Public Health Association of BC

FOOD BANKS BC

Community Food Systems Development

#CFSD-BC

Communication Foundations for Program Sustainability

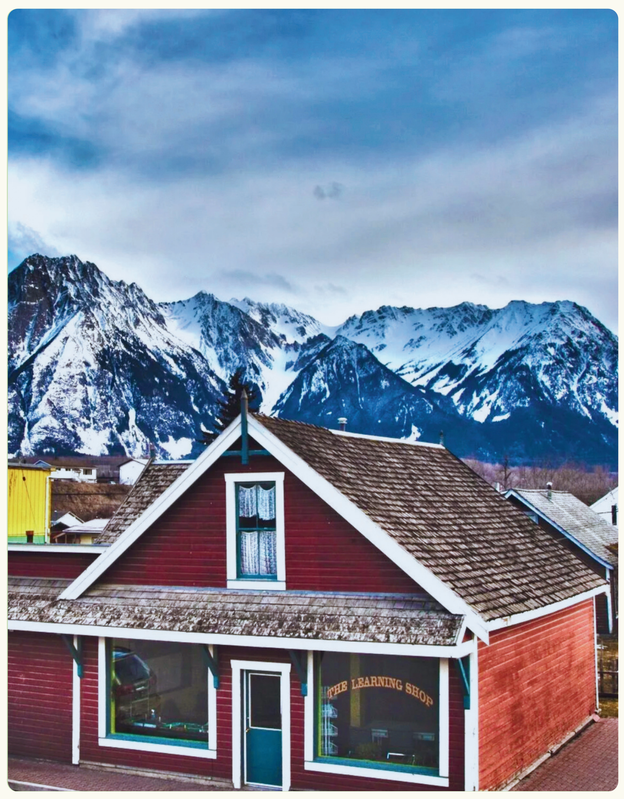
Gitxsan Territory, Hazeltons/ Upper Skeena region

Storytellers' Society

Brand Colour Pallette

Who We Are

Storytellers' Society's mission is to contribute to community well-being by engaging citizens and building capacity through action learning, programming, and community organizing. We focus on place-based actions and initiatives that engage citizens and build relationships between people, and people and the land. Our core programs focus on community capacity building, food security and sovereignty, literacy and essential skills.



Project Overview

In 2023 we completed our strategic focus and adopted a refreshed mission and approach. The aim of this project was to align our communication assets and streams to communicate our current programs and services to the community and calls to action (and support) to citizens, partners, and funders.

Key Highlights

A highlight was hearing from community members and partners as to what colours and why they associate with us. It helped us shape an updated colour palette to use in our new materials and has given us a flavour for how people see our identity overall.



Stories of Impact

As we've focused on communicating more regularly through our email newsletter and by sharing updates in the weekly printed community bulletin, we've included specific calls to action for support. As a result, we've received responses that have included funding for projects and new volunteers joining our Board of Directors.

Next Steps

At this point, our focus is on using the refreshed images and assets that have been created as we go forward in promoting our programs and services to meet our mission. This includes remaining consistent to the communication streams we have chosen while also adapting and growing as we get feedback from our citizens and partners.

Stages of Food Systems Transformation



Seeding

- Create spaces and opportunities for communities to gather
- Build skills, competencies and leadership
- Engage in critical reflection



Germinating

- Strengthen networks and coalition building
- Foster equitable relationships and collaboration
- Create processes for accountability and transparency



Rooting

- Facilitate mutual knowledge and resources sharing
- Stimulate co-creation of knowledge
- Leverage community leaders and assets



Growing

- Engage in transformative collective action projects
- Engage in transdisciplinary action research
- Strengthen social movements

Contact

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