



Notes of Session 5 Food Justice Programme – 31 July 2018

Campaign Planning:

Session 5 of Nourish Scotland's Food Justice Programme began by welcoming guests that Programme members invited from their groups and communities. The facilitators provided a short summary of learning in the Programme so far. Programme members and their guests then developed and presented campaign plans.

Introduction

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

Campaign tools: summary of learning

In advance of the session, the facilitators asked members what campaign tools they would find most useful to refresh their knowledge on. The facilitators provided a short introduction to: media – in particular Facebook and Twitter, how to write to an MSP, and how to meet with an MSP.

Media

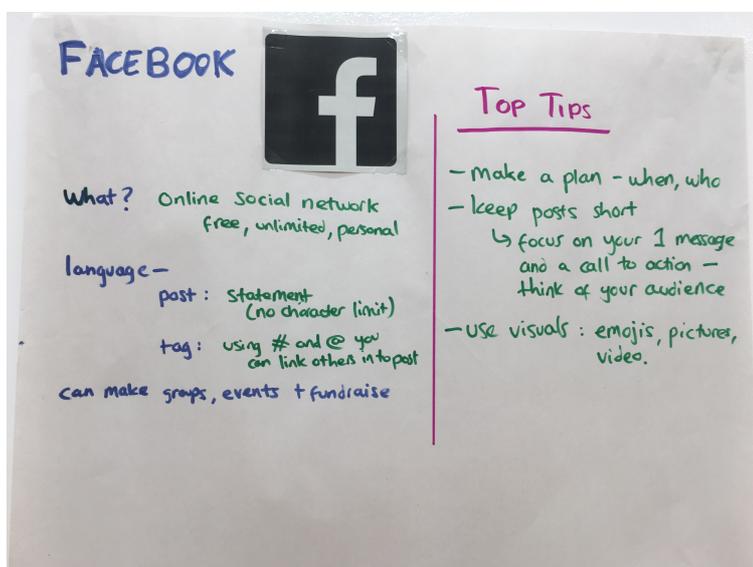
There are many ways to get our voices heard. Campaigners often use traditional media (like newspapers, television, and radio), and social media (like Facebook, Twitter, and others).

Different platforms can play a role throughout a campaign, but some useful things to keep in mind whatever the platform is: make a plan, know your audience, and communicate 1 clear ask / call to action.

We then focused on Facebook and Twitter.

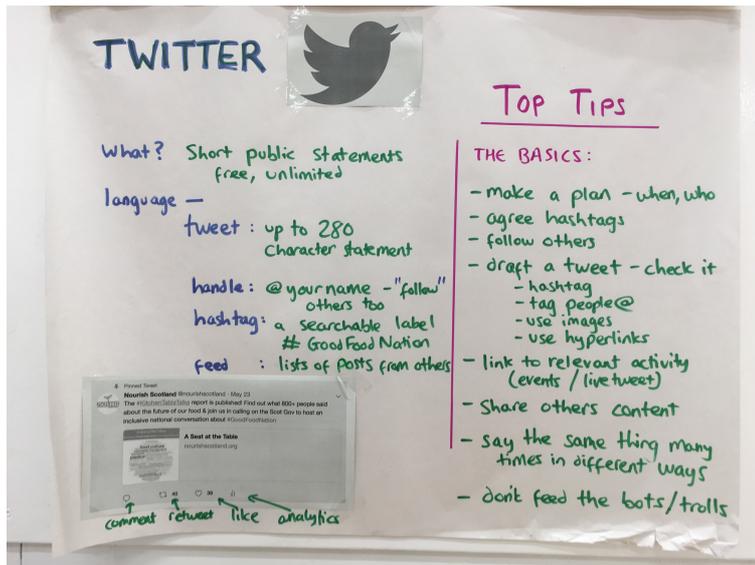
Both are free and easy to use, but will appeal to different audiences.

For example: friends on Facebook will already trust your content, but through Twitter you can reach a much wider audience.



Many campaigns are likely to use both. The facilitators shared some top tips for how to get your content noticed.

Members looked at some example tweets from Nourish and others using #GoodFoodNation and took some time to try writing their own campaign tweets using a template.

