



Campaign Toolkit

Growing and sharing food from home keeps us healthy and connected. It's good for us in so many ways.

Food from Home is here to connect, and support people living in Melbourne's South East to start and maintain their own edible gardens.

'Food from Home' Campaign Overview

Food from Home is a social marketing campaign which aims to promote the health and environmental co-benefits of growing food at home. The campaign hopes to build a social movement of edible gardeners in Melbourne's South East.

Designed together with the community in Melbourne's South East, Enliven Victoria worked with creative agency Bravo! to develop a localised campaign which reflects the unique strengths and barriers to growing food at home, and as an opportunity to celebrate and share the stories and people behind our food from home.

Food from Home will use a range of social media and digital approaches to encourage edible gardening as a way to strengthen and improve the health of our families, communities and environment.

Project Aims:

This project aims to drive behaviour change and promote awareness of the health and environmental co-benefits of growing produce at home. Our vision is for a resilient, healthy, and food-secure future for all individuals, families, and households in Melbourne's South East.

Food from Home is supported by the following partners:

- Enliven Victoria
- Bravo!
- Department of Health and Human Services
- Monash Health
- Peninsula Health
- Kooweerup Regional Health Service
- Cardinia Shire council
- City of Casey council
- City of Greater Dandenong council
- Wellsprings for Women
- Southern Migrant and Refugee Centre
- 3000acres
- Sustain: The Australian Food Network
- Cockatoo Community House

Campaign Objectives:

1. Increase community attitudes that are supportive of growing food at home
2. Increase community intent to grow food at home
3. Increase community knowledge around growing food at home
4. Increase community behaviours that promote growing food at home
5. Increase consumption of fruits and vegetables

Campaign Launch

The 'Food from Home' campaign will be launched on the 27th of November 2020.

Food from Home will run across various social media platforms and hopes to engage communities across Melbourne's South East by using a combination of organic engagement and targeted advertising.

Partner organisations will also play a key role in the promotion of campaign messaging and assets. Community members will be encouraged to share and interact with campaign assets, with potential for community to be generating and incorporating their own at-home growing content throughout the campaign.

0 How can your organisation get involved?

This toolkit is designed to provide you and your organisation a suite of tools and assets than can be used within your digital communication platforms to share and promote the campaign and its messages.

You can freely share campaign materials and content for the duration of the campaign (Friday 27th November 2020 onwards). This may include incorporating our imagery and messaging via your social media, newsletters and EDMs, and on your website.

To ensure the campaigns success, we recommend considering the following:

- Encouraging local partner organisations and followers to 'share' the campaign broadly – the more people growing the better!
- If possible, share the campaign content across multiple digital platforms.
- Encourage your audience to access the campaign; either via the website www.foodfromhome.org or via the below channels:



[@foodfromh0me](https://www.facebook.com/foodfromh0me)



[@foodfromh0me](https://www.instagram.com/foodfromh0me)



0 Social Media

#FoodFromHome

As part of this kit, some suggested key messaging has been included below, detailing some possible captions, hashtags, and images to help you spread the word! Just click on an image to download or save as a high-resolution version.

| Platform | Suggested Caption | Suggested Hashtag /s | Images <small>*Click image to download or Save As</small> |
|-----------|--|---|---|
| Facebook | <p>Growing and sharing food from home keeps us healthy and connected. It's good for us in so many ways. It helps us stay physically and mentally healthy, saves us money, sustains the environment and is easier and quicker than you might think.</p> <p>To access free seeds and simple growing resources about how you can start growing food from home, head to www.foodfromhome.org</p> | #FoodFromHome |  |
| Instagram | <p>The @foodfromh0me vision is a healthy, resilient, and food-secure future for individuals and families in Melbourne's South East. We do this by growing, sharing, and connecting with others through edible gardening.</p> <p>Let's grow together 🌱 To learn more, head to @foodfromh0me</p> | <p>#FoodFromHome #ediblegardens #letsgrow</p> |  |

| Platform | Suggested Caption | Suggested Hashtag/s | Image <small>*Click image to download or Save As</small> |
|----------|---|--|--|
| Twitter | <p>The 'Food from Home' vision is a healthy, resilient, and food-secure future for individuals and families in Melbourne's South East.</p> <p>Join the movement by visiting www.foodfromhome.org</p> <p>@enlivenVic</p> | #FoodFromHome |  |
| LinkedIn | <p>'Food from Home' is a highly unique, localised social marketing campaign which aims to promote the health and environmental co-benefits of growing food at home. Led by @enliven Victoria, the campaign seeks to reduce the barriers to edible gardening experienced by communities in Melbourne's South East.</p> <p>For more information, head to www.foodfromhome.org</p> | <p>#FoodFromHome #socialmarketing #healthpromotion</p> |  |



Newsletter Copy

A newsletter article has been included to serve as an additional piece of content about the campaign and can be used in full, or in part, in your own publications whether in print or digital format.

Growing and sharing food from home keeps us healthy and connected. It's good for us in so many ways. The **Food from Home** campaign is here to support individuals and families living in Melbourne's South East to start and maintain your own edible garden.

Research shows that gardening has lots of benefits that include:

- Enjoyment – from the physical activity and time outdoors amongst nature
- Exercise – physical activity improves your endurance, strength, mobility and flexibility
- Relaxation – helps you relax and reduce stress levels
- Fresh food – provides you and your family with a healthy source of inexpensive fresh food
- Appreciation of food growing – provides an appreciation of foods and where they come from
- Connection with others - working together to create and share food in our local community
- Environmental benefits - edible gardens help to conserve our natural resources and prevent environmental damage

Food from Home is a community-based project, led by Enliven Victoria. Food from Home provides free support to get you started on growing your edible garden with:

- Helpful information showing you how to grow your food from home
- Access to free seeds and seedlings
- Support from local people, who have gardening experience and can share their knowledge
- Encouragement to share your stories about growing food from home

Growing our own food helps us stay physically and mentally healthy, saves us money, sustains the environment and is easier and quicker than you might think. When will you start?

For more info, head to www.foodfromhome.org or email info@foodfromhome.org !



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