Ontario Food Collaborative

Food Waste Reduction & Healthy Eating

Communications Strategy

January 2019
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1.0 Purpose

The purpose of the communications strategy is to develop an effective approach to execute the vision of the Ontario Food Collaborative (OFC), that all Ontarian’s eat well with no food wasted; with the priority being to prevent food from being wasted in the first place.

The OFC was established in November, 2014 and is comprised of a Steering Committee and three working groups: Metrics, Food Systems Stakeholders, and Strategic Messaging. The OFC has a unique focus on the link between reducing residential household food waste and healthy eating attitudes and behaviours. The OFC brings together various stakeholders to take a holistic food systems approach, with the aim of supporting municipalities with messaging and metrics on food waste prevention. The Strategic Messaging Working Group, responsible for delivering the Communications Strategy, represents professionals from public health, municipal waste planning and non-profit organizations.

2.0 Background/ Situational Analysis

On November 30, 2016 the former Ontario Ministry of Environment and Climate Change (MOECC), now the Ministry of Environment, Conservation and Parks (MOECP), proclaimed the Waste Free Ontario Act, 2016 that strongly recognizes the importance of managing the organic waste sector in a manner that is sustainable for the future. The MOECP established the Food and Organic Waste Stakeholder Working Group focusing on a strategy for the management of organics in municipalities and the Industrial, Commercial and Institutional (IC&I) sector that strongly encourages reducing the amount of food that becomes waste as well as enhancing promotion and education. The MOECP also released the Food and Organic Waste Framework in April 2018, which includes an Action Plan and Policy Statement. The Action Plan and Policy Statement both include provincial support for reducing food waste, including the need for more communications about this issue province-wide.

In addition to provincial food waste prevention strategies, the National Zero Waste Council of Canada, a national non-profit organization, has developed a National Food Waste Reduction Strategy. The National Food Waste Reduction Strategy has three pillars: 1) Policy Change, 2) Innovation, and 3) Behaviour Change. The Behaviour Change pillar, promotes the Love Food Hate Waste campaign, originally developed by Waste and Resources Action Programme (WRAP) UK in 2007, that closely aligns with the OFC’s vision and goals for an Ontario based Behaviour Change Strategy regarding food waste reduction. The timeliness of the Communications Strategy proposed here aligns with the Provincial Food and Organic Waste Strategy, the National Food Waste Reduction Strategy, as well as increasing support for
preventing food waste at most municipal levels. The food waste hierarchy, as shown in Figure 1, is used by the U.S. Environmental Protection Agency and other leading agencies such as the MOECP, as a policy tool to prioritize food waste reduction strategies. The first pillar of the hierarchy emphasizes prevention of food waste through avoidance of over-producing, over-purchasing, and over-preparing.

Figure 1

![Food Waste Hierarchy](Photo: Sustain Ontario)

The challenge for the municipal waste management sector is that food waste prevention and the connection to healthy eating requires health promotion and behavioural change models that are not a traditional practice for waste management planning. There have been food waste prevention campaigns such as the Love Food Hate Waste campaign, now occurring in UK, New Zealand, Australia, Metro Vancouver and Toronto. This campaign is now available to be adapted and mobilized for municipalities across Canada. One adaptation that has been identified as a need is to strengthen the connection to healthy eating. Waste audit results from York Region in 2014 showed almost 50 per cent of the avoidable food waste thrown away from households was perishable fruits and vegetables; those foods of a higher nutritional value.

Currently there are healthy eating initiatives and guidelines, such as Canada’s Food Guide, that are being reviewed for the applicability of environmentally sustainable and nutritious recommendations for a healthy eating lifestyle. Proposed revisions to Canada’s Food Guide can be found here: [https://www.canada.ca/en/health-canada/programs/consultation-canada-food-guide.html](https://www.canada.ca/en/health-canada/programs/consultation-canada-food-guide.html).

References to the concept of sustainable diets is an emerging healthy eating concept. A report from Dietitians of Canada and Acadia University on the vision of sustainable food systems that promote healthy diets indicates that defining sustainable diets requires an intersection of several key themes including broad global outcomes, sustainable food systems in Canada and community drivers. See Figure
2 for the food and nutrition indicators that need to be considered when defining sustainable food systems for healthy eating.

**SUSTAINABLE DIETS**: “diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources. (Food and Agriculture Organization, 2010).”

**Figure 2**
Themes/Indicator Framework for Sustainable Food Systems

Food waste is more than just throwing food away. The “true” value of food incorporates loss of energy resources, water, soil, nutrients, while increasing greenhouse gas (GHG) emissions. The World Resources
Institute, for example, claims food loss and waste contributes to eight per cent of the world’s GHG emissions, and if Food Loss and Waste were a country, it would be the third largest transmitter of GHG emissions (Goodwin, 2017). The Commission for Environmental Cooperation (CEC, 2017) estimates the dollar amount attributed to food waste in North America is approximately US $278 billion, while estimates are $31 billion for Canada (Donaldson 2017, Gooch et.al 2014). A recent study in the U.S. examined food waste at the retail and consumer levels. It reported a substantial amount of nutrients, including many under consumed nutrients, are wasted when avoidable food waste is discarded (Spiker, 2017).

Across Ontario most municipalities are striving to prevent avoidable food waste at the household consumer level. The household has been identified as a significant contributor, responsible for approximately 47 per cent of food waste, in addition to the food waste contributed by the Institutional, Commercial and industrial sectors (53 per cent) (Gooch, 2014).

3.0 Goal and Overall Outcome

To inform, motivate, and empower people to live a more sustainable lifestyle by providing education, tools and resources to promote and support health eating and food waste prevention and reduction. Sustainable as defined by the OFC is the responsible acquisition and consumption of goods and services that does not harm the environment, society, and the economy.

We aim to influence one’s consumer and lifestyle choices and/or options to reduce one’s environmental impact in a manner that can be achieved long-term.

TARGETS:

1) a 10% measurable reduction in Ontario’s avoidable food waste at the household level by 2025.

2) A measurable increased healthy eating consumption rate by Ontario residents (Statistics Canada, 2015). This target needs a % increase that we still need to decide upon. 2015 data 28.7% of Ontario pop. aged 12 and older consumed fruit and vegetables 5 or more times per day; this is lower than National average of 31.5%.

