

Make Food Matter

# Advocacy & Action Workshops



Food security relates to our health, our environment, and our economies. It is a complex issue that can be challenging to describe its significance in order to increase awareness and gain support for food security initiatives.

Broadening the conversation about food with people and communities across Nova Scotia is essential to realizing social and policy change.

We are looking to partner with you to make food matter in Nova Scotia by increasing advocacy efforts and preparing the ground for innovative social labs.

**We're ready to take action on growing the conversation about healthy, just and sustainable food systems in Nova Scotia.**

We have convened a team of social innovation specialists and are bringing together individuals, organizations, and communities for a series of workshops to:

- learn about the tools in the new Make Food Matter toolkit,
- build effective communication strategies,
- develop timely advocacy strategies, and
- support the prototyping of these strategies in order to Make Food Matter for all Nova Scotians.

## Workshop Series

JOIN US!

### SESSION I: EFFECTIVE COMMUNICATION AND TAKING ACTION - A SOCIAL LABS APPROACH

Thursday, June 18 9:00 am - 4:00 pm and Friday, June 19 9:00 am -12:00 pm  
Hosts: Sera Thompson (Engagement Strategist), Will Martin (Innovation Strategist), and Leo Artalejo (Public Relations Strategist)

The purpose of this workshop is to build our capacity to communicate effectively using community dialogues, traditional media, and social media. Together we will develop fluency with food security messaging in order to reach communities, policy makers and governments at all levels. We will also explore an approach to "prototyping" (rapid experimental discovery through doing) and identify prototype projects (innovative approaches) aimed at growing the conversation about food security in Nova Scotia using the Make Food Matter toolkit and messages. A follow-up coaching call will occur in July 2015.

### SESSION II: LEARNING FROM OUR ACTIONS

Date: Fall 2015 (Exact date will be determined among participants at Session I)  
Hosts: Sera Thompson (Engagement Strategist), Gabrielle Donnelly (Evaluation Lead)

The purpose of this session is to reconvene to share stories and insights and evaluate the impact of our prototype projects and plan next steps for growing the conversation about food security in Nova Scotia.

## Registration

\$150.00 for both sessions

A portion of the registration fees will help to cover workshop materials, as well as food and registration costs for unwaged partners.

If these costs are a barrier to your participation, please contact us.

**Deadline:**  
Friday, June 5, 2015

\* Both sessions will be held at Mount Saint Vincent University

To register, please visit  
<http://ow.ly/MwVJs>

