



## Resource Toolkit



Thank you for participating in [Health Care Without Harm's Food Day](#) celebration on October 24.

With leaders like you taking a stand to protect antibiotics, we hope to end the overuse and misuse of antibiotics in animal agriculture. We need your help to spread the word about this issue and inform your customers and colleagues about how their purchasing decisions can change the way animals are raised nationwide.

Included in this document you will find resources, suggested activities, and social media suggestions to help you promote your activities for Food Day 2014 and beyond.

If you have any questions, please email us at: [info@hcwh.org](mailto:info@hcwh.org).

Thank you for all that you do to build and healthy and sustainable food system.

Sincerely,

Health Care Without Harm's Healthy Food in Health Care team  
[www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

## Poster and Table Tent

### **We're Doing Our Part to Save Antibiotics**

Print these out and display them in your café or on patient trays. We've left some space for you to include your logo and contact information.

- [Download the Poster](#)
- [Download the Table Tent](#)

## Recipe Toolkit

### **Balanced Menus**

This toolkit contains entrée recipes submitted by health care facilities across the country to assist other hospitals in providing nutritious, delicious meals to patients, visitors, and staff.

- [Download the Recipe Toolkit](#)

## White Paper

### **Expanding Antibiotic Stewardship: The Role of Health Care in Eliminating Antibiotic Overuse in Animal Agriculture**

Just as steps are being taken to reduce overuse of antibiotics in human medicine, it is critical that steps be taken to eliminate overuse in agriculture. Through its purchasing power and moral authority, the health care sector can change both markets and policies to protect antibiotics and prevent their overuse in animal agriculture.

- [Download the White Paper](#)

## 3-Part Webinar Series

### **Protecting Antibiotics: How Health Care Can Prevent Antibiotic Overuse in Animal Agriculture**

Health professionals have a powerful voice to provide in urging more prudent antibiotic use in agriculture. We hosted a 3-part webinar series to discuss the role that doctors, dietitians, nurses, hospital food service staff, and other public health advocates can play in protecting our antibiotics.

Part 1 – [Foundations: Emerging Science, Farm Practices, and Federal Policy](#)

Part 2 – [Clinical Advocacy around Antibiotics: From Resolutions to Policy Engagement](#)

Part 3 – [Purchasing: Success Stories and Strategies for Hospital Food Service](#)

## **Food Matters Resources**

Resources include presentations, trainings, videos, and a planning calendar.

– [Access the Resources](#)

## White Paper

### **Environmental Nutrition: Redefining Healthy Food in the Health Care Sector**

Healthy food cannot be defined by nutritional quality alone. Rather, it is the end result of a food system that conserves and renews natural resources, advances social justice and animal welfare, builds community wealth, and fulfills the food and nutrition needs of all eaters now and into the future.

– [Download the White Paper](#)

# Suggested Activities

**Leading up to Food Day**, we hope you will:

- Advertise your participation via your website, employee communications, and social media
- Speak to your facility's Antimicrobial Stewardship lead about promoting your efforts with their colleagues
- Convey your interest in purchasing meat and poultry raised without routine antibiotics to your distributors and sales reps
- Work with your Marketing Department to create a press release advertising your hospital's efforts and invite local reporters to cover your facility's Food Day activities
- Stay in touch and let us know how things go

**On Food Day**, we hope you will:

- Display the attached posters and table tents in your café or on patient trays
- Tweet or email photos of your food & nutrition team celebrating Food Day (you could stand in next to the poster and/or meat or poultry raised without routine antibiotics you are serving)
- Host Grand Rounds or other educational events to raise awareness about this life-threatening issue

# Social Media Suggestions

Please find a list below to help us share the word with a wider audience before Food Day on October 24, 2014. Our goal is to get as many people involved in Food Day as possible. And photos are encouraged! Pictures of your food and nutrition team, your menus, or your highlighted meals will get more traction than text alone.

## Follow Health Care Without Harm and Food Day

- Follow Health Care Without Harm on Twitter: [@HCWithoutHarm](https://twitter.com/HCWithoutHarm)
- Follow Food Day on Twitter: [@FoodDay2014](https://twitter.com/FoodDay2014)

## Use Food Day Hashtags

[#FoodDay2014](https://twitter.com/hashtag/FoodDay2014)  
[#SaveABX](https://twitter.com/hashtag/SaveABX)

## Suggest Tweets

- Our food team is working to #SaveABX w/ @HCWithoutHarm by serving \_\_\_\_\_ raised w/o non-therapeutic antibiotics. #FoodDay2014
- We're serving meat raised w/o routine abx to #SaveABX for human use. Bonus: it's delicious! #HealthyFoodInHealthCare #FoodDay2014

# Social Media Suggestions

## Sample Facebook Posts

- (Facility Name) is committed to saving antibiotics for human use, so we've partnered with Food Day and Health Care Without Harm to serve (insert meat/poultry dish) today. Who knew protecting public health could be so delicious?
- Did you know that about 80% of antibiotics in the US are given to animals, and that this overuse is contributing to antibiotic-resistant infections in humans? (Facility Name) is committed to protecting the efficacy of antibiotics and keeping our community healthy. That's why we're teaming up with Health Care Without Harm to serve (featured menu item) today in our (café/patient meals). #FoodDay2014