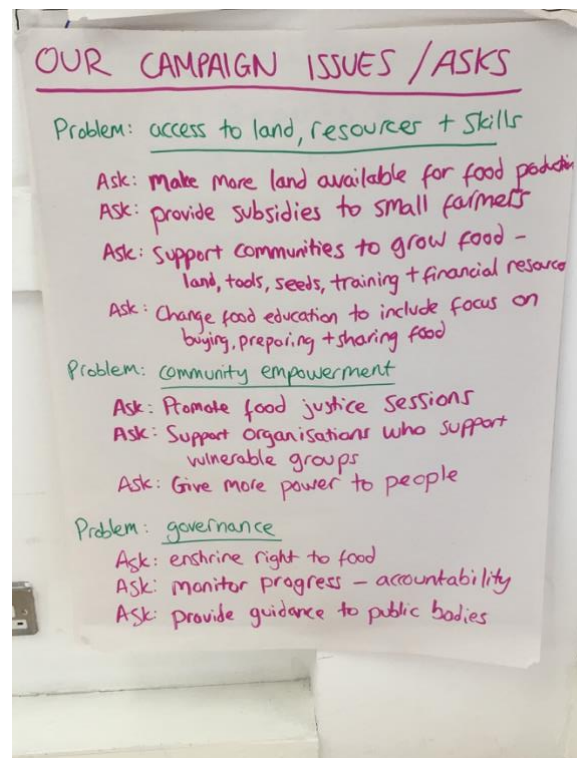
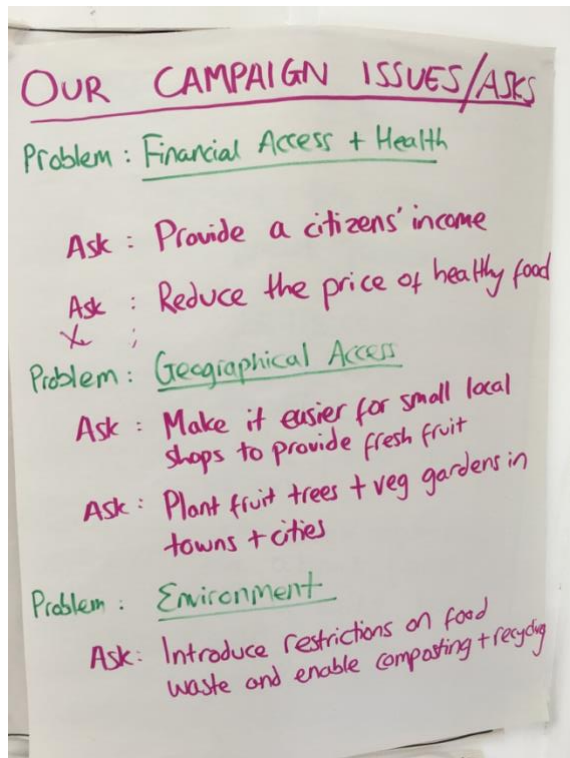
- There is a lot to learn from listening to others
- It is important to create the right environment for sharing – we should try to facilitate conversations in a way that is empowering.

We then individually reflected on who we speak for or as. We considered the different roles and groups of people we may each represent in different spaces. Everyone holds multiple parts of their identity and experience, and as an advocate for change it is important that we think about how to bring these to use in different situations.

Campaign Asks

We reflected on the longlist of campaign asks that the group agreed in Session 2. Everyone was asked to pick **one ask only**, that they would like to use in the practical exercises on media and MSPs throughout the rest of the day, and to write this in a template sheet.

The campaign longlist was grouped in to themes by issue, to make it easier to select asks that tackle the problem is member is most interested in. We acknowledged as a group that many of the asks could have multiple impacts.



The asks you selected:

Mala – action to prevent supermarkets charging different prices for the same food items in different areas, and a hotline to report concerns to

Roseanne – action to reduce the price of healthy food

Robert – action to ensure a decent income

Caroline K – action to ensure people receiving social are supported to access food

Veronique – action to support the planting of fruit trees in cities

Olanna – action to increase access to community kitchens

Irina – action to embed the whole food cycle in the school curriculum

Guest 1 – Kirsty Innes: How to engage with media

Kirsty Innes is an [independent communications consultant](#), who has worked on a number of human rights focused campaigns. Kirsty is on Twitter

The group first reflected on what media tools we have used before. There was good diversity in the room, including: facebook, twitter, vimeo, youtube, live videos, newspaper interviews.

Kirsty invited the group to think about what makes a good story. We reflected on some printed copies of newspaper stories that feature food justice issues, and thought about the messages, spokesperson, issue, topic, and who the stories were targeted at.