This goal requires the participation of all large-sized municipalities and regions to achieve these targets.
4.0 Target Audiences

The Communications Strategy will primarily target residential households, but will have multiple “touch points” targeting key messages to specific audiences. The “touch points” will include various food environments such as schools, workplaces, food retail, homes, recreational settings and media. The target demographics have been defined below based on psychographic factors that have been identified in a study by Parizeau and von Massow (2015).

4.1 Psychographic Factors of Food Wasting Consumers

**Waste Conscious:** those aware of the social and environmental impacts of food waste, waste less
Those who are Waste Conscious tend to waste less overall and may experience more feelings of guilt associated with food wasting behaviours. This group tends to benefit from education tactics that help to maintain and enhance their existing lifestyles that already incorporate an awareness to waste less (Bubak, 2015).

**Food Aware:** those on a special diet for health reasons, tend to waste less food
Those who are Food Aware tend to waste less. This group also benefits from education tactics that help them maintain their current eating habits (Bubak, 2015). As well, those who are Food Aware have a higher tendency to garden and grow their own.

**Frantic Families:** families with busy schedules that make it hard to meal plan, tend to waste more
Frantic Families have limited time and in some instances limited money. They require help and tools to guide them on saving time when it comes to food related activities. Families tend to experience fussy eaters, smaller appetites and a parental desire to have a wide selection of foods available. When preparing meals they tend to make more than needed. They generally exhibit a higher rate of food waste.

**Convenience Driven:** those who buy groceries but also eat-out often, are at risk to waste more
Convenience Driven audiences are less food aware, less waste aware and exhibit below average food skills. They are busy and spontaneous and will buy groceries, but still eat out often.
Both Frantic Families and Convenience Driven, tend to waste more and will require tools to assist them in meal planning. Since they are busy, messaging and awareness will need to be placed in front of them at the time of purchase and while preparing meals.

Given the relative rates of food waste, the Frantic Families and Convenience Driven categories have been prioritized for this communications strategy. As well, York Region survey studies have identified that over 70% of primary grocery shoppers and meal preppers are the female heads of the household.

In segmenting our target audience, the following groups were identified:

**Primary Audience**

**Moms and families (Females, 35 to 55)**

Too busy. No time to plan. In a rush. So much on their mind. Buy what they know. Collectively account for generating the bulk of food waste in the waste stream. More food waste is derived from households with children (e.g. spoiled food, unwanted food / untouched, leftovers). This group best identifies with the Frantic Families. There is a general misunderstanding of ‘best before dates’ and a fear when it comes to this, so more food may be thrown away due to food safety concerns.

**Secondary Audience**

a. **Young Adults (18 to 35)**

Career-focused. Busy. Managing food is challenging. Making a meal for one is not convenient. Less planning, more impulse foods. Perhaps more processed / pre-prepared meals or take-out. Generate the most waste per person. Young adult singles tend to overdo it with cooking/prepping/serving of food. They report less proficiency in food skills. This group best identifies with the Convenience Driven.

b. **Seniors (55 plus)**

Only cooking for one or two. Retired. Fixed income. Social. Perception is that they don’t eat a lot. Perhaps prefer more easy / processed meals. Disinclination to cook for one or two. May not feel need to plan. Don’t think they waste much. May have higher incidence of health issues or special diets. Approximately 65% of Boomers and Seniors in Canada don’t eat enough fruits and vegetables per day (A Profile of Baby Boomers and Seniors in York Region, 2014). This group best fits with the Convenience Driven psychographic group.
5.0 Approach

The communications strategy is intended to incorporate a multi-pronged approach that:

- **Raises awareness** of sustainable lifestyles using key messages that resonate effectively with target audiences.
- **Creates attitudinal change** such that consumers recognize the value of food and its contribution as a resource in living sustainably; motivating action to eat healthy and reduce food waste.
- **Drives behavioural change** empowering consumers with confidence, ownership, and leadership in living sustainably.

An inventory, review and evaluation was conducted of current campaigns, approaches, tools/resources, and key messages (“promising practices”) used to either help reduce food waste and/or increase healthy eating. The evaluation process used a weighted evaluation rubric developed by the OFC Strategic Messaging Group found in Appendix A. Top Promising Practices of awareness and behaviour change were identified as listed in Figure 3. The working group then used the evaluation to create an internal Logic Model (Appendix B) to establish objectives, activities, outputs and outcomes that would inform the development of the OFC Communications Strategy.
6.0 Objectives

The overall goal of the Communications Strategy goal is to inform, motivate and empower people to eat healthy and prevent and reduce food waste as an essential part of a sustainable lifestyle. To achieve this goal the OFC Strategic Messaging Group has identified three main objectives with associated strategies:

**Objective 1:**
To inform consumers of the role that healthy eating and food waste reduction has in living a sustainable lifestyle.

The Communications Strategy recognizes the need to first raise awareness to the problem of food waste and the connection to healthy eating. Informing the public on the prevalence of healthy foods being wasted, that could have been saved, is often the first step. Several strategies have been identified to achieve this objective:


**Strategy 1.0**

1.1 Engage a cross section of strategic stakeholders:

   Food waste is a complex issue with stakeholders at multiple levels and across varied sectors in the food chain. The OFC Stakeholder Working Group is working on a recruitment Strategy and will be engaging new stakeholders to help implement the communications strategy.

1.2 Develop key messages for OFC:

   Evidence-informed messaging has been identified as a top priority. The evaluation rubric (Appendix A) will be used to identify successful messaging that has been implemented in other campaigns. Communications must integrate food waste reduction with healthy eating and frame this desired behaviour as simple and do-able.

1.3 Identify target populations for key messages:

   Tailoring key messages to segmented audiences will help to reach those targets and convert those that are already able and willing, while raising awareness of those who do not currently understand the issue and ideally will help sway change over time.

1.4 Develop and implement the plan:

   The Communications Strategy identifies the use of multiple channels to promote the key messages. Some of the identified tactics include, radio, social media, print advertising and billboards.

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**Objective 2:**

To motivate eaters to take action and elevate practices that are consistent with a sustainable lifestyle.

