

Social Media Toolkit

Title: Farmers Markets and Community Gardens

For use during week 25

Launch Date: 6/22/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains information and communication tools to be used by local public health agencies on the topic of farmers markets and community gardens, including information on how these can be beneficial for local communities and how they can improve access to healthy foods.

Food access, and access to nutritious foods, such as fruits and vegetables, continues to be a challenge in communities across the United States. Low-income and rural communities often struggle particularly with this, often having lower access to stores selling healthy food.¹ Community gardens and farmers markets can have substantial benefit in increasing access to healthy foods.² In fostering a sense of collective action and ownership, these can also be useful avenues of community-building and social cohesion in a community.³ In addition to improving access to healthy foods, community gardens can also have the effect of helping to revitalize or beautify communities.³ Farmers markets can be of benefit to lower-income communities more specifically by accepting food stamp and WIC coupons, to improve access across income levels.⁴

At the federal national level, both the Centers for Disease Control and Prevention and the United States Department of Agriculture actively promote community and gardens and farmers markets as ways to increase food access. State and local health departments can also play a role in fostering better access to food as well. The Centers for Disease Control and Prevention profiles several examples of Food Policy Councils in operation at the local level around the county, each with the aim of improving access to healthy foods at the local level.⁵

The information found in this week's toolkit has been obtained mostly from the Centers for Disease Control and Prevention and the US Department of Agriculture. Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

All members of the public would be better served by the health and community-building benefits of better access to nutritious foods provided by community gardens and farmers markets. However, as above, lower income and rural communities are at heightened risk for issues with food access.¹

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

There are no areas of controversy or special issues within this topic.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[-Centers for Disease Control and Prevention, Healthy Places Initiative](#)

[-United States Department of Agriculture, Alternative Farming Systems Information Center](#)

References

- 1) Cdc.gov. 2010. *CDC - Healthy Places - Healthy Food Environment*. [online] Available at: https://www.cdc.gov/healthyplaces/healthtopics/healthyfood_environment.htm [Accessed 22 April 2020].
- 2) Bradley, L., 2015. *Research Regarding The Benefits Of Community Gardens*. [online] Available at: <https://nccommunitygardens.ces.ncsu.edu/nccommunitygardens-research/> [Accessed 22 April 2020].
- 3) Cdc.gov. 2010. *CDC - Healthy Places - Healthy Food - Community Gardens*. [online] Available at: <https://www.cdc.gov/healthyplaces/healthtopics/healthyfood/community.htm> [Accessed 22 April 2020].
- 4) Cdc.gov. 2010. *CDC - Healthy Places - Healthy Food - Farmers Markets*. [online] Available at: <https://www.cdc.gov/healthyplaces/healthtopics/healthyfood/markets.htm> [Accessed 22 April 2020].
- 5) Cdc.gov. 2010. *CDC - Healthy Places - Healthy Food - Food Policy Councils*. [online] Available at: <https://www.cdc.gov/healthyplaces/healthtopics/healthyfood/foodpolicy.htm> [Accessed 22 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sterling Shriber, Medical Student, NEOMED																													
Estimated time used to create	5.5 hours																													
Date submitted	4-23-2020																													
DUE date & TARGET date for release (Monday)	Due: 4/24/2020. Target release date: 6/22/2020.																													
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Dr. Amy Lee, MD</td> <td>6/13/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>6/12/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Dr. Amy Lee, MD	6/13/20	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	6/12/2020	KT	KT	KT										
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Approvers Instructions <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																														
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Content recency	All messages in this toolkit were generated in [April/2020] and contain up-to-date information prior to the launch date.																													
Accuracy	Sources of all data are provided (all credible sources) YES																													
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	0	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0	
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://c1.staticflickr.com/9/8292/28565503910_02dafdcbab.jpg	Impact of farmers markets	4-21-2020	United States Dept of Agriculture
Facebook 2		https://thumbnails-visually.netdna-ssl.com/the-food-chain-reaction-from-a-farmers-market_52012601bf757.jpg	Impact of farmers markets	4-21-2020	United States Dept of Agriculture
Facebook 3		https://c1.staticflickr.com/5/4499/36965152563_4a6abfe3b0.jpg	The key to healthy eating in a community is a balanced and accessible community food system. Farmers Markets and Community Gardens can be vital parts of a community food system and are great ways to help ensure healthful, nutritious food choices.	4-21-2020	United States Dept of Agriculture
Facebook 4		https://alpesoils.eu/wp-content/uploads/2018/01/unlock-the-secrets-of-the-soil.png	Community and backyard gardens are great ways to ensure that you have access to better, more healthful foods. Learning how to garden can be a great spring and summer activity. Start with learning how to use the soil beneath our feet for gardens.	4-21-2020	United States Dept of Agriculture
Facebook 5		https://www.cdc.gov/foodsafety/images/fruit-veggie-safety-poster-273px.png	Steps to safe and healthy fruits and vegetables	4-21-2020	Centers for Disease Control and Prevention