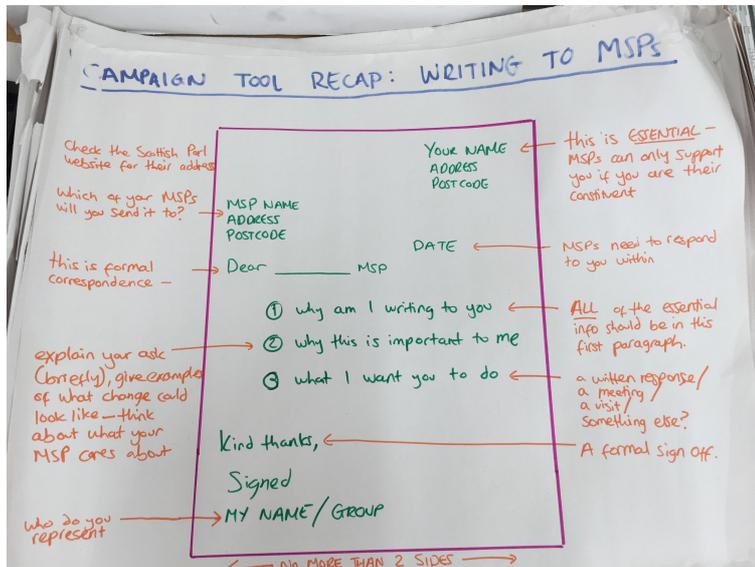


Writing to MSPs

A letter to an MSP is still a very effective way of getting their attention. The facilitators shared some top tips for letter writing.

Don't forget to write your or your group's name and address in the top right-hand corner – MSPs only need to respond to letters from their constituents.

Members looked at a template letter and reflected on when in their campaign they might write to MSPs.

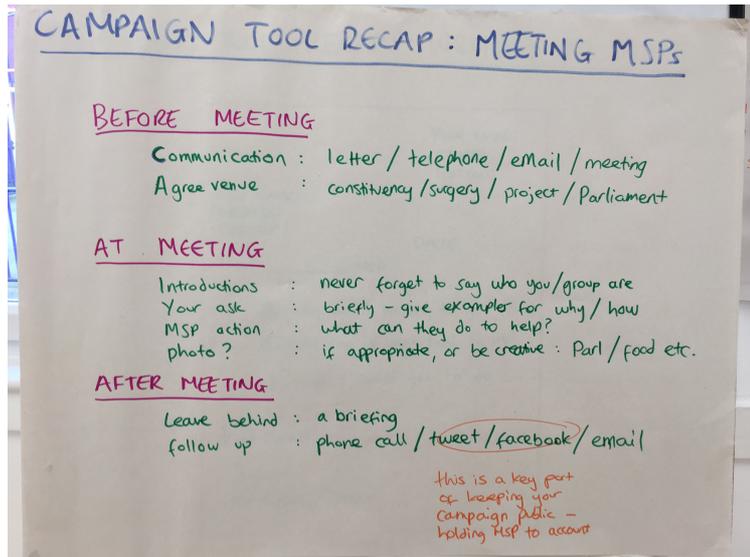


You can find out who your MSPs are at: <http://www.parliament.scot/mspfinder/index.html?postcode>

Meeting with MSPs

Well planned meetings are one of the best ways to make sure an MSP understands your campaign and what they can do to help.

When considering a meeting, think about the most appropriate place to meet – would you like them to see your project or community? Or does it make more sense to meet them at their surgery or in Parliament? Research their interests in advance and use this to frame your ask.



When you meet with your MSP don't forget to introduce yourself and your group members. Be clear and concise - tell the MSP what you want them to do.

Always leave the MSP with a briefing summarising your campaign and what they should do.

Think about tweeting a photo of your meeting to increase the visibility of your campaign, and make sure you follow up with the MSP to see if they've taken action.

In small groups, using a template, members hosted roleplay MSP meetings with each other – carefully listening out to what might convince them to act.

Break and Campaign Photo

Members and guests came together for a Good Food Nation photo which they can use in their campaign materials.



Campaign Planning

Members and their guests split into groups to campaign plan, with some members clustering around similar campaign asks. Facilitators provided the following campaign planning tools:

Communicating your message

Using a template, members considered how to communicate in a single sentence:

What is your campaign and how will you achieve it?

And in three lines to communicate:

What do you want changed?

Why does it matter?

What should an MSP / community member / stakeholder do?

