

Food Equity Initiative Policy Platform Advocacy Toolkit

Spring Take Action! March–May 2021

Cultivate Charlottesville Food Justice Network

Purpose

*Food is a human right. Let's take action together to advocate for strategic values, funding priorities, and concrete goals, policies and practices that City Departments and Charlottesville City Schools can implement to deepen their food equity capacity and work. Our advocacy supports systemic change and collective movement for the **Food Equity Initiative Policy Platform** spring 2021 recommendations.*

Policy Platform goals align with previous food equity planning action areas and recommendations and include input from over 300 individuals, 125 youth, and 10 city departments. **We need your support!** We are collecting [signatures of support](#) for the platform and igniting a [social media takeover](#) and [email campaign](#). Community members and organizational representatives can advocate for food equity to City leadership by activating this toolkit. The Food Justice Network team will elevate these priorities and your signatures at the Food Equity Initiative's MidYear Report on May 17.

Food Equity Initiative Goal

Develop Charlottesville City and School District infrastructure for implementing food equity goals, policies and practices. Recommendations include budget allocations for staff positions, continued support of non-profit organizing base, and funding for growing community resources.

Target Audience

Decision-making audience: City Council, City Departments and Charlottesville City Schools

Specifically: Parks & Recreation, Office Of Economic Development, Neighborhood Development Services, Charlottesville City Schools, Department of Human Services, Charlottesville Area Transit, Department of Social Services, Public Works and Climate Action

Amplification/engagement audience: Community members!

Specifically: Public and subsidized housing residents, individuals facing food insecurity, Charlottesville City School students, and Food Justice Network organizational partners, community advocates and youth interns

Food Equity Initiative Policy Platform

Food Equity and Justice: Supporting Systemic Change & Collective Movements

The Power To Grow – Advancing Affordable Housing and Urban Agriculture

The Right to Good Food – Advancing Transportation and Food Pathways

Inspire Youth Choice – Advancing Healthy School Foods

Build Community Wealth – Advancing Neighborhood Food Access and Markets

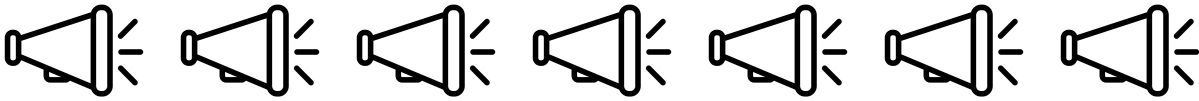
Restore Earth and Climate Justice – Advancing Environmental and Climate Justice

Timeline Amplify your message with the [Food Equity Initiative Policy Platform images!](#)

Spring 2021 Advocacy Schedule: March–May 2021

Timeline	FJN Advocacy Events	Food Equity Actions
March 24, 2021 10:30am–12:30pm	Food Justice Network Large Group Meeting	1. Sign on to support! CALL FOR ACTION: Stand in Support of the Food Equity Initiative Policy Platform 2. Spread word about Roundtable!
April 29, 2021 4:30–6:00pm	A Seat At the Table: Sharing Your Perspective on the <i>Food Equity Initiative Policy Platform</i> Roundtable Discussion	1. Amplify community voice and perspective 2. Ignite energy and discussion and receive feedback on any desired changes 3. Mobilize community and partners to act: <ul style="list-style-type: none"> • Sign on to support - CALL FOR ACTION: Stand in Support of the Food Equity Initiative Policy Platform • Share support through social media and emails using policy platform visuals • Write an opinion piece on why this matters
May 3–May 17	FOOD EQUITY Advocacy Storm!!! 5/3: Food Equity and Justice 5/5: The Power To Grow 5/7: The Right to Good Food 5/10: Inspire Youth Choice 5/12: Build Community Wealth 5/14: Restore Earth and Climate Justice 5/17: Food Equity Initiative Policy Platform	1. Share support through social media and emails using policy platform visuals and Twitter/FB/Insta language below
May 17, 2021 4:00pm at Council Report Meeting	Food Equity Initiative Mid-Year Report to Council	1. Share support through social media and emails using policy platform visuals 2. Sign on to support! - CALL FOR ACTION: Stand in Support of the Food Equity Initiative Policy Platform 3. Food Justice Network to share the Food Equity Initiative Policy Platform priorities and signatures of support to City Council!

