



DATE: February 22, 2023
TO: Waste Management Authority Board
FROM: Robin Plutchok, Program Manager
SUBJECT: Stop Food Waste Campaign

SUMMARY

The Stop Food Waste Campaign is a broad scale public awareness campaign with the aim of reducing food waste at home. Launched in spring 2017, the campaign is geared to a residential audience and complements a suite of programmatic activities working to reduce wasted food through multiple channels of community outreach. At the February 22 WMA meeting, staff will present an overview of the campaign and how it has evolved to serve a broader and more inclusive audience through input from community partners, translation of campaign messaging and outreach materials, and shifts in marketing strategies and distribution tactics.

BACKGROUND

StopWaste has a history of conducting public awareness campaigns to leverage messaging on topics of countywide interest and priority, including reducing food waste through prevention and composting. While the amount of food going to landfill has decreased over time, it remains one of the largest components of the waste stream, contributing to climate change.

The “Stop Food Waste” residential campaign launched in spring 2017, in alignment with the Board-adopted guiding principles, which emphasize upstream activities (i.e., waste prevention). A public opinion survey and focus groups conducted in 2016 informed the campaign’s initial target audience, campaign creative and messaging. The goals of the campaign are to drive awareness around reducing food waste using food saving tips and content delivered through a variety of channels, including paid advertising, evolving and seasonal content on the StopFoodWaste.org website and blog, social media, and through community partnerships.

In alignment with the Agency’s long-term aims of equity and partnership, our latest campaign has incorporated community partner input to broaden messaging to be more inclusive of diverse audiences and languages and has shifted the emphasis from “not wasting food” to making the most of food at home to maximize family resources.

RECOMMENDATION

This item is for information only.