



Seeding Sustainability in Hospital Kitchens



HOW TO DO A SUCCESSFUL COOKING DEMONSTRATION IN 10 EASY STEPS

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Objective: Learning to Hold a Successful Cooking Demonstration



Highlight

- ✦ Setting **Achievable Goals**
- ✦ Establishing the **Framework**
- ✦ Tapping into **Resources**

Step 1 Deciding on a Demonstration



- ✧ What is the Purpose?
- ✧ What do you want to achieve?
- ✧ What style do you want to follow?



Step 2 Deciding on your Audience



- ✧ Who should attend?
- ✧ How many can you accommodate?
- ✧ What's the goal?



Step 3 Rounding up the Talent



- ✧ Who will demonstrate?
- ✧ Prep Staff
- ✧ Emcee
- ✧ Adding Other Speakers



Step 4 Deciding on a Venue



Step 5 Deciding when to hold Event



Step 6 Funding your Event



Harrisburg Dairies



Not your average cow!



WhyNotBobStore.Net
compostable products
zero waste events
610-299-9190
whynotbobstore@gmail.com

Step 7 Coordinating Logistics

Cooks, prep staff and emcee

Tools & Equipment

Recipes

✧ Theme

✧ Criteria

✧ Sourcing ingredients

Flow & Timing of steps

Extras



Women's Health & Environmental Network
704 N. 2nd Street, Philadelphia, PA 19106
Telephone: 215-990-1271 • Email: info@WHEEN.org
Web Site: www.WHEEN.org

Sequence of Events Healthcare's Harvest Event

1:45-2:00 Arrival
2:00 Welcome & Overview of Event
2:10 Welcome, representative from Venture CDC
2:20 Why of Event
Introduce Chefs
2:35 Recipe #1 (prepped ahead of time)
2:50 Recipe #2 (prepped ahead of time)
3:05 Recipe #3 (prepped ahead of time)
3:20 Break
3:30 Recipe #4
3:45 Recipe #5
4:00 Recipe #6
4:15 Break
4:25 Recipe #7
4:40 Recipe #8
4:55 Recipe #9
5:15 Wrap up & Evaluations

Step 8 Promoting your Event



- ✧ Announcements & Press Releases
 - ✧ Professional Networks
 - ✧ Social Networks
- ✧ Invite the Media
- ✧ Guest Celebrities



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Press Release For Immediate Release

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Hospitals to Reduce their Carbon Footprint Five local hospitals to participate in climate change mitigation through sustainable food.

Five leading hospitals, Abington Memorial Hospital, Christiana Care Health System, Cooper University Hospital, Hedy Rodman Medical Center, and Thomas Jefferson University Hospital, have committed to buying, preparing and serving healthy, sustainable meals that support a food system which protects people, farmers, and the environment. These hospitals will train their cooks at the Sustainable Food Cook Training, on March 18, 2009, from 2:00 – 5:00 p.m., at Sirock Brothers Corporation, 2800 S. Lawrence Street, Philadelphia, which will focus on reduced meat or plant-based proteins to serve on Earth Day (April 22). These measures support climate change mitigation strategies.

Women's Health & Environmental Network (WHEN), a local non-profit organization working with the healthcare sector since 2004 on reducing environmental impacts in hospitals, is coordinating the program. As part of the program, hospitals have the opportunity to monitor their impacts on the environment, including climate change. Recognizing that healthcare facilities purchase enormous volumes of food, moving towards more sustainable food purchasing can influence the market place away from an industrialized food model which has resulted in significant increases in food-related diseases. This training will offer hospitals ways to reduce their carbon footprint while saving costs and promoting healthy eating.

The event, by invitation only, will feature three chefs who will prepare, instruct and present recipes that can be replicated in a healthcare setting, featuring reduced meat or plant-based proteins. The five hospitals, signers of the Healthy Food in Healthcare Pledge (created by Health Care Without Harm) will send their cooks to learn about preparing healthy and sustainable meals. On Earth Day (April 22, 2009), these same hospitals will take a coordinated leadership role by serving low meat or no-meat meals to reduce their hospital's carbon footprint, and demonstrate to other hospitals in the Greater Philadelphia region that they too can reduce their impacts on climate change, save money, and serve healthy, tasty, nutritious food that is environmentally sustainable.

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(Hospital Contacts are attached)



Step 9 Demo Day



“From Soup to Nuts”

Setting up

- ✧ Prep Ingredients and tools

Demonstration

- ✧ Have fun!
- ✧ Reinforce your message through tasting

Transitioning between presentations

- ✧ Engage with Quizzes or Fun Facts

Cleaning up

- ✧ Donate or Compost left-overs



Step 10 Making the Message Stick



Tie your demonstration to a future event

Contact attendees soon after

Share recipes

- Cook book

- Recipe cards

- Website

- Video/webinar teaching tool

- Articles & blog entries



Next Steps



Build on your successes

- ✧ Webinar
- ✧ Host a dinner or fundraiser
- ✧ Develop a program
- ✧ YouTube



http://www.youtube.com/watch?v=6zW_GGv-1Zs

Resources



Women's Health & Environmental Network

www.when.org

Culinary Schools

Farmers Markets

Sustainable Agricultural Organizations

Produce Distributor

Dietary Practice Groups

