

Meat Free Monday Handbook



Year One - Southwark

Aim: To influence all community sectors to adopt a MFM. Got a question or suggestion? Call me on 07789 322 920 or email londonvegansoc@gmail.com

Thomas Micklewright

(Founder) London Vegan Societies // LondonMeatFreeMonday



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Longterm Aim 2015/20

To replicate the success of Southwark in 2014 to Hackney, Lambeth, Hammersmith and Camden in 2015, and the rest of London by 2025. We will also be working with Veggie groups and charities to roll this programme out across the UK. This guide can be used anywhere - just replace Southwark with your local community and recreate the templates.

Why? MFM BENEFITS

Meat-Free Monday (MFM) is an inclusive activity for your whole community. Easy to implement with recordable results and simple to replicated from town to town. For full benefits see www.londonvegansocieties.com/lmfm, but for basics:



- **Your Environment:** uses less oil, land, water, reduces deforestation and pollution.
- **Your Health:** reduces obesity, could save 100k UK deaths from heart disease, cancer and strokes a year, improves focus and promotes vitamin and mineral dense fruit and vegetables.
- **Others:** Socially inclusive for all religions/beliefs, reduces your tax bill as could save NHS £2 billion a year and lessens the suffering of animals.

What? YEAR ONE ACHIEVEMENTS

This campaign is about tangible results. Only take actions that can be recorded and ensure your change output is greater than your energy input.

After one year, you will have:

Team:

- Core Team x6 members
- Flying Team.

Tools:

- Gmail accounts, GoogleDocs, Gmaps created and managed
- **Internal Media:** Webpage, Facebook, Twitter, Gmail List, Flyers, Posters.
- **External Media:** Press releases. Contacts listed. Quarterly updates scheduled.



Influenced community sectors: *(in priority order)*

1. **Business:** Flyer of 20 businesses promoting MFM. Weekly Prize draw via Twitter.
2. **Political:** Council officially promoting MFM + in schools and council buildings.
3. **Education:** 10 schools promoting/full MFM. All schools listed + on a journey.
4. **Faith:** 10 churches promoting/full MFM. All faith groups listed + on a journey.
5. **Health:** Hospitals, health VIPs + bloggers listed and contacted.

SUCCESS SHEET - SOUTHWARK



Basic overview: 1) Plan activity in calendar. 2) recruit volunteers 3) Use walkthroughs + manage weekly 4) record successes below. 5) Report back to Tom.

Need help? Call to chat on 07789 322 920 or email londonvegansoc@gmail.com

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Community Sector *(tick off your successes)*

Businesses <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Business List x20 <input type="checkbox"/> Flyer created <input type="checkbox"/> Flying Team + Map <input type="checkbox"/> Twitter Prize draw	Politics <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Cllr/MPs contacted <input type="checkbox"/> Motion agreed <input type="checkbox"/> Voted YES! <input type="checkbox"/> Implementation steps	Education <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Schools contacted <input type="checkbox"/> Top 10 selected <input type="checkbox"/> Implementation steps
Faith <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Churches contacted <input type="checkbox"/> Resources sent <input type="checkbox"/> Top 10 selected	Health <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Catering contacts <input type="checkbox"/> Implementation steps <input type="checkbox"/> Health VIPs	External Media <input type="checkbox"/> Vol: _____ <input type="checkbox"/> Listed Local/Global <input type="checkbox"/> Press releases <input type="checkbox"/> Updates scheduled <input type="checkbox"/> Green Groups

Schedule *(update as necessary)*

July: Full 1st draft **Aug:** 2 weeks: List Key Reviewers + review. Volunteer List.

Sept: Recruit Sept1>22. 100 Day countdown > 2015.

	BUS	POL	EDU	FAI	HEA	MED
Jan15						
Feb15						
Mar15						
Apr15				EASTER		
May15		2015:Election				
June15						
July14	Draft					
Aug14	Recruit vols		HOLIDAY			
Sept14			Contact			
Oct14						
Nov14						
Dec14			10 schools	XMAS		

VOLUNTEERS

The backbone of the campaign. You will recruit:

- **Core Team:** x6 members, one per community sector
- **Flying Team** x1 to manage flying volunteers (x loads!), distribute flyers to collection points and update google map to highlight where has been flyered. [See Flyer guide TBC.](#)

Volunteer journey

Recruitment: via twitter, meetings, email, drive to www.londonvegansocieties.com/volunteer to decide which sector. Phone interview: are they stable, enthusiastic, can they work 2 hrs a week

Management: Add to Gmail contacts, name, address, mobile + volunteer group. Send community sector sheets to read + understand. Set manageable weekly tasks eg. contact 5 schools this week. Begin tasks! Call every Monday to see how its going.

