

HOW-TO GUIDE

December 2009

FOCUS = GOOD

How to Hold a 24-Hour Reading Marathon

Shared by Slow Food USA

About

Many 24-hour readings have been held around the world, on college campuses, in public libraries or even city parks. Many include an eclectic bunch of people: students, faculty, community members, alumni, and often celebrities, to read something food related out loud non-stop for a 24-hour period.

How-To

Suggested Reading List:

- ♦ Wendell Berry
- ♦ Eric Schlosser
- ♦ Marion Nestle
- ♦ Raj Patel
- ♦ Michael Pollan
- ♦ Ruth Reichel
- ♦ M. F. K. Fisher

1. *Select something to read.* When deciding what to read, carefully consider what will awaken and bring awareness to your community. If you are on a campus with a relatively food-educated bunch, pick something from a lesser-known food writer. If you are a part of a food novice community, select a more mainstream, common book to whet everyone's palate.
2. *Pick a location for the reading.* Location is everything. This reading should be fun and festive and therefore deserves an excellent stage. Find a well-trafficked location on campus where there is a steady stream of passersby but not so many that the words get drowned out. Once you've selected a location, make sure you have it reserved, if that is the appropriate protocol on your campus.
3. *Gather people to read.* Make sure you have at least a handful of people who are planning to attend and read. It is fine to have people show up and sign up to read on the spot, but you don't want anyone reading for hours because no one else volunteered.
4. *Advertise the time and place for your event.* Make sure people on-campus and in the community know the event is happening.
5. *Prepare snacks.* Not only do snacks almost guarantee increased attendance, but they also help sustain readers. Create snack shifts, assigning certain people to provide food at specific times throughout the 24-hour period.
6. *Have fun.* A 24-hour reading is supposed to be a little kooky and a lot of fun. Read something new, eat something tasty and have a great time.



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Don't Forget:

- ✓ It's time to give young Americans the school lunch they deserve
- ✓ Advertise on campus
- ✓ Give yourself plenty of time to set up the event
- ✓ Play music to set the mood
- ✓ Take photos
- ✓ Send the producers a thank you card

How to Get Tongue-Tied

Shared by Slow Food USA

About

A tasting of local foods and flavors is a fun interactive way to reach out to your campus community, bring people together and experience something new.

How-To

1. *Contact producers.* The bulk of the work to organize this event will center on finding producers, contacting them, and securing their support and produce. Give yourself time to start the conversation, and remember to be thankful for their support.
2. *Pick a space.* Consider your layout carefully. Do you want the event to be something that students can stop by briefly or are you looking for a more involved atmosphere? Once you know what environment you want to create, reserve a space for the event. Either way, remember the most important thing is to expand your community's taste buds.
3. *Size your event appropriately.* After selecting a space, think about the impact you want to make on campus. Determine how many students you expect to attend or pass through your event. Make sure to communicate with the producers to ensure enough food is available.
4. *Provide information.* Draft materials to give the event's attendees background information on the showcased products and why they were selected. Provide information about the production practices, when the product is available, as well as contact information for where each can be found.
5. *Encourage feedback.* Ensure a space for producers and attendees to mingle and converse. Set up a comment board for people to describe the tastes that they enjoyed during the event. This will help encourage conversation about tastes and provide the space for people to speak about food with a focus on flavor.



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How-To Write a Letter to Congress

Shared by the Time for Lunch campaign team at Slow Food USA

About

Every young American deserves real food at school. But that's not what many of the 31 million children who eat school lunch every day are being served, despite the hard work and incredible effort of school food workers. Congress leaves school lunch programs so underfunded that most have only \$1 per meal to spend on the food. The result: many schools can't afford the real food that kids deserve and which helps them perform well at school. Writing a letter to Congress will help pressure legislators to change the Child Nutrition Act, providing kids with the school lunch they deserve.

Talking Points:

- ♦ *It's time to give young Americans the school lunch they deserve.*
- ♦ *School lunch programs should prepare kids for a lifetime of good health.*
- ♦ *Schools that buy food from local farms support the local economy.*
- ♦ *If we don't pay for real food now, we will pay to treat illnesses such as diabetes later. There's no excuse for hurting kids.*
- ♦ *Kids learn healthy eating habits in school gardens and kitchen classrooms. Farm to School programs will create these educational opportunities.*

How-To

1. *Decide where to begin.* In your letter, it is important to tell your Congressperson that you're a constituent (i.e. you vote in their district).
2. *Write in your own voice.* A short, personal letter is most effective.
3. *Be specific.* Explain that you're writing to show support for the Child Nutrition Act, and mention Slow Food USA's policy goals:
 - a. Invest in health. Give school lunch programs \$1 more per child per day.
 - b. Protect kids from the junk food sold in vending machines, cafeterias and school stores. Approve the Child Nutrition Promotion and School Lunch Protection Act.
 - c. Link schools to local farms, and teach healthy eating. Guarantee \$50 million for Farm to School programs.
4. *Find the correct address.* To find your Congressperson's home district office address, visit their web site on www.senate.gov or www.house.gov.

