Integrating a storytelling approach in policy change efforts

Special Guests: Food Spaces, Vibrant Places campaign
Waterloo Region

Krista Long

Sarah Haalboom
Food Spaces, Vibrant Places

About Food Spaces, Vibrant Places

Food Spaces, Vibrant Places is a community-based campaign created to support more temporary farmers' markets and community gardens in Kitchener, Cambridge, and Waterloo.

Temporary farmers' markets and community gardens need to be located within walking and transit access of where people live, work, and play. This will help strengthen neighbourhoods, build community, and keep families healthy.

Follow us on Twitter @foodspacesWR or Like us on Facebook.

SIGN THE PETITION TODAY!

Food Spaces Petition

Help increase the number of community gardens and temporary farmers' markets by signing this petition in support of more Food Spaces, Vibrant Places. Pressing the submit button below will send an email to your City Councillor, Mayor, and any declared candidates for your Ward and Mayor in this October's municipal election. Use the links to Ward Maps below to find out which Ward you live in.

Petition Text *

Dear Candidate,
Stories about Vibrant Food Spaces in Waterloo Region

Keep checking back to this page for stories of vibrant food spaces in Waterloo Region! We'll be posting new stories regularly for you to share with your friends and political influencers in your City.

October 15, 2014 - Access to Healthy Food an Election Topic in Waterloo Region

The Food Spaces, Vibrant Places campaign has brought access to healthy food to the municipal election debate.

Read more

October 1, 2014 - University of Waterloo Farm Market

The UW Farm Market has been operating on campus since 2006 and is a strong example of a vibrant local food space within Waterloo.
Food Spaces, Vibrant Places

Bringing community gardens and temporary farmers’ markets to your neighbourhood!

TWEETS 230  FOLLOWING 197  FOLLOWERS 189  FAVORITES 9

Food Spaces WR
@FoodSpacesWR

A campaign to bring more temporary farmers’ markets and community gardens to Kitchener, Cambridge, and Waterloo

Waterloo Region, Ontario
wrfoodsysten.ca/foodspacesWR

Tweet to Food Spaces WR

Tweets Tweets & replies Photos & videos

Pinned Tweet

Food Spaces WR @FoodSpacesWR · Oct 7

Change starts at the local level. Help us bring more #CommunityGardens & #TemporaryFarmersMarkets - sign our petition wrfoodsysten.ca/foodspaceswr
Food Spaces, Vibrant Places

October 22

It's been a busy week leading up to the election. We'll be at the Waterloo Al-Candidates Session tonight, and on Friday from 3-7pm at Healthy Foods & More to get signatures for our petition. You can also sign online any time! (http://www.wrfoodsystem.ca/foodspacesWR)

Healthy Foods & More

Food Sensitivity Experts
Food & Grocery: 1,367 like this
Building healthy, vibrant neighbourhoods with our common connection – food!

We all eat. This community-based campaign was created to support community gardens and temporary farmers’ markets that will help strengthen neighbourhoods, build community, and keep families healthy.

The Challenges
- Temporary farmers’ markets are currently only permitted in commercial zones that allow retail uses, many of which are restricted to indoor use.
- Community members often face a challenge in finding land to start a community garden within walking or transit access of where they live, work, or play.

Our Goal
- To create consistent municipal policy that supports and encourages more temporary farmers’ markets and community gardens in Kitchener, Cambridge, and Waterloo.

How You Can Help
- Change your municipality’s zoning by-laws to permit temporary farmers’ markets and community gardens in residential, commercial, institutional, and open space zones.

Thank You
- Your support for creating a variety of healthy, local food choices in your community is greatly appreciated. Please stay in touch with us through your preferred method.

@foodspacesWR  foodspacesWR  wrfoodsystem.ca/foodspacesWR

Why This is Important

Food Spaces Matter
- There are only five temporary farmers’ markets operating across Cambridge, Kitchener, and Waterloo;
- There are approximately 60 garden sites across the three cities, or one garden for about every 3000 households (based on 2012 housing data); and
- Waterloo region has 5.6 times more unhealthy food options within walking radius of neighbourhoods than healthy food options.

Food Spaces Make Us Healthy
- 90% of market goers say they eat more vegetables; 53% say they eat more fruit;
- People are three times as likely to visit a market when they live in walking distance;
- Community gardens help reduce stress and anxiety and promote physical activity;
- Community gardens provide low cost, healthy food options.

Food Spaces Create Vibrant Neighbourhoods
- Neighbourhood markets build community and encourage social interaction;
- Community gardens promote a sense of belonging and help build food skills;
- Community gardens create a space for the inclusion of people from a variety of cultural backgrounds; ages, income levels, and needs;
- Community gardens preserve cultural identity.

3 Ibid
5 Ibid
7 Ibid
8 Ibid
9 Ibid

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“…nobody ever marched on Washington because of a pie chart.” (Andy Goodman)
Our brain has been evolutionarily hardwired to think, understand, make sense, and remember through stories ("story net")

When we can’t make sense out of incoming information, we ignore it.

Story structure is key to effective engagement and communication.
Public Narrative

- **story of **
  - **self**
    - call to leadership
  - **now**
    - strategy & action

- **purpose**

- **community**

- **urgency**

- **story of **
  - **us**
    - shared values & shared experience