

Running a local 'Healthy Lives' event

How to engage the public, local media and influentials in our nutrition campaign.

What is a "Healthy Lives" event?

Quite simply, a local event which promotes our new "Healthy Lives" campaign, and gets people talking about malnutrition, an issue that affects millions of people in developing countries, as well as those here in the UK. What exactly this event looks like is up to you, but to get you thinking take a look at some suggestions below.

As well as getting noticed by the usual suspects – your networks, local MPs and the local media – we are hoping that you'll be able to reach out to a whole new audience; people with a particular interest in nutritious food, such as organic food growers, Fair Traders, allotment societies, nutrition advisers, and the like.

We are asking groups to hold their Healthy Lives events in **April or May**. For this campaign we're teaming up with The Jamie Oliver Food Foundation (more information on that below), a charity set up by Jamie Oliver to improve the health and happiness of future generations through the food they eat. On the 20th May, Jamie's Food Foundation will hold a Food Revolution Day to inspire families to cook again and empower people everywhere to fight obesity. You could hold your event on the same day if you want to tie it in.

What could the event look like?

Here's are a few ideas

You could host a **RESULTS UK Campaign Stall** at a **local Farmers Market or Fairtrade Event**.

- Is your town already a Fairtrade town? You can check the FairTrade website to find out and look for opportunities to link up with Fairtrade groups (www.fairtrade.org.uk/en/get-involved/in-your-community/towns).
- The Local Foods website (www.localfoods.org.uk) and FARMA (www.farma.org.uk/members-map) both provide really useful directories of Farmers' Markets, Farm Shops and 'Pick Your Own's across the country.
- Making contact with local allotment societies or organic food growers might be a great way to find out about opportunities to host a campaign stall at an event or local meeting.

Why not hold your own **Nutritious Cooking Event** in your community?

- This could be anything from a healthy 'bring and share' evening meal with friends, to a competitive 'Cook Off' challenge in your local community centre.
- Why not organise a healthy eating day or an 'international lunch' at your workplace or with your church group.
- You could even try getting in contact with a local celebrity chef and ask them to give a nutritious cooking demonstration in your town!
- If there's an independent café or deli in your town that's enthusiastic about nutrition maybe they would be willing to host your event?
- To increase the reach of your event, why not team up with other local campaign groups. You could involve a nearby Food Bank and emphasise the local to global impact of poor nutrition.
- The Jamie Oliver Food Foundation have created a starter pack of 10 delicious, nutritionally balanced recipes to get you started. ***These are saved in the Group Leader Shared Resources folder on Dropbox.***

Organise a **Nutrition Talk** for your group and invite along external speakers.

- This could simply be an informative talk on the importance of combatting malnutrition and the significance of the Rio summit or, if you're feeling creative, you could organise a debate or a quiz and test your audience's knowledge.
- Get in touch and see if one of our RESULTS UK nutrition policy experts could come and speak at your event.
- To increase the reach of your talk you could contact local Universities and invite along students or lecturers from relevant courses such as Food Science or Nutrition.

How can we promote our event?

Inviting your local MP or mayor is a great way to get the press along, but don't forget to take your own camera and send details of your event to them afterwards. The attached document 'Working with the media: writing a press release' gives some hints and tips on how to increase the reach of your event. Once you've done all the hard work of organising an event, it makes sense to shout about it as widely as possible! The hashtag we'll be using for the campaign is **#HealthyLives**.

What are we asking people to do?

We want you to help raise public support for the campaign, and a local 'Healthy Lives' event is a great opportunity to increase people's understanding of the nature of undernutrition: that it's not enough just to end 'hunger', the quality of food matters as well as having enough to eat. This month's Action Sheet contains all the facts you'll need.

You may feel you need to print out some facts and figures to show on stalls or share at events. Get in touch with us if you need any support: contact tom.maguire@results.org.uk.

Stalls and talks are a great opportunity to share resources: so you might want to share our short '[Ready for Rio](#)' [video](#). We will be providing more resources for you to use at your events shortly, including actions you can ask people who visit your stall or attend your nutritious cook off to take.

'Jamie's Food Revolution'

The Jamie Oliver Food Foundation highlights the absurd situation where billions of us eat too much of the wrong food, whilst billions more of us have too little good food. They are campaigning for a 'Food Revolution'. At the heart of this initiative will be a new [online hub](#), where people can sign up to be a part of the revolution. The hub will launch in early May and will work to keep people up-to-date on what Jamie is doing and the progress of his campaigns and the campaigning of others. It will be a platform that unites people who want to feel part of a bigger movement, and where they can influence and galvanise governments and businesses to drive positive change.



We think it is a great resource and a way of connecting you up to other people campaigning on nutrition in the run-up to Rio.

They have organised **Food Revolution Day** on 20th May, when people around the world can get involved in sharing their own recipes for healthy living, and inspire others to make healthy food choices. As well as being a great way to advertise your event, sharing your event as part of something bigger is a brilliant way of extending your reach and influence.

As well as running Food Revolution Day, Jamie's Food Revolution have a network of ambassadors around the world. Perhaps there is one near you to team up with? Go to www.jamiesfoodrevolution.org to find out more.