

**Developing Personal Skills** 

## Enabling ourselves to have more control over our health through social-media

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# Objective

To explore how social media can support community engagement on health promotion and sustainable development.

## Two case studies:

- Urban food growing and sharing
- Cycling-friendly communities





- "A community building and gardening movement",
- Based in Austin, Texas.

http://foodisfreeproject.org/about-us, October 2, 2016

# The mission

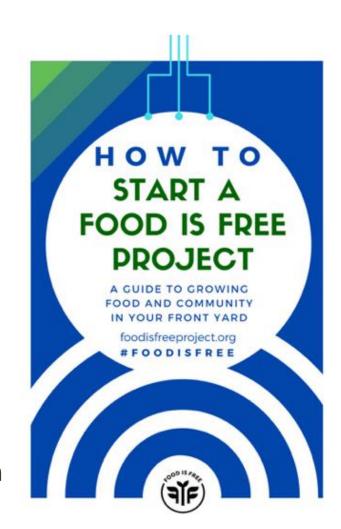
- "growing community and food
- while helping gain independence from a broken agricultural system."



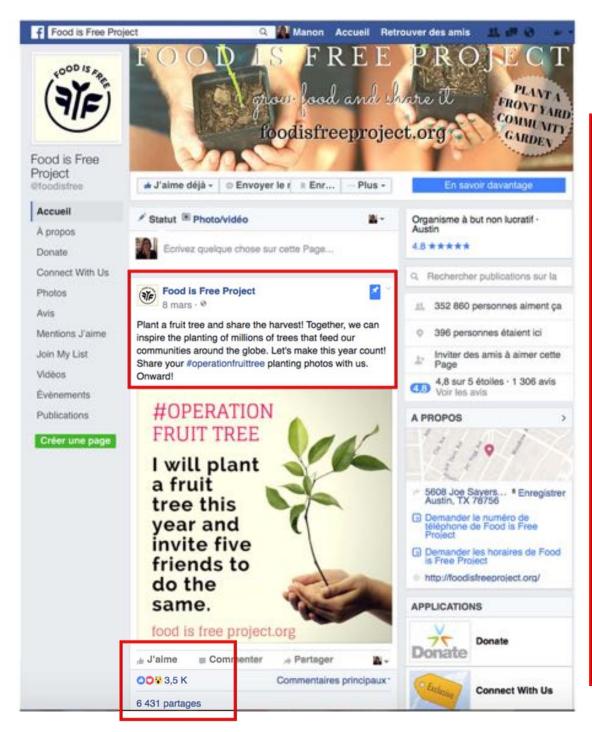
 "We teach you how to connect with your neighbors and line your street with front yard community gardens which provide free harvests to anyone."

# Food is Free Project

- It started with one front yard garden.
- "Less than 3 months later, the majority of neighbors on our pilot block host front yard community gardens."
- "Over 300 cities around the world have started Food is Free Projects".
- "Food is Free provides a platform for community interaction that opens doors to further collaboration and connection".



http://foodisfreeproject.org/about-us, October 2, 2015



# Facebook page

3500 réactions, 6431 partages

"Plant a fruit tree and share the harvest! Together, we can inspire the planting of millions of trees that feed our communities around the globe.

Let's make this year count!

Share your
#operationfruittree
planting photos with us.
Onward"!

https://www.facebook.com/foodisfree/?fref=ts&locale=fr FR, October 2, 2016.



Emily Louni Kumquat, but we've planted 4 others (apricot, lemon, clementine, grapefruit) this year and 9 fruit trees plus 5 blueberries last year! So happy!



J'aime · Répondre · € 4 · 8 mars, à 18:03 · Modifié



Kris Boardman I have 2 fig trees to plant and hopefully we can make some more to plant back on the farm

J'aime - Répondre - 2 - 8 mars, à 17:34



Ally McKay My apples trees from last year have started to come back to life now that Spring is on the way and have started to collect seeds from my apples I juice to start germinating more for a bit of guerrilla gardening in my spare time. Watch out vacant unused spaces of London. Your about to get overgrown. With food!!



J'aime · Répondre · 3 · 9 mars, à 09:31 · Modifié



Helping Britain Blossom We're helping communities across the UK plant fruit trees. 100 new orchards for communities to nurture and enjoy by 2017. Check out our page to find out more.

J'aime · Répondre · 0 6 · 9 mars, à 11:03

Share your #operationfruittree planting photos with us. Onward"!