Kirsty gave us some useful tips:

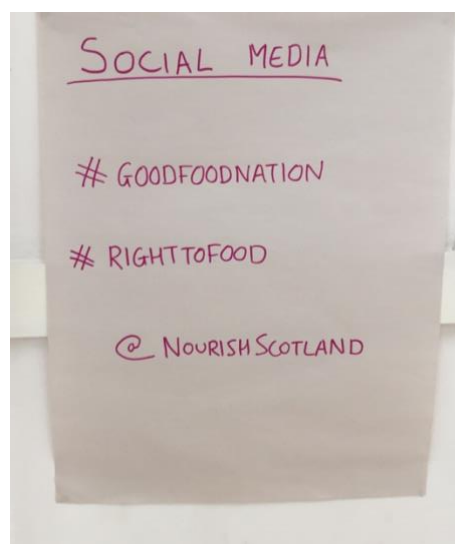
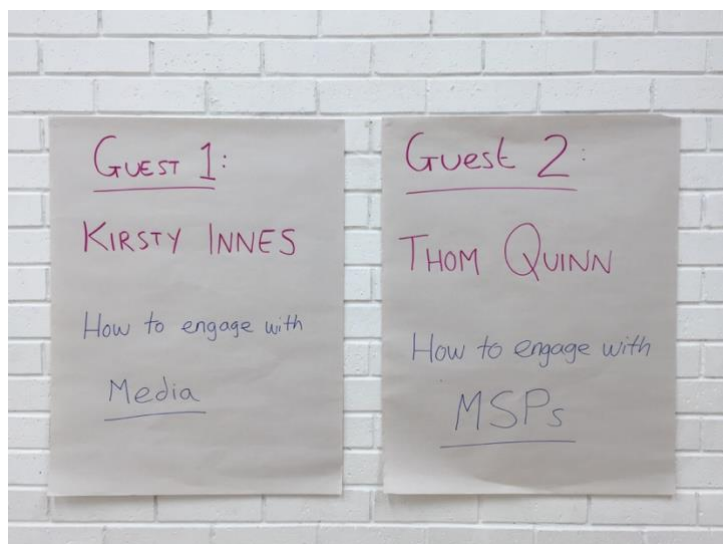
- Spokespeople with lived experience make a greater impact than others – are more trusted to speak on issues
- People generally need to see/hear a message 20 times
- Stick to one key message, link it to relevant dates/activities
- Keep your content short and relatable – make it easy for reporters to copy and paste
- Include free to use, high quality images if possible.
- Research your reporters and target stories to people who are likely to write about it.
- Follow up a press release with lots of Twitter activity – more likely seen as a story

Kirsty used the [Housing Rights in Practice](#) video as a good example of creating platforms for people with lived experience to share their story in the media in an empowering way.

For more useful resources, Kirsty directed us towards [Media Trust](#).

Lunch

Was made by the [Soul Food Sisters](#) – a social enterprise and cooperative of migrant women based in East Glasgow, who use food to end social isolation and strengthen cultural links in Scotland. Take a look at [their 10 point manifesto](#).



Guest 2 – Thomas Quinn: How to engage with MSPs

Thom Quinn is a Parliamentary Officer at [RSPB Scotland](#), who has worked on a number of legislative campaigns, including the Good Food Nation Bill campaign.

The group first reflected on their experience of seeking to influence MSPs. We thought about what advice we would give to someone who is trying to do this for the first time: be honest, be yourself, make the issue relatable, find the most relevant decision-maker, understand their position on the issue, know your facts, be succinct, leave them with a short briefing, follow up with them.

Thom then explained what Members of the Scottish Parliament (MSPs) do. We reflected on the party structure in the Parliament, and the opportunities that exist with having a minority government. Thom explained the legislative process in Scotland, using the Climate Change (Scotland) Act 2009 as an example. In brief, draft legislation is introduced as a Bill, and then:

Stage 1 – the Parliament considers the general principles of the Bill.

Stage 2 – the relevant Parliamentary Committee(s) amend the Bill.

Stage 3 – the whole Parliament makes final amendments to the Bill.

Royal Assent – a successful Bill then becomes an Act of the Scottish Parliament.

There are many opportunities for campaigners to influence throughout this process. In small groups we reflected on the key opportunities for the Good Food Nation Bill.

This included: collating community views on specific elements of the Bill and using these to brief MSPs / party groups, identifying key MSPs on relevant Committees and showing them our projects and asks in practice, writing to Committees and offering to give evidence.

Thom shared some top tips, including:

- Many MSPs tow their party line – find a way of influencing relevant party positions
- MSPs care about what is happening in their constituency – show them
- MSPs also care when their constituents come to Parliament to speak to them
- MSPs are real people, engage with them respectfully
- Use all the tools you have – social media, traditional media, meetings, visits, creative actions, letter writing in particular is regaining power.

Session 5 Planning

We reflected on the day by looking back at the how our asks fit within the broader Good Food Nation 'whole food system' vision of change.

The group started to think about how to coordinate action on our selected campaign asks, and agreed that we will use Session 5 to invite others from our groups to a campaign planning workshop – where each group will leave with a clear plan for their ask.

Homework

The Homework to do before Session 4 on 10 July is to meet or phone your buddy and use the [campaign planning template](#) to think about how you might engage your representative.