



Advocacy Action Sheet - Local/Pod: PlantPure Communities Restaurant Campaign

Background: The PlantPure Communities (PPC) Restaurant Campaign is aimed at efforts to grow the number of restaurants that offer at least one vegan/whole food, plant-based (WFPB) no added oil, meal on their menu. The PPC Restaurant Campaign Toolkit contains a wide variety of information and is intended to support the engagement of thousands of Pod members who are participating in the Campaign.

Issue/Opportunity: Every day, thousands of people ask restaurants to adjust their meals to make them healthier - to leave out the animal products and added oil. This Campaign seeks to channel and institutionalize those efforts in order to create widespread cultural change. Reports from the Pod members on their success will populate a series of PPC advocacy reports and press releases to help create a national 'buzz' – with the big picture objective of shifting the norm, so that it becomes expected for restaurants to offer plant-based meals with no added oil.

Timeframe: Official Launch: November 30, 2017. The Campaign is ongoing.

Key Stakeholders: Pod members, other groups working to affect change in restaurants.

Call to Action: Pods and Pod Members are invited to join this global Campaign and are encouraged to report on progress (via PPC's Restaurant Campaign Reporting Form).

Key Steps:

1. Secure Buy-In of Pod members - Hold a meeting with Pod members and provide Restaurant Campaign Toolkit materials, explain the Campaign, and determine Pod's involvement. Familiarize Pod members with materials in the Restaurant Campaign Toolkit.
2. Identify Candidate Restaurants - Utilize the *Action Sheet: Identifying Candidate Restaurants to Approach*
3. Carry out Implementation Strategies - Utilize the *Action Sheet: Implementation Strategies*
4. Reporting/Collect Success Stories - Report how many restaurants/meals have been changed by filling out the simple PPC Restaurant Campaign [Reporting Form](#) located in the "reporting" section of the Restaurant Campaign Toolkit on PPC's website.
5. Encourage use of PlantPure Communities Restaurant Campaign Certificate - Utilize the *Action Sheet: PlantPure Communities Restaurant Certificate*
6. Publicity - Assist restaurant owners in getting listed on Happy Cow & other apps, and help get the word out via positive reviews on apps and local newspapers. Utilize the *Action Sheet: Writing Reviews on Happy Cow and Other Apps* and *Info Sheet: Maximizing Participation in the Restaurant Campaign via HappyCow*.
7. Leverage Successes - Advance an initiative to create a Healthy Food Culinary Destination (local elected officials, Chambers of Commerce, etc.)

Please send updates or suggestions on this Advocacy Action Sheet to info@plantpurecommunities.org.

Updated October 2017