Examples of followers' photos and comments

### From traditional media .



"The city of Drummondville is ordering a couple to remove a vegetable garden from their front lawn, saying the zucchinis, green beans and tomatoes break a local bylaw".

CTV News, July 23, 2012

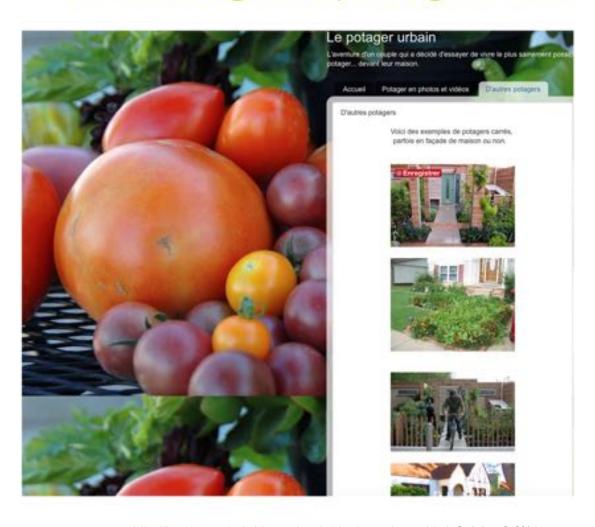
http://montreal.ctvnews.ca/drummondville-couple-can-keep-front-yard-garden-1.914146

"As the world battles an obesity epidemic, one Canadian council is going around ripping up thriving vegetable gardens".

Daily Mail Online, UK, July 23, 2012

http://www.dailymail.co.uk/news/article-2177717/Couple-Michel-Beauchamp-Josee-Landry-petition-stop-council-ripping-illegal-vegetable-garden.html

# ... to blogs: Le potager urbain



http://lepotagerurbain.blogspot.ca/p/dautres-potagers.html, October 2, 2016

## ... to social media: Le potager urbain



https://www.facebook.com/Potager-urbain-404082506296711/?fref=ts, October 2 2016

# Cultivating ties with neighbours: Le potager urbain



Potager urbain a ajouté 4 nouvelles photos à l'album ; Nouveaux projets de potagers de façade à Drummondville. 24 mai 2015 · 🚱

Ce matin nous avons eu la surprise d'avoir la visite d'amis (Gilbert et Olga) qui nous ont appris la construction récente de deux nouveaux magnifiques potagers de façade, voisins, chacun sur le même coin de rue. Nous sommes allés ensemble y faire une visite, au coin des rues Ringuet et Saint-Alfred, à Durmmondville.



https://www.facebook.com/Potager-urbain-404082506296711/?fref=ts, October 2 2016

# Cultivating ties with other Canadians



#### Potager urbain

7 juillet 2015 - @

Un autre jardin de façade à qui se fait attaquer par la ville. Cette fois-ci c'est à Ottawa (ville de Kanata). C'est encore à cause d'une plainte d'un voisin... On va suivre ça de près et leur envoyer nos encouragements.

http://www.cbc.ca/.../kanata-couple-angered-by-city-order-to-...



#### Kanata couple angered by order to move veggie garden

An Ottawa couple who built a small vegetable and herb garden next to the sidewalk in front of their home say they're saddened and frustrated after a bylaw officer gave them until July 30 to move it.

CBC.CA



"An Ottawa couple who maintain a small vegetable and herb garden next to the sidewalk in front of their home say they're saddened and frustrated after a bylaw officer gave them until July 30 to remove the wooden structures around it".

https://www.facebook.com/Potager-urbain-404082506296711/?fref=ts, October 2 2016

CBC News, "Kanata couple angered by city order to change veggie garden"

http://www.cbc.ca/news/canada/ottawa/kanata-couple-angered-by-city-order-to-change-yeagie-agrden

1.31413548.um contents-buffer/5fg48.um medium-socials.um source-buffer computer compagne-buffer October 2.2016

# Cultivating ties with other Canadians





"CP Rail brought in heavy equipment Thursday afternoon and began tearing down structures and removing the community gardens that local residents have nurtured for years along the disused Arbutus corridor railway in Vancouver".

https://www.facebook.com/Potager-urbain-404082506296711/?fref=ts, October 2 2016



#### https://www.facebook.com/Potager-urbain-404082506296711/?fref=ts, October 2 2016

http://lepotagerurbain.blogspot.ca/2013/05/petit-croche-radio-canada-pour.html, October 2 2016

# Back to traditional media

Appearance
on radio shows
at Radio-Canada (CBC)

# 2009: Les urbainculteurs helping homeless shelter Lauberivière





http://urbainculteurs.org/en/achievement/lauberiviere, October 10, 2016

« Vegetables and herbs are growing just up the kitchens, allowing the organization to have access to fresh food and not to depend exclusively on donations ».