It is recognized that most consumers do not want to waste food; therefore the OFC aims to build upon strategies that people already act upon and help them do better in preventing food waste. With this objective the hope is to draw a connection to the value of food at an emotional level.

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**Strategy 2.0**

2.1 Create opportunities and encourage community dialogue based on key messages:

   To create a conversation about the value of food for healthy lifestyles and the importance of preventing food waste. For this, a digital platform is required to incite dialogue that is visually appealing and easy to understand for the average person.

2.2 Stimulate and influence behaviour change that reflects the key messages:

   To stimulate behaviour change, a repository of tools and resources is needed to highlight the
benefits of food waste reduction and healthy eating. Many evaluated behavioural change models suggest that simple and do-able actions may be most effective in supporting households in adopting the desired practices.

2.3 Reach people on an emotional level by using storytelling:
To inspire people to take action, storytelling can be used to create an emotional connection to the value of food. The value of food is extended across the farm-to-table spectrum in avoidable costs such as human labour, energy, natural resources, nutrition, time and money that gets lost when food is wasted. The storytelling approach will also provide opportunities for story-sharing that inspires positive changes toward a sustainable lifestyle.

**Objective 3:**
To empower and recognize those who demonstrate confidence, ownership and leadership in living sustainably.

The objective is to build capacity and inspire champions to promote the messages in varied community events, outreach or community challenges. These actions taken by champions can help mobilize and drive momentum for the Communications Strategy.

**Strategy 3.0**

3.1 Promote tools and resources that support the key messages and actions:
The platform for knowledge exchange will also have a section for tools that will enable the simple and do-able steps to be achieved.

3.2 Build social commitment through public recognition:
Champions are defined as those who actively help disseminate the key messages and advocate for behaviour change. The champions who promote change or actions within the community will be showcased to demonstrate their success stories.

3.3 Build community capacity to foster greater ownership and momentum:
To build community capacity, a complete toolkit of print-ready materials, presentations, and skill building workshops will be produced for champions to lead community mobilization events that lead to more community-led initiatives.
7.0  Key Messaging

With messaging it is important to match messages and interventions to the Stages of Change Model (Prochaska, 1997), outlined below, to address behaviour change at various stages of the decision-making process:

- **Pre-contemplation**: People are unaware that their behaviour is a problem and have no need or intention of changing. People in this stage often underestimate the pros of changing their actions and focus on the cons of changing behavior.
- **Contemplation**: People are intending to start a new behavior in the foreseeable future. They recognize that their behavior may be problematic, and a more thoughtful and practical consideration of the pros and cons of changing the behavior takes place. Regardless, they may still feel undecided toward changing their behavior.
- **Preparation**: People are ready to change soon and will begin to take small steps toward the behavior change.
- **Action**: People have recently changed their behavior and intend to continue with that new behavior.
- **Maintenance**: People have sustained their behaviour change for more than 6 months and intend to maintain this going forward. People in this stage work to prevent relapse to earlier stages.
- **Recidivism** (i.e. habit forming – becoming part of the daily routine): People have no desire to return to their previous behaviour and are certain they won’t relapse.

In Canada, households account for approximately half of the food wasted, so focusing at the household level has the potential to make a substantial impact.

7.1  Key Outcomes

The Approach is intended to achieve the following outcomes:

- Improved attitudes towards food being highly-valued and perceived as an important resource
- Increased understanding of the role of food and eating habits in supporting a sustainable lifestyle
- Food waste prevention or avoidance
- Reduction of food waste found in the waste stream
- Increased proportion of food meeting its nourishment purposes rather than being wasted
• Increased dedication to food and healthy eating through improvements in food literacy (awareness, knowledge, attitude, food skills)

7.2 Key Campaign Resources

Through the evaluation process identified earlier in the Communications Strategy several existing campaigns were identified for their promising approaches, tools and messaging.

The following outlines three of these messaging campaigns referenced earlier in the Communications Strategy:

1. Love Food Hate Waste (WRAP UK)  [loovefoodhatewaste.com]
   - Love your food, reduce your waste, save money
   - Value based messaging aimed to change attitudes
   - Pro: Clear, simple and straightforward
   - Con: Weakness in its connection to health benefits
   - Adopted by Metro Vancouver [loovefoodhatewaste.ca]

2. Food: Too Good to Waste (EPA)
   - Food is too good to waste; what’s up with all the food waste; food waste = resources wasted
   - [Food: Too Good to Waste Guide and Toolkit]
   - Pro: Focus on value of food in relation to food waste
   - Con: Lacks health connection
   - Con: Too waste focused
   - Save our food from being wasted
   - Pro & Con: Very much an environmental message
   - Lacks health connection

In addition, York Region’s Good Food program was identified as being worthy of evaluation as it’s one of the only campaigns that incorporates both the food waste reduction and healthy eating messaging.

4. **Good Food**
   - When you make time to plan and prepare healthy meals the benefits include better health, more family time, money saved and less waste. Plan. Prepare. Enjoy.
   - Focus to date has been with the family connection to food and health
   - Challenge to include the food waste connection
   - Don’t want to lose or overshadow the food waste messaging
   - Still early in the process to see a shift in behaviour for evaluating results
   - [york.ca/GoodFood](http://york.ca/GoodFood)

Additional messaging examples can be found in Appendix C for further reference and consideration.
7.3 Key Principles

Key messaging should be both sustainable and practical:

- Evaluation of existing key approaches, tools, and key messages (rubric exercise) established that the key messaging would support sustainable living by integrating food waste reduction with healthy eating.
- Drawing on social marketing principles and key factors for target audiences, it is deemed important to promote the benefits to households of adopting simple, do-able behavior changes.

7.4 Key Issues

Initial points, gleaned from the above campaigns as well as other key sources, included:

- Food waste is the result of problematic attitudes and behaviours.
- Low valorization of food caused by factors such as relatively low prices, disconnect of populations from food-related activities, and throw-away societal norms leads to food not being treated as a precious resource.
- Vegetables and fruit both make up, by far, the highest category of avoidable food waste, and are substantially under-consumed compared to nutrition recommendations.

