



2025

Center of Transformation (CoT)

“Advocacy and Action”

Facilitator Handbook –

Week 9 Session

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Developed By

Christie Murray, PhD

Director of Center of Transformation
Boys & Girls Clubs of Greater Washington
cmurray@bgcgw.org

Week 9: Advocacy in Action

Greetings! We are now in Week 9 of CoT! Please encourage your CoT participants to finish strong! In Week 8 we focused on careers in the food industry.

Please use this handbook to help you facilitate your weekly session. This week's session will focus on food systems. This week we will focus on advocacy in action related to food sustainability issues.

Teen Members are strongly encouraged to pay close attention to the CoT Intro and Learning Videos.

Session Duration: 60 minutes (1 hour) one day per week.

Objectives: The objectives of this session are to:

- Explore key issues in food sustainability that may affect vulnerable people and those in low-income communities.
- Develop an advocacy action plan to promote sustainable food practices in their local communities.

Facilitator Time Commitment: 3 hours maximum

- Weekly Check-in Meetings (Mondays at 1:00 pm EST): 1 hour per week (or less)
 - Please ensure that at least one person from your organization joins us each week so that we can share important CoT updates, answer questions, and ensure program alignment.
 - Join Zoom Meeting
 - <https://us02web.zoom.us/j/89252599378?pwd=Mkg0Um5QL2QzUzBLYUxkUzZSY2lTUT09>
 - Meeting ID: 892 5259 9378
 - Passcode: 727575
- Session Preparation: 30 minutes per week (or less)
- Facilitated Session: 1 hour

Facilitator Set Up Instructions:

- Curriculum & Videos: The weekly session content and videos can be found at: <https://www.clubhouseatyourhouse.com/cot>. Scroll down to the “Weekly CoT Session” section of the web page and click on a specific week.
- Virtual Session Facilitation:
 - The Zoom room will open 15 minutes before the start of the session.

- CoT Virtual Session Zoom Link (for Tuesdays at 5:30 pm EST):
<https://us02web.zoom.us/j/86240200821?pwd=bdzAhVMKunhfdNgD5aEktKOGq7UvoK.1>
 Meeting ID: 862 4020 0821
 Passcode: 951492
- **Teens should join the Zoom from individual devices and prepare to engage and keep their cameras on.**
- Club/Organization facilitators should also join the virtual session and participate and help facilitate the discussion with teens.
- Take pictures and video clips of your group and email them to:
cot@bgcgw.org.
- Note: Clubhouse @ Your House will run a separate session on Thursdays.
- In-person facilitation:
 - Arrive at least 15-30 minutes before the start of the session to set-up and prepare.
 - Teens should have access to electronic devices and the Internet for weekly activities.
 - The weekly session curriculum content and facilitation instructions can be found on the CoT website at
<https://www.clubhouseatyourhouse.com/2025week9>
 - Take pictures and video clips of your group and email them to:
cot@bgcgw.org.

Week 9 Intro (Video):

- Begin the weekly session by playing the weekly BGCGW CoT Intro video.
- The video will welcome teen members back for Week 9 of CoT, provide a brief recap of Week 8, share key dates, and introduce what we will do in Week 10.
- 2. The intro video can be accessed at:
<https://www.clubhouseatyourhouse.com/2025week9>

Week 9 Learning Moment (Video):

- The learning video will align with the topic of the week. After the Intro video, the facilitator should play the weekly learning moment video for teens. This video will provide teens with valuable information needed to be successful for the weekly session.
- Learning Moment Video: (3:19) "What Does 'Advocacy' Actually Mean and Why Is It Important?"
 - Google Link: https://drive.google.com/file/d/1bohVzbfaAb_p-EZjRL7VQszlm9o6LND/view?usp=share_link
 - YouTube Link: <https://youtu.be/F07ze4Jc2dc?si=ZfxkE06s7RSUII8G>

Activity: Advocacy Action Presentation & Campaign

This week, CoT Project Teams will develop an Advocacy Action Presentation & Campaign based on a food sustainability issue in their local communities.

This is the second Final Project Competition Component. Please take this activity serious.