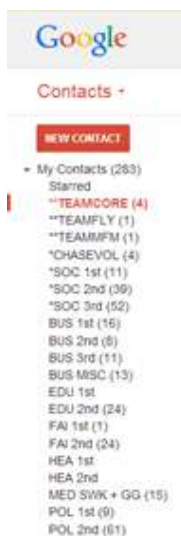
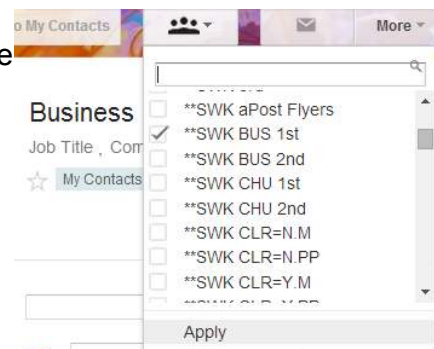
Retention: volunteers to receive meal voucher (from prize draw) after 1 month active volunteering. Other incentives could be Vegfest tickets etc.



TOOLS

To use these, log into: Gmail: Username: southwarkvegans@gmail.com password: **EmailTom**

Gmail: a database of contacts and send emails. **Google Drive:** to keep images and **Google Docs** (Word & Excel) can be edited online by multiple volunteers. Links to these docs are throughout the walkthroughs. **Google Maps:** recording [MF participants + where we have flyered](#).



Gmail contact groups: Open the contact, click the **group icon**, select the code, then **Apply**. This enables you to send group emails (and texts via your phone).

The group codes follow the form of 3 letter code eg. Business = BUS, then 1st > 3rd meaning warm to cold eg. 1st (top contacts, supporting MFM), 2nd (waiting to be contacted or less interested) 3rd (not interested). eg. **BUS 1st**

Codes: 6 Community sectors: **BUS, POL, EDU, FAI, HEA, MED**, others **TEAM, SOC** = People (society members), **VOL** = Volunteers, **FLY** = Flying team. Media - will be just **MED SWK** (**MED London + MED Global** will be kept on LVS main gmail)

INTERNAL MEDIA

Media we control.

Webpages: Email your edits to londonvegansoc@gmail.com and I will edit the pages to reflect your activity. Please send all copy and pictures ready to upload, I don't have time to make edits!
londonvegansocieties.com/southwarkmfm /southwark = Society Page /volunteer = /lmfm = London MFM Page /events = Society meeting details

Facebook: facebook.com/SouthwarkVegans email londonvegansoc@gmail.com to be added as admin, then switch within FB whilst using your personal FB account. [See FB Guide.](#)

Twitter: Brilliant for networking twitter.com/SouthwarkVegans @SouthwarkVegans P/W: **EmailTom**

BUSINESSES

OVERVIEW

Why: The biggest barrier to moving people onto a plant based diet is availability. We need to influence businesses in our community to stock more meat-free options, making the healthy option available. Businesses also provide a concentrated marketing area to recruit volunteers. Making the flyer will give you a great understanding of what is veggie/vegan in your community, and hopefully some free meal vouchers too!

By 2025: All boroughs with maps of businesses and a MF Business Forum to promote MF businesses in London.

Year 1 achievements

1. [MFM flyer](#) featuring 20 businesses
2. Flying team + google map
3. Weekly Twitter MFM Prize draw



WALKTHROUGH

Task: 1. MFM Flyer

1. Find 20 businesses selling meat-free products, as cafes, supermarkets, or whole food shops. List on this [Googledoc Spreadsheet](#) They doesn't have to be a veggie /vegan businesses.

2. Contact: Face to face is always best, but if not call or email using (southwarkvegans@gmail.com Password: **EmailTom**) this [Business 1st Email template](#).

3. List: details on [Business Googledoc](#) (click Business tab) and add as contact on Gmail account and into the group *BUS 1st* (on the flyer) or *BUS 2nd* (to be contacted). This allows you to access the contacts via your phone.