7.5 Strategic Framing and Messaging

Messaging requirements:

- Engaging tone
- Use of metaphors to simplify the message (e.g. visual of dollars being scraped off plate into bin)
- Appeal to the audience’s emotions (e.g. connection to the natural environment, family/children, personal health, social conscience)
- Clear and simple language
- Address barriers
- Credible and compelling
- Incorporate guidance more than statistical facts
- Positive messaging
- Present actions that are relatively easy to do
  - Recommended actions will make life easier rather than adding more to their plate
  - Action is seen as genuinely useful and appeals to the audience requiring minimal persuasion
Issues and opportunities to be addressed in messaging:

- Shopping behaviour: buying too much; impulse purchases, shopping without a plan
- Meal planning: Not planning meals, planning for too much food, not setting aside time to plan
- Food Storage / Organization: Losing track or forgetting what they have; improper storage (e.g. food not kept at the right temperature)
- Preparation: Lack of food skills; lack of confidence preparing meals; poor results lead to less home cooking and perhaps purchasing more processed or prepared foods
- Budget: Wasted money spent on unused, disposed food
- Eating habits: Perceptions of certain foods not tasting good (e.g. picky eaters); excessive portioning; mistaken health concerns; over-ordering in restaurants
- Disposal: rejecting or forgetting about leftovers; misinterpreting freshness/safety factors; date labelling confusion on packaging (e.g. best before dates)

What the target audience wants:

- More free time
- Quick easy meals
- More time spent with family / friends
- To be healthy
- To have more money (for social / travel / future security)
- To feel less stress / time to relax

Challenge:

How can their needs be met? How can their problems be solved? Do they even know or recognize they have a problem? Perhaps the problem isn’t big enough or even in their conscience to be a priority.

Proposed solutions for the target audience:

- Help them plan ahead, provide reminders to shop with a list (will help them be healthy, save money and time)
- Provide resources and tools to help them become more organized
- Provide resources and guidance to help them plan to eat healthier
- Provide access to easy healthy meal plans and grocery lists
- Inspire them to plan smarter so they use all their perishable ingredients
What’s in it for them?

- They will spend less, waste less, eat healthier and get more free time
- They will become more organized, resulting in less over-buying and less money wasted (e.g. won’t buy duplicates of something they already have at home in the refrigerator or pantry)
- Approach and messaging supports those that are cost conscious, health conscious and / or environmentally conscious

7.6 Messaging

In reflecting on the target audiences and their needs, and the desired behaviour that is targeted by this strategy, the messaging should focus on the importance of planning. Planning before shopping will initiate the greatest change, along with being mindful of what is being planned, prepared and eaten. Planning is the action that sets the quality and quantity of food to be consumed and ideally becomes the habit from which they see the greatest benefit.

In addition, continuing to reflect on the target audience’s needs, most are seeking more time, more money and better health. It can be determined that better health, saving time and money are potential motivators for these audiences.

Using the concept of planning and saving it is suggested that the key messages should have at its core the idea of *Plan to Save* to reach the targeted audiences. This provides clear simple messaging with flexibility for the content to be customized for the various target audiences and segments based on their specific needs and what they desire to save.
### 7.7 Proposed Copy

A summary of what has been proposed is below outlining the three target groups:

<table>
<thead>
<tr>
<th></th>
<th>Moms / Families</th>
<th>Young Adults</th>
<th>Seniors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In a rush. So much on their mind. Buy what they know.</td>
<td>Making a meal for one is not convenient. Less planning, more impulse foods. Perhaps more processed / pre-prepared meals or even take-out.</td>
<td>Don’t eat much. May prefer more easy / processed meals. Not worth cooking for one or two. Believe they don’t need to plan as they don’t waste much.</td>
</tr>
<tr>
<td><strong>Psychographic Factor</strong></td>
<td>Frantic Families</td>
<td>Convenience Driven / Food Aware</td>
<td>Convenience Driven / Food Aware</td>
</tr>
<tr>
<td><strong>Current Challenges</strong></td>
<td>Buy too much.</td>
<td>Not planning ahead</td>
<td>Buying too much</td>
</tr>
<tr>
<td></td>
<td>Not planning ahead</td>
<td>Losing track or forgetting what they have</td>
<td>Not planning ahead</td>
</tr>
<tr>
<td></td>
<td>Losing track or forgetting what they have</td>
<td>Wasting money</td>
<td>Wasting money</td>
</tr>
<tr>
<td></td>
<td>Wasting money</td>
<td>Being too selective (don’t want leftovers, want variety, not understanding best before dates, etc.)</td>
<td>Being too selective (don’t want leftovers, want variety, not understanding best before dates, etc.)</td>
</tr>
<tr>
<td></td>
<td>Being too selective (doesn’t eat leftovers, want perfect produce, nervous about best before dates, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Barriers</strong></td>
<td>Busy schedule, lack time</td>
<td>Busy, social</td>
<td>Adjusting to smaller meals / portions / servings</td>
</tr>
<tr>
<td></td>
<td>Lack of kitchen skills</td>
<td>Lack of kitchen skills</td>
<td></td>
</tr>
<tr>
<td><strong>Needs</strong></td>
<td>More time, more money, eat healthy, quick meals</td>
<td>More money, quick simple meals, eat healthy</td>
<td>More money, simple meals, eat healthy</td>
</tr>
<tr>
<td><strong>Message</strong></td>
<td>Make a plan for your health. Meal planning can bring you one step closer to healthy living.</td>
<td>Plan first. Meal planning is just one simple step to saving money and better health.</td>
<td>Plan for your health. Meal planning is one simple step to eating healthier.</td>
</tr>
</tbody>
</table>
7.8 Key Messages for Web

Below is some supporting copy to be included on the webpage that provides tips and tools to help the audiences plan better.

Tips to Plan:
- Plan and prepare a list before you shop – decide on your meals, recipes, ingredients needed, make a list and stick to it
- Shop at home first – see what you can use or already have in your refrigerator or pantry before you head to the store
- If you like leftovers try “Planned-overs”; prepare large amounts and save or freeze extras for a future meal
- Buy only what you need and only what you can eat. Impulse purchases can upset the plan and find you wasting uneaten food and money
- Search for healthy meal planning apps, many are available for free
- Post your plan where it’s a visible reminder of what you have planned
- Get the whole family involved in the planning and preparing of the meals. Children are more likely to accept foods when they’re involved. This will also develop their food literacy (i.e. appreciation of their food and food skills) that will help them eat healthier and avoid wasting food in the future.

