



Food Justice Social Media Campaign Blackburn with Darwen Food Resilience Alliance May 2021

Building local food resilience in Blackburn with Darwen

We used the Food Power funding to create a 'food justice rather than food crisis provision' social media campaign. We created a suite of six videos with local stakeholders as an appeal to both local businesses and residents to get involved in the work of the Alliance and champion sustainable food provision in the borough. The aim of sharing the videos on social media and through the Council's social media was to start a rich and informative dialogue with a wide range of stakeholders about how we can collaborate to become a 'sustainable food borough'.



The videos included the Chair of BwD Food Resilience Alliance, representatives from Adult Learning and residents from our South Asian heritage community to promote grow your own; members of the market promoting fresh food and the Healthy Start voucher scheme to encourage other businesses to get involved; as well as Council representatives talking about food waste and some of our experts by experience.

The videos will be shared on the BwD Food Resilience Alliance Facebook, Twitter and Instagram accounts but will also be shared by key partners such as Blackburn with Darwen Borough Council.

Challenges and learning

The videos have been great to achieve and have resulted in increased numbers of organisations and individuals getting involved in the work of the Alliance. We have also created a set of case studies of partners of the Alliance to share alongside the videos which has given us a greater understanding of the depth of their work and how they can work together with other partners to achieve more.

One challenge was managing the timescales for sharing the videos because purdah, before the local elections, unfortunately meant that we could not release the videos in the planned timeframe. The continued focus on Covid-19 in the borough has also further delayed release of the videos by BwD Council, but we want to release them when they will have most impact so are working closely with the Council communications team on a new timeframe.

“ Taking part in these videos has given me the opportunity to share just what being a Gold Recipe 4 Health award holder means. It's been fantastic to be able to share this with others and hopefully inspire other local food businesses to come on board.” Jo-Ann, ReFresh



Next steps

The creation of a new website for the BwD Food Resilience Alliance will give us a platform to share these videos with a wider audience and help us to recruit new partners to the Alliance. We now have a planned marketing strategy and action plan for the Alliance until December 2021 too. This has been made possible because of this project and has been linked closely to both sustainable food policy development and engaging residents in making a difference at a community level.

Outcomes

- 6 interviews with alliance members
- 10 videos for sharing on social media
- 1 new alliance action plan and 4 shoutouts for new Alliance members from different sectors