Ask Businesses to provide:

- description + picture of meat-free product eg. veggie full english
- *Not mandatory:* donation of a meal voucher or goody bag of their products for the MFM weekly Prize draw.

4. Design: Once you have 20, contact londonvegansoc@gmail.com and we will design the flyer using the same template we used for the [Southwark flyer above](#).

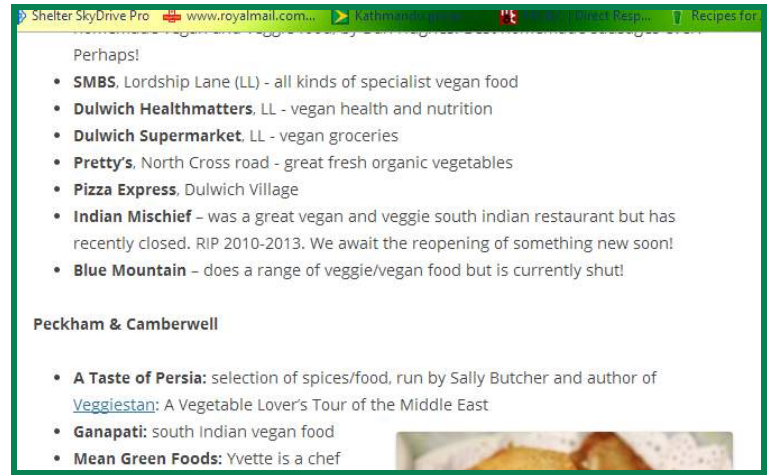


5. Cost: paid for by donations or Vegsoc/Vegfund.

6. Print: Instantprint.co.uk £75 = 5,000, £115 = 10,000 for a5 2 sided full colour flyers.

7. Promotion:

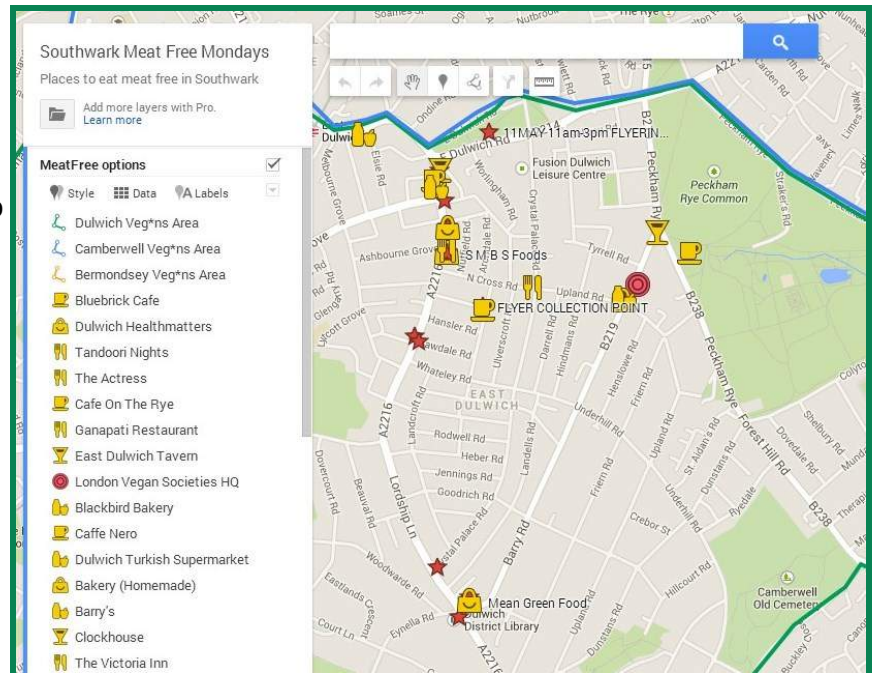
- Post a handful to each of the businesses listed.
- **Add to webpage:** email londonvegansoc@gmail.com and we will add it to the MFM and the [society webpage](#) webpage.



Task: 2. Flyering and Google map:

Recruit a team of people to flyer their local shops and record their success on this [Google map](#). Log into Gmail to edit the map.

Distribution: Drop batches of the flyers off at selected shops (collection points) and get them to collect, deliver to local shops / neighbourhood, community groups and update you on their progress - mark this with red stars.



