

# PUBLIC EDUCATION: ACTION TACTICS FOR CITIES & COUNTIES

The logo for Save The Food .COM, featuring the text "SAVE THE FOOD .COM" in a white, bold, sans-serif font on a black background.

Save The Food assets have been used by cities across the United States to help educate constituents about the impacts of food waste and arm them with the tools to reduce food waste at home. Below are examples of ways in which the materials have been displayed, but the opportunities are limitless. Let us know how you would like to use the materials, and we'll be happy to brainstorm solutions.

Download campaign materials at <https://savethefood.com/partner-kit/>.

Email [savethefood@nrdc.org](mailto:savethefood@nrdc.org) for more info.

## 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 banners and videos on city/county websites.
- Create a webpage that highlights all the ways your city/county is reducing wasted food.
  - The City of Milwaukee Department of Public Works has a webpage with facts about food waste and resources related to every level of the EPA hierarchy for managing food waste.
- Send a press release promoting your organization's involvement in the campaign.
  - Dakota County in Minnesota 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.
- Encourage local celebrities to participate in *Save The Food* media outreach.
  - The San Diego Food System Alliance is working with a celebrity chef to share *Save The Food* messaging at a local chef competition using only food which would otherwise go to waste.

## Outdoor Ads

- Determine if the city/county has access to any donated advertising space (e.g., billboards, bus shelters) to put up *Save The Food* campaign ads.
  - Dakota County leveraged its cities' partnerships with advertisers to obtain donated electronic billboard space.
  - Metro Nashville secured donated billboard space within the city.
  - The Washington, D.C., Department of Transportation has access to 10 bus shelter ads through its relationship with Clear Channel and is donating those to *Save The Food*.
- Place *Save The Food* ads on the side of waste trucks
  - The Burbank Recycle Center has frames on its waste trucks and filled them with *Save The Food* ads.
  - The City of Farmington, Minnesota, purchased poster frames for its five waste trucks and partnered with Dakota County to print *Save The Food* ads.

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

- Place *Save The Food* ads in local newspapers, community newsletters, magazines, and utility bills (energy, water, trash), both print and electronic versions.
- Hang *Save The Food* posters in private and public buildings such as city halls, libraries, schools, university buildings, hospitals, airports, and sports arenas.
  - The City of Falls Church, Virginia, printed *Save The Food* posters on coroplast to withstand the weather and hung them along a highly visible fence at their composting facility.
- 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.
  - 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.
  - Saint Mary's College of California in Moraga posted *Save The Food* materials in dining areas at the buffet line, at tables, and near the dish drop-off station.
- Ask department of public health inspectors to distribute *Save The Food* materials at licensed food facilities during site visits.
- Identify and encourage targeted food waste generators to use *Save The Food* materials in their locations as a food waste reduction strategy and consumer education effort.

### TV

- Ask your media contacts at local TV stations to donate airtime to play the *Save The Food* PSA videos.
  - Hamilton County's communications department reached out to local TV stations about donating airtime for *Save The Food*.
  - Dakota County worked with ScreenVision Media to obtain donated airtime 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
  - The 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 in government buildings, libraries, schools, universities, conference centers, sports arenas, and the like.
  - Dakota County is showing *Save The Food* ads on TVs at its service centers' waiting areas.