



Food Waste Prevention Week Communications Toolkit

Wasted Food Action Alliance

April 4-8, 2022

[WFAA Food Waste Prevention Week Webpage](#)

Background

In collaboration with the City of Chicago, the [Wasted Food Action Alliance](#) is partnering with [Save the Food FL](#) to celebrate Food Waste Prevention Week (April 4-8). The goal of Food Waste Prevention Week is to educate the public about reducing food waste at home, at work, and in their communities to support a healthier environment and help families save money.

Follow Us

Please follow WFAA on [Twitter](#) (@wastedfoodaa) and [LinkedIn](#) if you haven't done so already! We will be posting daily during Food Waste Prevention Week to celebrate the event.

Share Your Success Story

Do you have a success story or any current efforts related to reducing wasted food that you'd like us to amplify via our social media platforms during Food Waste Prevention Week? Please share it with us by completing [this form](#)! Our hope is that we will inspire others to find ways to reduce wasted food in their own lives by sharing the amazing work you have done or are currently doing.

Create a TikTok

Calling all youth interested in reducing wasted food! Do you enjoy making TikToks? We need your help to spread the word about Food Waste Prevention Week! Check out [this PDF](#) to find exact guidelines for creating your TikToks and please share it with others who may be interested!

Register for Webinars

Save the Food FL has curated a list of webinars to attend during each day of Food Waste Prevention Week. Check the list out [here](#) and get registered for any events that interest you.

Social Media Calendar

Each day of Food Waste Prevention Week will encompass a different theme related to reducing wasted food. In addition to sharing and retweeting posts from WFAA social media accounts, check out the Social Media Calendar below to learn what you can do to get involved each day.

Please feel free to customize any of the content you see below and utilize any of the images in [this folder](#) to accompany or inspire your posts. Don't forget to tag @wastedfoodaa and use our hashtags! **#wastedfoodaction #FoodWastePreventionWeek**

Day 1: April 4th - Kick-off Social Media Campaign

1. Create a post announcing your/your organization's involvement in Food Waste Prevention Week:

(Your organization name) is joining partners and communities across the country in our shared commitment to raise awareness and inspire everyone to reduce food waste in our homes, workplace, and communities.

@wastedfoodaa #wastedfoodaction #FoodWastePreventionWeek

2. Encourage other organizations and community leaders to get involved with Food Waste Prevention Week by shouting them out:

@(handle of organization or community leader), join us in observing

#FoodWastePreventionWeek

@wastedfoodaa #wastedfoodaction

Day 2: April 5th - PREVENT

Food waste prevention involves taking measures to stop food waste from occurring in the first place. Some examples of food waste prevention include smart planning/purchasing of food and understanding food date labels.

1. Create your own posts highlighting your organization's food waste prevention initiatives. Don't forget to tag @wastedfoodaa and use our hashtags!

Day 3: April 6th - RESCUE

Food rescue involves the donation or redistribution of good food that would have otherwise gone uneaten. Food distribution centers like food banks and pantries are examples of food rescue organizations.

1. Create your own posts highlighting your organization's food rescue initiatives. Don't forget to tag @wastedfoodaa and use our hashtags!

Day 4: April 7th - RECYCLE

Food waste recycling involves repurposing food waste as energy, agricultural resources, or other products. Composting is one example of food waste recycling that helps to restore soil health.

1. Create your own posts highlighting your organization's food waste recycling initiatives. Don't forget to tag @wastedfoodaa and use our hashtags!

Day 5: April 8th - Keep it Going! Pick One Pledge

1. Share your completed "I Took the Pledge" graphic on your social media accounts and encourage others to do so, too. (Find the link to Take the Pledge and download the graphic [here](#))
2. Share at least one thing you pledge to do to reduce wasted food at home, at work, and or in your community. Tag others and encourage them to find ways to reduce wasted food in their own lives!