



IRONWOOD

BUSINESS CONSULTING

86 Heat Stress Initiative

Objective: To increase awareness and promote best practices for heat safety among restaurant cooks, to prevent heat-related illnesses and ensure a safe, productive work environment.

Target Audience: Restaurant cooks, chefs, kitchen staff, restaurant owners, and managers.

Overview:

Awareness and Educational Materials Development:

Create visually appealing posters, infographics, and handouts with tips for heat safety, proper hydration, and early symptoms of heat-related illnesses.

Gather stories featuring professional chefs discussing the importance of heat safety and sharing their experiences and tips.

High rate of mental illness, addiction, and alcohol use in the industry. Bring attention to how can increase the risk of heat-related illnesses.

Outreach and Partnerships:

Collaborate with local health departments, culinary schools, and restaurant associations to help disseminate campaign materials.

Partner with media outlets, such as radio stations, podcasts, newspapers, blogs, and TV channels, to promote the campaign.

Visit local restaurants to deliver campaign material, water/sports drinks, and popsicles.

Reach out to influencers/celebrities in the industry: Gordon Ramsey, Guy Fierri, Lisa Vanderpump, Bobby Flay.

Find organizations to partner with:

- Local breweries – discount on drinks/donations
- Ice cream shop – discount
- Water, sports drinks, fans, coolers, water bottles
- Restaurant supply stores
- Shoes for Crews

- Swimming pools, water parks

Online Presence and Social Media Promotion:

Launch a campaign-specific website with resources, educational materials, and a platform for sharing stories and experiences.

Utilize social media platforms (e.g., Facebook, Twitter, TikTok, Instagram) to share campaign content, engage with the audience, and create a sense of community.

Podcast segments, shout-outs.

In-Restaurant Activities:

Encourage restaurants to hold heat safety training sessions for their staff, facilitated by local health department representatives or experienced chefs

Organize a "Beat the Heat" week, during which participating restaurants offer special promotions, such as free cold beverages for kitchen staff or discounted meals for customers who share campaign materials on social media.

"Buy A Drink" for the back table promotion for customers to buy BOH a post shift meal/drink.

Heard Highlight! Chef of the Week. Restaurant coworkers can nominate individuals from BOH to be given a shoutout.

Get FOH buy-in and suggestions. See if they would participate or bring shift drinks/treats.

Post-Campaign Evaluation:

Conduct a follow-up survey to measure the campaign's impact on knowledge, attitudes, and practices related to heat safety.

Collect feedback from participants and partners to identify areas for improvement and inform future campaigns.

Key Performance Indicators (KPIs):

Number of participating restaurants

Number of training sessions held and participants trained

Engagement levels on social media platforms (likes, shares, comments)

Media coverage (number of articles, TV and radio spots, etc.)

Improvement in knowledge, attitudes, and practices as measured by pre- and post-campaign surveys

Contact Us:

Info@ironwoodbc.com

888-743-5328

www.ironwoodbc.com

This document is intended solely for the use of the individual or entity to whom it is addressed and is not intended or offered as legal advice. Please seek legal counsel before acting or failing to act based on the content of this communication.