



Notes of Session 4 Food Justice Programme – 10 July 2018

Tools for Campaigns: Storytelling

Session 4 of Nourish Scotland's Food Justice Programme looked at tools we can use in the Good Food Nation Bill campaign, focusing on storytelling

Introduction

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

Reflection on Homework Exercise: engaging with MSPs

Programme members grouped to discuss their experience of planning how they might engage with MSPs. Most members had met their buddy, and had discussed a broad range of ideas on how they could engage MSPs. Some of the suggestions included:

- Follow them on Facebook or Twitter – get to know what they are interested in
- Speak with them at meetings
- Introduce yourself informally at public events, and then follow up with an email
- Attend their weekly surgery and raise points directly
- Present them with solutions – think positively about how they can help you
- Go with a group – or find other ways to show you have support in the community

Don't forget – they work for you!

The Good Food Nation Bill campaign toolbox

The facilitators then walked members through the 'campaign toolbox' used on the Good Food Nation Bill so far. The campaign has used a variety of tools, sometimes this was planned, other times it was reactive to meet the changing context.

A selection of tools was featured in the timeline. This included:

- Research and technical reports
- Magazines and public briefings
- Participatory programmes and workshops
- Events for MSPs and other decision makers
- Newspaper articles, and social media
- Stunts and e-actions

Our campaign toolbox

Members reflected more broadly using a template on what tools they might want to use throughout their campaign, and what support they may need to use these tools.

Some additional support may be available in Session 5 – if there is a tool you would like more information on, speak with the facilitators before 24 July.

Guest – Karyn McCluskey: Storytelling as a Campaign Tool

The facilitators introduced storytelling as a campaigning tool – a way of drawing on personal experiences to show why we are campaigning and what sort of action is needed. Everyone has stories, and what we experience matters – the story of someone’s personal experience can sometimes be the most powerful way to convince others of the need for change.

But sharing stories *can* make people feel vulnerable and may not always be the right campaign tool. When using other people’s stories, we need to be mindful of how we are representing them. Have we collected and shared their story respectfully and effectively?

The facilitators then introduced the guest speaker, Karyn McCluskey, Chief Executive of Community Justice Scotland.

Similar to the issues related to food justice, violence reduction is a complex area. We heard that having a **simple and clear vision to drive your campaign is essential**. For Karyn, this was making Scotland the safest place in the world.

Karyn explained how she had used a broad variety of campaign tools in her work to reduce violence in Scotland. She

- wrote reports,
- met with decision-makers from every political party to make violence reduction a manifesto promise across the board,
- spoke regularly with people affected by crime, and
- used media to share the messages more widely.

Throughout this, Karyn used storytelling to communicate problems and solutions. Karyn reflected that for her, having the power of a story is an important motivational tool as well as a way of communicating problems and solutions effectively.

Storytelling made the problems more relatable, and helped others to imagine a world in which the solutions were implemented. Sometimes Karyn told other people’s stories, sometimes people spoke for themselves – depending on what was most appropriate.

Karyn highlighted different parts of these stories depending on the audience. For example, for MSPs, she kept her ‘ask’ as simple as possible and framed it on what their interests are.

Jade, who is working with Karyn, reflected that storytelling about food issues can be particularly powerful because everyone has food experiences – good and bad.

The group then asked Karyn some questions, including:

*How can we be mindful of the vulnerability storytelling can create in ourselves and others?
What can we do to make sure the difficult stories we are hearing and sharing do not affect us too greatly as individuals in these campaigns?*

Karyn encouraged us all to be open and honest about our limits, and to take time to reflect and seek support from others – including members of the Food Justice Programme.

The group then applied the learning from Karyn's presentation, and considered when we might use storytelling in our campaigns:

- Using my own story as a way to inspire someone to imagine another way is possible
- Sharing the story of a group of people – for example Asylum Seekers – whose experience highlights both structural problems and solutions
- Being clear about specific parts of a story to reveal specific challenges / solutions

General advice for campaigners from Karyn

In addition to exploring how to include story-telling in a campaign, Karyn also shared some key pieces of advice for anyone involved in campaigning on challenging issues:

- Be clear and concise
 - Like previous speakers, Karyn emphasised the importance of having **one 'ask', and no more than 3 key messages**. As she said: "If you are unclear, then the person you are speaking to will be unclear."
- Repeat your messages over and over until people listen
 - If you know your issue is important, stay with it. As Karyn said: 'Sometimes you just need to keep saying it and saying it. Eventually you will hear your messages coming back to you.'
- Ask people what they are good at – and get them involved
 - Karyn invited us all to think carefully about the skills that we and others in our groups have. We may work in small teams and networks at times, but we are members of a bigger movement with plenty of skills to share.
- Stories are powerful ways to communicate as well as to keep yourself motivated
 - Campaigning can get difficult, and sometimes you feel like you've lost momentum. Having a story – about something that is very unjust or a solution you know is possible – can keep you and your networks inspired.

Audience

The facilitators introduced the importance of knowing your audience to enable storytelling to be effective, and more generally to make best use of limited campaign resources.

The group audience mapped for one member's campaign ask. The ask was:

Increase availability of local fruit and veg in corner shops

The group identified the following audiences who would be important in this campaign:

- Shop owners – campaign would need to outline the benefits and possibilities for stocking different produce
- Local producers - campaign would need to outline the benefits and possibilities for selling through local shops
- Buyers – can ask for a more local, varied and affordable options

- Low income buyers – can explain more fully why access to affordable veg in corner shops would make a big impact on their quality of life – for example, helps to save on transport costs to bigger shops
- The Council – can offer incentives for stocking more fruit & veg, including through business rates
- Community centres – can help to encourage better relationships between producers and shops
- Schools – can help to encourage better relationships between producers and shops
- Newspapers – local papers could publish a story on the ask, or could advertise promotions for corner shop fruit & veg

The group also considered the power of role models like footballers and performers who attract a large audience of their own – these may be an appropriate audience for some campaigns.

Homework

Facilitators asked members to identify 2-3 people in their group or community that they would like to attend the final session of the Food Justice Programme on 31 July 2018.

These guests will be crucial to enabling Programme members to develop their asks in to a sound campaign plan.

The final session will be split in to three parts, and will run from 10:00 – 16:00:

1. Recap on the Programme and key campaigning tools
2. Campaigning planning
3. Presenting our campaign plans to each other

Lunch

Catering by [MILK Café Glasgow](#), a social enterprise set up to empower and support refugee and migrant women living in Glasgow. They have a small café in the Southside of Glasgow. MILK use seasonal, ethical, and delicious ingredients.