



# Helping ESYP Programs Thrive with Advocacy Resources

Team Social



# Challenge:

Teachers need support from decision makers to help their program succeed.

- Teachers often need to persuade decision makers
- Lack talking points
- Limited time
- Limited exposure to other ESYP programs



# Solution:

Develop advocacy resources and network on ESYF website.

- Provide teachers with talking points and presentations on benefits of program.
- Enables teachers to easily browse to find what they need.
- Connects teachers to other supporters that can help them advocate.





“ I wanna change the way ’ kids think about food.”

Steph is a history teacher in a middle school in St. Paul, MN. Her passion is gardening and she also enjoys finding creative ways to reuse things in her home.

#### Goals:

- + Getting resources started
- + Transferring knowledge
- + Inspiring advocates
- + Increase students’ engagement
- + See immediate impact
- + Celebrate success with others

**Steph**  
Social, Hands-on

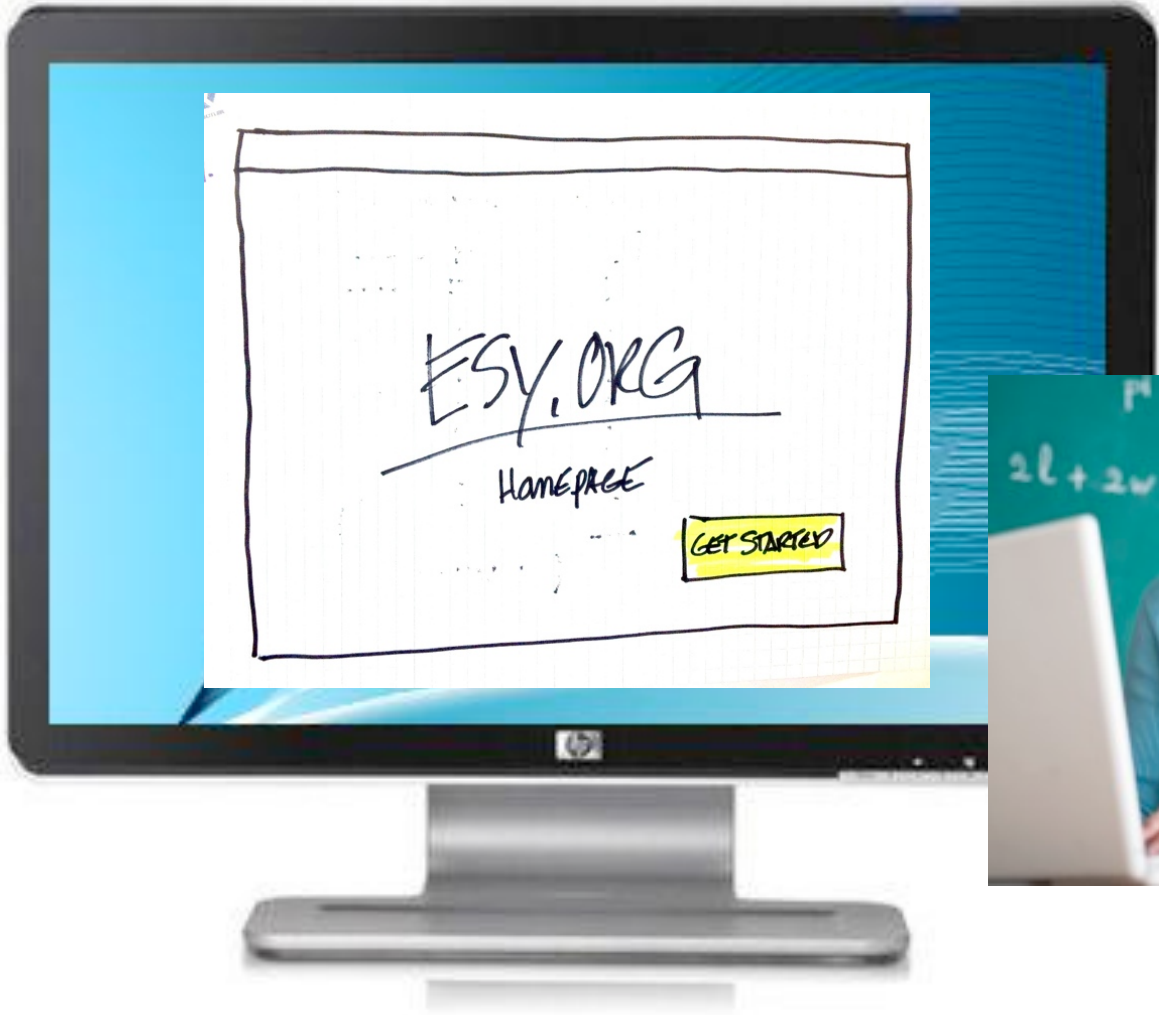


## ...more

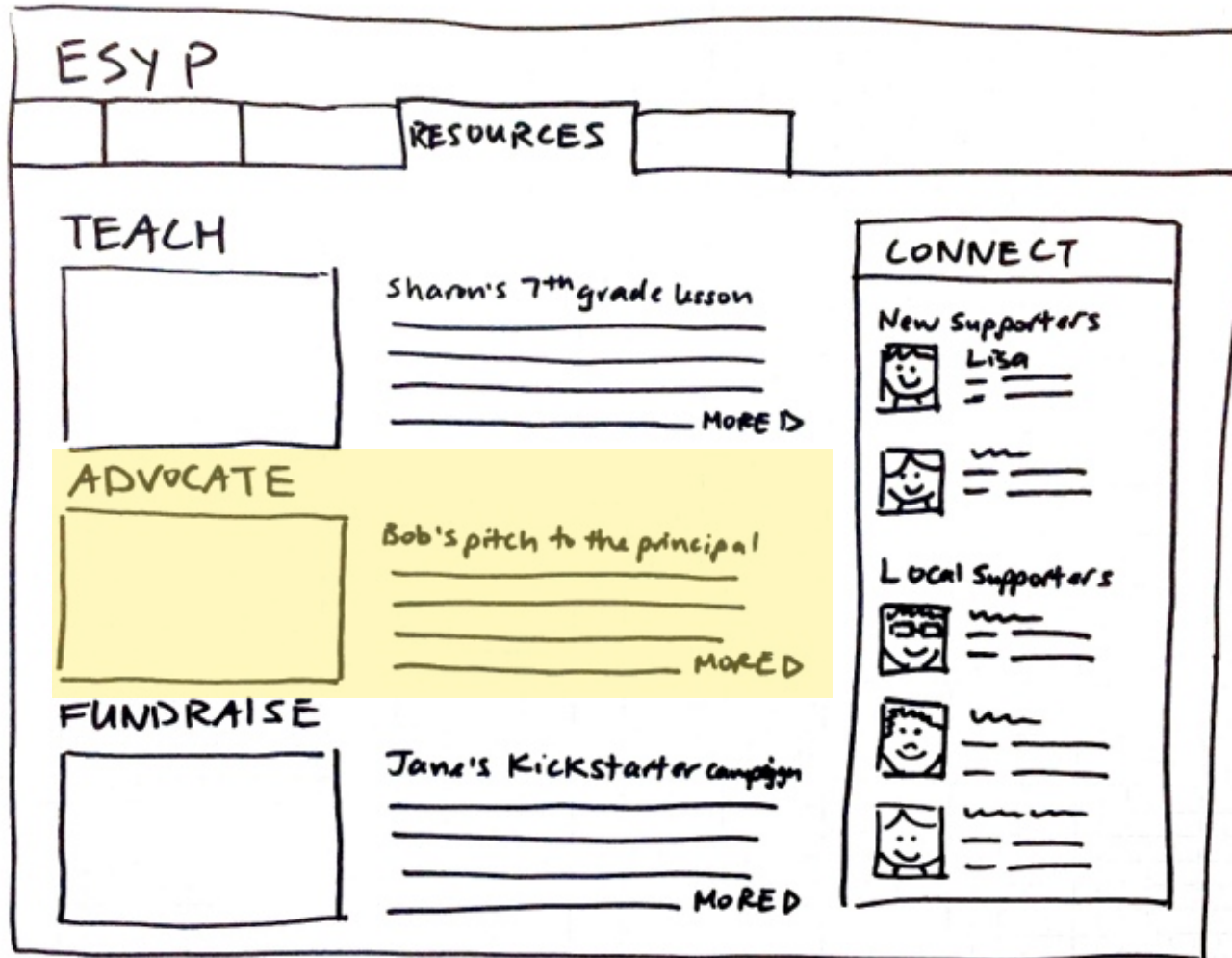
- + 37 years old
- + Mom of 2
- + Wants to feel connected, prefers personal communication
- + Desires to feel part of the community
- + Likes making an immediate impact
- + Likes to celebrate successes with others
- + Is dedicated and passionate
- + Wants to help others and share information

