



Want to take
action in your
community?

Volunteer with or donate to organizations
working to build healthier communities!

got green

supports healthy communities



UPROOTED
& RISING

is fighting the power of Big Food in higher education



Building community to end poverty
works to end poverty and food insecurity

To volunteer at Solid Ground,
find us online at solid-ground.org!

Taking on Big Soda



continued
learning
event

Big Soda's tactics: Targeting Black and Latino youth



Beyoncé in Pepsi's ad campaign



Pepsi granted money to community organizations, many in communities of color

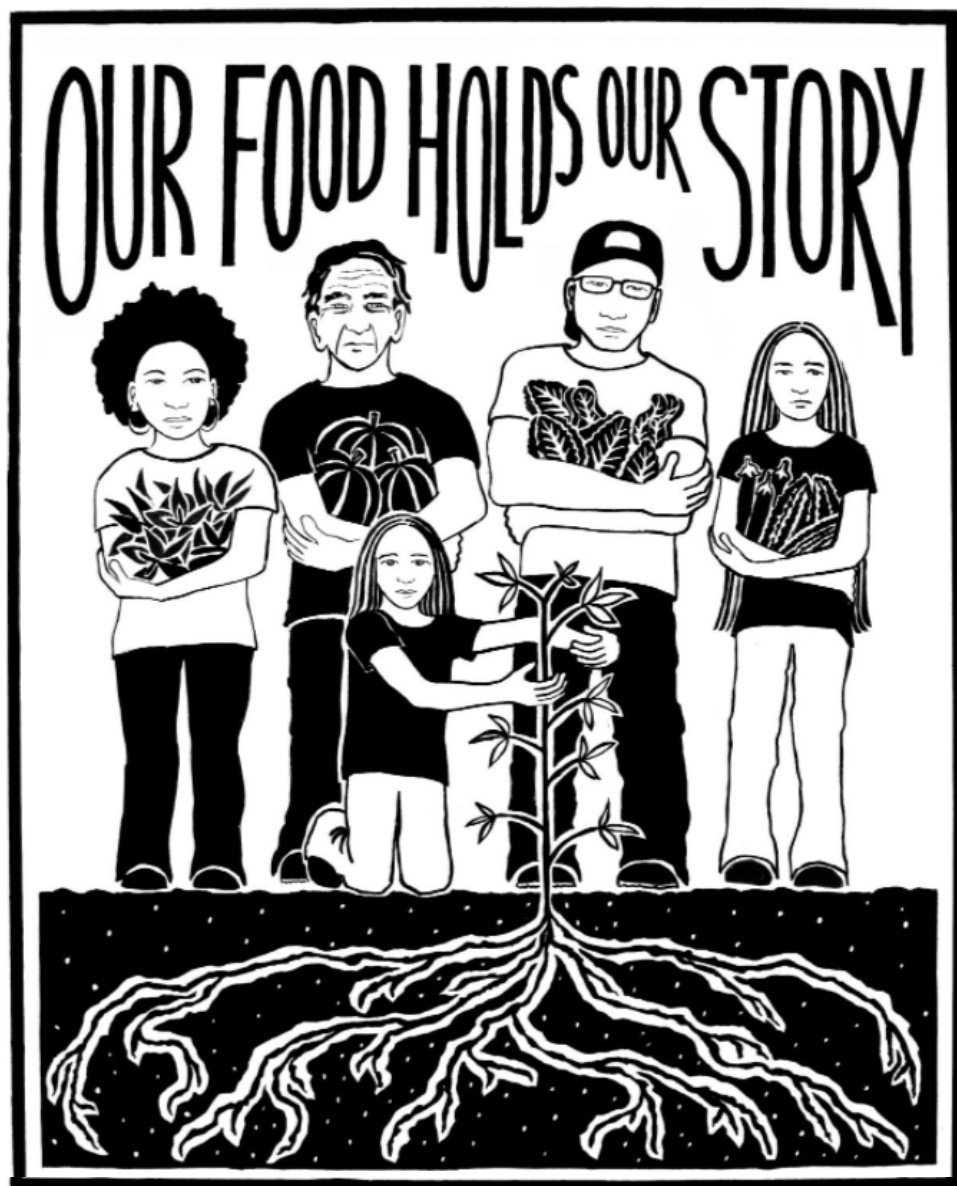


Sprite's limited edition cans featuring hip hop legends like Notorious B.I.G, Nas, Rakim and Drake

What can we do in our daily lives to challenge Big Soda and corporate control over the food system and build healthier communities?