Task: 3. MFM weekly Prize draw

1. **You need:** a bank of prizes which you will have collected when making the flyer. Twitter account set up.
2. **Promote:** Every monday, email, facebook and tweet:

#MEATFREEMONDAY PRIZE DRAW! tweet [@LondonVeganSoc](#) a pic of your #meatfree meal for a chance to win these great prizes londonvegansocieties.com/mondayprizes

3. **Winners + delivery:** People will tweet/facebook pictures, pick a winner on Tuesday and contact them to collect their prize. Some entrants might live outside London, ensure they receive a postable prize.



Some businesses will be happy for you to put them in touch with the winner, and they will post it out to them. This saves us money and time.

POLITICAL

OVERVIEW

Why: To make lasting change, we need law change. Local councils have the structure and authority to deliver MFM in schools and council buildings.

By 2025: London's 32 councils, Mayor of London and London Assembly supporting MFM, feeding into national scale support by the British Government 2035+.



Year 1 Achievements

1. **Council support MFM** (promotion / full tbc) in council run schools and council buildings.
2. **Key relationships** obtained with your borough MPs, Council leaders/ party leaders, Chief Exec and Environment / Health Council Cabinet member.

WALKTHROUGH

Task: Council support MFM

It depends how your council is set up, but this is the journey I used in Southwark.

Journey to success

1. **List + contact** key people (Email / call / tweet) to create a base of 'early adopter' councillor supporters for MFM
2. Book a **Motion** (needs to be put forward by two councillors)
3. Book a **Deputation** (you give a speech to gain support)
4. Highlight supporters / ignorers on webpage londonvegansocieties.com/councilmfm + ask volunteers to contact to put pressure on them to support.
5. **Win** majority vote of support for MFM motion. Yay!
6. **Support** the council in implementing the motion, giving key contact (Cllr Barry Hargrove) the necessary resources.



1. Understand what we want the council to do: (start with 'promote', in future full MFM)

Meat Free Monday Motion (needs to be forwarded and seconded by 2 councillors)

1. *Council assembly notes the benefits to personal health and the environment of lowering the consumption of meat.*
2. *Council assembly therefore calls on cabinet to promote meat free options in schools and council buildings every Monday, and also promote the benefits of reducing meat consumption to council staff.*

2. Book a Deputation. Email your local council about giving a deputation (a speech) on the motion. This can be months away, so book asap. You will give a speech to the council / Mayor about MFM, an opportunity to ask a Councillor a question (eg. "Cabinet Member for Health, will you support MFM to reduce child obesity?") and build support for your motion.

3. List key contacts on this [Google doc spreadsheet](#) (click Politics tab). Add them to Gmail account (southwarkvegans@gmail.com Password: **Ask Tom**) and into the contacts group *POL 1st* (supporting) or *POL 2nd* (to be contacted/awaiting reply) *POL 3rd* (not supporting).

Key contacts: (*search your local council website*)

- [Cabinet Members](#) for: Public Health, Children & Schools, Environment, Communities & Business (these are appointed councillors)
- [Chief Exec](#), Director for Children and Director for Environment.
- Members of Parliament for your borough

Councillor contacts: These will vote yes / no to your motion, but also have good community links and you need them on your side. To find their contact details:

- Council website, view councillor list '[as a mailing list](#)' The info will be displayed in comma separated value (CSV) list: *Name, Address1, Address2, Address3, Address4, Postcode, Phone, Mobile, Email.*
- Convert to a table format by: copy and paste info into Excel. Highlight all the text, go to Table/Convert text to table/Make sure 'separate text at commas' is chosen then press OK. You should now have the data in a table format.

4. The contact journey:

- **Day 1: Email contacts** - using [Politics 1st Email template](#) from the Gmail account and BCC them all in. Replies - add supporters to the *POL 1st group*.
- **Day 2: Tweet contacts** (*not mandatory*) adds public pressure

[@councillor](#) Will you vote YES to motion #Southwark #MeatFreeMonday info: [@yourcouncil](http://londonvegansocieties.com/councilmfm)

- **Day 5: Call contacts** - if you don't get email response give them a call to chat it through
- Continue emailing / calling until you have agreement of majority support.



5. Book a motion - pick the two most influential / enthusiastic councillors to support your motion, ask them to raised it at the next general council meeting.