Tips to Eat Healthy:
- Canada Food Guide recommendations to educate on the servings of vegetables, fruits etc. needed per day
- Portion control – e.g. vegetables should take up half your plate, serve smaller portions so unserved food can be kept for leftovers the next day; smaller portions prevents overeating; dismiss the belief you need to clean your plate
- Investigate protein recommendations (number of grams required per day) and its equivalent
- Links to Eat Right Ontario
- Links to Dietitians of Canada

Tips to Save More:
- Don’t buy perishable goods in bulk if you don’t think you can eat them in time – you’re not saving money if it’s going to waste
• Organize your refrigerator so what you need to eat first is up front and visible. Foods hiding in the back tend to be forgotten.

• Keep leftovers for lunch or another meal. Soups, casseroles and stews all freeze well.

• Know your best before dates. Not all food must be tossed once that date is met. Best before dates indicate peak freshness and nutrition. It’s not a ‘bad after’ or ‘expiry date’.

• Try serving meals ‘family-style’ where everyone, including children, have the opportunity to serve themselves from a central serving dish, rather than having someone else determine amounts for them. Uneaten plated food (which is not typically safe for eating later) might be reduced and any leftovers in the serving dish can be saved for another day.

Benefits to you:

• Healthy meal planning means a healthier you

• Buying less and only what you need saves you money

• Planning ahead makes meal time less stressful

• Being more organized means more free time for you and your family

Other benefits?

When food is wasted, money is wasted, time is wasted, energy is wasted. When you waste food you waste so much more.

• Farmer’s time and energy to plant and harvest or raise that food

• Energy and resources to grow, produce and transport that food

• All the vitamins and minerals that food had to offer you and your health

• Your hard earned money spent on purchasing that food

• Your personal time and energy to buy, prepare and cook that food

• Energy and costs required to compost wasted food

8.0 Tactics and Delivery

8.1 Delivery Channels

To reach the busy target audience it is important to be where they are. For the message to stick they will need to hear it multiple times in multiple ways. Frequency is key to cut through all the competing advertising and messages.
Distribution channels will reach:
- Public
- Partners / stakeholders

Include numerous settings:
- Children – school, home, recreational activities
- Teens – school, home, shopping malls, public transit, movie theatres, social media
- Young adults – workplace, in transit, social media, entertainment venues
- Parents – workplaces, in transit, home, grocery stores, recreation centres
- Older adults – clubs, medical / pharmacy, recreational activities, social media

Delivery channels will include the following:
- Out of Home advertising
  - Radio ads and traffic tags
  - Billboards
  - Public transit
  - Transit shelters
  - Mobile signs
  - Theatre advertising
- Venue specific advertising
  - Grocery stores (if permitted)
    - Signage
    - Point of Sale (POS) materials
    - In-store staffed promotions
  - Farmers’ Markets
    - Signage
    - Brochures
    - Display table
  - Arenas / Community Centres / Libraries
    - Posters
    - Signage
    - Brochures
- Displays where permitted

- Educational opportunities (classes, workshops, on-line tutorials, etc.):
  - Cooking classes
    - Host a workshop or presentation
    - Provide brochures / materials to community centre classes
  - Senior Centres
    - Provide workshops and brochures
  - Schools
    - Newsletters
    - In-class presentations / teacher support materials

- Social media
  - Facebook / Twitter / Instagram posts
    - Using Videos
      - Quick video tips
      - Inspirational videos of the benefits
      - Use emotion where appropriate
      - Storytelling along the food chain
        - Present a farm-to-table narrative on ‘What’s Lost’ outlining where waste happens at the household level e.g. purchasing, storing, preparing, cooking, serving, eating, recovering, etc.
        - Illustrate avoidable food waste costs
        - Solicit stories from the public about positive impacts/benefits of personal/household lifestyle changes that are representative of the campaign’s key messages.

  - Pinterest
    - Life hacks
    - Create quick reference lists / tips

- Food websites
  - Paid advertising on recipe sites and food webpages
    - Food Network, All Recipes, Epicurious, Food.com, TheKitchn.com

- Events
  - Food Festivals
• Home Shows
• Street Festivals

• Media
  - Distribute press releases to media outlets
  - PSAs
  - Targeted advertising

• Print materials
• Apps

Resources for education to include:
  - Link to Health Unit programming, developing food skills and knowledge on:
    - meal planning
    - food shopping
    - preparation
    - portioning
    - storage
    - best before dates
    - leftovers
    - disposal
  - Website, hosting the following:
    - Infographics
    - Repository for resources, and sharing
      - Eat Right Ontario
      - Think. Eat. Save.
      - Love Food Hate Waste
      - Good Food
      - Food: Too Good to Waste
      - Cook Up Some Fun!
      - Peer-to-peer Food Education programs (e.g. Community Food Advisors)
      - Train the Trainer workshops
      - You’re The Chef program
      - Ontario Food and Nutrition Strategy
8.2 Engagement

A vital step is to engage the target audiences and encourage them to try some of the tips and tools so that they realize the benefits and continue to practice these actions and ideally spread the word.

Below are some activities that will foster engagement:

1. Create a community contest or challenge (e.g. Plan & Save challenge) with rewards for participation:
   a. Participants will receive a list of actions with tips and motivators
   b. Aim is that participants will realize they’ve saved time and money while eating healthier
   c. Potential to recruit successful participants to help promote the messaging, offer testimonials and become Champions

2. Awareness-raising through measurement:
   a. Have consumers measure and record their food waste and reasons for wasting for a brief time period, as a gauge of how their perceived level of waste compares to measured level and why food is being wasted
   b. Once people recognize the reasons why they are wasting food, they can be provided with matching actionable messages and tools for solutions that will work for them.

