



EAT FOOD FOR GOOD

Student Wellness & Food Sustainability Communication Plan

PREPARED BY JULIE ZHANG FOR UBC FOOD SERVICES

We acknowledge that SHHS and UBC are located on the traditional, ancestral, and unceded territory of the Musqueam people. We thank the Musqueam Nation for its hospitality and support of our work.

CAMPAIGN OVERVIEW

MISSION

Communication Goal: To increase selection and consumption of plant-based, locally sourced and minimally processed food and beverage options among diners at UBC Point Grey residence dining halls.

Rationale: UBC Food Services is guided by two key responsibilities:

- 1) To nourish UBC students with healthful, fresh and delicious food options that enhance wellbeing.
- 2) To source food in ways that support the local community and that are socially and ecologically conscious.

To meet these commitments to nutrition and social responsibility, UBC Food Services has strived to provide low carbon and made-in-house options where possible. However, the overwhelming evidence about the environmental impact of food systems combined with the undeniable urgency of the climate crisis call for more action.(1,2) The *EAT FOOD FOR GOOD* campaign seeks to address this need by using a communication intervention to encourage and facilitate students frequenting UBC dining halls to make healthful and sustainable dietary choices.

The *EAT FOOD FOR GOOD* campaign highlights three criteria of healthful and sustainable food and beverage options: plant-based, locally sourced and minimally processed. Together, these three criteria apply recommendations from scientists, health professionals and environmentalists about what sustainable, healthy eating looks like.(1,3,4)

As UBC prepares its students to become global citizens and community leaders, it should also nourish students in ways that support a vision of a more sustainable and thriving campus, community and planet.



AUDIENCE AND SCOPE

Target Audience: UBC Point Grey residence students who are on meal plans; aware of the health and environmental benefits of plant-based, locally sourced and minimally processed diets; and who are willing to change their dietary behaviour.

This campaign can most easily reach the residence student population as they are reliant on UBC Food Services for the majority of their meals. However, as preferences and attitudes still vary greatly among residence students, the *EAT FOOD FOR GOOD* campaign is particularly interested in targeting those who are already interested in plant-based options and support environmental causes, as they will be most receptive to campaign messaging and most likely to switch to recommended dining options. By focusing on the sub-group most susceptible to the intervention, this campaign will be more likely to succeed in creating meaningful impact on the health of individual students and on the ecological footprint of UBC Food Services. Further, lessons learned can inform other health promotion initiatives at UBC and, if appropriate, inform subsequent iterations of the *EAT FOOD FOR GOOD* campaign with an expanded audience and/or scope.

The *EAT FOOD FOR GOOD* campaign may also reach residence students who may not be aware of the benefits of the recommended diet options or are undecided about whether they want to alter their diet. While not the primary audience, campaign products may still produce educational value and inspire attitude change among these individuals.