6. Motion / Deputation - YES! For Southwark, these coincided on the same date, so I gave a talk and then the councillors voted yes to support our motion. (*If they vote no, find out why and then go back to stage 1 and keep asking them to support.*)

7. Implementation: In the next meeting the Cabinet decide how to proceed, for Southwark, Cllr Barry Hargrove has been appointed to review how to implement.

- set up meeting with your key implementation contact
- get volunteer to contact to apply pressure + highlight interest
- Implemented council officers, managed by [Chief Executive](#).



8. Ongoing support: Continue with necessary resources and pressure.

Future ideas

Network with English councils - are any already implementing MFM?

EDUCATION

OVERVIEW

Why

Schools are the most important area we will influence. Children are the future, and the habits that they learn as children will impact society over the next 20 - 50 years. Child obesity is rising, and is an issue that schools have failed to tackle at the root cause - unhealthy food.

By 2025: 10 schools in every borough running a MFM programme supported by the local council.

Year 1 Achievements

1. All schools listed and marked with a MFM yes/ no/maybe.
2. 10 school canteens promoting MF option/ full MFM.
3. Universities - students engaged, contact with canteens / uni veg soc



Journey to success

1. Recruit two volunteers
2. List schools: first secondary, university and then primary
3. Email/Call to confirm key contact. Explain MFM + resources will provide
5. Pick 10 most enthusiastic schools, and steward through to full MFM implementation

WALKTHROUGH

Task: 10 schools promoting MFM

Step 1: Background reading

Understand how we can help schools implement MFM, Click links and read the info:

- [SouthwarkMFM homepage](#) and [school case study](#) familiarise yourself with the campaign.
- [Online Resources](#) (provided by meatfreemonday.com) we will point schools towards
- hardcopies of recipe books for caterers

Step 2: Resources you will use

- Collect your research on this [Education Googledoc](#) (click Education tab)
- To contact the schools - calling: use your mobile, emailing: use the gmail account
Username: southwarkvegans@gmail.com password: **Email Tom**
- On the gmail account, you can save the schools as contacts, add them to the group
**SWK SCH 1st (Promoting MFM) or **SWK SCH 2nd (waiting to be contacted). This allow you to access contact details on your mobile phone.

Step 3: Lets get started!

1. List the schools. Update the [Education GoogleDoc](#) (click Education tab) with secondary schools, here's a [list of schools](#).

2. Send [1st Email template](#).

Update GoogleDoc with answers to questions you receive.

3. Call the schools (if no

response is received) Introduce

yourself and explain you are from Southwark Meat Free Monday Campaign, working with local schools and Southwark council to promote meatfree options on Mondays. Then ask:

- Who is the best contact at the school to speak to about catering / mfm?
- Do you already serve MF options?
- Which catering company do they use, when do they renew contracts?
- How many students use the canteen a day?
- Will they promote MF options or make the canteen totally MF on Monday?
- Can we send them more information by email?

Explain MFM will save the school money (meat/cheese are expensive), make the kids healthier (high child obesity rates in Southwark) and reduce the schools CO₂ footprint.

Step 4: Resources and helping implement

- You have now have contacted all the schools in Southwark and answered the green questions.
- Send them [2nd Email template](#) asking them to sign up to meatfreemonday.com/schools, where they will get support they need and monthly emails.
- Pick the **ten most enthusiastic** schools in Southwark and focus on supporting them through to implementation.
- Send them Southwark MFM flyers to display in their canteen, we also have hard copies of MF catering books to give them.



Future ideas

Assembly about MFM with schools speakers provided by Vegsoc/Animal aid?

Schools Research: Find secondary schools and contact them. Answer the questions in green, and update the contact details in blue.							
Southwark School Directory: http://www.schoolswebdirectory.co.uk/leasearch.php?lea=Southw							
School Name	Ask them these questions					My next action is...	
	Best Contact Name	Do they serve MF options?	Who does their catering?	How many students use the canteen a day?	Will they promote MF options on Monday?		Will they make the canteen MF on Monday? (if no why?)
Kat Stas - Dulwich & Nunhead							
Harris Girls' Academy East Dulwich	who?					Contact	
Alleyn's School	who?					Contact	
Dulwich College	who?					Contact	
James Allen's Girls' School	who?					Contact	
Sydenham High School	who?					Contact	
The Charter School	who?					Contact	
Harris Boys' Academy East Dulwich	who?					Contact	
St Thomas the Apostle College	who?					Contact	
Kinrossdale Foundation School	who?	Yes	Yes			Email information	

FAITH

OVERVIEW

Why: The promotion of peace and social action appear in most faith groups' teaching. Hindus and Buddhist promote vegetarianism as a way of life, while Christians promote 'stewardship of the earth', 'Thou shalt not kill' and some Catholics abstain from meat on Fridays or during Lent. [Faith webpage.](#)



By 2025: 10 churches supporting MFM in each London borough.

