

COMMUNITY CAMPAIGN TOOLKIT

Every day, Central Ohio households send nearly a million pounds of food to the landfill, resulting in the waste of key natural resources used to produce food while also contributing significantly to greenhouse gas production. At the same time, most people don't like the idea of wasting food and would prefer to avoid it if possible, but often don't know how to do so.

The Save More Than Food campaign connects Central Ohioans to resources that will enable them to REDUCE food waste at home, at work, and at school and PREVENT it from happening in the first place.

Save More Than Food helps communities

- + Connect residents to actionable resources on [SaveMoreThanFood.org](https://www.savemorethanfood.org)
- + Boost participation in food waste drop off programs
- + Access and customize educational materials to reduce food waste in the community
- + Reach individual sustainability goals and participate in Central Ohio's efforts to cut food waste in half by 2030

The campaign includes an educational and engagement toolkit of materials that have been proven effective at helping residents reduce the amount of food waste being generated.

Upper Arlington Campaign Results

Upper Arlington worked with SWACO to launch the Save More Than Food campaign in 2021. Through an EPA grant and partnership with OSU, we were able to collect data from surveys and waste audits. These were the results.

Households in the community reduced their food waste by **21%**

Households that received additional composting resources reduced their food waste by **42%**

Participation in the food waste drop off program increased by **40%**



Learn more about food waste reduction efforts taking place in Central Ohio, and how you can make a difference by visiting:

[SaveMoreThanFood.org](https://www.savemorethanfood.org)

How to Implement the Campaign

SWACO will provide a zip file that includes templated materials that correspond with all of the campaign components in the proposed 6-week campaign period and will work with community representatives to customize materials.

TOOLKIT COMPONENTS

1. Website

Include website language on your community page about how to both prevent and divert food waste from the county landfill with links to actionable resources. Links and logos for Save More Than Food will be provided for use on the website.

2. Email Blast

Announce the campaign and provide regular updates to stakeholders using the included e-blast template and language.

3. Postcard Mailer

Customize and mail a postcard to residents. SWACO will assist with the funding and execution of this activity, including helping to customize, print, and mail the postcard.

4. Social Media

Utilize the suggested social media posts and accompanying images to amplify your community's work to reduce food waste. The toolkit contains enough content for 6 weeks of posts (1-2 posts per week).

5. Newsletter Article

Use the provided newsletter article template to customize and share your community's efforts with residents and other stakeholder groups.

6. Food Waste Drop Off Signage

Does your community host a food-waste drop off site? SWACO has signage available that clearly articulates which items are accepted. This signage is customizable to meet your program's specifications.

Other Components Available to Your Community

As you launch Save More Than Food in your community, these are additional resources available for you to use in reaching your residents:

- **Additional Mailer:** Assistance customizing a second postcard mailer on an issue your community is interested in.
- **Webinar:** SWACO offers a variety of topics to engage your community on how residents can reduce food waste at home, including tips on food storage, understanding date labels, and composting.
- **Outreach Materials:** Flyers and brochures for your events, workplaces, and meetings.
- **Press:** News release template and food waste talking points.
- **Survey:** Assistance with designing and administering a survey to residents to understand baseline food waste behaviors and the impact of the campaign on these behaviors.