Actions – Support Food Equity Initiative Policy Platform!



A. Sign on to support!! **CALL FOR ACTION: Stand in Support of the Food Equity Initiative Policy Platform**

The Food Justice Network is gathering signatures in support of building a healthy and just food system with the Food Equity Initiative Policy Platform priorities. Sign on to support food equity policy priorities [here](#).

B. Amplify the message!!! Go post on Twitter, Instagram and Facebook! Below you will find sample tweets and facebook posts that you can copy paste. Here's the link to available [Food Equity Initiative Policy Platform visuals](#) to share online with the below text.

Amplify on social media (Twitter, Facebook, Instagram):

Twitter Tags: @NikuyahWalkerCC @MPayneCville @senaforcville @SnookLloyd @hillforcville @CvilleCityHall @CvilleSchools @lcp6f @jmckeeever @4LarsTorres @mrbchville @CCS_EquityTeam @EngageFamCCS @JUANDiegoWade

Facebook Tags: @nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville @CityofCharlottesville @Charlottesvilleschools @sherry.kraft1 @LLarsonTorres4SchoolBoard @juandiegowade

Instagram Tags: @cilleschools @cityofcharlottesville @hillforcville @senaforcville @mrbchville @jlm2z @sherrykraft410 @leahpuryear @juandiegowade

Hashtag: #FoodEquityCville #FoodAsAHumanRight #FoodJusticeCville #HealthySchoolFoods #HealthySchoolMeals #UrbanAgriculture #UrbanAg #ClimateEquityisFoodEquity #LandIsLiberation #Land4UrbanAg #HealthyandJustFoodSystem #EquitableFoodPathways (*add hashtags to comments!!*)

POST ON TWITTER Amplify your message with the [Food Equity Initiative Policy Platform images!](#)

I. 5/3 Food Equity and Justice

- A. 1 in 6 residents face barriers to food access. Our food system wasn't designed to nourish us all equally. [@CvilleCityHall](#) pass the Food Justice Network's policy priorities & invest in our making Charlottesville a food equity city.
[@NikuyahWalkerCC](#) [@MPayneCville](#) [@senaforcville](#) [@SnookLloyd](#) [@hillforcville](#)
- B. Sign on to show your support for the Food Equity Initiative Policy Platform strategic values, goals, and practices for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport
[#HealthyandJustFoodSystem](#)

II. 5/5 The Power To Grow

- A. Land for growing food is dwindling to redevelopment while food insecurity rates are rising due to COVID-19 impact, deepening inequities and obstacles to good food in our community. Now is the time for investment in urban agriculture. [@CvilleCityHall](#) [#UrbanAgriculture](#)
- B. Embed the Food Equity Initiative [#UrbanAg](#) funding priorities in the City budget. Restore the power to grow for every community: designate funding to Parks & Rec for land protection and community food security. [@CvilleCityHall](#)
[@NikuyahWalkerCC](#) [@MPayneCville](#) [@senaforcville](#)
- C. Sign on to show your support for The Power to Grow recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport
[#HealthyandJustFoodSystem](#)

III. 5/7 The Right to Good Food

- A. In our city, inequitable access to food can be traced back to neighborhoods. Not every community was developed fairly in terms of transportation, grocery store access or *affordable* community markets, and economic opportunity. Invest in equitable food pathways. [@CvilleCityHall](#)

-
- B. Sign on to show your support for The Right to Good Food recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport #HealthyandJustFoodSystem

IV. 5/10 Inspire Youth Choice

- A. Support the Food Justice Network's #HealthySchoolFoods funding priorities. Advance food equity in the school system, by seeing nutrition services as a service to build equity - not a business. [@CvilleSchools](#) Nutrition [@4LarsTorres](#) [@mrbchville](#) [@jmckeeper](#) [@CvilleCityHall](#)
- B. When 1 in 2 kids qualify for free or reduced meals, it becomes an issue of justice. It's time for a shift in our city schools. Fund school meal transformation for all students. [#healthyschoolmeals](#) [@4LarsTorres](#) [@mrbchville](#) [@NikuyahWalkerCC](#) [@senaforcville](#) [@CvilleSchools](#)
- C. Sign on to show your support for Inspire Youth Choice recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville students. Sign on at: tinyurl.com/feisupport #HealthyandJustFoodSystem