Action item



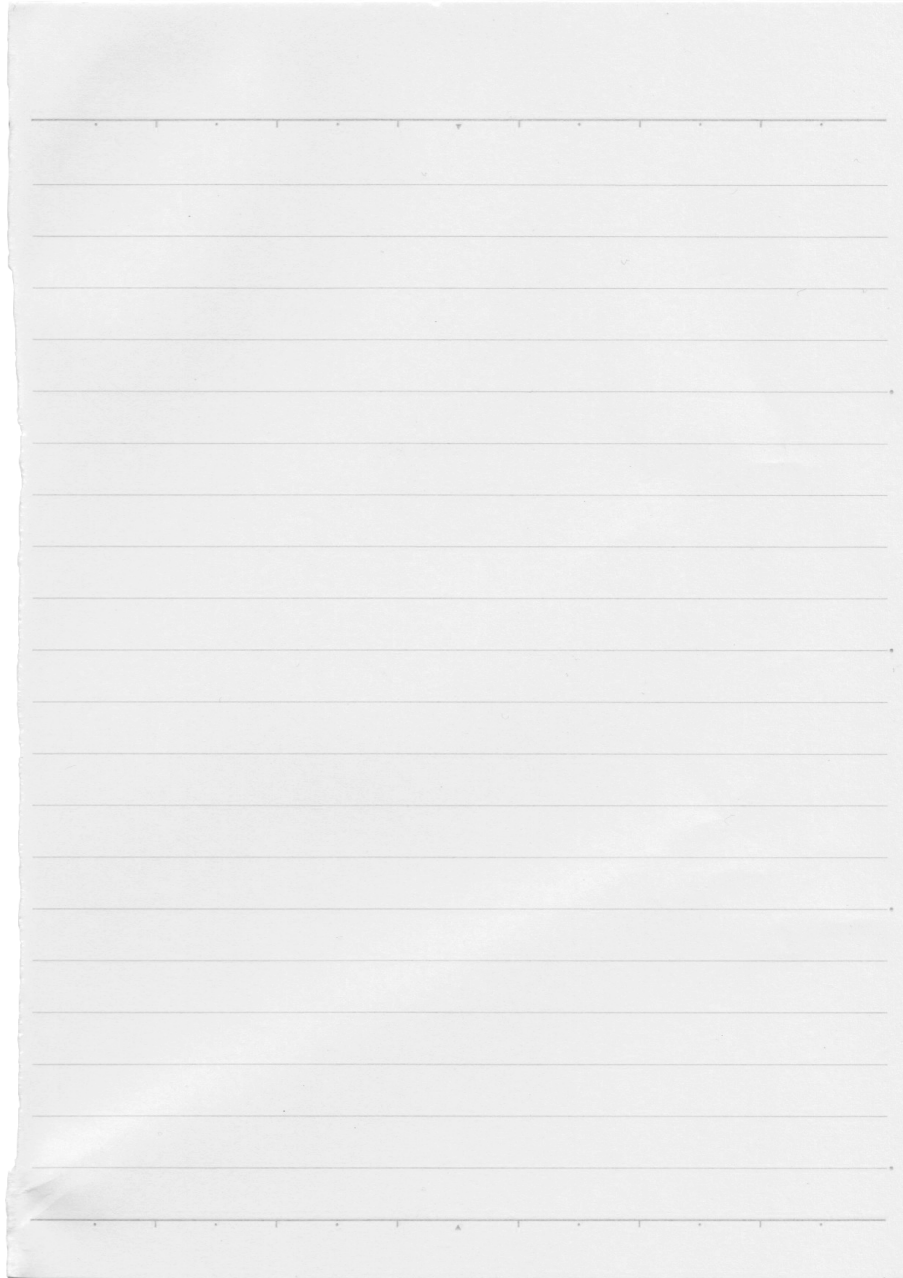


My food story


My name is _____. I am the child of _____ and _____ from the city/town of _____ in the state of _____ in the country/land/territory of _____. As a child my parents/caretakers/elders fed me _____, _____, and _____. When I had an upset stomach my parents/caretakers/elders gave me _____ to make me feel better. The smell of _____ cooking brings me back to my home. The three items/ingredients that were in most of my meals growing up as a child were _____, _____, and _____. The first things I learned to cook/prepare was _____. A typical or traditional food in my family would not be complete without _____. Some food companies, brands, or labels that I have consumed a lot in my lifetime (childhood and/or adulthood) are _____, _____, and _____. It would be difficult for me to go a day or two without eating or drinking _____.

A dish or recipe that I would like to share with this group is _____. I get the ingredients to make this dish from _____. This recipe is meaningful to me because _____.

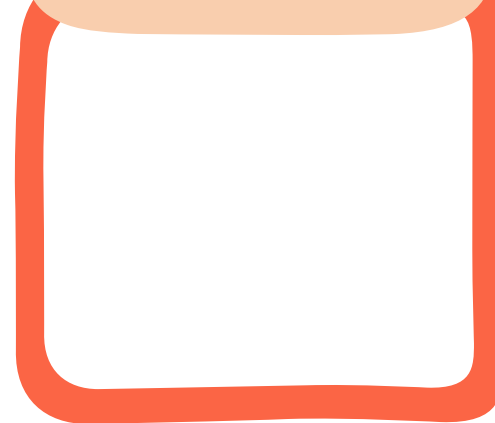
What tastes like home? Diving into our personal food histories



Which groups appear to be most affected by the negative impacts of soda?



What various impacts does soda have on our communities?



Questions for discussion and reflection

What are individuals and communities doing to counter the power of Big Soda?



What are some strategies Big Soda uses to expand its market share and influence?