# Urban gardening is flourishing on Parliament grounds (Les urbainculteurs)



Quebec Hebdo, June 8. En ligne:

http://www.quebechebdo.com/Actualites/2016-06-08/article-

4553835/Legumes,-fines-herbes-et-arbres-fruitiers-dans-les-potagers-du-Parlement/1, October 10, 2016.





http://urbainculteurs.org/realisation/assemblee-nationale-quebec/ October 10, 2016.

# A different platform: PlantCatching



# A different platform: PlantCatching







#### Facebook Public Group: Vélo d'hiver

Advocacy for cycling-friendly communities

"Share your stories, tips, rants'n'raves, pics & videos about winter biking in Montreal.
NO ADS PLEASE".

https://www.facebook.com/groups/velodhiver/?fref=ts, October 2, 2016

#### Twitter: Défi sans auto solo

#### #DefiSansAuto



"The 'Défi sans auto solo' encourages people to reach their places of work or study by means of a sustainable mode of transport".



https://twitter.com/Defisansauto, October 2, 2016

# Some numbers (2014)

- "218 companies or organisations registered in the 'Défi sans auto solo';
- More than 450 000 employees and students made aware;
- 6 757 employees et students who met the 'Défi sans auto solo' challenge;
- 14.7 tonnes of greenhouse gases saved in one single day!



#### REGISTER NOW for Cycle Toronto Rides Bloor-Danforth!

We made pilot bike lanes on Bloor St a reality. We need your help now to make them permanent and extend them across the city.



#### Danforth Loves Bikes!

Let's make bike lanes on the Danforth a reality. Sign the pledge today!



#### Get Lit! in October

Roll by one of our Street Smarts outreach stations on Tuesdays in October.

#### Platinum Business Members









#### **Gold Business Members**







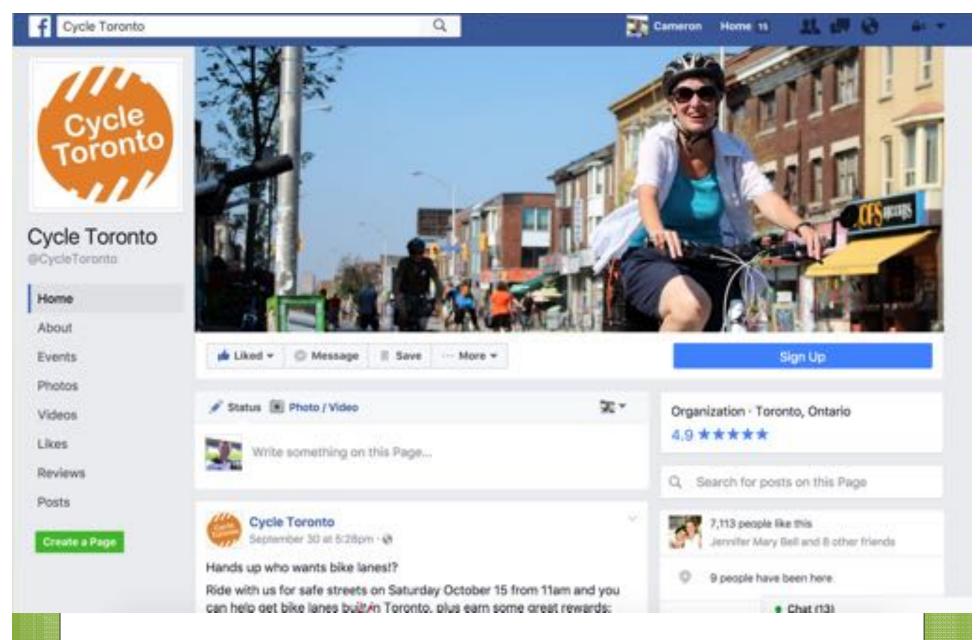








Cycle Toronto (Formerly the Toronto Cycling Union)



