

# FOOD CHAMPIONS TOOLKIT

## FOOD BY WARD ACTIVITIES

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*Thank you for being a food champion!*

The TFPC is launching Food by Ward: Food Assets and Opportunities in Toronto. This resource lists and maps community food initiatives across the city so that councillors, communities, organizations and individuals can see and support the great work happening around the City more easily.

### THE FOOD BY WARD INITIATIVE WAS CREATED TO:

- Grow the City of Toronto's appetite for using food assets to solve city problems.
- Make it easier for City staff and officials to see and use community food assets strategically.
- Inspire, support, and guide community food champions in their work.

### OUR FIVE YEAR GOALS:

- Highlight the complexity of food resources, networks and systems in Toronto by mapping food assets.
- Showcase food assets and activities in each Ward to help City Councillors see food assets in their communities and integrate this into broader planning and decision-making at the City.
- Build tools, skills, capacity and channels so food leaders are able to move food priorities forward.
- Strengthen and connect local and city-wide food networks to facilitate conversations on food with City Councillors and city leaders.
- Advocate for the equitable distribution of food assets in all 44 wards across the City.

### HOW YOU CAN HELP

In preparation for the May 3rd launch of Food by Ward at City Hall, food champions have a large role to play. We are asking you to:

1. **Work with others to identify or confirm your ward's food priorities**
2. **Invite your City Councillor to the May 3rd launch of Food by Ward**
3. **Meet with your City Councillor after May 3rd to discuss and act on the food priorities for your ward**

# IDENTIFY

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## *Community Priorities and Food Opportunities*

For the May 3rd meeting, it is essential that we have community food priorities outlined for each ward. We need you to work with other food champions to ensure that your ward's priorities are identified.

### IDENTIFYING PRIORITIES

1. Connect with other food champions. Seek out interagency networks that are working on food or other community priorities. Link up with them and encourage food as a priority for their organization or program. Connect with City staff such as Community Health Officers, Community Development Officers, or organizations such as Community Health Centres and social service agencies.
2. Identify whether or not you need to host a community meeting to identify ward priorities. Have food priorities established? If so, those can be brought forward.
3. If it is determined that a community meeting should be hosted, work with your network to plan the meeting. Who can you collaborate with?
4. Host the meeting to identify themes and determine priorities based on the Food by Ward framework attached. Encourage collaboration to identify priorities for the entire ward.
5. Bring priorities back to the Food Champions team.

### WARD PRIORITIES FRAMEWORK

Use the Ward Priorities Framework worksheet to guide and record your discussions.

# ENGAGE

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## *your City Councillor*

Food by Ward will be launched at City Hall in Committee Room #2  
**Tuesday, May 3rd from 12:30PM – 2:00PM.**

We are asking food champions to invite their City Councillors to the launch on May 3rd. After the May 3rd launch we are asking food champions to meet with their City Councillors to discuss your food priorities.

Building a relationship with your City Councillor starts with communication. We hope that you will be able to **send a letter or e-mail and call** your City Councillor and invite them to the May 3rd meeting.

### **BEFORE MAY 3RD**

Write a letter or email to your City Councillor to invite them to the May 3rd launch of Food by Ward.

1. Introduce yourself and identify yourself as a constituent of their ward. Make sure to add your contact information.
2. Describe your role as Food Champion and explain the Food by Ward initiative. Refer to the Food by Ward mission.
3. Describe your interest in and any experience you have with food assets in the ward.
4. Let your Councillor know some of the ways they can be engaged with the Food by Ward initiative as a “Food Friendly Councillor.”
5. Invite them to the May 3rd meeting at City Hall and request a commitment to this initiative.
6. Let your Councillor know that you will be following up by telephone and would like to meet in person to talk more about food assets and the Food by Ward initiative.

### **SAMPLE INVITATION**

Dear City Councillor:

Please join your constituents for the launch of Food by Ward! **May 3rd at 12:30PM** at City Hall in Committee Room #2!

Constituents that have been identified as ‘Food Champions’ will be presenting the food assets and priorities for your ward. We hope you will join us by becoming a ‘Food Friendly Councillor’ and working towards improving the food assets in your ward!

A local food lunch will be provided by community caterers.

# FOLLOW UP

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## *with your City Councillor by phone*

Call the Councillor's office to remind them about the May 3rd launch. If the Councillor is not available, you can ask to speak with your Councillor's assistant, who can pass your message along.

1. Introduce yourself, identify yourself as a constituent in their ward, describe your role as **'Food Champion'** and explain the Food by Ward initiative. If you have sent a letter or e-mail, refer to it in the call.
2. Mention the invitation that was sent to them for the May 3rd meeting at City Hall. Again, request their commitment to this event.

## **AFTER MAY 3RD**

After May 3rd, Food Champions can set up an in person meeting with their City Councillor to discuss the food priorities and assets in their ward. Have patience and be flexible in setting a date and time for the meeting. Confirm the date, time, location, length of meeting and number of people. Let the Councillor know the meeting is being requested in order to discuss the exciting work underway across the city in the Food by Ward initiative.

1. Come prepared. If you'd like, bring a written brief that outlines the mission of the Food by Ward initiative. Remember that this meeting is about building a relationship with your Councillor in hopes that they will commit to being a "Food Friendly Councillor" and to make positive changes in your ward.
2. If you have sent a letter or e-mail or have already spoken to the Councillor on the telephone, refer to it at the meeting.
3. Introduce yourself again, identify yourself as a constituent, describe your role as Food Champion and explain in more detail the Food by Ward initiative. Describe your interest in and any experience you have with food assets in the ward.
4. Thank your Councillor for the time and opportunity to meet. If possible, ask the Councillor if you can have a photograph with them and post this on your social media account. You can also send the picture to the Toronto Food Policy Council and we can post it on our social media.
5. Call or email to thank your Councillor for meeting with you.
6. Follow up with the Food Champions team and let us know what actions you have taken and if the Councillor has committed to being a **'Food Friendly Councillor.'**