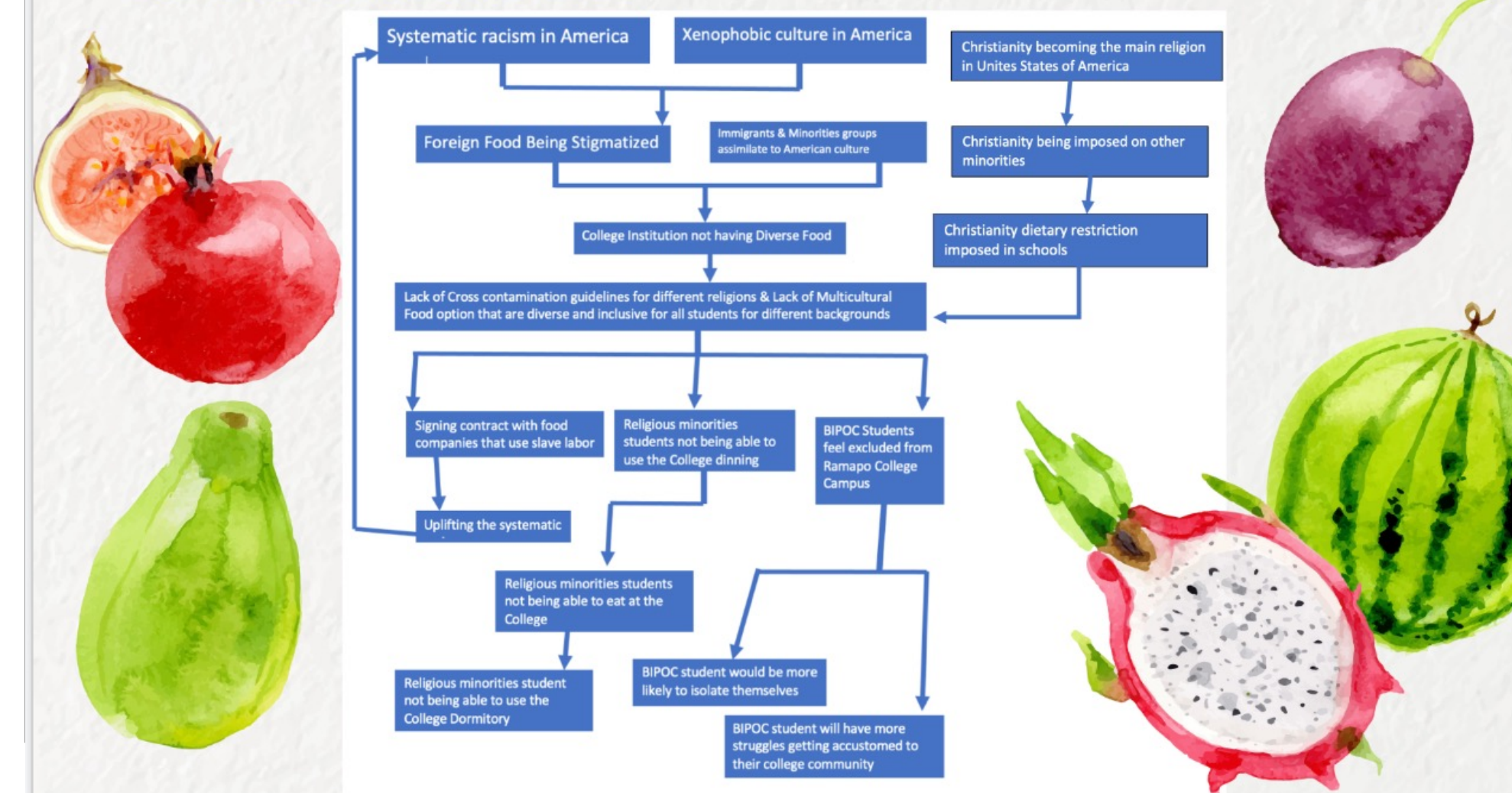


## How to increase diversity and inclusion in campuses?

### 0.1 The needs of the audience

My reasoning for choosing this campaign includes the fact that I am the former Secretary of Diversity and Inclusion for Student Government at **Ramapo College of New Jersey**. It was brought to my attention that the dining services food service **does not follow cross-contamination policies and lacks a diversity of ethnic and multicultural recipes!**

### 0.2 The Problem Tree



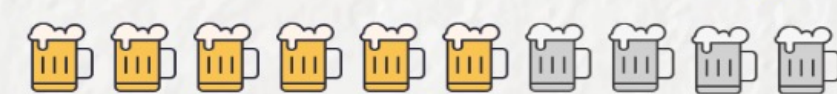
### 03 Campaign Goals & Objectives

- **The end goal** for either the long term or short term is to make Ramapo College of New Jersey or any other university to follow:
- **Religious cross contamination policies and add multicultural and ethnic recipes.**
- To make POC and religious minorities have the same pleasurable experience at college as European American students.