Year 1 Achievements

1. 10 churches promoting MFM to their congregation
2. All churches in your borough listed and on a journey, yes / no / maybe.

Journey to success

1. List churches & contact
2. Confirm aims + resources we can provide
3. Pick 10 most enthusiastic churches and steward through calendar Lent Challenge (April) *(needs developing)*
Recipe swap/ recipe table



WALKTHROUGH

Task: 10 churches promoting MFM

1. Understand what we want churches to do

- Promote MFM in their services, in newsletter/ website
- distribute MFM flyers, recipes booklets, CVA booklets
- Hold a service on environment + animal stewardship, with MFM speaker

2. List churches. Update this [Faith GoogleDoc](#) (click Faith tab) with the names of the churches in your borough Google or use [achurchnearyou.com](#). Add as a contact to Gmail account and to group *FAI 1st* (Promoting MFM) or *FAI 2nd* (waiting to be contacted).

3. Contact Email: Send this [1st Faith Email template](#) from the gmail account
Username: southwarkvegans@gmail.com
password: **Email Tom**

Then Call: Introduce yourself and explain you are working with local churches in Southwark to promote healthy eating on Mondays. Update the [Faith GoogleDoc spreadsheet](#) with:

- a. Who is the best contact.
- b. Explain how MFM is healthy (reduce obesity) better for the environment (reduce CO2) and fulfils our duty as Stewards of God's creation.
- c. Can we send them more information by email/ flyers
- d. Is anyone in their congregation already veggie who could help?

5. Visit church contact

Pop in for a 15 minute meeting at a time of their choosing, to highlight the key benefits and set down dates for their involvement eg. when newsletter is produced, which service they could mention mfm

6. Resources and meetings

1. You will have now contacted all the churches in your borough and have them marked with a current status such as: Promoting mfm , no, maybe etc.

2. Pick 10 most enthusiastic and give them the resources they need to implement MFM:

- [Copy/MFM logo](#) for newsletter/ website
- MFM flyers, recipes booklets, CVA booklets to distribute in services or create a recipe swap table.
- **TBC** Speaker about MFM - a service on environment + world stewardship
- **TBC** MF Lent Challenge - create journey, weekly emails. + Compassionate Christmas.

7. Meat-Free Lent Challenge (**CVA help TBC**)

40 days of Lent abstinence - pondering the meaning of Christ's sacrifice on the cross and a time of sacrifice such as giving up meat - and some Catholics already abstain from meat on Fridays.

- create journey - **sign up via website?**
- weekly email templates linked with Christ - **how to send them out?**



Faith webpage: <http://londonvegansocieties.com/volunteer/faithgroups/>

HEALTH

OVERVIEW

Why: Health is the biggest driver to a change of diet. We need to influence the National Health Service (NHS) and public opinion to understand that MFM are beneficial to health. This two pronged aim will influence catering in Hospitals but also popular opinion via health blogs (covered by media).



By 2025: MFM to become a Public Health Campaign like 5 a Day and Quit Smoking.

Year 1 Achievements

1. MFM in Hospitals canteens - all contacted and on journey to MFM
2. Health VIPs in NHS / Health sector contacted.
3. Hospitals / Clinics displaying MFM leaflets



Journey to success

1. Recruit two volunteers
2. List Hospitals (+ then clinics for flyering)
3. Email/Call to confirm key contact. Explain MFM
4. Email to confirm aims + resources we can provide
5. Pick one most enthusiastic and steward through to full MFM implementation

WALKTHROUGH

Task: 1. Hospital Canteen promoting MFM

Step 1: Background reading

Understand how we can help schools implement MFM, Click links and read the info:

- [SouthwarkMFM homepage](#) and health benefits
- [Online Resources](#) (provided by meatfreemonday.com) used for schools but same principles as for hospitals.
- hardcopies of recipe books for caterers

Step 2: Resources you will use

- Collect your research on this [Health Google Doc spreadsheet](#) (click Health tab)
- Contact Hospitals/clinics - call: use your mobile, email: use gmail account Username: southwarkvegans@gmail.com password: **Email Tom**

Step 3: Lets get started!