Skills and resource audit

Using a template, members considered what skills and resources their campaign group has, including: writing, speaking, social media, organising, time, funding, and supporters.

Campaign toolbox and timeline

Each group was provided with a campaign toolbox made up of tools explored throughout the Programme such as facebook, twitter, research, events, briefings, actions, and other activities.

Groups discussed what activities from the toolbox they might use in their campaign plans, who in their group would lead on this, and when it would be delivered. This information was collated into a campaign plan and timeline.

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.

Presentations

Groups presented their campaign plans to each other, and received relevant constructive questions to help refine the plans.

Group 1 – geographical access

This group's ask is to increase geographical access to food through fruit trees in public spaces and more public growing spaces.

The group was led by Jolly, and incorporated asks by Jonathan and Veronica. The group was joined by a number of guests: Paula, Zarina, Madhavi, and Gwom.



The group's campaign plan included undertaking research, using this to lobby MSPs and other stakeholders, and hosting an event. The group also assigned leads for a communications plan and an influencing plan.

Group 2 – fair pricing

This group's ask is to promote maximum pricing on some essential items.

The group was led by Mala, and incorporated asks by Riham, Rajesh, and Robert. The group was joined by a number of guests: Dinna, Haitham, Vivian, Vimla, and Shawn.



The group's campaign plan included volunteer-led research on the price variance of essentials, a photo-action to raise awareness of the poverty premium, and engaging MSPs and the press through meetings and social media.

Group 3 – framework approach in the curriculum

This group's ask is to promote a framework approach to food at school level, including in the curriculum.

The group was led by Roseann and Olanna, and incorporated asks by Irina. The group was joined by guests: Zander and Faizal.

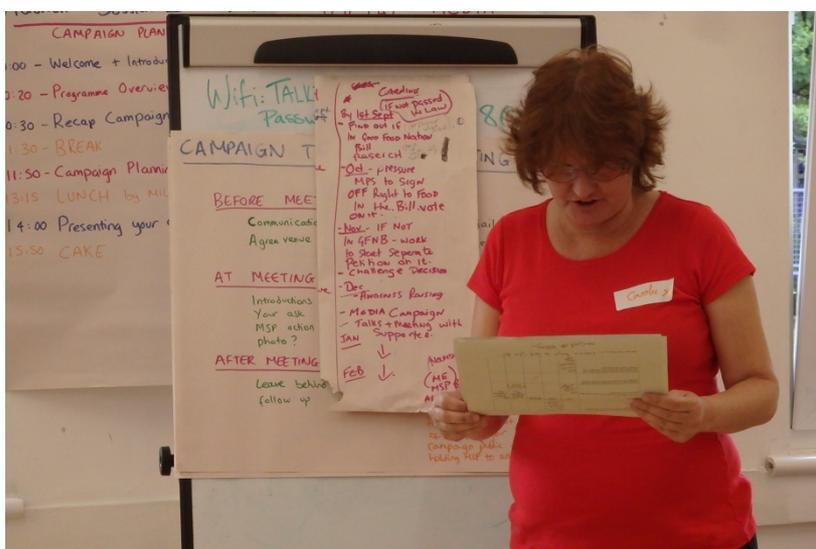


The group's campaign plan included working with parent-teacher councils to pilot some changes in a school. The learning will be collated in a report to lobby MSPs and other stakeholders.

Group 4 – right to food in law

This group's ask is to incorporate the right to food in the Good Food Nation Bill and in practice.

The group was led by Caroline M, and incorporated asks by Cath and Caroline K.



The group's campaign plan followed the provisional legislative timetable closely and included engaging with MSPs, media, and participating in relevant public events to raise awareness. The plan also looked beyond the Good Food Nation Bill to opportunities for progression in policy and practice – including through social security.

Close and reflections

Facilitators outlined the continued support available, including:

- Members will continue to support each other online through a Facebook group, and to meet with each other at a number of regular community events – including at Woodlands Community Café and Central and West Integration Network
- Nourish will support members online by sharing information about their activities on Facebook and Twitter
- Nourish will seek to share and create platforms for members to participate in the Good Food Nation Bill process – including MSP briefings and research
- Nourish will host a gathering 6-months after the final session for all to share campaign stories and updates

The Programme closed with reflections from members and guests.

A full summary of the Programme is available online and on request from Nourish Scotland.