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Have you been getting enough #fruits and #vegetables in your diet? See if there is a farmers market in your community, and head over to pick up some delicious produce at a reasonable cost.
Tweet 2	Did you know that #CommunityGardens are a great way to build community and network with your neighbors? Look into the potential to join or start a community garden in your neighborhood.
Tweet 3	Only one in ten American adults consume enough fruits and vegetables daily! Head to your local #FarmersMarket to find healthy produce at a reasonable price.
Tweet 4	Does your community have a #CommunityGarden? Look into starting one. Community gardens are a great way to make your neighborhood look better and provide delicious and healthy produce at the same time.
Tweet 5	#FarmersMarket are a great way to support local business and get healthy, affordable produce at the same time. Check out options in your community.
Tweet 6	Do you worry about not eating enough #FruitsandVegetables? Look into starting a garden in your backyard or community to push yourself that extra mile to eating healthy.
Tweet 7	Sometimes the freshest, healthiest foods can be found right in your neighborhood at your local #FarmersMarket!
Tweet 8	A great way to make sure you're getting enough fruits and vegetables is to try your hand at growing some of them yourself. Look into starting or joining a #CommunityGarden.
Tweet 9	Have you ever thought about starting a garden at your worksite or place of employment? Worksite gardens are a great way to increase your share of fruits and vegetables and maybe even have some fun with your coworkers along the way! #VegetableGardening
Tweet 10	Community gardens are a great way for you and your family to meet your neighbors and eat healthier at the same time. Look into starting or joining one. #CommunityGarden

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://snaped.fns.usda.gov/site/default/files/styles/crop_ratio_6_4_thumb/public/link_section/2018-06/fruits%20and%20vegetables.jpg?itok=K17smnuN	Don't let anything get in the way of eating healthy. Look for new ways to access healthy fruits and vegetables, like shopping at local farmers markets, or joining a community garden.	4-21-2020	United States Department of Agriculture
Instagram 2		https://pbs.twimg.com/media/Dos3zyGVAAAYOf7.jpg	Eat more fruits and vegetables	4-21-2020	Centers for Disease Control and Prevention
Instagram 3		https://www.cdc.gov/vitalsigns/obesity-cancer/images/vs-1017-Obesity-Cancer-1185px-v2.png	You can take steps in your local community to help prevent obesity and diseases such as cancer. Community gardens and farmers markets are great ways to move towards healthy eating.	4-21-2020	Centers for Disease Control and Prevention
Instagram 4		https://i.ytimg.com/vi/1lpmTuJWaLQ/hqdefault.jpg	Did you know that community gardens are a great way to build a sense of ownership in your community? Did you know they're also a great way to get better access to healthy, nutritious foods?	4-21-2020	Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/foodsafet y/images/socialmedia/fruit-veggie-fb-tw-600px.jpg	Think about ways to increase fruits and vegetables in your diet. A great way to get better access to fruits and vegetables is through local farmers markets in your community.	4-21-2020	Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#CommunityGarden
Hashtag 2	#FarmersMarket
Hashtag 3	#HealthyEating
Hashtag 4	#FruitsandVegetables
Hashtag 5	#EatHealthy
Hashtag 6	#FoodDesert
Hashtag 7	#CommunityEngagement
Hashtag 8	#VegetableGardening
Hashtag 9	#Gardening
Hashtag 10	#BuyLocal