

Changing the Narrative

> Challenges:

Shift between emergency food system + root causes of hunger

Development - using different language in RFPs, grants

> Ideas:

Changes in language + visual marketing

examples:

Food bank → market

Clients → members

visual audit of marketing materials (charity porn)

representation of who you're serving (diversity)

SF
FOOD
BANK

- Conducting ethnographic ~~reports~~ interviews of folks who are food insecure but wouldn't use a food bank (address stigma)

learning from clients

- intersections of food banks + healthcare, creating new partnerships
focus on healthy living

- From deficit model to asset based model for nutrition education

'Decolonize Your Diet' publication

from individual choices that determine health to systems, environmental change factors

- marketing/education about fresh produce

Policy/Civic Engagement

- changing narratives in divided political climate

- building neighborhood resiliency, engaging at municipal level

- partnership w 'sister counties' to publish op-eds outside of liberal bubbles

Next Steps:

> Decolonize your diet training

> center community issues, outside of food, help amplify those issues + empower customers

> Tackle underrepresentation with county

> Host candidates forum, voter registration

Biggest Challenges

CHANGING THE NARRATIVE

changing the narrative for clients or for the organization?

what is meant by Changing the Narrative?

~~What has changed~~

Nevada (Reno) closer to CA ^{in many ways} than ~~the~~ other parts of NV

What works

Getting more ppl. from served communities in leadership positions

Churches partnering w/ other churches

Highlighting partners w/ great programs

Looking at who has power within organizations

Equity Committee to do equity + cultural competency

training for staff

Promote awareness within ^{staff} first

Understand the difference between SNAP * SNAP Education
(SNAP Ed)

Getting information out to clients ^{by} ~~the~~ old school methods -
are there better ways using technology?

There ~~are~~ state-by-state variations

Bringing the community together to create a plan

Participant Advisory Council at Northwest Harvest - just

beginning to form

Focus groups - at NW Harvest - to gather information

~~Next steps~~ from participants

Look at Young Connections + ample Harvest.org

Next steps

Can CHN give us a place ^(physical or virtual) to help each other with
activism on current issues?

~~the~~ Make a virtual platform for people to participate

We will ~~make~~ ^{start} a Participant Advisory Council at
our food bank

Changing the narrative

"charity → social justice"

What is the biggest challenge??

- stigmas
- getting people who don't directly use social services to understand how they contribute to problem
 - how to do this?
- disconnect between organizations because diversity of communities they serve
- wanting to meet immediate need ~~vs~~ versus systemic change (ie. opportunity creation)

Biggest Challenge of Changing the Narrative? (Ctuen)

- challenging a ~~the~~ top down approach can ~~not~~ make people throughout the system of food justice ~~not~~ feel ~~the~~ attacked
- Ctuen can offend donors, & how to be aware of that as a movement in, as we challenge & make uncomfortable the market of donor/leadership.
- Language of Oppression \approx top down, leadership, donor base
- how to move away from donor focused language to be more client based? Have the conversation of where we are at as an organization in challenging dominant systems of oppression?
- Staff need to change from within, & the voices of the clients need to be incorporated into the decision making process.
- Food Policy Side are limited in challenging the narrative, direct service providers can bridge the gap in who is telling the story.
- Bridging the gap between social sectors (race, class, gender) will help change the system narrative
- Collaboration helps Ctuen internally with a network. Hold spaces in your networks to have the conversations, not just operations & funding talks.
- How do we get the voices of those in need to the decision makers?
- SNAP BENEFITS being cut is putting a real Crisis on folks & the narrative should share that crisis which is real.

- Conferences & Equity work cost & require resources, how to give that to all staff throughout the system, Limited access to these conferences is a barrier to CMN.

- Food programs are opportunity to Advocate for other essential programs (mental health, housing...)

- Capacity leaves us one step behind in keeping up w/ need & addressing systematic change issues.

- Pop up food banks are forward thinking transportation-issue-eliminators, that we get behind but have to be put on the back burner to react to funding requirements.

- Funding Stream limits change. Requires orgs to be reactive all the time.

- Funding to support baseline ops. is trickling away as the trend is to fund collaboration, but basic needs funding is in conflict with this inefficient funding method.

- Isolating Populations is problematic.

- Hold a variety of community events that cater to more diverse audiences. - Food cart events vs. ^{white} table cloth dinners

- donors should agree to the mission or at least be aware of the anti racism & anti-oppression goals of a regional equity mission (news letter & web site should promote mission)

- Low barrier Free trainings more often