Each Project Team will:

1. Brainstorm up to **three (3)** food sustainability issues in their local community. Some examples to consider may include:
 - **Changing Consumer Behavior** – Many people struggle to adopt sustainable eating habits due to convenience or cost.
 - **Consumer Awareness** – Misinformation or lack of knowledge about sustainable food choices.
 - **Deforestation** – Clearing land for agriculture, leading to biodiversity loss and environmental issues.
 - **Food Deserts** – Lack of grocery stores with fresh, healthy food in low-income and rural areas.
 - **Food Insecurity** – Unequal access to nutritious and affordable food.
 - **Food Waste** – Large amounts of food wasted in households. Overbuying, poor planning, and confusion over expiration dates contribute to waste.
 - **Greenhouse Gas Emissions** – Livestock farming, food transportation, or food waste contributing to environmental issues.
 - **Health Inequalities** – Unhealthy processed foods are more accessible than fresh, nutritious options.
 - **High Cost of Healthy Food** – Nutritious, organic, and sustainable foods are often more expensive.
 - **Limited Access to Sustainable Food** – Sustainable food is often more expensive and less accessible.
 - **Pollution** – Pesticides, fertilizers, and animal waste contaminate water and air.
 - **Retail & Restaurant Waste** – Grocery stores and restaurants discard large amounts of edible food.
2. Choose **one (1)** local food sustainability issue that the project team would like to develop an advocacy action plan for.
3. Create an Advocacy Action Presentation and Campaign:

- a. Develop an Advocacy Action Presentation (in PowerPoint or Google Slides) that describes and explains the chosen local food sustainability issue. The Advocacy Action Presentation **MUST contain the following 8 slides:**
1. Cover Slide:
 - a. 2025 CoT 10 Week Program
 - b. Club or Organization
 - c. Project Team Name
 2. Project Team Members: Please list all participating project team members (full names and whether they are a Jr. CoT Teen vs CoT Teen. *For example: Christie Murray, CoT Teen and Dionne Young, Jr. CoT Teen*).
 3. Advocacy Definition: Describe in a few sentences, what advocacy is to your project team.
 4. The Problem or Issue:
 - a. Briefly describe the local food sustainability issue being addressed.
 - b. Include a fact, data or statistic that supports the local issue described.
 5. Significance of the Issue:
 - a. Explain why this issue matters.
 - b. Share how this issue impacts your local community.
 6. Project Team Advocacy Action:
 - a. Describe a simple action your project team can take to address this issue or make a difference in your local community.
 - b. Share what resources or funding you will need, if any.
 - c. Describe the goal or outcome your project team hopes to gain from their advocacy action.
 7. Call to Action Message:
 - a. Create a message and describe **one** important action you would like others to take to make a difference. (make it catchy)
 - b. Identify the target audience for your message that you will target in your social media campaign.
 8. Social Media Campaign: Create a social media campaign to raise awareness of your issue.
 - a. Design a graphic of your message that you will post on social media that will get others' attention.
 - b. Include the Social media campaign (graphic) on the slide (and a separate .png or .jpeg file).
 - c. Include #hashtags that align with your message.
 - d. Share where you will post the message (IG, Tiktok, Facebook, etc.).

- b. Submit Advocacy Action Presentation and Social Media Campaign
 1. Advocacy Action Presentation (PowerPoint or Google Slides)
 2. Social media graphic separate .png or .jpeg file.
 3. Email to: cot@bgcgw.org and specify **(by the end of Week 10 but no later than April 18th):**
 - a. Week 9 Advocacy Action Presentation and Campaign Submission
 - b. The Club or Organization Name
 - c. Project Team Name

****(Optional) bonus points will be given to project teams that also submit videos of their presentations by Week 10****

Note: Those who receive an invitation to the CoT summit will have to:

- Execute their social media campaign (from Club or Org social media preferred) and share their social media results and analytics at the CoT Summit.
- Present their Advocacy Action Presentations and Social Media Campaigns at the CoT Summit.