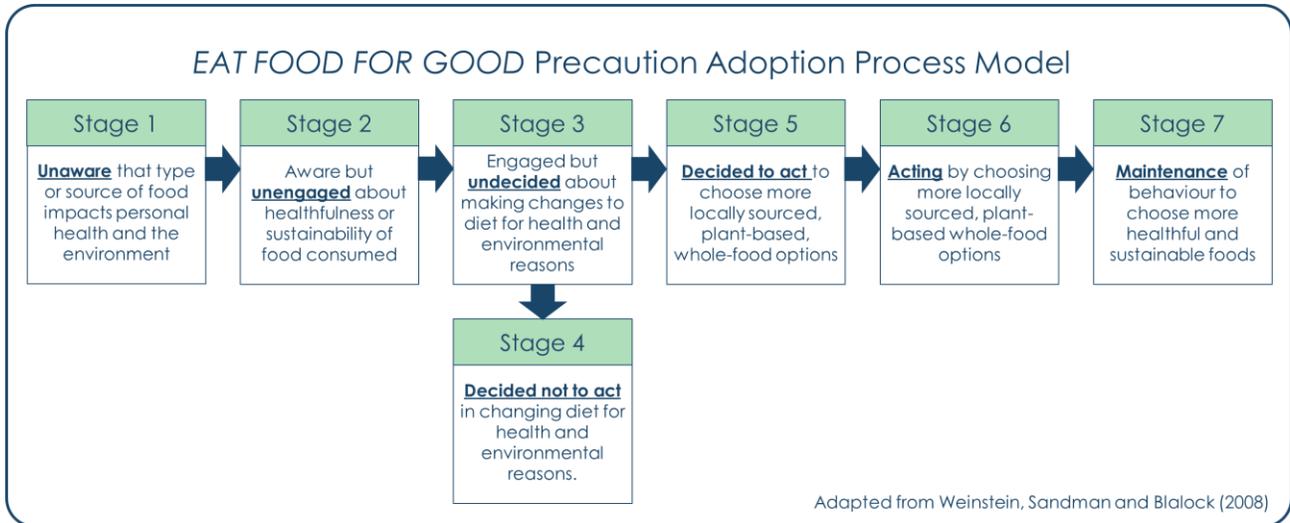
There will be students who have strong opinions against changing their diet and who will find the campaign mission unacceptable. At this time, the campaign will not have messaging oriented to these individuals, other than to respect cultural differences informing dietary behaviour. Other non-student dining hall customers such as UBC visitors and faculty are also presently outside the scope of this campaign.

THEORETICAL FRAMEWORK

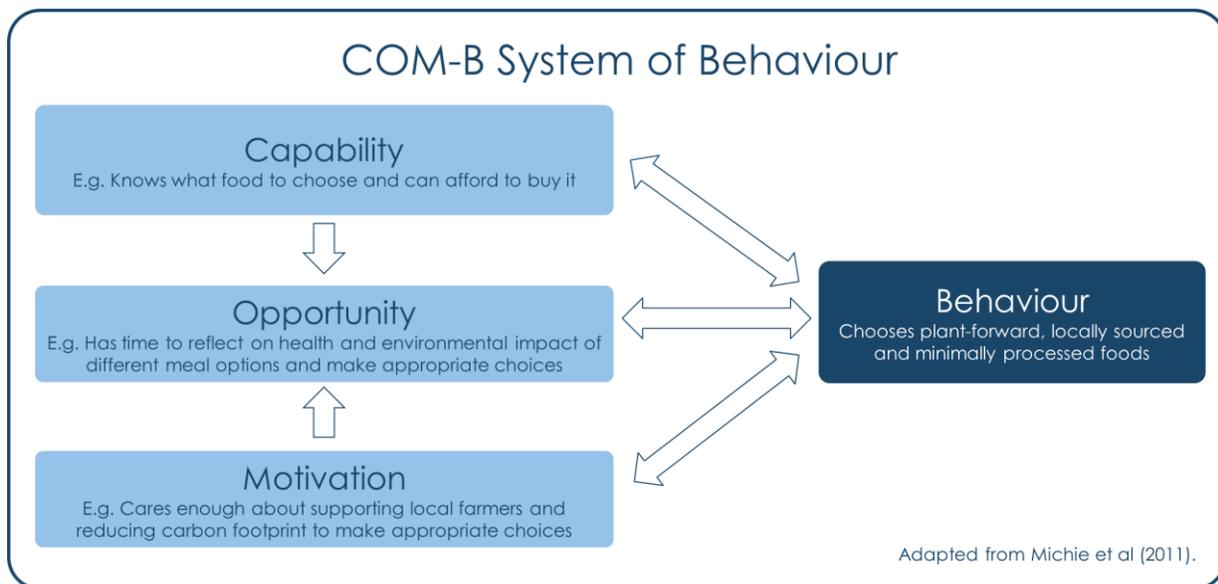
The Precaution Adoption Process Model (PAPM)(5) describes seven stages through which an individual goes from being unaware of an issue to changing and maintaining the desired behaviour change.