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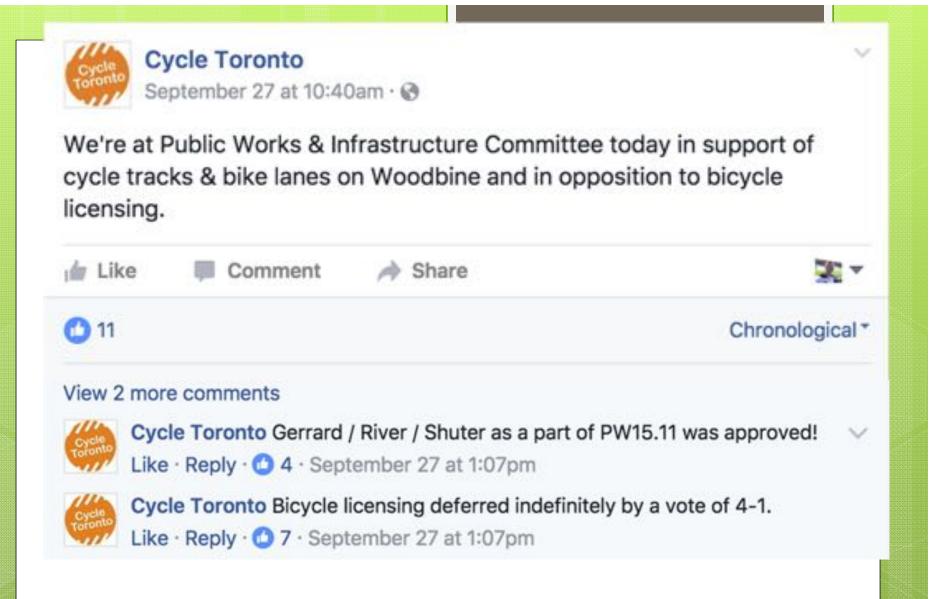
Let's leave bicycle licensing in the trashcan of history.



#### Action Alert: Write Public Works & Infrastructure Committee to oppose bike licensing! | Cycle Toronto

Councillors Stephen Holyday and Justin Di Ciano have put forward a motion to Toronto City Council to license cyclists. The item comes before the Public Works...

CYCLETO.CA



# Reporting on outcomes



### cycletoronto Follow

Cycle Toronto Cycle Toronto is a diverse member-supported organization that advocates for a healthy, safe, cycling-friendly city for all. #biketo www.cycleto.ca/cycle-toronto-rides-bloor-danforth

257 posts 1,708 followers 869 following







Using different media forms to communicate



Cycle Toronto Retweeted

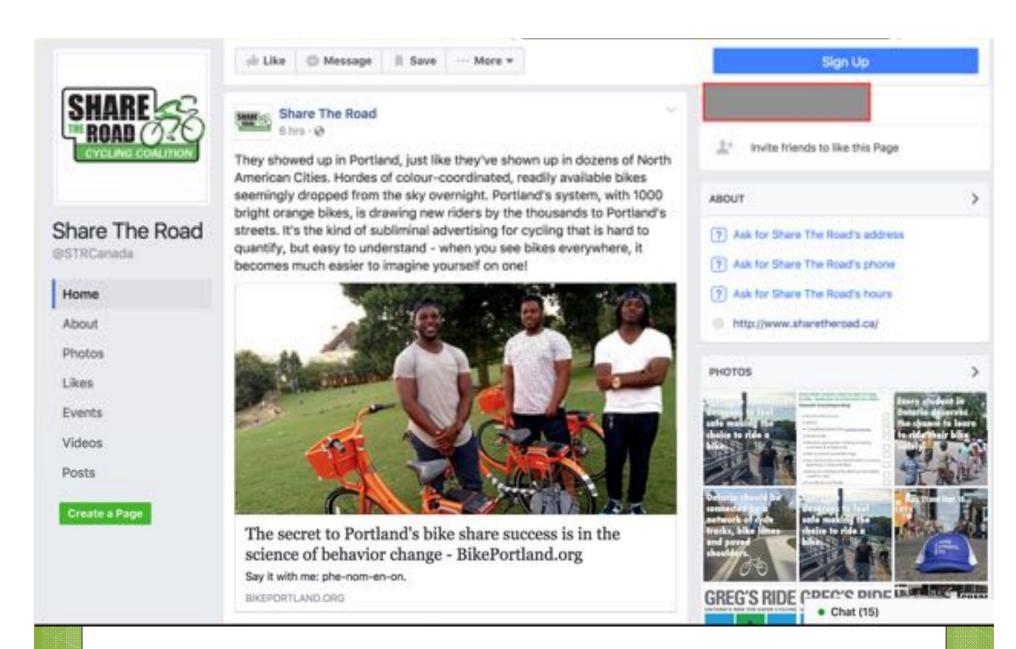
TCAT @TCATonline - 2h



Board of @TOPublicHealth Chair Mihevc called it "brilliant"! A guide to make streets safer saferstreetsnearschools.ca #walktoschool #biketo