3. Pledges:
   a. Offer incentives / giveaways to get people pledging to plan and use our tools
   b. Provide opportunities for people to sign a pledge or post their pledge on social media

4. Seek out “Champions” (re: healthy eating and food waste reduction). Recruit and cultivate champions that are seen as active relatable role models
   a. Implement public recognition to showcase food waste reduction champions
   b. Plan and implement a small-scale pilot of the public recognition campaign
   c. Evaluate, revise public recognition pilot, to scale up to larger audience
   d. Incentives & Recognition:
      i. Awards
      ii. Rewards
      iii. Functional “swag”/giveaways (e.g. insulated and reusable shopping bags, food storage containers, sticker labels or reminders, etc.)

5. Identify and select storytellers / spokespersons
   a. Arrange opportunities to share / tell stories
   b. Arrange media coverage of storytelling events
8.3 Giveaways / Incentives
Throughout the delivery of the messaging, resources and tools will be available to make the transition to this new behaviour easy. Many of the tools will be functional, cost effective and easy to use.

Proposed promotional tools:
- Meal planners
- Food storage guides
- Best Before guides
- Recipes
- Meal plan recipe sets
- Portion guides

8.4 Future Momentum and Mobilization
In order to continue the momentum of the messaging it is recommended that a toolkit be created for stakeholders and champions to access so they can lead and mobilize their own community in this initiative.

Nurture this stage by:
- Developing a Do-It-Yourself Toolkit and campaign package (suite of documents and resources) for community champions and stakeholders to implement community-led initiatives, spread the word and engage others
- Mobilizing the community using:
  - Events
  - Activities
  - Contests or challenges
  - Social engagement
  - Pledges
  - Story sharing
- Identifying and / or developing community events and activities to showcase key messages, tools, resources and promote community ownership

9.0 Implementation / Work Plan
The implementation plan encompasses the following key recommendations for the roll-out of the Communications Strategy.
9.1 Co-Branding of an Established Toolkit

We recommend a pilot to test the co-branding of an established toolkit and test the messaging with a focus group from the Moms/Families demographic.

Highlights will include:

- Engaging consumers in new habits that will reduce food waste
- Building a more health-focused narrative into the pilot

The OFC will house the toolkits and distribute to the requesting community leaders or organizations as needed.

9.2 Website

Development of an OFC website, as a “one-stop shop” to support activities within the Communications Strategy including:

- Web Content found under section 7.8 Proposed Messaging within this strategy
- Community Engagement under section 8.2 Engagement in the strategy
- Mobilization tactics under section 8.4 Future Momentum found within this strategy

Municipalities can link to the campaign page as a resource. Built-in analytics will be needed to measure impact of the campaign (e.g. MailChimp, Google Analytics) as well as a built-in survey component for participants to access at the end of their campaign.

9.3 Roles & Responsibilities

To support the activities of the Communications Strategy the following positions are recommended either as support from a participating health unit or paid contract position:

1. Web developer
   - Develop / maintain website

2. Program Evaluator:
   - Consult with and support program staff and management throughout the integrated planning and evaluation cycle
   - Identify monitoring and evaluation needs for all programs in consultation with program staff and management
   - Lead the design and implementation of systems to monitor program activities and outcomes and, where appropriate, conduct program evaluations
   - Assist in the creation of logic models, evaluation plans and supporting documents
• Develop and/or select appropriate data collection instruments and participate in data collection activities which may include the development and administration of surveys, interviews, observations, focus groups, and other methods of evaluation

• Assess and identify organizational training and development needs related to program planning and evaluation in consultation with program staff and management

3. University graduate student

• Part of graduate research project, to support data and analytics of project

9.4 Implementation of Pilot

• Develop promotional material templates to present and test through focus groups of the Mom/Family target audience to determine if any adjustment to messaging and imagery is needed to ensure both messages of food appreciation and health is communicated

• Identify potential pilot communities

• Select pilot community and work with them to develop community specific work plan and timelines including duration of pilot according to their priorities and approval protocols

• Work with pilot community to implement plan and distribute messaging and collateral pieces to promote the program

• Continually monitor the progress of the pilot

• Once pilot duration has been reached evaluate results and scale the findings and lessons learned for the next pilot and/or continuation of existing pilot

• Consideration of work plan:
  o The development of the work plan is pending decisions from the Ontario Food Collaborative Steering Committee
### 10.0 Budget

An estimated budget can be found below outlining three tiers of budget based on scale of pilot / program launch, size of community and tactical approach. This estimate can be used to garner a sense of funds required to implement a communications plan for food waste reduction and suggested tactics to be employed. The budget can be referred to as a shopping list of options depending on the identified needs and resources of the municipality.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Description</th>
<th>Small Scale</th>
<th>Medium Scale</th>
<th>Large Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Print ads, outdoor signage (mobile signs, transit)</td>
<td>$10,000 to $55,000</td>
<td>$20,000 to $90,000</td>
<td>$30,000 to $100,000 +</td>
</tr>
<tr>
<td></td>
<td>Broadcast media - radio, TV</td>
<td>$15,000 to $170,000</td>
<td>Free</td>
<td>$50,000 to $200,000+</td>
</tr>
<tr>
<td></td>
<td>PR – media / press releases, earned media</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>Door to Door</td>
<td>$4,000 to $10,000</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td></td>
<td>Direct Mail</td>
<td>$24,000 to $50,000</td>
<td>$25,000 to $80,000</td>
<td></td>
</tr>
<tr>
<td>Community Engagement</td>
<td>Events, workshops, school visits</td>
<td>$5,000 to $10,000</td>
<td>$10,000 to $25,000</td>
<td>$25,000 +</td>
</tr>
<tr>
<td>Online Advertising</td>
<td>Paid advertising on select websites</td>
<td>$5,000 to $15,000</td>
<td>Free</td>
<td>$15,000 to $25,000 +</td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook, Twitter, Instagram, Pinterest - sponsored ads</td>
<td>$1,000 to $2,000</td>
<td>$1,000 to $2,000</td>
<td>$5,000 +</td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>Meal planners, brochures, promotional tools, etc.</td>
<td>$5,000 to $10,000</td>
<td>$10,000 to $23,000</td>
<td>$15,000 to $40,000</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Data collection (follow up focus groups, surveys, etc.)</td>
<td>$10,000 to $15,000</td>
<td>$15,000 to $25,000</td>
<td>$25,000 to $50,000 +</td>
</tr>
<tr>
<td>Program / Creative Development</td>
<td>Staff required to design, implement, monitor and evaluate plan</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$35,000 to $100,000</td>
<td>$85,000 to $400,000</td>
<td>$175,000 to $525,000</td>
</tr>
</tbody>
</table>
11.0 Evaluation and Reporting

We recommend pilot testing the branded materials initially with a focus group from the Mom/Families demographic. This feedback will direct the efforts of the pilot project with a local municipality. For the pilot project, evaluation questions will be developed and built-in to measure impact of the campaign. Ideally measurement would take place after one year and feedback would be used to determine if any adjustments need to be made to the approaches used. There are many focus group companies which can assist in developing questions and analyzing data. This cost has been included in the budget.