Facilitators:

- Please ensure Project Teams complete the Advocacy Action Presentation and Campaign using PowerPoint or Google Slides.
- Submit the Advocacy Action Presentation and Campaign graphic via email to: cot@bgcgw.org and specify **(by the end of Week 10 but no later than April 18th):**
 - Week 9 Advocacy Action Presentation and Campaign Submission
 - The Club or Organization Name
 - Project Team Name

Wrap Up:

- Debrief Questions:
 1. How did your project team define advocacy?
 2. What local food sustainability issue did your project team choose to advocate for?
 3. Why was this local issue important to your project team?
- (Facilitators):
 1. Submit the Advocacy Action Presentation and Campaign graphic via email to: cot@bgcgw.org and specify **(by the end of Week 10 but no later than April 18th):**
 - a. Week 9 Advocacy Action Presentation and Campaign
 - b. The Club or Organization Name
 - c. Project Team Name

2. Submit Weekly Attendance at:
 - a. BGCGW Clubs: <https://bit.ly/2025CoTbgcgwWeeklyattendance>
 - b. External Organizations: <https://bit.ly/2025CoTOrgWeeklyAttendance>
 - c. Look for your club/organization name on the tabs at the bottom, add the date of your session and place an X next to each teen who attended the session.

Week 9 Session:

Duration	Activities	Facilitator	Resource(s)/ Material(s)
5 min	Intro Video	BGCGW/CoT Staff	Video Link: https://www.clubhous eatyourhouse.com/2025week9 .
5 min	Learning Moment Video: (3:19) "What Does 'Advocacy' Actually Mean and Why Is It Important?"	CoT Facilitator	Video: (3:19) <ul style="list-style-type: none"> Google Link: https://drive.google.com/file/d/1bohPVzbfaAb_p-EZjRL7VQszlm9o6LND/view?usp=share_link YouTube Link: https://youtu.be/F07ze4Jc2dc?si=ZfxkE06s7RSUII8G
40 min	<p>Activity: Advocacy Action Presentation & Campaign</p> <p>This week, CoT Project Teams will develop an Advocacy Action Presentation & Campaign based on a food sustainability issue in their local communities.</p> <p><i>This is the second Final Project Competition Component. Please take this activity serious.</i></p> <p><i>**optional) bonus points will be given to project teams that also submit videos of their presentations by Week 10**</i></p>	CoT Facilitator	Submit the Advocacy Action Presentation and Social Media Campaign graphic via email to: cot@bgcgw.org and specify (by the end of Week 10 but no later than April 18th):

	<ol style="list-style-type: none"> 1. Brainstorm up to three (3) food sustainability issues in their local community. 2. Choose one (1) local food sustainability issue that the project team would like to develop an advocacy action plan for. 3. Create an Advocacy Action Presentation and Social Media Campaign. <p>Those who receive an invitation to the CoT summit will have to:</p> <p>(1) Execute their social media messages (on their Club or Org. social media site preferred) and share their social media results and analytics at the CoT Summit. (2) Present their Advocacy Action Presentations and Social Media Campaigns at the CoT Summit.</p>		
5 min	<p>Wrap-up</p> <ul style="list-style-type: none"> • Ask Debrief Questions • Submit the Advocacy Action 	CoT Facilitator	Submit the Advocacy Action Presentation and Social Media Campaign graphic via email to:

	Presentation & Social Media Campaigns. <ul style="list-style-type: none"> • Submit weekly attendance at: <ul style="list-style-type: none"> ○ BGCGW Clubs: https://bit.ly/2025CoTbgcgwWeeklyattendance ○ External Organizations: https://bit.ly/2025CoTOrgWeeklyAttendance 		cot@bgcgw.org and specify (by the end of Week 10 or no later than April 18th):
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Debrief Questions

1. How did your project team define advocacy?
2. What local food sustainability issue did your project team choose to advocate for?
3. Why was this local issue important to your project team?

Outcomes and Actions:

- Increased awareness of food sustainability issues and advocacy opportunities in local communities.
- Submit the Advocacy Action Presentation and Social Media Campaign graphic via email to: cot@bgcgw.org and specify **(by the end of Week 10 or no later than April 18th):**
- Submit teen registration for teens who have participated in CoT but not registered at: https://forms.office.com/pages/responsepage.aspx?id=wMbn5SKgPEmkiNP2rlo2a6nyY660AY9EnUlg_QE4tJhUNUZJSDEISlpSSUZaMU8yUTU5QTA3VVRWVS4u&route=shorturl
- Submit weekly attendance at:
 - BGCGW Clubs: <https://bit.ly/2025CoTbgcgwWeeklyattendance>
 - External Organizations: <https://bit.ly/2025CoTOrgWeeklyAttendance>
 - Look for your club/organization name on the tabs at the bottom, add the date of your session and place an X next to each teen who attended the session.