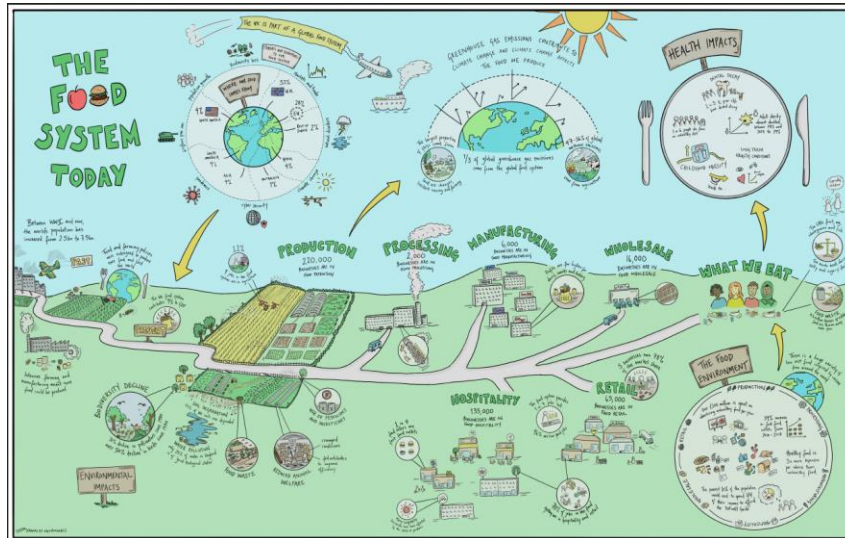


# Food Activist Campaign Action Plan

## Step 1: Find Your Passion



**Discover What Drives You:** Identify which aspect of the food system you're most passionate about. This focus will guide your campaign and keep you motivated.

### Brainstorming Board

Here are some ideas:

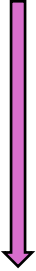
- Better School Food for more Children?
- Extending Free School Meals for All?
- Better nutrition for Pre-schoolers?
- Government to improve Healthy Start Scheme?
- Banning Junk Food Advertisement?
- Extend Soft Drinks Industry Levy?
- More Veggie and Bean-rich options and Meat Reduction?
- Increase Accessibility and Availability to Fruits and Veggies?

## Step 2: What Needs to Change?

**The Problem:** Describe the specific food-related issue you want to address.

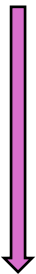
### Main Issue

**What is the specific problem?** This is the problem or the issue you have decided to campaign to change.



### Root Causes

**What are the root causes?** Identify the underlying reasons why this problem exists.



### Impact of The Problem

**What are the Consequences?** Explain the effects of the problem on individuals and the community. This helps to highlight the importance of addressing it.

Individual

Community

### Step 3: Define your goals and objectives

<b>Your Goal:</b> <i>Define a clear and specific goal for your campaign.</i>	
<p><i>The goal should be</i></p> <p><b>SMART:</b></p> <ul style="list-style-type: none"><li>→ Specific:</li><li>→ Measurable:</li><li>→ Achievable:</li><li>→ Relevant:</li><li>→ Time-bound:</li></ul>	

<b>Objectives:</b> <i>List the specific steps to tackle the problem.</i>	
Objective 1	
Objective 2	
Objective 3	

## Step 4: Identify and Understand Your Audience

<b>Who needs to know?</b>	
<i>Determine who should be aware of and concerned about this issue.</i>	
<b>Target Audience</b>	<i>List the groups or individuals who need to be informed.</i>
<b>Stakeholders</b>	<i>Identify any stakeholders who are directly impacted by the issue.</i>
<b>Identify those who have the power to effect change.</b>	
<b>Key Influencers</b>	<ol style="list-style-type: none"> <li>1. <i>List the names of key influencers.</i></li> <li>2. <i>Describe their role or position that gives them influence.</i></li> <li>3. <i>Determine if they support or oppose your issue.</i></li> <li>4. <i>List any concerns or objectives they might have.</i></li> </ol> <p><i>Local or national media</i> <i>Council</i> <i>MPs</i></p>
<b>Who can help you reach this audience?</b>	
<i>List allies or organisations that can assist in reaching your audience.</i>	
<b>Allies</b>	<i>Identify those who can help you connect with or influence your target audience.</i> <i>Friends &amp; Family</i> <i>School, college or university students and staff</i>
<b>Organisations</b>	<i>List relevant organisations that can help in your campaign.</i> <i>Community or youth groups</i> <i>Local charities, organisations and media</i>

### Step 5: Develop Your Message

When forming your message, it is important to think about:	
<b>What do you want people to know?</b>	<i>Core Facts and Statistics: Identify and list the essential data that supports your campaign.</i>
<b>Why should they care?</b>	<i>Describe the emotional impact you want to achieve. Include real-life stories or testimonials that make the issue relatable.</i>
<b>What do you want them to do?</b>	<i>Clearly state the actions you want your audience to take. Provide clear steps or instructions on how to take action.</i>

## Step 6: Tools and Tactics to Deliver Your Campaign

<b>Tactic:</b>	
<b>Tools</b>	<i>List tools or platforms used</i>
<b>How It Helps Deliver the Campaign?</b>	<i>Describe how this tactic will help deliver your campaign. Include details such as audience reach, engagement strategy, and how it fits into your overall campaign plan.</i>
<b>Approach</b>	<i>Describe the approach you'll take for this tactic.</i>

<b>Tactic:</b>	
<b>Tools</b>	<i>List tools or platforms used</i>
<b>How It Helps Deliver the Campaign?</b>	<i>Describe how this tactic will help deliver your campaign. Include details such as audience reach, engagement strategy, and how it fits into your overall campaign plan.</i>
<b>Approach</b>	<i>Describe the approach you'll take for this tactic.</i>

### Step 7: Budget Planning

<b>Current Assets</b> <i>List your available assets for spending</i>	<b>Amount</b>	<b>Notes</b>
Donation from x		
Funding from x		
Grant from x		
<b>Total</b>		

<b>Tactic:</b>				
<b>Spending</b>	<b>Free/ Donation</b>	<b>Projected Amount</b>	<b>Actual Spend</b>	<b>Notes</b>
Materials fee?				
Travel fee?				
Venue fee?				
Promotion fee?				
<b>Contingency</b>				
<b>Total</b>				

<b>Tactic:</b>				
<b>Spending</b>	<b>Free/ Donation</b>	<b>Projected Amount</b>	<b>Actual Spend</b>	<b>Notes</b>
<b>Contingency</b>				
<b>Total</b>				

### Step 8: Risk and Challenges

<b>Risk/ Challenge:</b> <i>Describe your risk and challenge</i>	
<b>Potential Impact</b>	<i>Evaluate how each risk could impact on your campaign.</i>
<b>Mitigation Strategy</b>	<i>Develop strategies to minimize or address each risk.</i>
<b>Contingency Plan</b>	<i>Outline alternative actions or adjustments.</i>

<b>Risk/ Challenge:</b> <i>Describe your risk and challenge</i>	
<b>Potential Impact</b>	<i>Evaluate how each risk could impact on your campaign.</i>
<b>Mitigation Strategy</b>	<i>Develop strategies to minimize or address each risk.</i>
<b>Contingency Plan</b>	<i>Outline alternative actions or adjustments.</i>