

March for Meals 2014 Advocacy Goals and Tactics

Overall Campaign Goals

March for Meals 2014 will seek to “*empower and support members to take action that will lead to the sustainability of their programs*” through a comprehensive community engagement campaign. It hopes to build awareness in communities, build partnerships, recruit volunteers, fundraise, and advocate about Meals On Wheels and the importance of senior nutrition.

Advocacy Team Goals

During the 2014 March For Meals Campaign, the Advocacy Team hopes to provide resources to member programs to improve their advocacy and engage elected officials in raising awareness about the importance of Senior Nutrition Programs.

The Advocacy Team’s Goals will be as follows:

- Provide advocacy materials to member programs that can be used during the March For Meals campaign and throughout the year.
- Increase coverage of March For Meals in political media outlets.
- Engage at least one Federal official per state in March For Meals.
- Engage the Administration and/or Capitol Hill in an event(s) in conjunction with March For Meals.

Advocacy Team Tactics

Goal 1: Provide advocacy materials to member programs that can be used during the March For Meals campaign and throughout the year.

Recommended Tactics:

- Provide state-level fact sheets to empower grassroots advocates:
 - These fact sheets should merge data points on number of meals and seniors served (from AoA), Federal appropriations levels (from ACL), Medicaid savings (from *Health Affairs*), and the latest senior hunger data (this can be from NFESH, or we can use the latest USDA data).
 - These fact sheets should be developed closely with the Communications Team to be sure they align with the visual style guide, and to produce a product that is equally visually stimulating and informative.
 - These fact sheets should be worked into an annual work plan in which members can expect their release in conjunction/in advance of March For Meals.
 - Partners such as the AoA, USDA, and ACL should be engaged proactively to ensure that the latest facts and figures are released.
 - Potentially integrate contact/social media information of congressional delegation.

- Fact sheets should also have a digital, interactive component on the website.
- Provide boilerplate advocacy materials to unify messaging:
 - Author template Letters to the Editor for local advocates to submit to their local/regional media outlets.
 - Provide proclamation template that can be used locally and/or at the state level.
 - Provide online platform (or author template) for e-mails to Congressional members/staff regarding the importance of these issues.
 - Provide social media messages for Twitter and Facebook platforms, make sure that we have a list of each Congressional delegation's social media presences for members.

Goal 2: In coordination with the Communications Team, increase coverage of March For Meals in political media outlets.

- Reach out to “thought media” outlets to create meaningful conversation about the impact of Meals On Wheels ahead of March For Meals.
 - Programs such as Morning Joe, Up With Steve Kornacki, and Melissa Harris-Perry that cross between punditry, analysis, and thought leadership, and tend to have engaged, thoughtful, and sometimes bipartisan viewership.
 - We can leverage some of our emerging external partners, such as Feeding America and Food Research and Action Center (FRAC) in order to pitch a panel to producers of these programs so we're discussing the topic of senior hunger more broadly.
- Coordinate with Federal officials and relevant communications staff to ensure that both officials and programs benefit from media opportunities.

Goal 3: Engage at least one Federal official per state in March For Meals.

- Make sure that every state has at least one Federal official participate in a March For Meals event.
 - This official could be a Senator, Representative, Cabinet or Administration official.
 - Coordinate with offices beginning no later than January..
- Strategy on targeting offices will be defined at a later date, but obvious first targets include allies, members of Senate HELP/House HEW committees, Committee(s) on Aging, and then members of relevant Caucuses (ie Hunger Caucus), as well as in coordination with the Membership and Communications Teams.
- Make request to Senate and House allies to introduce a resolution or joint resolution in honor of March For Meals and National Nutrition Month.

Goal 4: Engage the Administration and/or Capitol Hill in an event(s) in conjunction with March For Meals.

Use one or all of the following event proposals:

- Briefing in the White House:
 - Bring together Board members, experts in aging such as Kali Thomas, experts on the Budget, etc to brief Administration staff and stakeholders about the importance of Meals On Wheels.
 - Coordinate with local programs that have previously engaged the Administration.
 - Find a way to integrate a proclamation of some sort (need more details).

- Let's Keep Moving Event:
 - Work with a member program or programs that integrate healthy eating and physical exercise to do an event in conjunction with the First Lady's Let's Move campaign called "Let's Keep Moving"
 - Programs that fit this kind of profile need to be identified ASAP.
 - Event would highlight the importance of senior nutrition and activity, and highlight congregate meal programs.
 - Ideally, the First Lady would also be able to go on a delivery route, though due to security concerns this could be a stretch.

- Congressional Staff Briefing(s):
 - Hold an educational staff briefing(s), potentially in coordination with the Academy of Nutrition and Dietetics and others, on senior nutrition and the Older Americans Act.