

FOOD, INC.

Take action! competition

Encouraging school students to take positive action on the issues raised by the documentary film *Food, Inc.*

Win £1000 for your school

Play your part in changing things for the better and win £1000 for your school to spend on an organic vegetable garden, a trip to an organic farm or equipment for your food technology lessons. Winning schools will also receive a day's free consultancy with Jeanette Orrey, the Soil Association school meals' expert and the inspiration for Jamie Oliver's campaign to improve school meals.

The brief

Based on your work on *Food, Inc.*, devise a campaign around a food issue you feel strongly about. Your campaign might be to:

- **publicise** information about food production
- **promote** positive action on healthy eating, or
- **encourage** direct action to grow, cook and serve organic produce in school meals

How to enter

Submit an original campaign outline accompanied by at least **three** of the following campaign resources:

- a poster
- a formal letter template
- a blogsite link
- an audio recording (maximum three minutes)
- a leaflet
- a website link
- a video (maximum three minutes)
- a photographic record of campaigning events

Your outline should include details of the campaign's purpose (what you aim to achieve), target audience (who you are aiming at) and strategy (how you aim to do it). You may submit additional material if you wish. Entries will be judged on their originality, creativity and effectiveness in encouraging people to take action.

The competition is supported by a range of educational materials, available online and on disc. For more details and an entry form visit:

www.filmeducation.org/foodinc

Closing date: January 28th 2011

