SOCIAL MEDIA KIT


The report was commissioned by the Global Alliance, and authored by IPES-Food.

WE INVITE YOU TO SCHEDULE TWEETS, AND SHARE MESSAGES ON SOCIAL MEDIA AND WITHIN YOUR NETWORKS

#FoodSystems4Health  
bit.ly/2wADLG8

@futureoffoodorg / @IPESfood

The Global Alliance website contains the full report, Executive Summary, Key Messages, Q&As, and a digital directory of report graphics that are social media shareable.

SUGGESTED POSTS

You can pull key messages from the report to generate your own messages, or use these suggested posts:

**Twitter**
@IPESfood @futuroffoodorg launch new report on the health impacts of food systems bit.ly/2wADLG8  
#FoodSystems4Health
New report from @IPESfood @futureoffoodorg shows us #foodsystems channels with costly health impacts bit.ly/2wADLG8 #FoodSystems4Health

How do food systems impact health? New report points to sources of costly health impacts bit.ly/2wADLG8 #FoodSystems4Health

An urgent case for reforming food and farming systems can be made on the grounds of protecting human health bit.ly/2wADLG8 #FoodSystems4Health

We need to transition from #foodsystems that create harm to one that provides health – New report: bit.ly/2wADLG8 #FoodSystems4Health

People without power and visibility most likely to experience health impacts from food systems – New report: bit.ly/2wADLG8 #FoodSystems4Health

### Facebook

New report from IPES-Food and Global Alliance for the Future of Food unravels the inter-connected, self-reinforcing, and complex links between food systems and health. bit.ly/2wADLG8 #FoodSystems4Health

Alongside many positive impacts, our food systems have increasingly affected health through multiple, interconnected pathways, generating severe human and economic costs. bit.ly/2wADLG8 #FoodSystems4Health

An urgent case for reforming food and farming systems can be made on the grounds of protecting human health – a new report from IPES-Food and Global Alliance for the Future of Food points to levers for change. bit.ly/2wADLG8 #FoodSystems4Health

How we grow, distribute, market, prepare, eat, and dispose of food has costly health impacts. New report from IPES-Food and Global Alliance for the Future of Food points to levers for transitioning to food systems that promote and protect health. bit.ly/2wADLG8 #FoodSystems4Health

Good food is the cornerstone of good health. Food systems can support good health, and yet changes in the food system over the last decades have resulted in significant negative impacts on health and well-being. New report from IPES-Food and the Global Alliance for the Future of Food explores the channels of impact, compounding factors, and levers for change. bit.ly/2wADLG8 #FoodSystems4Health

New report from IPES-Food and Global Alliance for the Future of Food unravels the inter-connected, self-reinforcing, and complex links between food systems and health. bit.ly/2wADLG8 #FoodSystems4Health

### Suggested Dialogue Social Media Themes

- #FoodSystems4Health
- #FoodHealth
- #SDG4Health
- #FoodJustice
- #GoodFoodMovement
- #ClimateChange
- #truecostaccounting
IMAGES FOR USE IN POSTING
A full set of digital media files that are Facebook and Twitter ready can be found here, or copied and pasted from below:
The thumbnail banner for the report can be downloaded to your computer or copied and pasted into your social media posts:

ABOUT IPES-FOOD
The International Panel of Experts on Sustainable Food Systems (IPES-Food) brings together expert voices from different disciplines and different types of knowledge to inform the policy debate on how to reform food systems across the world. The Panel looks at issues such as health and nutrition, rural livelihood insecurity, and environmental degradation through an integrated food systems lens, bringing to light the interconnections, power imbalances, political lock-ins and potential levers for change at the systems level.

ABOUT GLOBAL ALLIANCE FOR THE FUTURE OF FOOD
The Global Alliance for the Future of Food is a collaboration of philanthropic foundations that have come together to strategically leverage resources and knowledge, develop frameworks and pathways for change, and push the agenda for more sustainable food and agriculture systems globally.

If you have any questions please contact Nick Jacobs at nick.jacobs@ipes-food.org or Alex Kollo at alex@outreachcommunications.ca

NOTE
This report was commissioned from IPES-Food by the Global Alliance for the Future of Food for use by Global Alliance members to stimulate an understanding of critical issues related to food system reform, inform individual member foundations, and guide Global Alliance collective action. The Global Alliance has chosen to make it available to the broader community to contribute to thinking and discussion about sustainable food systems reform. It constitutes the work of independent authors. Any views expressed in this report do not necessarily represent the views of the Global Alliance or of any of our members.