



NATIONAL DAY OF ACTION

to get **REAL FOOD** in schools · Labor Day, Sept. 7, 2009

A SLOW FOOD USA CAMPAIGN

RESOURCES

→ To learn more about school food, check out:

Better School Food, <http://betterschoolfood.com>. A group of parents, educators and health professionals who work to improve school food. The website offers [organizing kits](#) to help you transform your local school food policy. The founder, Susan Rubin, is also one of the mothers behind the school food documentary [Two Angry Moms](#).

The Center for Ecoliteracy, <http://ecoliteracy.org/programs/rsi-guide.html>. An organization that offers practical resources for teaching sustainable living in K-12 education. Their [Rethinking School Lunch Guide](#) is a comprehensive guide to improving your community's school food.

Chef Ann, <http://chefann.com>. Ann Cooper is a self-titled “renegade lunch lady” who works to transform school cafeterias into culinary classrooms – one lunch at a time.

The Edible Schoolyard, <http://edibleschoolyard.org>. A one-acre garden and kitchen classroom at a public middle school in Berkeley, CA. They publish useful guides to creating edible education programs.

School Lunch Talk, <http://www.schoolfoodpolicy.com>. A blog that takes an in-depth look into what kids are learning about food in school – and why.

Sustainable Table, <http://www.sustainabletable.org>, the go-to resource for information about sustainable food. Find out what rBGH is and why it shouldn't be in your children's milk.

The National Farm to School Network, <http://farmtoschool.org>. A collaborative network of organizations that sustain and build momentum for programs that connect school cafeterias with local farms and create garden and kitchen classrooms. In particular, check out “Nourishing the Nation One Tray at a Time: Farm to School Initiatives in the Child Nutrition Reauthorization” at <http://www.farmtoschool.org/policies.php> (under “Resources”).

The Robert Wood Johnson Foundation's Center to Prevent Childhood Obesity, <http://preventchildhoodobesity.org>. Resources, tools, facts and figures to aid organizers working to reverse the childhood obesity epidemic.



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→ To learn more about organizing and advocacy, check out:

Don't Think of an Elephant: Know Your Values and Frame the Debate. George Lakoff's essential guide to communicating effectively about progressive issues. [Buy it online.](#)

The Community Food Security Coalition's [Federal Policy Advocacy Handbook](#). A guide to the policy process and how people like you can advocate for better food policy.

Fight Global Warming Now: The Handbook for Taking Action in Your Community. Lessons that Bill McKibben and the organizers from Step It Up learned from their very successful day of action in 2007. [Buy the book online.](#)

Organizing for Social Change. The comprehensive manual on community organizing, published by the Midwest Academy. [Buy the book online.](#)

→ To organize your Eat-In, consider taking advantage of:

The Eat Well Guide, <http://eatwellguide.org>. A searchable directory of local, sustainable, organic food near you. Use it to find farmers and collaborators, and to suggest places where people attending your Eat-In can buy local ingredients.

Facebook, <http://facebook.com>, and **MySpace**, <http://myspace.com>. Social networking sites that you can use to promote your event to friends and to friends' networks.

Google Groups, <http://groups.google.com>. Create a listerv or mailing list to keep your organizers in touch by email and to easily share documents and other files.

PBWorks, <http://pbworks.com> and **Wikispaces**, <http://wikispaces.com>. A wiki is a collaborative website that a group of people can edit collectively. They're useful for sharing documents that everyone can edit all at once, e.g. a logistics checklist for your Eat-In where everyone can add items and check-off those that are finished.

Evite, <http://evite.com>. Send online invitations and track RSVPs to your event.

MeetUp, <http://meetup.com>. A website that makes it easy to organize face-to-face meetings offline. Consider using MeetUp to get people involved in your campaign.



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Wordpress, <http://wordpress.com>, and **Blogspot**, <http://blogspot.com>. Websites that help you create your own blog, for free. Use a blog to keep your community informed of your campaign's progress, upcoming events, actions, etc.

Digg, <http://digg.com>, **Reddit**, <http://reddit.com>, and **Stumble Upon**, <http://www.stumbleupon.com/>. Social news sites that you can use to help promote your campaign and events. To learn more about social news sites, watch the webinar "[Creating Social Buzz](#)."