V. 5/12 Build Community Wealth

- A. Only 8% of the City's food venues are grocery stores, in contrast to rapid high-end market growth. Building community wealth requires commitment to affordable and accessible food markets and community ownership opportunities for all residents. [#foodasahumanright](#) [@CvilleCityHall](#)
- B. Sign on to show your support for Build Community Wealth recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport #HealthyandJustFoodSystem

VI. 5/14 Restore Earth & Climate Justice

- A. Electricity bills are projected to increase 67% by 2050 due to rising temperatures. Investment in affordable housing, urban green space, and

neighborhood food access is needed to combat the rising costs and temperatures of the climate crisis. [#ClimateEquity @CvilleCityHall](#)

- B. Sign on to show your support for Restore Earth & Climate Justice recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport [#HealthyandJustFoodSystem](#)

VII. 5/17 Food Equity Initiative Policy Platform

- A. The FEI Policy Platform puts forth community food priorities informed by community engagement and insight from 300 community members and advocates, 125 youth, 10 City Depts and 30+ local organizations. Gratitude to the City for investing in the Food Equity Initiative.
- B. Sign on to show your support for the Food Equity Initiative Policy Platform recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport [#HealthyandJustFoodSystem](#)

POST TO FACEBOOK Amplify your message with the [Food Equity Initiative Policy Platform images!](#)

I. 5/3 Food Equity and Justice:

- A. 1 in 6 residents face barriers to food access. Our food system wasn't designed to nourish us all equally. [@CityofCharlottesville](#) and [@Charlottesvillecitieschools](#) sign on to the Food Equity Initiative priorities & invest in our food system.
[@nikuyahjwalker](#) [@Senaforcville](#) [@michaelpayneforcitycouncil](#)
[@lloydsnookforcitycouncil](#) [@hillforcville](#) [@sherry.kraft1](#)
[@LLarsonTorres4SchoolBoard](#) [@juandiegowade](#)
- B. Sign on to show your support for the Food Equity and Justice recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport [#HealthyandJustFoodSystem](#)

II. 5/5 The Power To Grow:

- A. Sign on to show your support for The Power to Grow recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport
#HealthyandJustFoodSystem
- B. Invest in the Food Equity Initiative #UrbanAg funding priorities. Restore the power to grow for every community: designate funding to Parks & Rec for land protection, green space and community food security. @nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville @CityofCharlottesville #LandIsLiberation
- C. Land for growing food is dwindling to redevelopment while food insecurity rates are rising due to COVID-19 impact, deepening inequities and obstacles to good food in our community. Now is the time for investment in urban agriculture. @nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville @CityofCharlottesville #UrbanAgriculture

III. 5/7 The Right to Good Food:

- A. In our city, inequitable access to food can be traced back to neighborhoods, demonstrating that not every community was developed fairly in terms of transportation, grocery store access or *affordable* community markets, and economic opportunity. Now is the time for investment in equitable food pathways. @CityofCharlottesville #HealthyAndJustFoodSystem #EquitableFoodPathways
- B. Sign on to show your support for The Right to Good Food recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport
#HealthyandJustFoodSystem

IV. 5/10 Inspire Youth Choice:

- A. Sign on to show your support for Inspire Youth Choice recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system

for ALL Charlottesville students. Sign on at: tinyurl.com/feisupport
#HealthyandJustFoodSystem

- B. When 1 in 2 kids qualify for free or reduced meals, it becomes an issue of justice. It's time for a shift in our city schools. Prioritize school meal transformation for all students. @Charlottesvillecityschools
#healthyschoolmeals @nikuyahjwalker @Senaforcville
@michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville
@sherry.kraftl @LLarsonTorres4SchoolBoard @juandiegowade
- C. Support the Food Equity Initiative #HealthySchoolFoods priorities. Advance food equity in the school system, invest in the @Charlottesvillecityschools Nutrition Department. @nikuyahjwalker @Senaforcville
@michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville
@sherry.kraftl @LLarsonTorres4SchoolBoard @juandiegowade

