

TED Talks & Broccoli Stalks

Telling Your Students' Story





**Notice all my
Specialty Crops?!**

**Who knows what
fruit Jasmine is
holding?**

**Drop your answer in
chat.**





Agenda

Learn & practice 4 elements
of a great (short) story.

By the end of the session,
each of you will create &
share a story on social
media.

WHY tell stories?

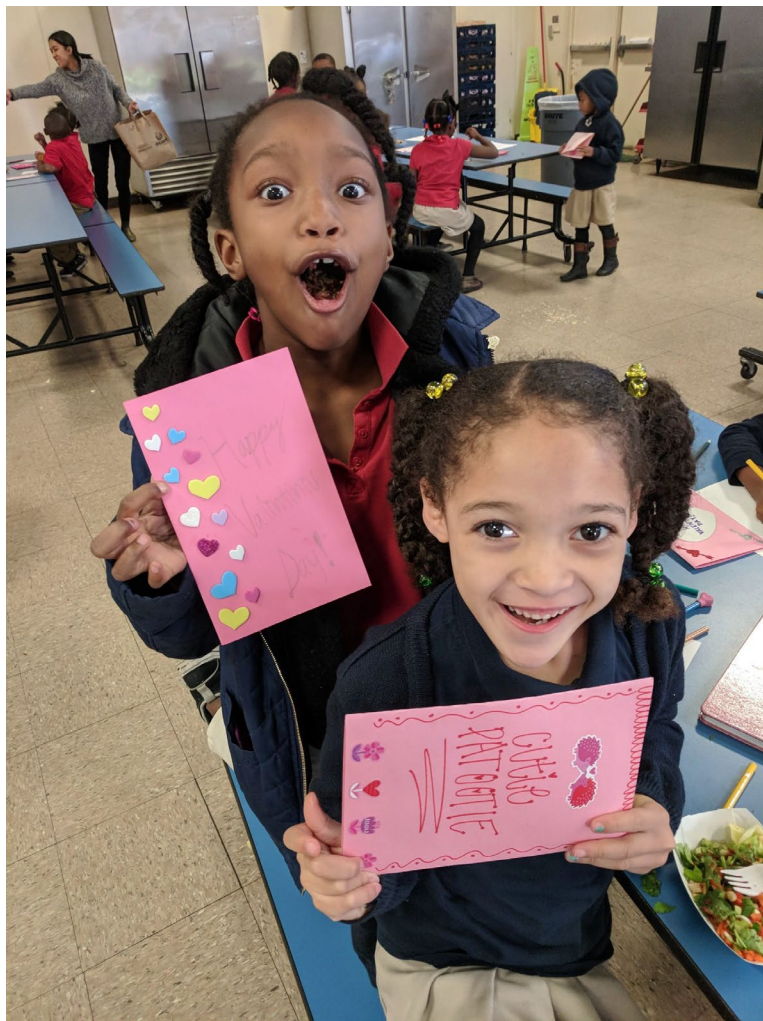
Raise awareness

Raise money

Find volunteers

**All of the above means
reaching more kids!**





Sample types of stories collected:

1. Quotes
2. Art
3. Photos
4. Teacher stories
5. Parent stories
6. Other (drop in chat)

How do you find your stories?

Collection, Permissions Slips, & Paraphrasing





4 elements of a great story:

1. Teaches about a problem.
2. Teaches about a solution.
3. Shows feeling.
4. Calls others to action.

Review your worksheet

- Why is your organization needed?
- What problem are you solving?
- How are you solving that problem?
- What changes have you seen as a result of your work?





4 elements of a great story:

1. Teaches about a problem.
2. Teaches about a solution.
3. Shows feeling.
4. Calls others to action.



Sample problem:

- 1) The families we serve eat on a limited budget--especially now. We teach our kids to stretch the foods they have even farther--everything from potato skins to broccoli stems. Our students love our easy recipes!
- 2) Rates of food and nutrition insecurity are rising. At Food Literacy Center, we combine immediate food assistance with resilience skill-building, and we haven't let the crisis stop us. We're distributing Veggie STEM Boxes filled with healthy recipe ingredients our students can cook together with their family.

**Write down
1 problem
you address
in your
work.**





4 elements of a great story:

1. Teaches about a problem.
2. Teaches about a solution.
3. Shows feeling.
4. Calls others to action.



Sample solution:

- 1) 30% of our kids do not have internet at home. We're solving this problem by bringing our printed curriculum--plus veggies--directly to them during school lunch distribution.
- 2) Rates of diet-related disease are high, reflecting the 40% of students in Sacramento who are obese or overweight. Studies show that developing healthy habits early can help prevent diet-related diseases. Our free cooking and nutrition program empowers kids to improve their diets with healthy food -- made possible by community members like YOU.



**Write down the solution you provide through your work.
Add it to your problem above.**



4 elements of a great story:

1. Teaches about a problem.
2. Teaches about a solution.
3. **Shows feeling.**
4. Calls others to action.

FEELING

Evoke Emotion
(joy, sorrow, hunger, action)

Use images and words together
to tell the story.

USE YOUR STUDENTS' VOICE!





Sample feeling:

- 1) The families we serve eat on a limited budget--especially now. We teach our kids to stretch the foods they have even farther--everything from potato skins to broccoli stems. Our students love our easy recipes!
- 2) "My first year in food literacy class I was scared to try new things but by the second year I realized I liked it and I had fun trying new things."

Comments like this from our students make our artichoke hearts sing! By inspiring kids to eat their vegetables while they are young, we help them develop healthy food habits for life.



**Find a photo, kid quote, etc.
to add feeling.**

**Add it to your problem and
solution.**

Your story is building!



4 elements of a great story:

1. Teaches about a problem.
2. Teaches about a solution.
3. Shows feeling.
4. **Calls others to action. Give them homework!**



Sample call to action:

Aubrey is a first-grader at Leataata Floyd Elementary. She and her mom live in nearby public housing, where the average annual household income is just \$8,000/year. Aubrey walks across the street to eat school breakfast. In her food literacy class, she learns the importance of a healthy breakfast so she can focus in school. This is critical because studies show that children who make healthy eating decisions perform better in class. Fund a health hero today! <http://bit.ly/2QeLwvU>



Add a call to action to your story.



Responsible storytelling:

- Permission
- Using Real Names, Schools, etc.
- Editing & Quotes
- Sharing Hardship



GO TELL YOUR STORY!
Questions?



with Amber Stott

KALE

RAISING



FOOD ANATOMY ACTIVITIES FOR KIDS

Fun, Hands-On Learning



SPROUT A WATERMELON



BAKE BREAD



MAKE CHEESE



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