

# Food Connections 2015: "Get" Social!

October 28, 2015

Parksville Community Conference Center

Welcome to Food Connections 2015! Food Connections is Vancouver Island's annual gathering of community food security champions intended to bring people together from across Vancouver Island who are working to build a healthier food system. This year, we invite you to "Get Social"; network with your peers in the field of food and take part in skill building mini-workshops focused on four key pillars of our work as change makers and community leaders;

- **Social Media:** strategic use of online tools to get your message out
- **Social Marketing:** designing programs that create behavior change
- **Social Enterprise:** alternative options for sustainable funding
- **Social Change:** effective collaboration through collective impact

We hope you enjoy the day and leave feeling inspired and connected; with new skills and ideas to support the important work you do across our Island region.

We are thankful to be holding this event at the Parksville Community Conference Center in the Traditional territory of the Qualicum First Nation.

This event is hosted by **Island Health** in partnership with a number of food security agencies and networks from across the Island including:

- **Nanaimo FoodShare (Regional Host Agency)**
- Alberni Valley Transition Towns Society
- Capital Region Food and Agriculture Roundtable
- Cowichan Green Community
- Eat West Coast Network
- Lush Valley Food Action Society
- The Mt. Waddington Community Food Project (with North Island College)
- Greenways Land Trust (aka Strathcona Food Security Project )
- Vancouver Island Coastal Communities Indigenous Food Network

This event is also supported by Island Health Community Nutritionists who support community based food security activities in their local areas.



Cowichan Green Community  
Cultivating food, community, and resilience

STRATHCONA  
FOOD SECURITY PROJECT



LUSH VALLEY  
FOOD ACTION SOCIETY



eat  
west  
coast



MOUNT WADDINGTON  
COMMUNITY  
FOOD INITIATIVE



cr-fair



Vancouver Island & Coastal Communities Indigenous Food Network  
VICCINI



Nanaimo  
Foodshare  
"Local Food Matters"



Alberni Valley  
Transition Towns Society



island health

# FOOD CONNECTIONS 2015: PROGRAM AT A GLANCE

9:30-10:00 **REGISTRATION & NETWORKING**

10:00-10:30 **OPENING/WELCOME**

10:30-12:30	<b>COLLECTIVE IMPACT FOR SOCIAL CHANGE</b> <i>Garry Oaks Room</i> Collective Impact enables a group of organizations to address a major challenge through a common agenda. When successful, communities solve complex challenges or make substantial societal shifts. This session will introduce the collaboration continuum and the basic components of the model. Participants will work with the self-assessment tool to explore whether or not the model is right for their community or sector.	<b>SOCIAL ENTERPRISE</b> <i>Arbutus Room</i> Highlighting examples from Vancouver Island and beyond, this workshop will introduce the concept of Social Enterprise (SE) and illustrate how SE's are structured and applied in different contexts. Explore how SE can create sustainable revenues for your organization, learn about the risks and benefits of different models, and engage in questions and discussion with our knowledgeable facilitators.	<b>SOCIAL MEDIA 101</b> <i>Red Cedars &amp; Maples</i> This workshop is an introduction to using social media tools to promote your organization, with a focus on Facebook, Twitter, and Instagram. We will cover how to strategically use these tools, setting up your accounts and benefits of using these social networks.	<b>NETWORKING SPACE</b> <i>Auditorium</i> If you are here to maximize your mix-and mingle time, take advantage of this informal networking space to connect with your peers across the island.
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12:30-1:00 **LUNCH IN THE AUDITORIUM**

1:00-3:00	<b>COLLABORATORS ANONYMOUS</b> <i>Garry Oaks Room</i> Have you ever wished there was a support group for leading collaborative projects? This is a chance to air out all your collaboration trials, tribulations and triumphs. Dig deeply into the process of engaging and maintaining momentum of stakeholders and building the common agenda. If you are looking to strengthen your collaborative process; or if you have expertise to share, this open space session is for you.	<b>SOCIAL MARKETING</b> <i>Arbutus Room</i> Got behaviour change? What are the key elements needed to plan and implement a successful social marketing campaign that creates lasting positive change? What do you need to get started? What are some things to avoid? This interactive workshop will offer participants the opportunity to learn the basics of social marketing planning, using a hands-on approach. Participants will be encouraged to apply, share and discuss their own campaign ideas/concepts.	<b>ADVANCED SOCIAL MEDIA</b> <i>Red Cedars &amp; Maples</i> Advanced Social Media This workshop is for those who understand the basics of social media. Learn how to effectively create a social media campaign for your organization, use hashtags to promote your campaign, how to use Facebook ads, create engagement and measure results. Hootsuite is a great social media management tool and this workshop will cover the basic practices of using Hootsuite to manage multiple social media channels through one web-based program.	<b>NETWORKING SPACE</b> <i>Auditorium</i> Was lunch too short? Feel free to linger in this space and continue your conversations - or your meal! <i>(please respect the workshops in progress and enter quietly if you enter late)</i>
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3:00-3:30 **CLOSING REMARKS**

3:45-5:00 **HANDS-ON WINTER GARDEN WORKSHOP @FAMILY PLACE (sign up at the reg. desk)**

# ABOUT OUR FACILITATORS AND AFFILIATES

## Social Enterprise

### Start Up Nanaimo

Startup Community Nanaimo is a grassroots driven movement in Nanaimo, BC bringing together people passionate about collaboration, innovation and learning. Our mission is to get people together to support one another (in both success and failures) as we create fantastic new companies in the Nanaimo. We are made up of entrepreneurs, technologist, designers and intrapreneurs who work for other organizations. Organizations, mentors and SMEs are also a big part of the support of this community.