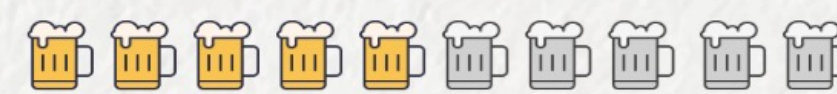
### Michigan State University Case Study.



Perceived 6.1 Drinks in 2000 in average



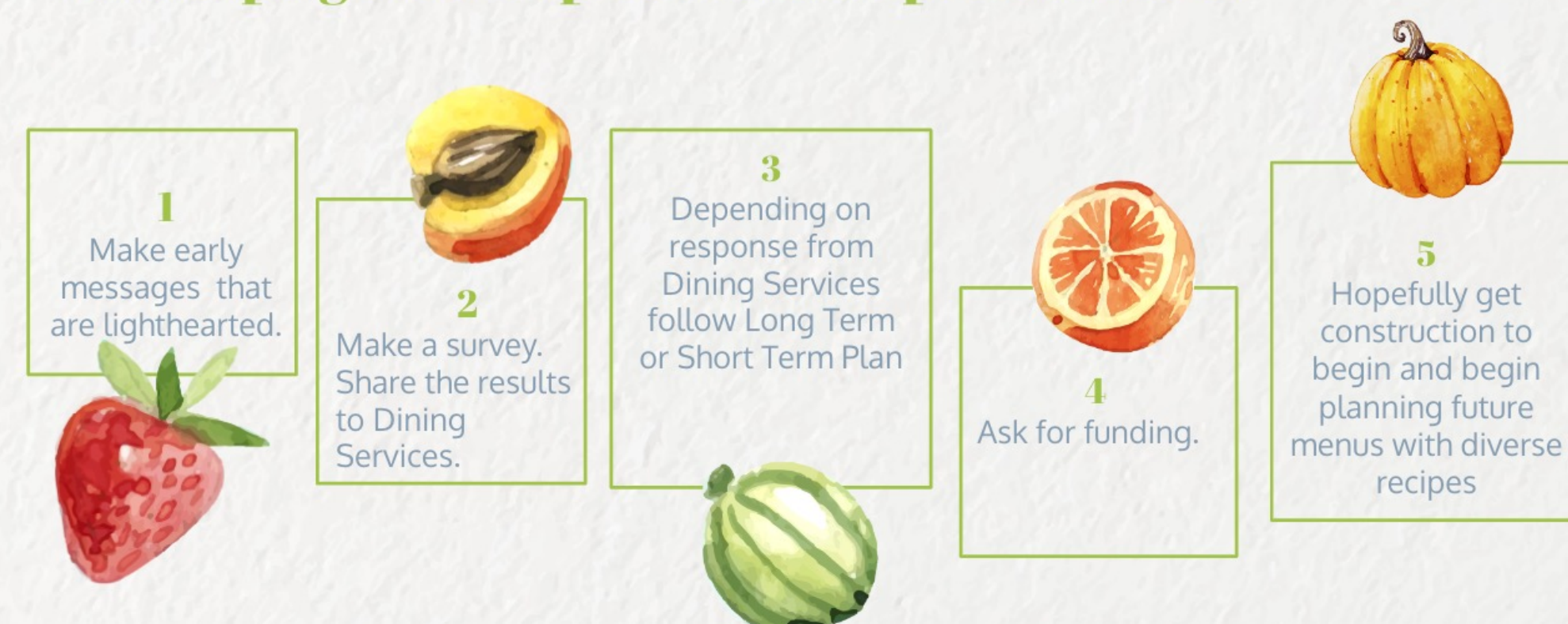
In 2000 they drank 5.3 average VS 2010 5.3 become the perception average



In 2010 they drank 4.2 drinks in average



### 05 Campaign Development and Implementation



### 06 Grant Funding



### RESOURCES

- Davitt, Elizabeth D., et al. "Predictors of Plant-Based Alternatives to Meat Consumption in Midwest University Students." *Journal of Nutrition Education and Behavior*, Elsevier, 8 July 2021, <https://www.sciencedirect.com/science/article/pii/S1499404621005868>.
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- Stanger, Melissa. "The 50 US Colleges with the Best Food." *Business Insider*, Business Insider, 11 May 2015, <https://www.businessinsider.com/us-colleges-with-the-best-food-2015-4#3-university-of-georgia-48>.
- Rice, R. E., & Atkin, C. K. (2013). *Public communication campaigns*. SAGE.