CUYAHOGA COUNTY
BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

5550 Venture Drive  Parma, Ohio 44130
216-201-2000  www.ccbh.net

Kevin Brennan & Suzanne Krippel
Consumer Food Safety Education Conference 2014
Sowing the Seeds of Sustainability
So I Was Talking to This Guy…

Mike Tomko - Vice-President with Marc’s

Leftover seeds sold in the store were discarded after the selling season
Let’s Take a Closer Look…

- Seeds would be a low-cost outreach tool with universal appeal
- Considerations were storage space, availability, limited time & manpower for distribution
- We need to acknowledge the donation from Marc’s to encourage future opportunities
Did you know that planting seeds is not only beneficial to the environment, but also to YOU?

Environmental Benefits
As we focus on issues of sustainability in today's world, it's no secret that tending your own garden is beneficial to the environment. Planting seeds and maintaining a garden help to contribute to plant biodiversity in your yard and also attract a variety of birds, insects, and animal life!

Home gardens reduce our reliance upon produce that comes from non-sustainable agricultural practices. Instead of buying a pound of tomatoes that may have traveled on a truck from California and used precious fossil fuels to arrive in Ohio, you can get your salsa making supplies from your own front yard!

Benefits to YOU
The personal health benefits of planting seeds are many, beginning with stress relief. Studies have shown that gardening and planting seeds contribute to better mental health by elevating your mood and helping you to relax. Getting your hands in the dirt has been found to be therapeutic so give it a try!

Aside from mental health, gardening provides a reliable method of getting good exercise on a regular basis. Many tasks associated with seed planting promote the stretching and strengthening of muscles all over your body. Also, being out in the sun will boost your vitamin D levels, which helps to strengthen your bones.

Planting your own seeds promotes healthy eating, as you enjoy the fruits and vegetables of your labor, while saving you money as you spend less at the grocery store.

What are you waiting for?
Get out there and get your hands in the dirt – it's fun!
Here’s the Deal

Marc’s donates more than 500,000 packets

CCBH distributes them to community partners

We promote healthy food choices and sustainability
What We Did On a Rainy Day…

- Created a call script with specific messaging
- Contacted our 57 communities and other partners
- Reviewed messaging and process after one day to minimize objections and improve efficiency
- Developed an engaging & interactive public health experience for our interns
It Looks Like You Know What You’re Doing…

Response was overwhelming

- Marc’s requested additional collaboration
- Cities requested additional programming
- Interns requested additional opportunities
It Gets Better…

- Offered space and signage at the 5th Annual Women’s Expo in October
- Developed a presentation for Food Safety Month
- Engaged over 1,000 visitors during one weekend
Chilling & Grilling

- Exposure during peak shopping hours
- Part of an organized outreach effort
- Meeting people where they are
There’s More?

- Interactive food safety demonstration with award-winning chef Eddie Tancredi
- Open to the public and held at CCBH offices
- Pilot for development of a more sophisticated food safety presentation
And You’ll Never Believe What Happened Next…

- Free seeds were a huge benefit to the Euclid Community Garden
- Extra produce supplied to the Hunger Center and Euclid Culinary School
- Future collaborations: food safety, canning and other food prep techniques
The Mayor of Euclid Requested our Help

- Aid to Gospa’s Children wants to give soup to the poor in Euclid
- 2300 families in Euclid are termed transient and in need of food
Resources

- Drew Slane of Custom Sleepers helps retrofit the trailer
- CCBH employs the Bill Emerson Good Samaritan Act of 1996 to elicit food donations
- Food safety info provided
- Donations of paper products procured
The Seeds of Sustainability

- Relationships
- Collaborative spirit
- Capacity-building
- Continuous Quality Improvement (CQI)
- Strategic outreach
- Leadership and trust
Euclid Cares Sustainability

- Culinary school commitment to soup production
- Community garden commitment to produce donations
- Trailer to be licensed as a mobile to raise additional funds for Euclid Cares and to offer students real world experience
Collaborative Spirit

Marc’s offers:
- Access to product
- Access to warehouse space & staff
- Access to marketing resources & customer base

CCBH offers:
- Access to interested recipients
- Access to branding opportunities
- Access to credibility
Capacity-building

- Asking for input
- Encouragement of progressive thinking
- Development of skills based on immediate feedback
- Challenging their abilities
Continuous Quality Improvement

CQI at Work

- Take on a project which you can control
- Conduct a proper pre-assessment
- Be inclusive at all phases
- Don’t hold back – use your skills
- Evaluate during and after to tell the story
- Learn from the experience
Strategic Outreach

- Low-cost, low maintenance project
- Trusted partner
- Shared resources
- 100% benefit for recipients
- Addresses several of 10 essential services
- Low cost + little investment = big results
Here is what you can do…

- Look for opportunities to facilitate change
- Utilize interns for hands-on projects
- Solicit donations of food or cash
- Support food distribution and encourage community involvement
- Volunteer to mentor culinary students
- Include public health partners
- Address health disparities
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