

INFORMATIONAL CAMPAIGN ON SINGLE ASPECTS OF FOOD PROPERTIES



AgriXPlainer

Description of the activity

An informational campaign focusing on single aspects of food properties aims to educate the target audience about specific characteristics of food, such as nutritional value, health benefits, sustainability, and quality indicators. This type of campaign can be executed through various channels including social media, printed materials, workshops, and community events.

Easy operations to be replicated

Topic Selection

- Identify specific food properties to focus on, such as vitamin content, fiber levels, antioxidant properties, organic certification, or environmental impact.
- Collaborate with nutritionists, agricultural experts, and food scientists to ensure accurate and relevant information.

Content Creation

- Develop engaging and educational content, including infographics, videos, articles, and social media posts.
- Create detailed informational guides that explain the selected food properties in an easy-to-understand manner.

Campaign Launch

- Use a multi-channel approach to reach a wider audience. This can include social media, local newspapers, radio spots, community workshops, and school programs.
- Host interactive sessions such as Q&A webinars, live cooking demonstrations, and educational workshops to deepen engagement.

Monitoring and Evaluation

- Track the reach and engagement of the campaign using analytics tools and feedback surveys.

- Evaluate the campaign’s impact on the audience’s knowledge and behavior regarding food properties.
- Adjust strategies based on feedback and performance data to improve future campaigns.

Expected outcomes

- Increased public awareness and understanding of specific food properties.
- Enhanced consumer knowledge leading to better food choices.
- Greater interest in and support for sustainably produced and high-quality foods.
- Improved community health through informed dietary decisions.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> ● To educate the public about the unique properties of different foods, highlighting their benefits and promoting healthier, more sustainable food choices. 	<ul style="list-style-type: none"> ● Informational campaigns on food properties provide valuable knowledge that empowers consumers to make healthier and more sustainable choices. They also help to build trust and transparency between food producers and consumers. 	<ul style="list-style-type: none"> ● general public, ● health-conscious consumers, ● students, educators, ● healthcare providers, ● community members interested in food and nutrition

Type of experts to be involved

- Nutritionists
- Food Scientists
- Agricultural Experts
- Marketing Specialists
- Educators

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Suitable for both urban and rural settings. • Can be tailored to local community needs and available resources. 	<ul style="list-style-type: none"> • Educational brochures and leaflets • Infographics and posters • Social media content • Videos and webinars • Workshop materials 	<ul style="list-style-type: none"> • Ensure all health and nutritional claims are backed by scientific evidence. • Adhere to advertising regulations and guidelines for health-related information.

Tips & tricks/successful case study

- Use visually appealing and easy-to-digest infographics to convey complex information about food properties. For more tips on creating effective informational campaigns, visit [CDC's Health Communication Strategies](#)

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