

TRAIN-THE-TRAINER WORKSHOP
Food Recovery and Strategic Communications
10:00 a.m. to 4:00 p.m.
Agenda

I. Introduction

PART 1: FOOD WASTE

II. EPA Food Too Good to Waste Tool

- a. The triple bottom line
- b. Backyard composting
- c. Food waste prevention activity

III. Feed People, Not Landfills

- a. Kansas case studies
- b. Mobile apps

IV. “Working” Lunch

- a. Discussing local food waste challenges

V. Lunch Discussion Report Out

PART 2: STRATEGIC COMMUNICATIONS

VI. Engagement Basics

- a. Defining a purpose: What are we trying to influence?
- b. Levels of engagement
- c. The critical role of facilitation

VII. Engaging Stakeholders

- a. Determining your audience: Who are the targets, drivers, influencers, allies, and threats?
- b. “Moving” the target audience: Identifying opportunities for intervention
- c. Creating compelling messages

VIII. Social Strategies

- a. Social Marketing
 - i. Strategy development
 - ii. Program and communication design
 - iii. Implementation
- b. Advocacy Campaigns
 - i. Advocacy 101
 - ii. Developing the campaign: Six stages to a rock-solid campaign plan
 - iii. State-level advocacy: HFFI advocacy toolkit