



WE'RE GLAD YOU'RE HERE AND READY TO LIVE OGF&B.™

CHANGE STARTS WITH YOU...

- Buy fewer highly processed foods, which include items like fast food, chips, cookies, and frozen pizzas
- Order water over sugary beverages
- Ask for more fruits and vegetables
- Order baked or roasted food instead of fried
- When possible, prepare food at home

...AND CONTINUES WITH US.

EVERYONE: To get the word out, record a :6 to :30 second video to post on social media using our hashtag, #OGFandB, that raises awareness of the unhealthy options being marketed to Black communities. Another key message in the campaign should be around the joy of healthy, good food.

BLACK YOUTH AND FAMILIES: Let's build a space that is uniquely ours in the food justice movement by putting our voices and culture at the forefront of the movement for better food and beverage options in our communities.

CELEBRITIES: You are role models who have an outside influence on Black youth. Whenever possible, you can be an advocate for us by asking food and beverage companies to market healthier foods to our communities.

FOOD AND BEVERAGE COMPANIES: It's really simple. We want you to increase the number of healthier food and beverage options you offer. PROMOTE THEM and decrease the number of ads that promote unhealthy options to our communities.