V. 5/12 Build Community Wealth:

- A. Sign on to show your support for Build Community Wealth recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport
#HealthyandJustFoodSystem
- B. Only 8% of the City's food venues include grocery stores, in contrast to rapid high-end market growth. Building community wealth requires commitment to affordable and accessible neighborhood food markets and community ownership opportunities for all residents. #foodasahumanright
@nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil
@lloydsnookforcitycouncil @hillforcville @CityofCharlottesville

VI. 5/14 Restore Earth & Climate Justice:

- A. Sign on to show your support for Restore Earth & Climate Justice recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport #HealthyandJustFoodSystem
- B. Electricity bills are projected to increase 67% by 2050 due to rising temperatures. Investment in affordable housing, urban green space and

neighborhood food access is needed to combat the rising costs and temperatures of the climate crisis. #ClimateEquityisFoodEquity #UrbanAgriculture @nikuyahjwalker @Senaforcville @michaelpayneforcitycouncil @lloydsnookforcitycouncil @hillforcville @CityofCharlottesville

VII. 5/17 Food Equity Initiative Policy Platform:

- A. The FEI Policy Platform puts forth community food priorities informed by community engagement and insight from 300 community members and advocates, 125 city youth, 10 City Depts and 30+ local organizations. Gratitude to the City for investing in the Food Equity Initiative.
- B. Sign on to show your support for the Food Equity Initiative Policy Platform recommendations and for the Food Equity Initiative goals for cultivating a healthy and just food system for ALL Charlottesville residents. Sign on at: tinyurl.com/feisupport #HealthyandJustFoodSystem

C. EMAIL CITY COUNCIL AND SCHOOL BOARD!!! Amplify your message with the [Food Equity Initiative Policy Platform images!](#)

- I. Email City Council and School Board letting them know you support the Food Equity Initiative Policy Platform

Emails: Council: nwalker@charlottesville.gov ; smagill@charlottesville.gov ; hhill@charlottesville.gov ; mpayne@charlottesville.gov ; lsnook@charlottesville.gov | School Board: schoolboard@charlottesvilleschools.org ; bryantj1@charlottesvilleschools.org ; bryson11@charlottesvilleschools.org ; krafts1@charlottesvilleschools.org ; torres11@charlottesvilleschools.org ; mckeevj1@charlottesvilleschools.org ; puryeall@charlottesvilleschools.org ; wadej1@charlottesvilleschools.org | School Administration: Rosa.Atkins@ccs.k12.va.us; powellk1@charlottesvilleschools.org; johnsod2@charlottesvilleschools.org; johnsob2@charlottesvilleschools.org; Leslie.Thacker@charlottesvilleschools.org

Dear City Councillors and School Board Members,

My name is (_____) and I live (in Charlottesville) and (add relationship to community food). I'm writing in support of the Food Equity Initiative Policy Platform and the strategic values, policies, and practices recommended to build a healthy and just Charlottesville food system.

Food is a human right. Food equity calls us to come together to act on this belief with systems change.

With rising food insecurity rates due to COVID-19 and exacerbated inequities, critical investment in Charlottesville's school system and urban agriculture infrastructure is necessary. One in two City school students qualify for free or reduced meals and before the pandemic, 1 in 6 City residents experienced food insecurity. The effects of food insecurity disproportionately impact low-wealth youth and residents as well as Black and Brown youth and residents.

The time has come for investment in the recommendations, such as: 1) designated space for urban agriculture to ensure residents the power to grow and the right to good food, 2) school meal infrastructure to provide youth with the building blocks for robust school engagement, 3) investment of a % of the meals tax in building food equity and community wealth. Please consider prioritizing funding for these and the other recommended actions to further the capacity and potential for food equity among our community.

Youth and resident choice and voice plays a crucial role in cultivating a healthy and just food system. Youth food justice leaders and community advocates have been engaging deeply in this work to identify key priorities they envision for a healthy and just food system to come to life. Their ideas are the foundation of this policy platform.

Add a few sentences on why this matters to you.

Thanks for your consideration and time,