**Steph**  
Social, Hands-on

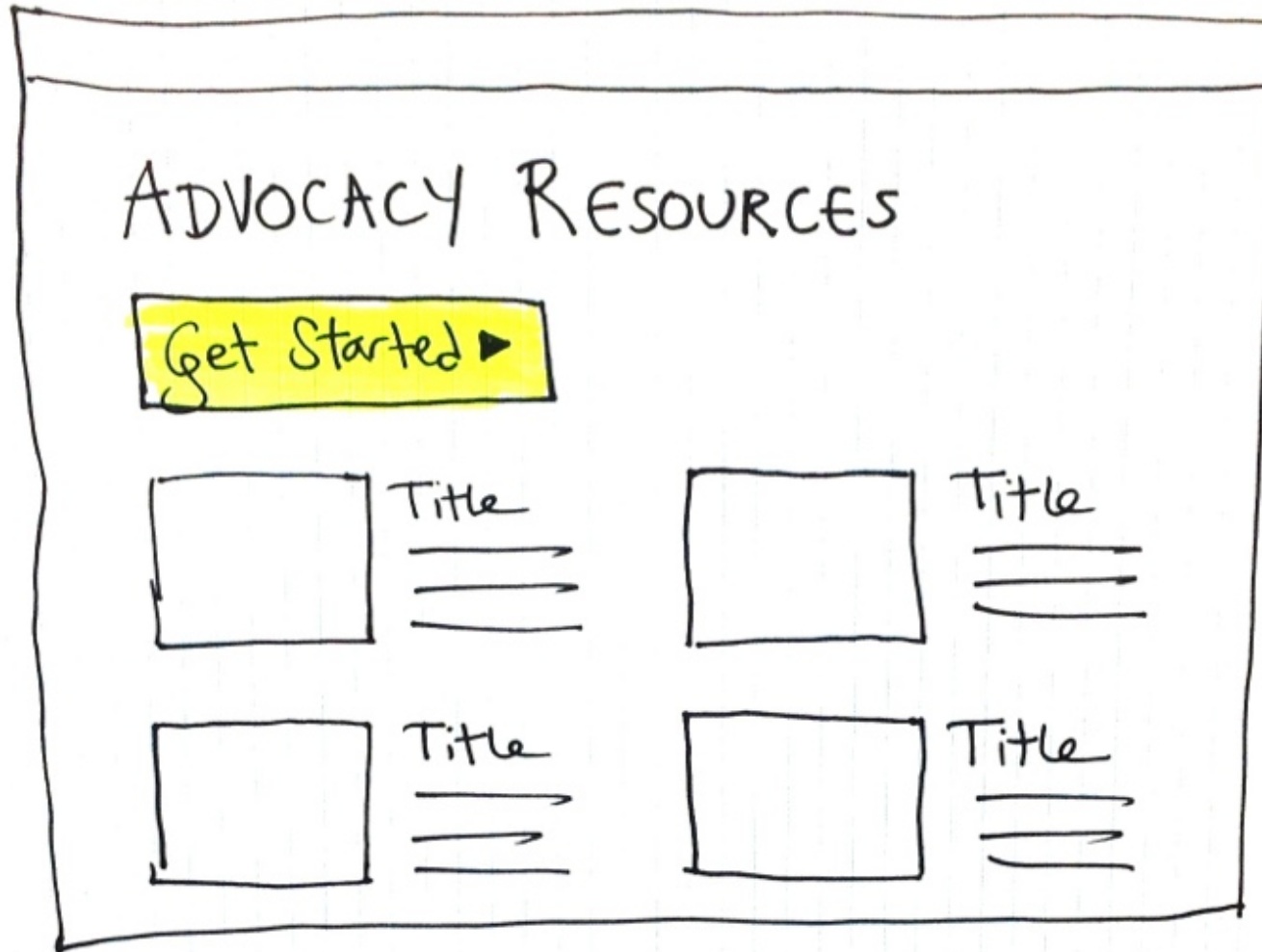
# Edible Schoolyard Homepage



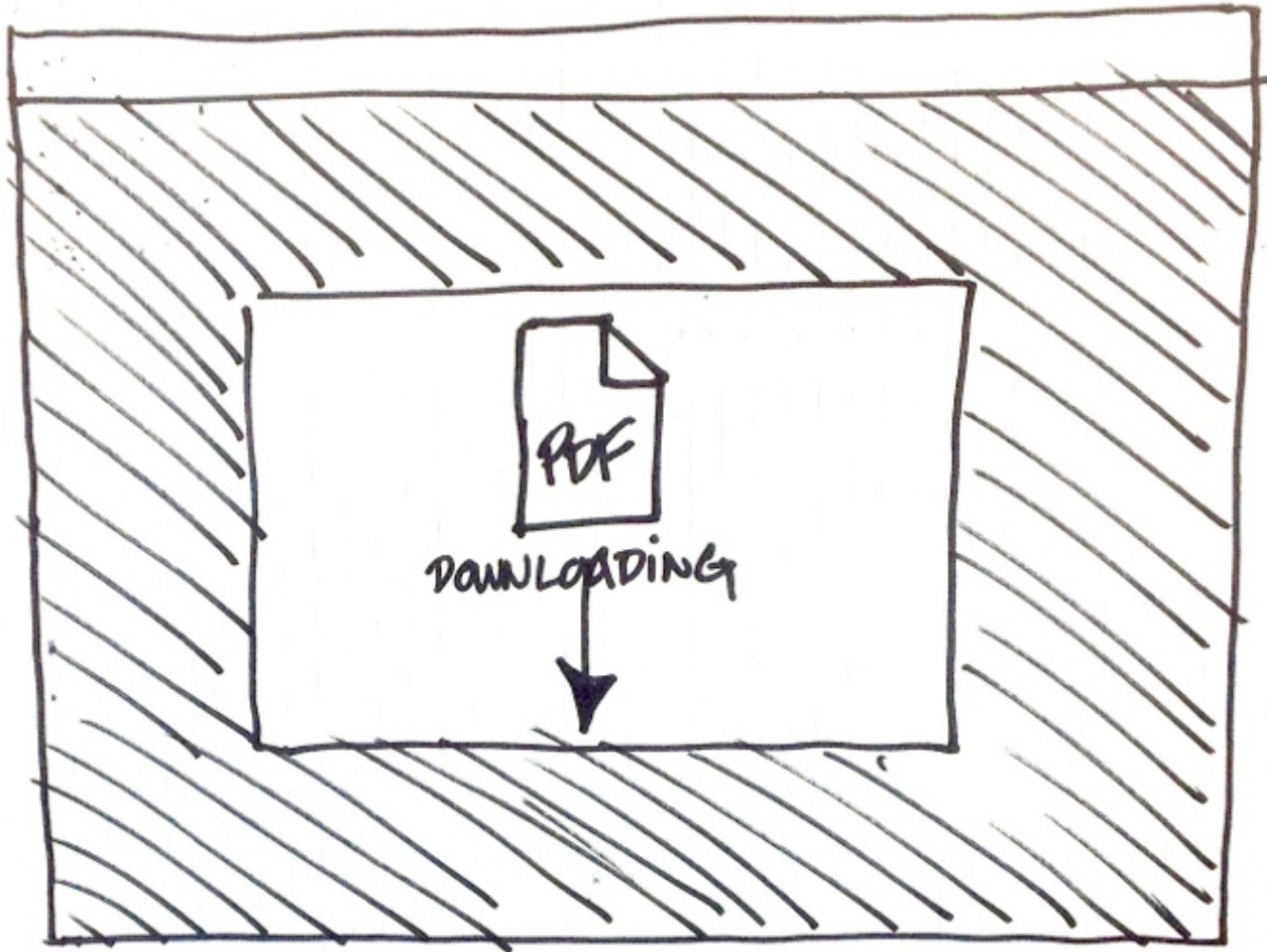
