



## Food Literacy Sandwich Blogger Campaign

September is Food Literacy Awareness Month. I know I can count on food bloggers to help raise awareness about an issue that we all care about. I hope you'll help spread food literacy education with this fun Food Literacy Sandwich campaign.

Some stats to get you inspired: Only 25% of Americans eat five servings of fruits and vegetables daily. In California, 38% of children are obese. Childhood obesity is a leading public health concern that disproportionately affects low-income and minority children. Children who are obese in their preschool years are more likely to be obese in adolescence and adulthood. Our current food system is taking a toll on our health, environment, kids and communities.

Like many food bloggers, I started my blog to address these issues. Then a year ago, I decided to take my commitment a step further. I founded the nonprofit California Food Literacy Center in July 2011.

Through food literacy education, we are teaching our kids about healthy eating—and changing their attitudes towards fruits and vegetables. We help kids develop healthy food habits while they are young. We teach our *Your Sandwich can Save the World!* curriculum through local nonprofits and schools. Our mission is to inspire change today for a healthy, sustainable tomorrow through enduring community food education.

I hope you'll introduce your readers to food literacy, while supporting our cause, through this community sandwich event. To express our appreciation for your participation in this campaign, you can expect the following:

- Your blog name linked on the California Food Literacy Center website
- Your blog and post linked & shared on California Food Literacy Center's social media
- Press outreach directing media to view our list of participating bloggers.

More details are below. Thank you for considering!

Peace & Veggies,

Amber, Founder & Chief Food Genius



### **Food Literacy [fu: d lit-er-uh-see]**

noun: Understanding the impact of your food choices on your health, the environment, and our community.

### **Food Literacy Sandwich Campaign: September 2012**

Blog with us! Create a "Food Literacy Sandwich" and post it during the month of September. Be part of our educational campaign, and write a short story about why this issue is so important to you.

### **What's a "Food Literacy Sandwich?"**

You decide! It should take the definition of food literacy (above) into consideration. Is it healthy? Is it sustainable for our planet and community? You may already have a great sandwich on your blog that fits this description. Why not change the name and re-post it to let your readers know you care about the health of our children and our planet?

You can learn more about the California Food Literacy Center, and download our Food Literacy Sandwich lesson for kids [here](#).

### **Join us!**

- Create a "Food Literacy Sandwich."
- Explain why this recipe represents 'food literacy' for you.
- Blog about it during the month of September. Please [link to our site](#).
- Send your link to [amber@californiafoodliteracy.org](mailto:amber@californiafoodliteracy.org). I'll add it to our round up & share on social media.
- Share links from your fellow bloggers, comment, and spread the food literacy love!
- Insert this tiny bit of text into the sandwich description to help explain to readers what it is:  
*This sandwich was created to help the nonprofit California Food Literacy Center celebrate Food Literacy Month. The ingredients are good for you, good for the planet. [www.californiafoodliteracy.org](http://www.californiafoodliteracy.org).*
- Encourage fellow bloggers to participate in the contest and spread the food literacy love!
- Take this idea a step further: share our Kickstarter video (launching in September) with your readers. Money raised will help educate kids about where their food comes from and how to make healthy food choices.

Thanks for helping us spread awareness about food literacy! For questions: [amber@californiafoodliteracy.org](mailto:amber@californiafoodliteracy.org).