**Kelsey Wolff** - Lead for StartUp Nanaimo, Kelsey Wolff moved to Nanaimo in September 2012 to pursue her MBA from Vancouver Island University and Masters in the Science of International Business from the University of Hertfordshire. She has a passion for community building and helping the City of Nanaimo progress as a Startup Community. Kelsey was a finalist for the Top 20 Under 40 Business Achievement Awards for 2013 and a co-founder of Ignite Nanaimo.

**Pooja Khanna** - Pooja Khanna is a coordinator for StartUp Nanaimo. She has an engineering background and is completing her MBA and Masters in the Science of International Business at Vancouver Island University. Apart from being listed on the Dean's Honour list, she has been actively involved in community work and co-curricular activities. She has successfully completed various projects with exceptional results at her previous workplace. As an International Students' Representative, she has gained an exposure to work with people from diverse cultural backgrounds.

**Ken Hammer** - Ken Hammer is a Facilitator with StartUp Nanaimo and CEO and President of Ken Hammer & Associates, a business consulting and coaching organization. He has been in Nanaimo for 15 years and helped to develop businesses and community organizations for 13 of those years. Ken is also a Professor at Vancouver Island University teaching strategic leadership and innovation, corporate social responsibility and other business courses to tourism and MBA students. Ken is a co-founder of Ignite Nanaimo

## Social Media

### Social Sticks

Social Sticks offers training workshops and consulting to get started and feel confident using tools such as Twitter, Facebook, Instagram, Pinterest, Google+, Foursquare, Linked In, Blogs, and other social media platforms.



**Kyla Karakochuk** - Kyla has been working in marketing and communications for over seven years. In 2008, Kyla graduated from the Marketing Management program (communications option) from the British Columbia Institute of Technology (BCIT). In 2013, she graduated from Royal Roads University with a Bachelor of Arts in Professional Communications. Social Sticks started out as a fun hobby, and from word-of-mouth turned into a profitable project, helping people with their social media strategies. Kyla works as a Marketing and Communications Officer on beautiful Vancouver Island, and she was also the Digital Media Chair of the 2014 Nanaimo BC Summer Games. She loves to spend time outdoors hiking, reading, golfing, traveling, walking her dog, and enjoying time with friends. You can follow her on Twitter [@kylak](#)

## Collaboration and Collective Impact for Social Change

### Innoweave

Innoweave, a national multi-funder initiative of The J.W. McConnell Family Foundation helps community organizations learn about, assess, and implement social innovation tools to help advance their impact. Innoweave is organized into modules, each focusing on a different approach to social innovation, offering multiple levels of support, including access to online knowledge resources and self-assessments, webinars and workshops, and customized coaching. Innoweave has helped launch multiple Collective Impact initiatives, including through its workshops and coaching, as well as through special initiatives including Seniors SI and Youth CI.



**Michelle Colussi** - Michelle brings 30 years of experience facilitating rural community development that has included working on multi-stakeholder processes with governments and non-profits. Michelle is currently working with Innoweave, BC Healthy Communities and others to strengthen collective impact and collaboration as a key tool for social innovation in our communities. Her work as a Transition Town trainer and recently with CRFAIR in Victoria has given her a deeper understanding of the complexity of regional food systems. She is also a co-founder of Building Resilient Neighbourhoods in Victoria where she lives with her husband and son. Michelle brings strong social and environmental justice values and a sense of humour to all her work.

## Social Marketing

### Health Engagement Unit BC Ministry of Health

The Health Engagement Unit provides strong leadership for citizen engagement and social media within the Ministry of Health and across government. The Unit is responsible for building comprehensive social marketing strategies in support of specific population and public priorities. They work to promote engagement both on-line and off-line using evidence-informed tactics while keeping up with current trends in behaviour change science. The Unit also manages the Healthy Families BC (HFBC) website and digital assets including Facebook, Twitter, Pinterest and Youtube channels. Social marketing plays a key part in the Ministry's vision of a sustainable health system by supporting people to make healthy lifestyle choices where they live, work and play.



**Heather Bretschneider** - Heather began working with the Ministry of Health in 2008 in the lead up to the 2010 Winter Olympic and Paralympic Games. Her work there focuses primarily on supporting social marketing activities related to healthy eating and physical activity files. Prior to this she practiced as a private nutritional consultant and health promotion professional addressing diverse population groups and settings including workplaces and schools in an effort to support healthy living behaviours. She is currently studying at the University of Victoria in the School of Public Health and Social Policy and spends her free time running with her dog in the North Shore mountains or cooking.

**Eric Berndt** — Eric is a Communications & Public Relations professional who is passionate about health promotion. He currently works as a Communications Advisor, Population and Public Health for Isl and Health. Prior to working at the health authority, Eric worked in various fundraising and communications roles within community-based non-profit AIDS service and LGBT resource organizations in Calgary, Toronto and Montreal. Eric has a Masters degree in Sociology from Concordia University.

