

## Social Media Toolkit

### SB 907 (Pan) Local Equitable Access to Food (LEAF)



### Calling ALL Partners:

SB 907 (Pan) Local Equitable Access to Food (LEAF) is a win-win for California: this bill will not only support our small and mid-sized farmers, it will help low-income families access fresh, nutritious food at their local farmers markets. For more background on SB 907, visit:

[www.nextgenpolicy.org/priorities/senate-bill-907/](http://www.nextgenpolicy.org/priorities/senate-bill-907/)

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Right now, the SB 907 Coalition needs your help as our partners to call on the budget chairs and state leadership urging them to fully fund SB 907 (Pan), the Local Equitable Access to Food (LEAF) Program, in this year's budget to include \$60 million over the next three years.

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### Background:

- [SB 907 \(Pan\) Local Equitable Access to Food \(LEAF\)](#) addresses food insecurity by improving access to healthy foods for all California families, while also increasing the number of farmers' markets throughout the state.
- This bill makes it easier for certified farmers' markets in California to provide electronic benefits transfer (EBT) services and increases CalFresh access at farmers' markets.
- We need to fully fund SB 907 to ensure all California families have equitable access to local, affordable, and healthy food regardless of income by supporting Senator Dr. Pan's budget push for a one-time \$60 million budget allocation over a three year period to create the LEAF program.

### **Focus:**

- We need our partners to call on the budget chairs and state leadership urging them to **fully fund** SB 907 (Pan), the Local Equitable Access to Food (LEAF) Program, in this year's budget and include \$60 million over the next three years.

### **Social Media Calls to Action:**

1. **Please share** the pre-drafted social media content (below) with your network.
2. Encourage your audience to **show support for fully funding SB 907** by engaging with your content (likes, retweets, comments).
3. **Ask your audience to answer calls to action** (visit website, use click to tweet button, tweet CA leadership urging the full funding of SB 907).

### **Targets:**

- **Gavin Newsom, CA Governor**
  - Twitter: @CAGovernor
  - Facebook: @CAGovernor
- **Asm. Anthony Rendon, Speaker of the Assembly**
  - Twitter: @Rendon63rd
  - Facebook: @SpeakerAnthonyRendon
- **Sen. Toni Atkins, Senate ProTem**
  - Twitter: @SenToniAtkins
  - Facebook: @SDToni
- **Asm. Phil Ting, Asm. Budget Chair**
  - Twitter: @PhilTing
  - Facebook: @philtingsf
- **Sen. Nancy Skinner, Sen. Budget Chair**
  - Twitter: @NancySkinnerCA
  - Facebook: @StateSenatorNancySkinner

### **Coalition Leads:**

#### Author of SB 907 - Senator Pan

- Twitter: @DrPanMD
- Facebook: @RichardPanMD

#### Co-Sponsor of SB 907 - NextGen California (NGCA)

- Twitter: @nextgen\_policy
- Facebook: @NextGenPolicyCA

#### Co-Sponsor of SB 907 - Alchemist

- Twitter: @AlchemistCDC
- Facebook: @AlchemistCDC

### **Terms:**

- #LEAF
  - #SB907
  - #FullyFundSB907
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### ***Proposed Twitter Language:***

- #SB907 (@DrPanMD) Local Equitable Access to Food (#LEAF) is a win-win for California - this bill will not only increase the number of farmers' markets in the state, it will also help low-income families access fresh, nutritious food. We NEED **[INSERT TARGET]** to #FullyFundSB907!
- We agree with our coalition partners – CA needs #LEAF - Local Equitable Access to Food! Join us & urge **[INSERT TARGET]** to #FullyFundSB907 (@DrPanMD) & help provide all CA families access to fresh, healthy food regardless of income. Learn more: <https://go.nextgenpolicy.org/KWKX>
- #SB907 (@DrPanMD) is all about equity. When we expand EBT access at certified CA farmers' markets we can provide Local Equitable Access to Food (#LEAF) to families who need it most & support small to mid-sized farmers. **[INSERT TARGET]** we call on you to #FullyFundSB907 in the CA budget!
-  Hey #CALeg! We want Local Equitable Access to Food (#LEAF) for ALL California families, regardless of income! We call on @CAGovernor @SenToniAtkins @Rendon63rd @NancySkinnerCA & @PhilTing to #FullyFundSB907 (@DrPanMD) in the CA budget. #SB907

