

Notes from Flip Charts

Food Security

Challenges

- “You’re not new” – funders
- Catchment specific
- Sustainability
- Focus on Service Delivery
- Funders usually think short-term (1 -2 years) “quick wins”
- How to engage funders in supporting long term strategy and relationship?
- Fear of doing advocacy
- Focus on symptoms
- Balance organization perspective vs issue perspective
- Engagement of variety of supporters
- Diversified partnership allows for advocacy

Benefits of shared agenda

- Shared values, understanding, responsibility
- Longer-term
- Build relationships, not just projects
- Broader impact
- Strategic/ systemic view
- Systemic support to enhance impact of small projects
- Capture learnings and share
- Support innovation
- “promising practices” (not re-inventing the wheel)
- Ability to measure impacts
- Get beyond “band-aid” solutions
- Potential for greater buy in and investment
- Allow organization staff members to engage in relationships with community (beyond just delivering programs)
- Provide more generic food analysis orientation to workers
- “Education Animator” training to non-food orgs
- “Food Lens” to enable shift in language and culture

Mutually Reinforcing Activities

- Challenge for large organizations (eg OPH) to let all staff know what is going on – newsletter?
- Buy in from high level of organizations – OPH participation on Food Policy Council, champions within orgs
- Use “community champions” – CHRC EDs and CDer Network

- Sharing of resources among partners (pool resources)
- Inter-sectoral – orgs agree on their piece of the work
- Use stories to give depth to issues – to supplement data (“flavour”)
 - What’s happening in specific neighbourhoods? (catch politician’s attention)

Moving the shared agenda forward

- From “them” to “us” (not just about income security)
- Food knowledge for all
- Higher level buy in to free up staff time
- Getting community engagement
- Engaging “corporate” grocery stores – can we work with independents?

Engaging distribution system