Measuring the impact will include:

- Quantitative and qualitative data
- Process, outputs, outcomes
- Outlining key performance indicators/metrics
- Assessing audience awareness, perceptions and attitudes

Other survey components and indicators will include:

- Demographic information
- Focus groups / pilot feedback
- Follow up survey results indicating change in behaviour
- Online traffic to site
- Digital engagement – social media (followers, likes, posts, comments, shares, retweets, etc.)
- Media uptake
- Audit results reflecting change in behaviour
Appendix A – Evaluation Framework

The OFC Strategic Messaging Working Group created an evidence based evaluation rubric to support the review of promising practices for linking healthy eating and food waste reduction. The review process incorporated a qualitative and quantitative assessment of over 50 current approaches, tools or resources, and key messages of established food waste and /or healthy eating programs or campaigns locally, nationally, and internationally.

Once the materials were categorized into the above mentioned categories, the group used a screening and filtering tool to assess the fit to the OFC’s communications goals.

Screening Questions:
Target: Does the tool/resource aim to reach residents and households?
Purpose: Does the tool/resource intend to influence attitudes and behaviours?
Audience: Who is the tool/resource intended to influence?

Filtering Questions:
Source: Is the message proprietary (protected) or was it created as an "open source" for sharing? Does it come from a credible recognized source?
Timeliness: Is it relevant today or does it require updating?
Applicability: How suitable is it to be used in Ontario?

Once the resources were screened and filtered they were evaluated against a scorecard of Questions (Table 1) with the following quantitative weighted scoring system (Table 2):

Table 1: Evaluation Scorecard

<table>
<thead>
<tr>
<th>Questions</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form 1. How practical would users find this tool / resource?</td>
<td>1</td>
</tr>
<tr>
<td>Content 2. How well does the tool / resource resonate with the intended audience?</td>
<td>2</td>
</tr>
<tr>
<td>3. How clear and easy to understand is it?</td>
<td>3</td>
</tr>
<tr>
<td>4. How well does it demonstrate the benefits that would be motivating for the target audience?</td>
<td>4</td>
</tr>
<tr>
<td>Credibility 5. What level of relevant experience does the source have in this area?</td>
<td>5</td>
</tr>
<tr>
<td>Effectiveness 6. How strong is the evidence to suggest it is effective?</td>
<td>6</td>
</tr>
<tr>
<td>Adaptability 7. How much potential does it have to integrate both a health and waste focus?</td>
<td>7</td>
</tr>
<tr>
<td>8. How much effort would be required to adapt it for targeting residents and households?</td>
<td>8</td>
</tr>
</tbody>
</table>
The end result of the evaluation rubric helped determine the most promising approaches, tools and messages that were then discussed with the group to identify key strategic components to use in the Communications Strategy.
APPENDIX B – Logic Model

**Goal:** To inform, motivate and empower people to live a more sustainable lifestyle through healthy eating and food waste prevention and reduction.

**Alternative Goal:** To inform, motivate and empower people to eat healthy and prevent/reduce food waste as an essential part of a sustainable lifestyle.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| Objective 1: To inform eaters of the role that healthy eating and food waste reduction has in living a sustainable lifestyle. | 1.1 Engage a cross-section of strategic stakeholders | • Identify potential partners and key stakeholders  
• Develop an engagement plan  
• Engage partners and key stakeholders, identified by the Stakeholder working group, to inform the development of key messages | • Engagement plan created  
• Partners identified  
• Contact database created  
• List of confirmed partners, community groups and sectors involved | • Increased awareness of sustainable lifestyles  
• Messaging is integrated and shared by community partners and key stakeholders |
|  | 1.2. Develop key messages for OFC (for consistent communications) | • Apply the key insights achieved from evaluation rubric results  
• Draft key messages that support sustainable living  
• Check that messages: ✓ integrate food waste reduction with healthy eating promotion  
✓ frame desired behavior changes as simple and do-able | • Key messages document developed  
• Integrated and evidence informed key messages | • OFC has integrated and evidence-informed key messages to support its work  
• OFC has key messaging to promote across the Province for consistency |
|  | 1.3 Identify target populations for key messages | • Segment audiences, in consultation with the Metrics group and their data findings, including psychographics - values/mindsets/beliefs (can follow stages of change theory)  
• Match and/or tailor key messages to segments  
• Beta-test key messages for target populations | • Target audiences are identified  
• Appropriate key messages for audience segments are identified | • Key messaging resonates effectively with difference target audiences |
|  | 1.4 Develop a media plan | • Identify multiple media channels (include social media) to communicate key messages  
• Develop list of media tactics to disseminate messages  
• Tailor use of channels and tactics to audience segments | • Media plan created  
• List of media contacts  
• Social media activity and content strategy  
• Number of interactions, by targeted audience segment  
• Social media messages created | • Media activities increase awareness of key messages  
• Audience segments respond favourably to targeted media  
• Consistent messaging is disseminated via various channels and tactics |
|  | 1.4 Implement the media plan | • Determine stakeholders to contact  
• Build a database of outlets through which to distribute messaging  
• Communicate with stakeholders to share messaging | • List of engaged stakeholders  
• Resources developed to “build the case” | • Gaining buy-in/participation from key stakeholders  
• Stakeholders share |
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Strategies</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| **Objective 2:** To motivate eaters to take action and elevate practices that are consistent with a sustainable lifestyle. | 2.1 Create opportunities and encourage community dialogue based on the key messages | • Determine an online platform to use  
• Create content so that the platform incites dialogue | • Online platform live  
• Platform is consumer friendly, visually appealing and easy to understand | • Consumers take action on eating healthy and reducing food waste  
• Online presence for community engagement |
| | 2.2 Stimulate and influence behavioural change that reflects our key messages | • Build a repository of resources for household use that: ✓ highlight the benefits of food waste reduction and healthy eating ✓ present simple and do-able actions that support households in adopting the desired practices  
• Include incentives (e.g. pledges and other tactics that offer functional “swag” or tools like re-usable and/or insulated shopping bags, food storage containers and labels, etc.) in campaign  
• Create a community contest or challenge (e.g. food knowledge challenge) with rewards for participation  
• Identify and facilitate means to motivate through leveraging social engagement and recognition (“buddy system”, recognition stickers, etc.) | • Repository of resources  
• List of do-able actions to present to public  
• Number of “hits” on resource pages  
• Number of requests to receive more information / tools  
• Number of uptakes / distribution of incentives  
• Challenge/contest created and administered  
• Number of participants  
• Pre/post evaluation  
• Social engagement is directed towards the desired audience and behaviours | • Increased awareness of key messages  
• Resources and incentives stimulate consumers to begin to adopt practices toward healthy eating and food waste reduction skills  
• Behaviour change is practiced as a result of participating in the challenge/contest (measurable – based on activity) |
| | 2.3 Reach people on an emotional level by using storytelling to appeal to people’s attitudes and values | • Present a farm-to-table narrative outlining where food waste happens along the value chain, including reflections of today’s “throw-away” mentality. Illustrate the avoidable costs in terms of human labour, energy, natural resources, nutrition, money, etc. that gets lost.  
• Present a case for how the campaign’s key messages can be leveraged to aid the sustainability movement  
• Solicit stories about positive impacts/benefits of personal/household-level lifestyle changes that are representative of the campaign’s key messages.  
• Identify and select storytellers / spokespersons/s  
• Arrange opportunities to tell stories | • “What’s Lost” narrative created  
• Case made for sustainability  
• Number of stories posted online that are consistent with the key messages  
• Spokesperson/s retained  
• Number of storytelling opportunities  
• Number of media uptakes  
• Attendance numbers/reach for storytelling opportunities/media | • People connect healthy eating practices with ability to reduce food waste  
• People attribute increased value of food as a key resource and a factor to sustainability  
• People are inspired to action |
**Objective 3: To empower eaters to demonstrate confidence, ownership, and leadership in living sustainably.**