# Supporting **Partner** initiatives



# **Share the Road Cycling Coalition**



# Advocacy & community Engagement from members

HOME PROGRAMS RIDES/EVENTS PHOTOS ABOUT TBN JOIN RESOURCES FORUM

**▲** Login



MEET PEOPLE

RIDE

HAVE FUN







..........

TBN is the largest recreational cycling club in the Greater Toronto Area and offers plenty of cycling activities for riders of all levels. TBN also organizes a variety of other activities that include hiking, cross-country skiing, ice-skating and weekend excursions.

NEW TO THE CLUB? INTERESTED IN JOINING?

Using media appropriately: "Fit for purpose"



Discussion

Members

Events

Video

Sharing knowledge about innovations to members: "The Dutch Reach"



#### Frank Yim shared @ Chris Holt's post.

September 24 at 1:12pm

Something to pass on regarding cycling safety and opening car doors.



#### Chris Holt

September 24 at 10:05am

The Dutch Reach...pass it on



#### How the Dutch Reach Could Save Lives

We asked our editors if they'd ever heard of the Dutch Reach (trust us, it's not what you're thinking). Watch to see how this simple technique may just save a cyclist's life.

OUTSIDEONLINE.COM





Comment





TO Bicycling Network @TOBikeNetwork - Sep 26

#### TBN's official response condemning the proposed bike licencing by-law. #bikeTO #TOpoli #CANBIKE



26 September 2016

#### TORONTO BICYCLING NETWORK CONDEMNS BIKE LICENCING BY-LAW PW15.12

Cycling is a right under the Ontario Highway Traffic Act, while motoring is a privilege. It seems that the framer of the bicycle licencing by-law forgot this fundamental truth. Since bicycle licencing doesn't exist in any other major municipal jurisdiction in Canada, and hasn't for a long while, there are real reasons why it was abandoned: a) too costly to administer; b) hard to enforce; c) no appreciable benefits.

If the framer of this backwards-focused by-law was serious about bike safety, he would be making a proposal to increase funding to Forestry, Parks and Recreation's budget for its CAN-BIKE programs. By reducing the cost of the program to only \$20, or less, per person, and a proper marketing campaign is added, thousands more people a year could be certified at the CAN-BIKE 1 or 2 level. That would make cycling in the City safer for everyone, and affect real change, as opposed to what amounts to a political stunt in this licencing scheme.

Joev Schwartz Advocacy Director Toronto Bicycling Network advocacy@thn.ca

About Toronto Bicycling Network: Founded in 1983, TBN is a not-for profit organization with more than 850 members and is one of the friendliest clubs you can cycle with. During the spring, summer, and fall, TBN offers an abundance of cycling activities for riders of all levels. TBN also organizes a variety of other activities, including hiking, cross-country skiing, ice-skating and weekend excursions.

For more information about The Toronto Bicycling Network, please visit www.tbn.ca.













## Advocacy, mobilization & accountability



Discussion

Members

Events

**Public Groups** 

Yesterday at 2:03pm - Toronto

Last night and this morning I rode Bloor/ Bay instead of Sherbourne/Wellesley. It's faster (less lights) and despite those sharrows which mean very little, it was a much better ride. Will stick to this route for a while. Too bad about Sherbourne and Wellesley. Started out with so much potential.







Share



View 12 more comments



True... I'm hoping Gerrard is better than it used to be once it's done.

Like - Reply - 1 - 9 hrs



I take Bay daily. It's prey good. Taxis are well-behaved and you get the pleasure of taking the lane when some commuter thinks that the clearway is for them too.

Like - Donly - 7 hrs

# Principles

- Access
- Community co-creation
- Sharing and stimulating shared interest and support for the issues
- Interaction
   between social
   and traditional
   media
- Collective action and mobilization
- Transparency and accountability

# Question to consider

How does social media change the way we think about the development of personal skills for health & sustainability?