Given the extensive messaging that already exists around plant-based eating, it is assumed that the majority of residence students are aware (Stage 2) if not engaged and interested in acting (Stages 3 and 5). As such, the focus of this campaign is to motivate residence hall diners to act by choosing meal options that promote good health and have less environmental impact, thus moving them to Stages 6 and 7 of the PAPM.





However, individual behaviour is the result of complex processes informed by personal beliefs and external circumstances.⁽⁵⁾ Based on the COM-B system,⁽⁶⁾ intentional behaviour change can be conceptualized as the interaction of three key factors: capability (i.e. physical and psychological ability to carry out the behaviour), opportunity (i.e. environmental and sociocultural structures that enable for the behaviour) and motivation (i.e. premeditated will and reflexive desire to enact the behaviour). Thanks to the insight of these frameworks, this campaign will seek to create the behaviour change outlined in the above mission statement by implementing communication products that influence all three factors of the COM-B system.



COMMUNICATION STRATEGY

MESSAGING APPROACH

Tone: All campaign messaging should be empowering, inclusive and warm.

Positivity is a better motivator for behavioural change than negativity and audiences respond better when a communicator appears to be likeable.⁽⁷⁾ Students should feel capable of making changes to their food choices and that their choices do good. To avoid creating stigma around food choices, messaging should not be shame-based or use the language of “right” versus “wrong”. Finally, all communication products should be reviewed through a culturally responsive lens to respect the reality that diets are often strongly influenced by an individual’s cultural and ethnic background and UBC’s student body is highly diverse.

Techniques: The campaign will employ nudging and narrative strategies.

UBC students are likely already well aware of both the crisis of environmental degradation and of the negative health impacts of highly processed foods and may generally know what “healthy” food looks like. However, convenience and habit may prevent those with interest and intention to actually realize their desired behaviour change. “Nudge” tactics are small interventions in an environment or system to make it easier to make optimal choices.⁽⁸⁾ Public health interventions applying nudge theory have been effective in influencing dietary behaviour among adults in high-income countries.⁽⁹⁾ This campaign will endeavour to make it more automatic and affordable to choose plant-based, local, made-in-house options through “nudges” in the dining hall.

To further motivate consumption of recommended dining options, some campaign content will feature human and emotion-laden stories such as how local sourcing of ingredients benefits local producers and businesses or inspiring accounts of efforts by campus and community leaders to create a more sustainable food system at UBC and in Vancouver.

COMMUNICATION CHANNELS

Engage: Given the younger, technology-oriented demographic of the campaign’s target audience, social media will be the primary platform for pushing out the campaign message, attracting followers and creating engagement. In particular, Instagram will be a crucial tool in this campaign thanks to its popularity among teenagers and young adults.⁽¹⁰⁾ Secondary engagement channels include a regular campaign feature in the biweekly UBC Food Services email listserv newsletter, paper posters in high-traffic locations in residence buildings, and digital posters on electronic screens found in residence common spaces. The full suite of communication products to be launched in this campaign are summarized in [Table 1](#).



Table 1. *EAT FOOD FOR GOOD* Campaign Communication Products

Product	Purpose/Description	Channel	Frequency	Key Message
Campaign images and updates	Regular posts about campaign activities (e.g. menu features, campaign labels) to build awareness and maintain interest	Instagram (posts) Twitter Facebook Email listserv	Daily	Eat food for good: Choose food and drinks that are delicious, nutritious and socially and ecologically conscious
“Fast facts” polls, quizzes and Q&As	Interactive social media tools to engage and educate audience and to track campaign impact	Instagram (stories) Twitter	Weekly	Plant-based, locally sourced and minimally processed food and drinks nourish your body and the planet
#FoodForGood campaign hashtag	Unifying hashtag creates brand awareness and extends campaign reach	Instagram Twitter Facebook	Ongoing	Food for good
“Win Free Food!” contest	Social media friend tagging contest to launch campaign and building awareness	Instagram	Once per term	Follow the <i>EAT FOOD FOR GOOD</i> campaign to win free food that is delicious, nutritious and socially and ecologically conscious
EAT FOOD FOR GOOD posters	Reinforce social media messaging in residence and dining spaces	Print posters Digital posters	Ongoing	Eat food for good: Choose food and drinks that are delicious, nutritious and socially and ecologically conscious
“Real Foodies” photoblog series	Real-life stories about the food we eat and the people who produce them to stir emotional responses to campaign mission	Instagram Facebook Email listserv	Bi-monthly	Locally sourced, plant-based and made-in-house foods nourish our community and the planet
General campaign information	To provide more detailed information about the campaign, including FAQs and contact information for those with questions or concerns	Website	Ongoing	When dining at UBC residence halls, choose food and drinks that are delicious, nutritious and socially and ecologically conscious. These options nourish your body and the planet.



