

SAVE THE FOOD: ACTION TACTICS FOR CITIES/COUNTIES



RESOURCES: □ Download campaign materials at savethefood.com/share-it
□ *Email savethefood@nrdc.org if interested in any of these tactics

Outdoor Ads

- Determine if the city/county has access to any donated advertising space (billboards, bus shelters) to put up *Save The Food* campaign ads*
 - Burbank Recycle Center (CA) has access to donated bus shelter ad space through its relationship with Clear Channel and Outfront Media so paid to print *Save The Food* ads and put on bus shelters throughout the city
 - Dakota County (MN) leveraged its cities' partnership with advertisers to get donated electronic billboard space
 - Metro Nashville (TN) secured donated billboard space within the city
 - Washington D.C.'s Department of Transportation has access to 10 bus shelter ads through its relationship with Clear Channel and is donating those for *Save The Food*

- Place *Save The Food* ads on the side of waste trucks*
 - Burbank Recycle Center has frames on its waste trucks and filled it with *Save the Food* ads
 - City of Farmington (MN) purchased poster frames for their 5 waste trucks and partnered with Dakota County to print *Save The Food* ads
 - Others taking advantage of this tactic include City of San Diego (CA), City of Santa Monica (CA), and Hamilton County (OH)

- Take advantage of the Ad Council's media relationships by securing funds to cover printing costs for donated out-of-home opportunities within your region*
 - Recycling and Waste Reduction Commission in Santa Clara County (CA) secured \$5,000 to promote *Save The Food*. Clear Channel agreed to donate 60 out-of-home ads within the county and use those funds to cover printing costs. Average cost to buy an out-of-home ad in this area is \$7,948 for 4 weeks so this is an estimated \$476,880 in media value
 - Others taking advantage of this tactic include Metro Nashville, San Diego Food System Alliance, and 5 counties in the Twin Cities, along with the Minnesota Pollution Control Agency

Print Ads, Posters, Community Outreach Materials, Food Service Materials

- Place *Save The Food* ads in local newspapers, community newsletters, magazines, and utility (energy, water, trash) bills - both print and electronic versions

- Hang *Save The Food* posters in private and public buildings such as city halls, libraries, schools, universities, hospitals, airports, and sports arenas
 - Metro Nashville produced *Save The Food* window clings to hang in restaurant windows
 - City of Falls Church (VA) printed *Save The Food* posters on coroplast to withstand the weather and hung them along a highly visible fence at their composting facility
 - Metro Nashville is planning to hang *Save The Food* posters on fences by constructions sites

- Distribute *Save The Food* community outreach materials at city/county customer service counters and local events such as farmers' markets, parades, street fairs, and educational workshops
 - Ramsey County (MN) produced and distributed *Save The Food* branded magnets
 - Hamilton County produced and distributed *Save The Food* branded canvas bags

- Print *Save The Food* food service materials for use in cafeterias at offices, schools, and universities
 - In San Diego County, universities and schools will include *Save The Food* materials in dining areas and on menus, and develop a "Food Waste Facts" Digital Scavenger hunt

SAVE THE FOOD: ACTION TACTICS FOR CITIES/COUNTIES



- Utilize Department of Public Health inspections to share *Save The Food* materials at licensed food facilities during site visits
- Identify and encourage targeted food waste generators to utilize *Save The Food* materials in their locations as a food waste reduction strategy and consumer education effort
 - San Diego Food System Alliance has been working with key stakeholders from various sectors to help reduce wasted food across the county

TV, Radio

- Ask your media contacts at local TV and radio stations to donate air time to play the *Save The Food* PSA videos and radio spots
 - Hamilton County recruited its Communications Department to reach out to local TV and radio stations about donating air time for *Save The Food*
 - Dakota County worked with ScreenVision Media to get donated air time and play the *Save The Food* PSA video during previews in local movie theaters
 - Dakota County worked with multiple cities to show the *Save The Food* PSA video before Movies in the Park throughout the summer
 - Cities of Burnsville, Eagan, Lakeville, Hastings and Farmington in Dakota County are airing the *Save The Food* PSA video on their cable access channels
- Play the *Save The Food* PSA videos on TV screens such as in government buildings, libraries, schools, universities, conference centers, and sports arenas
 - Dakota County is showing *Save The Food* ads on TVs at its service centers' waiting areas
- Encourage local celebrities to participate in *Save The Food* media outreach
 - San Diego Food System Alliance is working alongside a celebrity chef to share *Save The Food* messaging at local chef competition using only wasted food

Websites, Social Media, Earned Media

- Leverage *Save The Food* social media assets and share on city/county Facebook, Twitter and Instagram accounts with #SaveTheFood
- Place *Save The Food* digital banner ads and videos on city/county websites
- Take advantage of the Ad Council's media relationships by securing funds to pay for digital ads*
 - Dakota County secured \$5,000 to buy digital ads promoting *Save The Food*
- Create a new webpage that highlights all the ways your city/county is reducing wasted food
 - San Diego Food System Alliance created a *Save The Food San Diego* campaign along with a new website to align with the national campaign
- Send a press release promoting your organization's involvement in the campaign
 - Dakota County publicized its involvement in the campaign in a press release, which was picked up by a local newspaper and shared through city partners' News Alerts

Measurement

- Request website traffic of SaveTheFood.com for your city/county*
- Conduct a pre- and post-campaign survey to measure awareness and behavior change using the survey questions used nationally by the Ad Council*
 - San Diego Food System Alliance will be collecting quantitative and qualitative data, stories, and case studies to measure *Save The Food* engagement efforts