

CANFIT

OUR MISSION: to work with youth, communities & policymakers to improve the food & physical activity environments for youth in low income communities & communities of color.



All young people deserve to grow up in a **PLACE** that supports being healthy...

..And have their voices heard.



What CANFIT does...

- **TRAINING & TECHNICAL ASSISTANCE** in Food, Physical Activity Policy/Advocacy & Youth Engagement
- **CULTURALLY-RELEVANT** Nutrition & Physical Activity programs & materials (ex: P.H.A.T. , MO Project)
- **SCHOLARSHIPS** to Youth in Nutrition/PA/Culinary



New! **MO HEALTHY YOUTH LEADERS** Project

- Online Advocacy (e-Advocacy)



- **Mo' Youth Voices!**
 - Increasing Physical Activity During School and/or After School
 - Improving Quality of Meals (School Food, After School Snacks, etc)



What is eAdvocacy?

eAdvocacy uses various “technology tools” (social media, data collection tools, etc) tailored to an organization’s specific campaign goals – to increase support and pressure for policy change.

➤ **Tools are not solutions, they compliment!**

- Support & integrate into existing campaigns
- “Less is more”



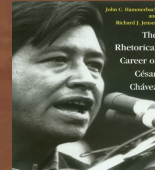
Why use eAdvocacy tools?

- **Reduced Cost**
- **Increased Speed and Efficiency**
- **Expand Reach of Audience – FWD to Friend** (Viral Marketing)
- **24/7 Interactive Connections to supporters**
- **Enables supporters to organize themselves**
- **YOUTH – Social Media!**



Successful Advocacy Includes:

- Organizing or mobilizing for an event or campaign
- Engaging and building a base of youth & community partners
- Influencing decision makers
- Communicating with the media
- Educating the public about the cause



Successful eAdvocacy Includes:

- Organizing or mobilizing for an event or campaign
(Create a Facebook Event, Kickstarter)
- Engaging and building a base of youth & community partners
(Using Constant Contact/Democracy in Action to manage data)
- Influencing decision makers (e-Campaigning)
- Communicating with the media (Blogs, Online Press Release)
- Educating the public about the cause (Create Media, YouTube, etc)



e-Advocacy & Social Marketing Strategies

CREATE:

1. Messaging Calendar

**2. Social Media Dashboard
(i.e. Netvibes)**



EXAMPLES OF SUCCESSFUL YOUTH-LED E-ADVOCACY CAMPAIGNS





The Boston Collaborative for Food & Fitness

www.bcff-online.org

Youth Advisory Board (YAB) in the Policy Process

At the local, state and national levels, YAB:

- Advocates for & develops policies that promote healthy communities.
- Recruits/ trains peers about issues related to healthy food choices, food systems, and/or fitness so they can become more active participants in this movement.
- Engages with policymakers and institutional leaders to push forward legislation and policies that reflect the needs of their communities.



Be the cause. Eat the cause.
Facebook Cause: Go4fresh





Win Wii, iPod touch and More

What's your MO?

- More Physical Activity!**
- More Good Food!**
- More Play Spaces!**
- More Opportunities for Youth!**

Submit the following

- Video PSA
- Short Story or Animation
- Short Documentary & News
- Spoken Word or Music
- Poster

See www.moproject.com for details

What is MO Project?
MO Project is a contest about a movement. Californians are making neighborhoods healthier and we want to hear from you! Join in! Think about what's working, what's not working, and how to make it better. Your short films and posters will be shown to state & local representatives to help shape future funding and laws. **Make Media. Make a Difference!**

Come Attend a Fun MO Project Youth Convening and Win Prizes!
Here's where they will take place

Sat, March 21, 2009 @ 9am
Chula Vista Middle School
Chula Vista, CA

For more info, contact CANFIT
510 644.1533 or moproject@canfit.org

www.moproject.com

The California Endowment
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MO PROJECT

MO PROJECT YOUTH VIDEO CONTEST

Make a 90 Seconds or less **PSA Video** that addresses:

- 1) What YOU are currently doing in your community, school or neighborhood to make it a & healthier and active place; or
- 2) What would YOU change in your community, school or neighborhood to make it a healthier & active place?

CONTEST ENDS: **WED, Nov 9th!!**

Go to: www.moproject.com

WINNING PRIZE:



MO PROJECT • MOre good food • MOre physical activity • MOre play spaces • MOre opportunities for Youth

Home | View & Vote | Enter | People | Recent Activity | Add Friends | Details Register / Sign In

ENTER FOR A CHANCE TO WIN an iPad!



Tell us Your MO' Story or What You're Doing to Improve the Health of Your Community

WHAT IS MO PROJECT?

MO Project is a media contest for California youth ages 13-18 that want to make a difference and see health changes in their community.

Being healthy is a big deal and *all youth deserve to grow up in places that support being healthy*. Although that's not always the case. Many youth across the state are working to make their school or community a safe, active or healthier place. CANFIT wants to hear DIRECTLY from YOU(th)!

WHAT'S YOUR MO' STORY?
Are you working to improve your school food? Creating safer parks? Working in a garden? Educating your family or community about eating healthy and being more active? In 90 seconds or less, Tell us What YOU are doing to make a DIFFERENCE and WIN an iPad or other cool prizes. Check out the [details](#).

GRAB A CAMERA, TELL US YOUR MO' STORY & WIN PRIZES!

[VIEW & VOTE](#) [ENTER NOW](#)

1. What is MO Project?

MO PROJECT 2 CANFIT presents:
own your health

**"MO Project 2" is an Online Media Contest
Open To California Youth Ages 13-18**

www.moproject.com

Sign up for FREE. Make a Video. Vote today.

5 Winners Will Receive A
wii or ipod touch!

[Questions? Hit us up at moproject@canfit.org]

 **CANFIT**
Communities • Adolescents • Nutrition • Fitness

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