

Public Engagement for Policy Change



I Want to Start a Movement

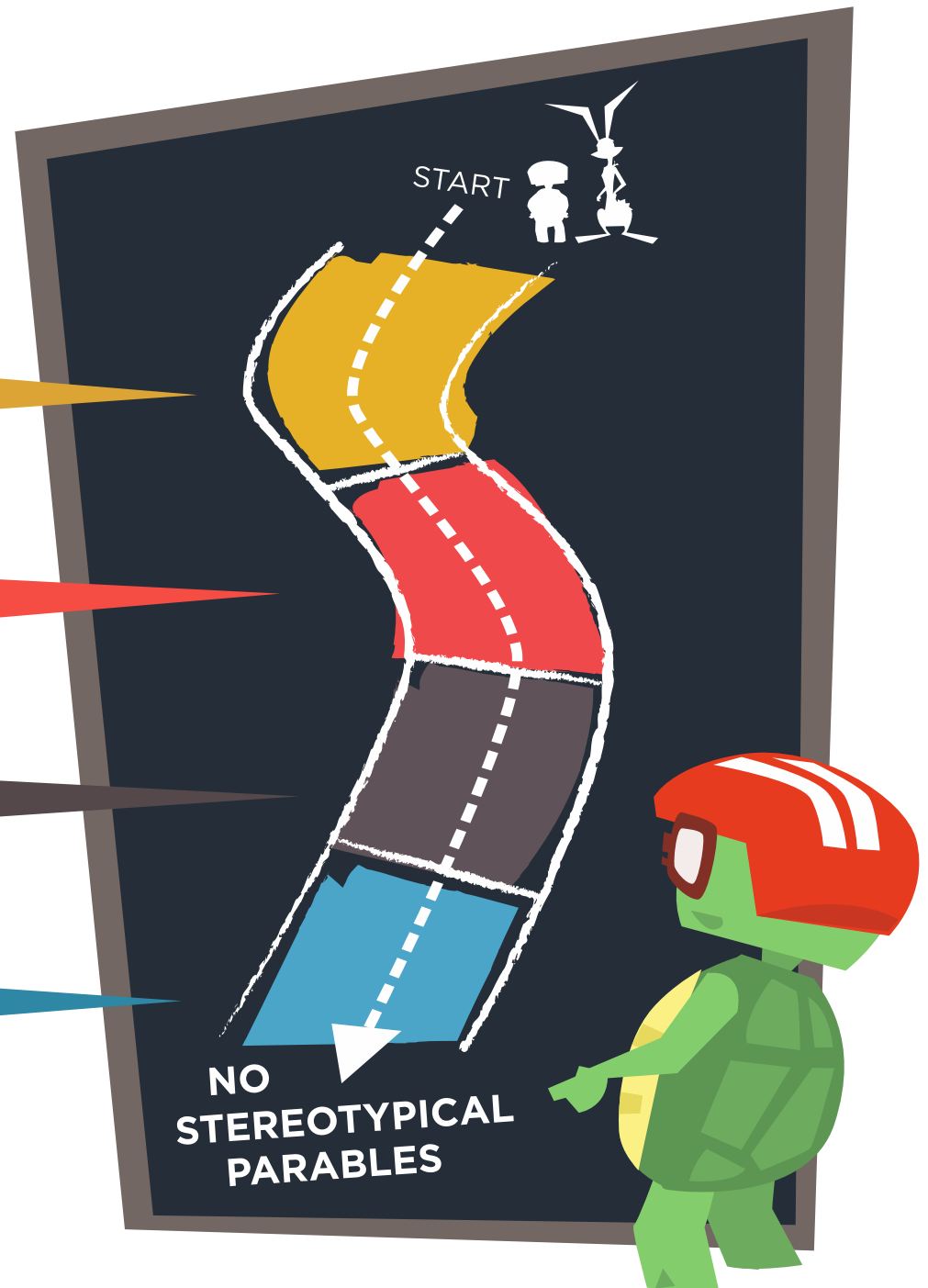
The Four Pillars

1 THE DECISION

2 THE DECISION
MAKER

3 HYPOTHESIS
OF INFLUENCE

4 POINT OF
INFLUENCE



Public Engagement for Policy Change

Decision



LAST YEAR, GEORGIA SCHOOLS SERVED 3 MILLION MEALS WITH FRESH, LOCAL FOOD. LET'S SET OUR SIGHTS ON 5 MILLION!

Decision maker

Farm to school programs are a powerful way to get kids to not just buy, but eat school lunches and engage parents in a positive way.

NUTRITION DIRECTORS: TAKE THE PLEDGE TO JOIN THE FIVE MILLION MEALS AND BEYOND CAMPAIGN!

Theory of Influence

We will provide:

- Access to farm to school trainings
- Sample school-tested recipes featuring seasonal produce
- Certificate that you took the pledge
- Resources on purchasing local food and starting a Farm to School program
- Georgia harvest calendar
- Statewide recognition



Public Engagement for Policy Change

Golden!



Golden Radish Day at the State Capitol

City Schools of Decatur was one of the honored school districts at the Capitol recently, for supporting their local economies and increasing the amount of local food they serve to their students through Farm to School programs.

State School Superintendent Dr. John Barge, Commissioner of Agriculture Gary Black, and Georgia Organics Board President Rashid Nuri honored these GA school districts with the Golden Radish Award for taking the “5 Million Meals Challenge” and pledging to serve more local food in their cafeterias.

CSD Nutrition Director Allison Goodman pictured here with Comm. Gary Black and Dr. John Barge at Georgia State Capitol.

Delivered What Was Promised

Public Engagement for Policy Change

Want Influence?

Avoid These

7

Blind Spots



www.spitfirestrategies.com/influence.html



Thank You!



1800 M Street, NW * Suite 300 North * Washington, D.C. 20036
P: 202-293-6200 * F: 202-293-6201 * E: info@spitfirestrategies.com

www.spitfirestrategies.com



Like us: [Spitfire Strategies](#)



Follow us: [@SpitfireSays](#)

©2013 Spitfire Strategies LLC

Spitfire Strategies owns all copyright for this presentation.

You may reproduce copies of this presentation for non-commercial use to share with colleagues at your organization.

The presentation may not be copied or reproduced for other purposes without the express written permission of Spitfire Strategies LLC.