Inform: Once engaged, individuals may seek more details on the campaign such as the particular ways that UBC Food Services office has modified menus and ingredient sources to align with the campaign mission. As such, the UBC Food Services website will be updated with easily readable, transparent information about our suppliers, suppliers and menu items. It will also include credible and evidence-based content about the ecological and nutritional claims behind this campaign.

Meanwhile, to support dining hall visitors in choosing the most healthful and sustainable options available, branded stickers will demarcate menu items that meet all the criteria of being plant-based, locally-sourced and minimally processed or made-in-house (see [Appendix A](#)). Further, facts that frame the health and environmental impact of certain food choices in easily understandable terms (e.g. the appliances that can be powered by energy saved if everyone chose a plant-based rather than meat-based option) will be shared via dining hall signage and on social media.

PARTNERSHIPS

Another strategic priority is to establish partnerships with affiliated UBC offices and on-campus and local organizations that align with the campaign mission to enhance student wellness and food sustainability. These partnerships will help raise the profile and increase reach of campaign messaging. In return for their support, these partners will be highlighted in the “Real Foodies” series to be shared across all UBC Food Services social media platforms. Potential community partners will be contacted and finalized during the pre-implementation phase and may include urban farming organizations, environmental groups, food recovery programs and food cooperatives. Also see the [Staff & Stakeholders](#) section.

MONITORING SUCCESS

The *EAT FOOD FOR GOOD* campaign will be evaluated at multiple points. A preliminary survey will be run at the beginning of Term 1, just prior to campaign launch, to assess the baseline attitudes and behaviours of residence students. At the mid-point (end of Term 1), a process evaluation will be conducted to assess whether the communication plan has been implemented properly and whether the campaign is reaching the target audience. Findings from the process evaluation will inform modifications to the plan for the re-launch of the campaign at the beginning of Term 2. At the end of the campaign (end of Term 2), an outcome evaluation will be used to determine whether the overarching goal of dietary behaviour has been achieved and if so, to what extent. The campaign will also be monitored throughout using social media polls.



PROCESS GOALS

Process Goal	Data Source	Timing
1) Reach 50% and engage 15% of followers on each social media platform per month	Social media analytics (reach & engagement)	Baseline, mid-point and end
2) Post digital or physical campaign signage at 100% of dining hall food and checkout stations	Site visits	<1 month after campaign launch
3) Cross post campaign info on all partner website and social media platforms	Review of partner media channels	<1 month after campaign launch
4) Average 20% open rate on UBC Food Services listserv newsletters	Listserv analytics (delivery, open rate, click rate)	Baseline, mid-point and endpoint

OUTCOME GOALS

Outcome Goal	Data Source	Timing
1) Increased consumption of plant-based, locally sourced and minimally processed foods	Social media polls Surveys Focus groups	Ongoing Baseline and end Baseline and end
2) Increased intention to replace animal-based products with plant-based alternatives	Social media polls Surveys Focus groups	Ongoing Baseline and end Baseline and end
3) Increased awareness of environmental, social and health benefits of plant-based, locally sourced and minimally processed foods	Social media polls Surveys Focus groups	Ongoing Baseline and end Baseline and end