# Edible Schoolyard Resources Page



# Advocacy Resources Page



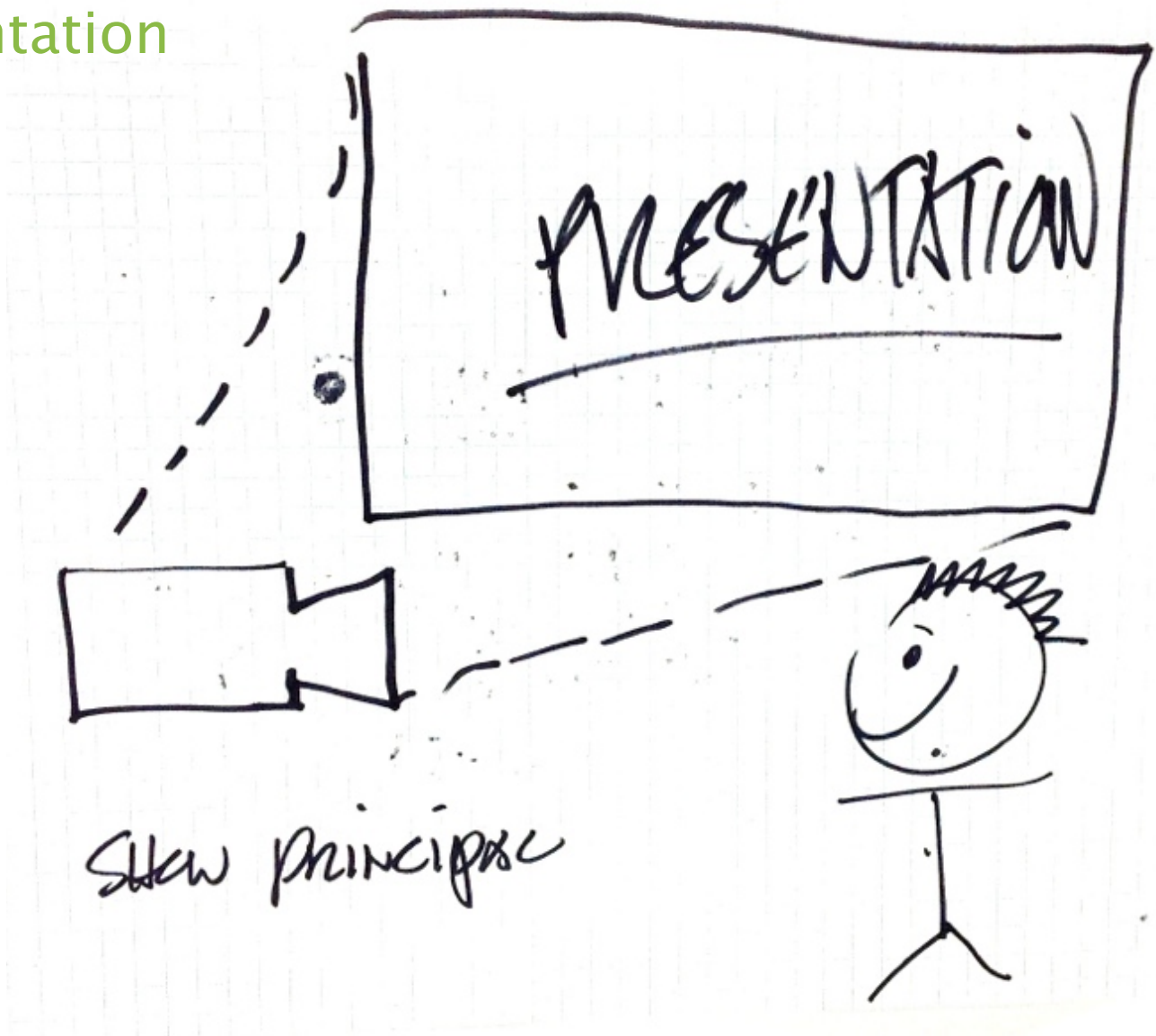
# Download Assets



# ESY.org Prompts Steph to Share