1. List the hospitals. Update the [Health GoogleDoc](#) (click Health tab) with the contact details and add them to the gmail account as a contact. You can save the Hospitals/clinics into the group *HEA 1st* (Promoting MFM) or *HEA 2nd* (waiting to be contacted). This allow you quickly see which are supporting and which need chasing.

2. Email the hospitals / clinics using the [1st Health Email template](#). Update the GoogleDoc with answers to questions you receive.

3. Call the Hospitals (if no response is received) Introduce yourself and explain you are from Southwark Meat Free Monday Campaign, working with local schools and Southwark council to promote meatfree options on Mondays. Then ask:

- Who is the best contact to speak to about catering?
- Do you already serve MF options?
- Which catering company do they use, when do they renew contracts?
- How many staff/patients use the canteen a day?
- Will they promote MF options or make the canteen totally MF on Monday?
- Can we send them more information by email?

Explain MFM will save the hospital money (meat/cheese are expensive), make patients healthier (high obesity rates in Southwark) and reduce the hospitals CO₂ footprint.

Step 4: Resources and helping implement

- You have now have contacted all the hospitals in Southwark and answered the questions.
- Send them [2nd Email template](#) asking them to **sign up** to meatfreemonday.com/schools, where they will get support they need and monthly emails.
- Pick the **ten most enthusiastic** hospitals in Southwark and focus on supporting them through to implementation.
- Send them Southwark MFM flyers to display in their canteen, we also have hard copies of MF catering books to give them.



TASK Health VIPs in NHS / Health sector contacted.

Those on topic of obesity, nutrition, heart disease and strokes.

TASK Hospitals / Clinics displaying MFM leaflets

Use flyering team, list on map.

Full MFM?	Organisation	Contact	Position
	King's College Hospital	Medirest - 'soft services' provider, inc catering	
	St Thomas's Hospital	Scott Pendleton - head of nutrition and dietetics Alison White / Alastair Duncan -	

EXTERNAL MEDIA

OVERVIEW

Why: Media amplifies our voice to our community and the wider world. It will spread our message and help influence those in the community sectors.

By 2025: Media contact list for local and global across London so we can update the community on MFM successes.

Year 1 Achievements

1. Content: Press releases on community sectors
2. Contacts list: of Local + Global media contacts who will spread the word
3. Quarterly Updates scheduled: to pump out our message to a timetable.

TASK: 1. Content: Press releases

- Add press releases here: www.londonvegansocieties.com/mfmmedia with relevant content to cover the topics of Business, Politics, Education, Health, Faith and Media.

TASK: 2. Contacts list: of Local + Global media

1. Recruit volunteers to research media contacts.
 - **Local:** anywhere in your local borough, from local newspapers and magazines, online forums, council magazine etc. These contacts to sit on southwarkvegans@gmail.com in contacts under group *MED SWK*.
 - **Global:** Larger scale media outlets like national newspapers, vegan blogs, charity magazines/websites. Global media contacts to sit on londonvegansocieties@gmail.com account under group *MED GLOBAL*.
2. The 5 community sector areas to be covered:
 - General news Southwark, London, Global, foody magazines
 - Health Media
 - Education Media Research parent/ mummy websites eg. Mumsnet. Add the contacts to the spreadsheet, find out if they already cover the topic of healthy eating.
 - Faith media - church newsletters
 - Politics and Education - look at in the future, when the other have been covered.

TASK: Quarterly Updates scheduled

1. Once you have the **Content** and the **Contacts** schedule in a quarterly update email and work through the list of you media contacts - calling first then emailing the press releases.

GREEN GROUPS

Veg*n Charities

o These charities all have magazines, websites, facebook, twitter and are happy to provide support. Contact them for more information.

o The Vegan Society

o The Vegetarian Society

o VIVA

o Animal Aid

o PETA

London Veg*n Blogs – Fat Gay Vegan, Vegan London, London Vegans

Local online forums and listing websites:

Green groups – contact your borough version of: Friends of the

Earth, Green Party, Transition Town and other local 'green' groups