STAFF & STAKEHOLDERS

The campaign will be managed and implemented by the UBC Food Services Communication Team. The table below outlines other campaign partners and stakeholders:

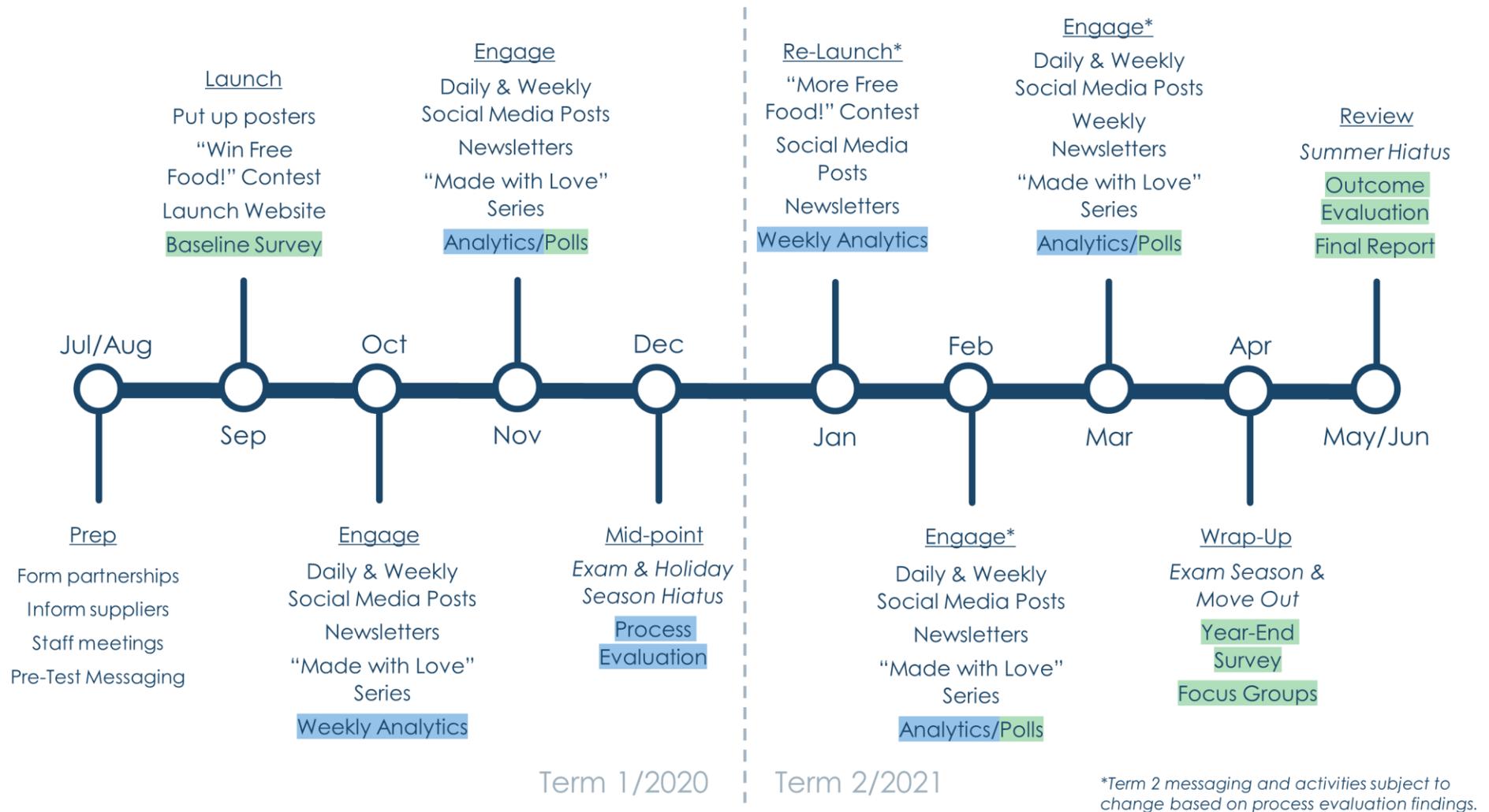
Stakeholder	Interest/Need	Role/Involvement
Students in residence	Food is affordable, delicious, nutritious and ethical	<ul style="list-style-type: none"> • Campaign audience • Pre-test products • Give feedback through surveys and focus groups