# Initial Presentation to Principal



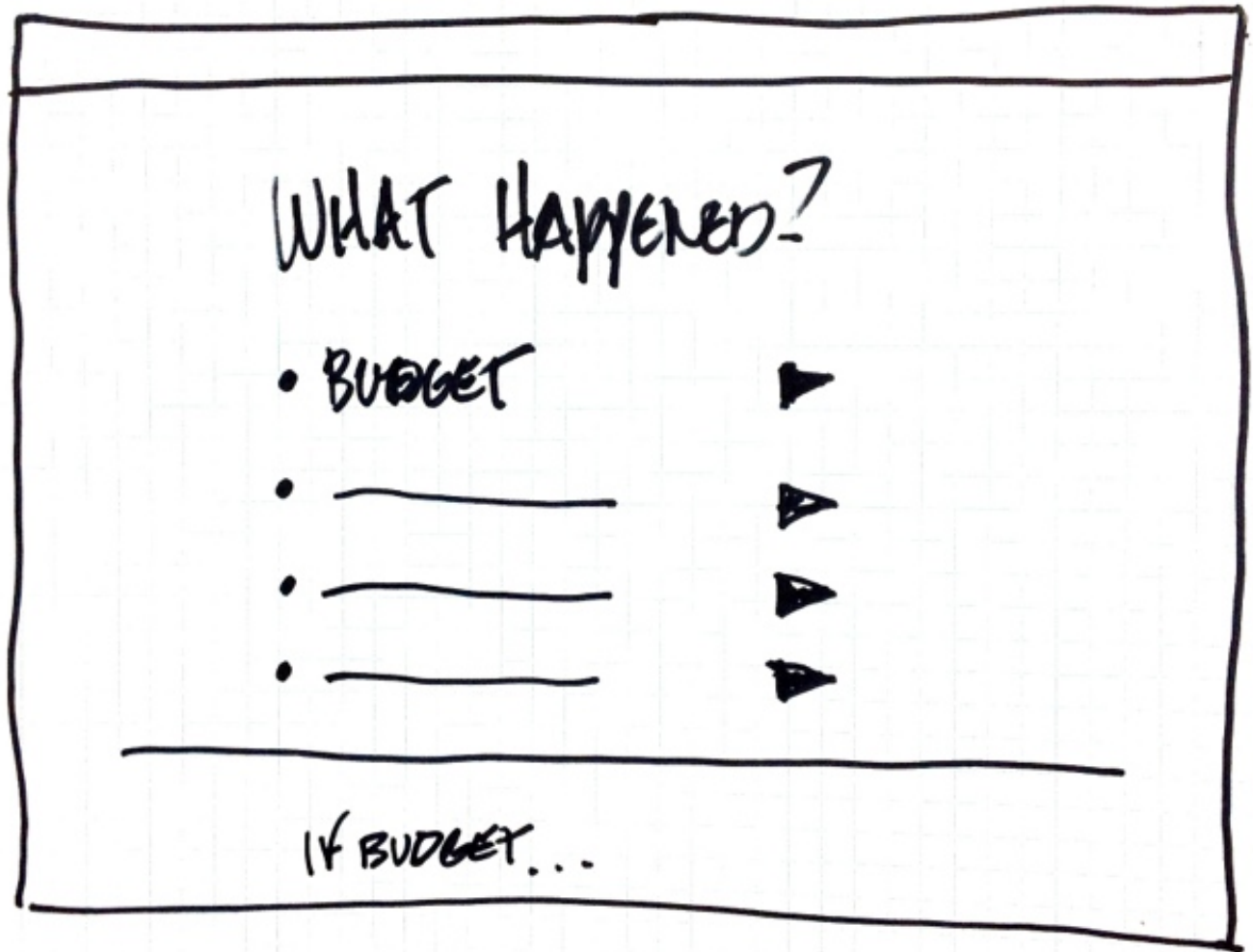
Not so successful



# Email response



# Evaluation Landing Page