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrange media coverage of storytelling events</td>
<td><strong>Gather and/or create tools and list of resources to share on online portal</strong></td>
<td>Key tools/resources identified and shared</td>
<td>People access key sources for information and tools/resources</td>
</tr>
<tr>
<td></td>
<td><strong>Direct people to key sources of info and resources/tools</strong></td>
<td>List of links of reputable resources</td>
<td>Consumers take action on eating healthy and reducing food waste</td>
</tr>
<tr>
<td>3.1 Promote tools and resources that support our key messages and actions</td>
<td></td>
<td></td>
<td>Reduced food waste</td>
</tr>
<tr>
<td>3.2 Build social commitment through public recognition</td>
<td><strong>Seek out champions (re: healthy eating and food waste reduction). Recruit and cultivate “Champions” that are seen as active relatable role models</strong></td>
<td>Three champions to initially participate</td>
<td>Champions share their story</td>
</tr>
<tr>
<td></td>
<td><strong>Implement public recognition to showcase food waste reduction champions</strong></td>
<td>Champions are active</td>
<td>Champions to continue participation</td>
</tr>
<tr>
<td></td>
<td><strong>Plan and implement a small-scale pilot of the public recognition campaign</strong></td>
<td>Highlight champion stories through media channels and online portal</td>
<td>Champions promote change/action in their communities</td>
</tr>
<tr>
<td></td>
<td><strong>Evaluate, revise public recognition pilot, to scale up to larger audience</strong></td>
<td>More champions identified</td>
<td></td>
</tr>
<tr>
<td>3.3 Build community capacity to foster greater ownership and momentum</td>
<td><strong>Create a toolkit (suite of documents and resources) for stakeholders and champions to lead community mobilization events that lead to more community-led initiatives</strong></td>
<td>Print-ready materials</td>
<td>Community-led events/challenges</td>
</tr>
<tr>
<td>Alternative: Build community capacity to support ownership among community champions</td>
<td><strong>Develop a Do-It-Yourself toolkit and campaign package for community champions to spread the word and engage others (e.g. Eat Think Vote)</strong></td>
<td>Presentations</td>
<td>Sustainable initiatives that promote lifestyles that are less wasteful</td>
</tr>
<tr>
<td></td>
<td><strong>Identify and/or develop community events and activities to showcase key messages (add tools or resources) and promote community ownership</strong></td>
<td>Event manual</td>
<td>Champions and community members taking the lead to instill the values and support the key messages of this campaign</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Skill building workshops (train-the-trainer)</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX C – Sample Campaign Messages

Additional Message Examples from other Campaigns

- Love Food Hate Waste
  - Love your food.
  - Reduce your food waste.
  - Save money.

- Food: Too Good to Waste
  - Making small shifts on how you shop, store, and prepare food can waste less.

- Cook Up Some Fun!
  - Families that plan, shop, cook and eat together enjoy benefits beyond nutrition.

- Good Food
  - When you plan and prepare healthy meals the benefits include better health, more family time, money saved and less waste.

- Miscellaneous
  - “What could your food have done for you?”
  - “Plan more and waste less”
  - “Choices matter”
  - Too good to waste
  - Plan for leftovers – “planned-overs”

- “It” series
  - Keep it! (fresh)
  - Freeze it!
  - Choose it! (shop for)
  - Use it! (up; best before dates)
  - Plan it! (out)
  - Revive it!
  - Re-use it! (leftovers; labelling)
  - Store it!
  - Rotate it!
  - Stock it! (Basic pantry/shelf)
- Love it! (ugly/imperfect food, valorization)
- Handle it! (food safety)
- Savour it! (prioritize and make time for food and eating related activities)
- Customize it! (recipe yield, family style service, cooking for 1-2)
References


Statistics Canada. 2015. CCHS tables Fruit and vegetable consumption by sex, 5 times or more per day, by province and territory. Retrieved: http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/health90b-eng.htm