Dining hall staff	Campaign activities are properly communicated to staff and are not overly disruptive to workflow	<ul style="list-style-type: none"> • Support campaign implementation (e.g. put up posters and labels)
UBC Wellbeing	Support student health and wellness	<ul style="list-style-type: none"> • On-campus campaign partner • Share campaign materials • Contribute resources
UBC executive leadership	University reputation for sustainability, student wellness and community engagement	<ul style="list-style-type: none"> • Financial and political support for campaign activities
Suppliers and producers	Profitable and sustainable business relationship with UBC Food Services	<ul style="list-style-type: none"> • Take part in “Real Foodies” photoblog series
Community Partners	Meaningful partnership to advance their organizational mission through greater visibility and collaboration with a far-reaching UBC initiative	<ul style="list-style-type: none"> • Take part in “Real Foodies” photoblog series • Offer insight and expertise into campaign activities and messaging



TIMELINE



REFERENCES

1. Garnett T. Changing what we eat: A call for research & action on widespread adoption of sustainable healthy eating [Internet]. UK: Food Climate Research Network; 2014 Jun [cited 2020 Apr 12]. Available from: https://fcrn.org.uk/sites/default/files/fcrn_wellcome_gfs_changing_consumption_report_final.pdf
2. Friel S, Dangour AD, Garnett T, Lock K, Chalabi Z, Roberts I, et al. Public health benefits of strategies to reduce greenhouse-gas emissions: food and agriculture. *The Lancet*. 2009 Dec 12;374(9706):2016–25.
3. Moubarac J-C, Martins APB, Claro RM, Levy RB, Cannon G, Monteiro CA. Consumption of ultra-processed foods and likely impact on human health. Evidence from Canada. *Public Health Nutr*. 2013 Dec;16(12):2240–8.
4. Gibney MJ, Forde CG, Mullally D, Gibney ER. Ultra-processed foods in human health: a critical appraisal. *Am J Clin Nutr*. 2017 Sep 1;106(3):717–24.
5. Weinstein ND, Sandman PM, Blalock SJ. The Precaution Adoption Process Model. In: Glanz K, Rimer BK, Viswanath K, editors. *Health Behaviour and Health Education*. 4th ed. San Francisco: Jossey-Bass; 2008.
6. Michie S, van Stralen MM, West R. The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implement Sci*. 2011 Apr 23;6(1):42.
7. Chelsea Himsworth, Kaylee Byers, Jennifer Gardy. *The Mission, the Message, and the Medium: Science and Risk Communication in a Complex World* [Internet]. Pressbooks; [cited 2020 Jan 15]. Available from: <https://pressbooks.bccampus.ca/missionmessagemedium/>
8. Thaler RH, Sunstein CR. *Nudge: improving decisions about health, wealth, and happiness*. Rev. and expanded ed. New York: Penguin Books; 2009. 312 p.
9. Arno A, Thomas S. The efficacy of nudge theory strategies in influencing adult dietary behaviour: a systematic review and meta-analysis. *BMC Public Health*. 2016 Jul 30;16(1):676.
10. Chen J. Social media demographics to inform your brand's strategy in 2020 [Internet]. Sprout Social. 2020 [cited 2020 Apr 12]. Available from: <https://sproutsocial.com/insights/new-social-media-demographics/>



APPENDIX A: CAMPAIGN BRANDING

Campaign Logo with Slogan



Simplified Logo and Menu Sticker



"Real Foodies" Series Logo



Colour Palette



Typography

FOOD FOR GOOD

Plant Powered



APPENDIX B: INSTAGRAM “WIN FREE FOOD!” CAMPAIGN LAUNCH CONTEST POST