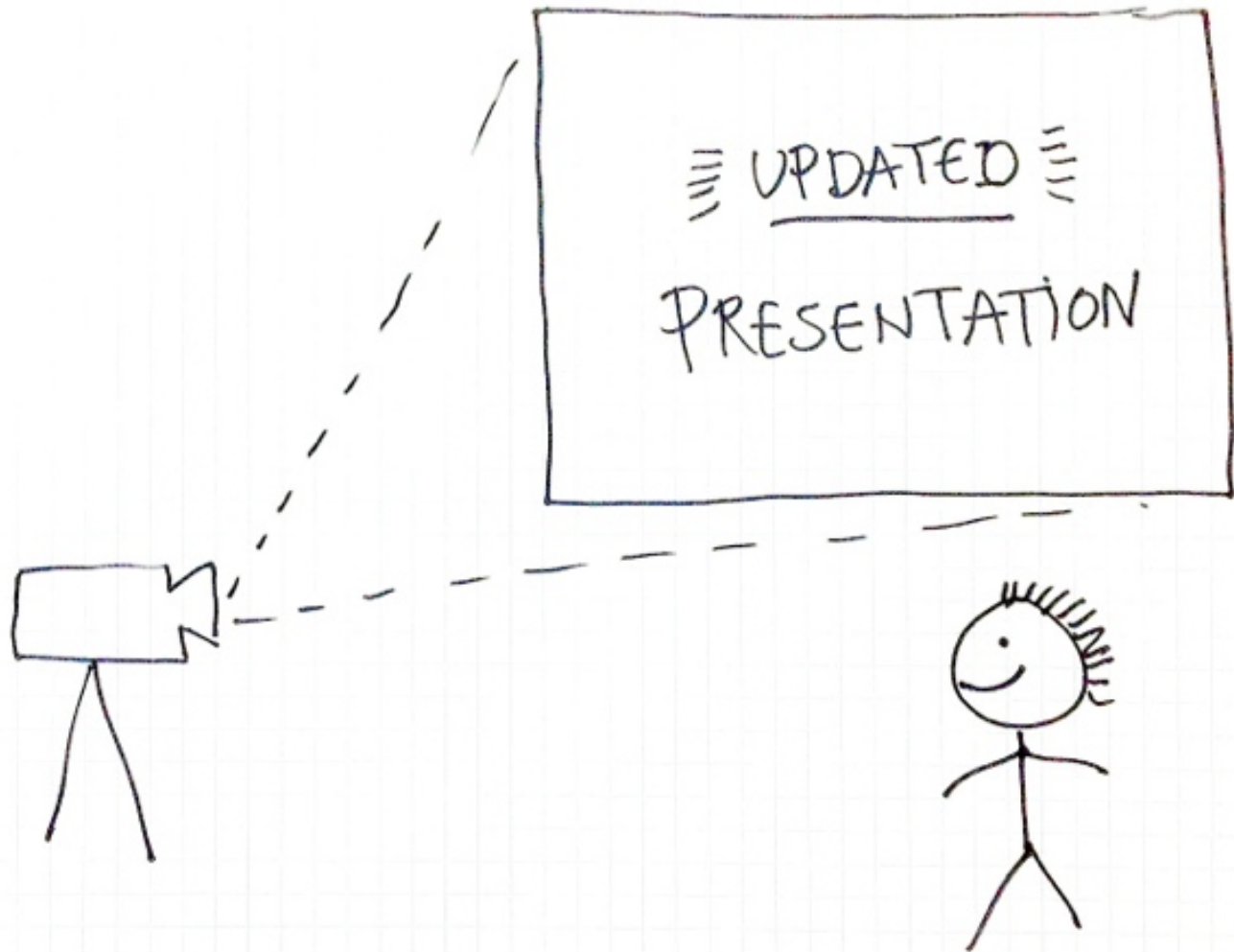


## Additional Resources (Evaluation Step 2)

### RESOURCES TO OVERCOME

- ▣ STATISTICS ▶
- ▣ FUNDRAISING INFO ▶
- ▣ JENNIFER SHAPIRO, TEACHER ▶
- ▣ DAVID WOODRUFF, PRINCIPAL ▶

# Updated Presentation



Success.

It's a go!



# Another Edible Schoolyard Flourishishes