### ***Proposed Facebook Language:***

- SB 907 (@RichardPanMD) Local Equitable Access to Food (LEAF) is a win-win for California - this bill will not only increase the number of farmers' markets in the state, it will also help low-income families access fresh, nutritious food. We NEED **[INSERT TARGET]** to FULLY FUND SB 907 in the final California state budget!
- We agree with our coalition partners – California needs LEAF - Local Equitable Access to Food! Join us & urge **[INSERT TARGET]** to FULLY FUND SB 907 (@RichardPanMD) in the final California state budget to help provide ALL California families access to fresh, healthy food regardless of income. Learn more by visiting <https://go.nextgenpolicy.org/KWKX>
- SB 907 (@RichardPanMD) is all about equity. When we expand EBT access at certified California farmers' markets, we can provide Local Equitable Access to Food (LEAF) to families who need it most while also supporting small to mid-sized farmers. **[INSERT TARGET]** we call on you to FULLY FUND SB 907 in the final California state budget!
-  Calling all California Legislators! We want Local Equitable Access to Food (LEAF) for ALL California families, regardless of income! We call on @CAGovernor @SDToni @SpeakerAnthonyRendon @StateSenatorNancySkinner & @philtingsf to FULLY FUND SB 907 (@RichardPanMD) in the final California state budget.

Click each Twitter graphic for easy download:

<p><b>FULLY FUND</b></p> <p><b>SB 907</b> (Pan)</p> <p><b>IN THE CA BUDGET</b></p>	<p>To help provide:</p> <p><b>LEAF</b></p> <p>Local Equitable Access to Food</p> <p>For <b>ALL</b> Californians, regardless of income.</p>	<p><b>FULLY FUND</b></p> <p><b>SB 907</b> (Pan)</p> <p>nextgen california</p> <p>alchemist</p>	<p>To help provide:</p> <p><b>LEAF</b></p> <p>Local Equitable Access to Food</p> <p>For <b>ALL</b> Californians, regardless of income at certified farmers' markets</p>
<p>We ALL Agree, We MUST Fight Food Insecurity.</p>  <p>Fully Fund <b>SB907</b> in the CA Budget</p>		<p><b>FULLY FUND</b></p> <p><b>SB 907</b></p> <p><b>LEAF</b></p> <p>Local Equitable Access to Food</p> <p>nextgen california</p> <p>alchemist</p>  <p>Farmers' markets play a critical role in supporting farmers of color, including our immigrant and undocumented farmers.</p>	

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<p><b>FULLY FUND</b></p> <p><b>SB907</b> (Pan)</p> <p><b>LEAF</b></p> <p>Local Equitable Access to Food</p> <p><b>IN THE CA BUDGET</b></p>	<p><b>FULLY FUND</b></p> <p><b>SB907</b> (Pan)</p> <p><b>LEAF</b></p> <p>Local Equitable Access to Food</p> <p>nextgen california</p> <p>alchemist</p>
<p><b>FULLY FUND</b></p> <p><b>SB907</b> <b>LEAF</b> Local Equitable Access to Food</p> <p>Farmers' markets play a critical role in supporting farmers of color, including our immigrant and undocumented farmers.</p> <p>nextgen california</p> <p>alchemist</p>	<p>We ALL Agree, We MUST Fight Food Insecurity.</p>  <p>Fully Fund <b>SB907</b> in the CA Budget</p>