



## FoodMed 07

### Poster Session Invitation

To: Healthcare Facilities Introducing Local, Sustainable Food Initiatives

At this year's FoodMed 07 conference, we will hold a June 28<sup>th</sup> reception where we will showcase the exciting work healthcare facilities around the country are doing to introduce local, sustainable food, as a preventive health practice. There is tremendous interest by healthcare leaders, the general public and especially media, in these local, sustainable, and nutritious food initiatives.

As we will not be able to fully describe the details of all these projects, we have decided to offer the **opportunity to display a poster** that describes your program of local, sustainable, nutritious food during the FoodMed 07 conference.

#### **What is a Poster and how do I get one made ?**

Many conferences hold posters sessions as a means to provide detailed information about special projects or initiatives. Good posters are attractive, and include descriptive text and graphics. Poster preparation typically requires graphic design experience available through your marketing department or outside advertising or graphic design agency. For those facilities on a limited budget it is often possible to find talented graphic design students at a nearby college or university.

#### **Who is the Target Audience?**

Healthcare executives, nutritionists, food service professionals, nurses, physicians, the general public and the media have all interested in the connection between food production, distribution and health.

#### **What is the cost and can our facility submit more than one poster?**

- Any healthcare facility attending FoodMed 07 can submit one poster for free.
- Any healthcare facility unable to attend FoodMed 07 may submit a poster, but there is a \$50 handling fee.
- Multiple posters are welcome, but there is a charge of \$50 for each additional poster (to cover easel rental and handling).

#### **What Should I Include?**

We welcome a description of your plans and goals, or who is involved in your team. For those with an involved programs focus on innovative approaches, unique programs, community involvement and benefits, resource stewardship, and the educational value of the project. A connection between food production and/or procurement and human health is essential.

## Guidelines

- Entries must include the entry form (and payment if more than one is submitted).
- Entries may be no larger than 20 x 30 and must be accompanied in PDF electronic format.
- Submissions will not be screened for qualification so long as Professional Standards are readily apparent.
- Each presentation should highlight sustainable or local food attributes and include a discussion of the relationship between food production and distribution and health. *As the our Food Pledge recognizes, healthy food is defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable and which supports human dignity and justice. (You may find it helpful to forward as background some of the educational materials from [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org) to your marketing department.)*
- Each poster should contain a health narrative with explanatory text. It may also include data, costs, roadblocks, lessons learned, unintended benefits. It may include perspectives from your local growers, or how the project has been supported by the community and/or staff.
- Use illustrations, diagrams, charts, unique menus, local media coverage, and/or photographs to support the text. Focus all text and graphics toward the significance of the project from a preventive health perspective.
- Highlight the name of the facility and the healthcare organization on the poster and if appropriate, specific focus (facility garden, organic produce, local sourcing, community benefit, benefits to local growers, education, reducing antibiotics, minimizing climate change, etc).
- Project Team name(s) or contact may also be included.

## Poster Session Entry Form

Facility Name:

Contact Person:

Person Submitting the poster:

Address:

Telephone number:

Contact email:

Persons attending FoodMed:  
(if any )

Type of facility/ service & community profile  
(e.g. outpatient cancer facility in a dense urban setting)

Additional Comments:

### **CHECK ALL THAT APPLY**

- Yes, the completed Entry Form is enclosed (required).
- Yes! HCWH may reproduce, publish and display our poster(s) at presentations, conferences and/or the HCWH website.
- Yes, a representative for the project has registered with the conference.
- Yes, we have signed the Healthy Food Pledge
- Yes, HCWH should contact us if media representatives are interested in learning more about our initiative.
- Yes, we have other interesting projects or poster session topics.

### **Poster Fees**

If you are attending FoodMed 07 you may submit one poster for free. Otherwise, the first poster requires a \$50.00 handling fee.

*If you are submitting more than one Poster, they are \$50.00 each.*

### **Submit to:**

Checks should be made out to **Health Care Without Harm**

And sent to:  
Institute for a Sustainable Future  
32 E. 1<sup>st</sup> St., Suite 206  
Duluth, MN 55802

### **COURTESY HANDLING—**

*To reduce material waste and shipping/handling costs, please submit your posters unmounted. Use a sturdy mailing tube. Posters will be unrolled, stored flat, group-transported to Boston, and individually secured on-site to rigid backing material for final display. Posters will not be returned.*

### **IMPORTANT DATES—**

**Entry forms and fees (if more than one poster) are due June 1, 2007 so that we can ensure the right amount of space and all the necessary display equipment.**

**Posters are due  
June 18<sup>th</sup>, 2007.**

### **QUESTIONS???**

**Harvie @isfusa.org  
Jamie Harvie at 218 525 7806**

