CREATIVE BRIEF

HULL IMPROVEMENT PROGRAMME TEAM
HULL UNIVERSITY TEACHING HOSPITALS NHS TRUST
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EDI CULTURE COOKBOOK

This is a working title. We are open to staff and students suggesting creative titles in keeping with the ethos of the project which is to celebrate the gifts of diversity that the staff of Hull University Teaching Hospitals (HUTH) NHS Trust bring to our wider community.

OVERVIEW

Details of client, project information, message, goals, and measurable objectives

This project sits within HUTH's Our Voices programme of work. The chief aim of which is to open a dialogue leading to greater mutual understanding between the indigenous people of Hull and its surrounding villages and the people who have purposely chosen to live, train and work here.

Key aims of this specific project are to:

- Raise awareness of the gifts diversity brings to the hospital and wider community
- Shine a light on the unique contributions HUTH staff make to the local area and global community (many support charities locally and abroad in addition to the work they do at the hospital)
- Raise money for the hospital's charity, WISHH
- Value HUTH staff and raise morale
- Provide HSAD students with the opportunity to input into a tangible product and process enhancing both their portfolios and CV (Photography, Design, Marketing & PR, Illustration)
- Serve as a marketing tool for both HUTH and HSAD
- Entice people to come to Hull to live and work by showcasing its vibrant community and offerings thereby supporting recruitment and retention in the area (including the variety of roles at the hospital)
- Showcase local businesses where specialist ingredients can be purchased

Measurable Objectives

- To generate sufficient interest and source a minimum of 96 pages by end of academic year (June 2021)
- To produce and publish final version of cultural cookbook by end of academic year (June 2021)
- To publish between 500 & 1,500 as determined by EDI: Our Voices Board / WISHH and success of fundraising efforts copies of the cultural cookbook
- To sell at least 70% of the cultural cookbook print stock by August 2022 (Rotation of Junior Doctors)

MEDIUM

Print and online versions (Page Tiger or other) will be made available.

PRIMARY AUDIENCES

Who they are, why this is of interest to them, how they will respond

- Members of the public
- Regional Trainees
- International Recruitment Agencies
- System partners (Clinical commissioning groups, local authorities, police, social care etc.)
- Students and staff of:

    - Hull University Teaching Hospitals NHS Trust (HUTH)
    - Hull School of Art & Design
    - Hull York Medical School
    - Hull University
- Local business owners

TONE AND IMAGE

Adjectives; what tone, imagery and words will be most effective, specific visual goals

Positive, embracing, open, bright, vibrant, succulent, inviting, warm, welcoming, tasty, curious, delectable, sumptuous, a world palate.

"The act of facing overwhelming odds produces greatness and beauty." – Malcolm Gladwell

"We have, I think, a very rigid and limited definition of what advantage is. We think of things as helpful that actually aren't and think of other things as unhelpful that in reality leave us stronger and wiser." – Malcolm Gladwell

MESSAGES, FEATURES, BENEFITS AND VALUE

Prioritise top features and facts about the product, service, company or idea you are marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarises its unique value? Other key points?

Features

For each recipe:

- Picture or portrait of staff member (photo, illustration) or place that is important to them
- Short Bio of staff member
    - Who they are (first name +/- last name)
    - Role in trust
    - Why the dish or drink is important to them
- About the dish or drink
    - Does it come from a particular region of the world? If so where
    - The recipe
    - Details of where to source any special ingredients (in this region, name of business etc., link to business)
- Photo of the prepared dish or drink

Sections

- Forward
    - A collaboration celebrating the gifts of our diverse community, city of positive change i.e. City of Culture, William Willberforce, The Hull Brigade.
    - It started with Louise Beedle's World Food Day, and our BAME Network
    - Supporting HUTH's WISHH Charity
- RECIPES
    - finger foods / appetisers
    - Healthy eating
    - Salads
    - Savouries
    - Curries
    - Drinks
    - Baking
    - Desserts
- Food pairings / food for events
- Around the world in 80 recipes
- Global / Local

Quotes

Each section should start with a quote. These are possibilities but all possibilities require careful vetting.Why? Abraham Lincoln was a great abolitionist but was happy to suppress the Native American peoples… The below are samples of possible quotes but have not been through any vetting and are mostly American in origin.

"A smile or a tear has no nationality; joy and sorrow speak alike to all nations, and they, above all the confusion of tongues, proclaim the brotherhood of man." – Frederick Douglass

"Without a struggle, there can be no progress." - Frederick Douglass

"Where justice is denied, where poverty is enforced, where ignorance prevails, and where any one class is made to feel that society is an organized conspiracy to oppress, rob and degrade them, neither persons nor property will be safe."
- Frederick Douglass

"To suppress free speech is a double wrong. It violates the rights of the hearer as well as those of the speaker." - Frederick Douglass

"The limits of tyrants are prescribed by the endurance of those whom they oppress. Man's greatness consists in his ability to do and the proper application of his powers to things needed to be done." - Frederick Douglass

"Find out just what any people will quietly submit to and you have the exact measure of the injustice and wrong which will be imposed on them." - Frederick Douglass

"A man is worked upon by what he works on. He may carve out his circumstances, but his circumstances will carve him out as well." - Frederick Douglass

"You look ridiculous if you dance. You look ridiculous if you don't dance. So you might as well dance." — Gertrude Stein

"A very important thing is not to make up your mind that you are any one thing." — Gertrude Stein

"You are so afraid of losing your moral sense that you are not willing to take it through anything more dangerous than a mud-puddle. " — Gertrude Stein

"Coffee is a lot more than just a drink; it's something happening. Not as in hip, but like an event, a place to be, but not like a location, but like somewhere within yourself. It gives you time, but not actual hours or minutes, but a chance to be, like be yourself, and have a second cup" — Gertrude Stein, Selected Writings

"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has." – Margaret Meade

"How do we make sure that hard work leads to a decent living?" – Barack Obama

On diversity: "I cannot consent to take the position that the door of hope — the door of opportunity — is to be shut upon any man, no matter how worthy, purely upon the grounds of race or color. Such an attitude would, according to my convictions, be fundamentally wrong." – Theodore Roosevelt

"Complaining about a problem without proposing a solution is called whining" – Theodore Roosevelt

"In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing." – Theodore Roosevelt

"Nothing in this world is worth having or worth doing unless it means effort, pain, difficulty." – Theodore Roosevelt

"It is a bad thing for a nation to raise and to admire a false standard of success; and there can be no falser standard than that set by the deification of material well-being in and for itself." – Theodore Roosevelt

"If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him. We need not wait to see what others do." - Mahatma Ghandi

“I will not let anyone walk through my mind with their dirty feet.” - Mahatma Ghandi

“A coward is incapable of exhibiting love; it is the prerogative of the brave.” - Mahatma Ghandi

“If you think you are too small to make a difference, try sleeping with a mosquito.” — Dalai Lama XIV

“There is a saying in Tibetan, 'Tragedy should be utilized as a source of strength.' No matter what sort of difficulties, how painful experience is, if we lose our hope, that's our real disaster.” — Dalai Lama XIV

“Love and compassion are necessities, not luxuries. Without them, humanity cannot survive.” — Dalai Lama XIV

“Know the rules well, so you can break them effectively.” — The Dalai Lama

“People take different roads seeking fulfillment and happiness. Just because they’re not on your road doesn’t mean they’ve gotten lost.” — Dalai Lama XIV

THE HUTH PROJECT TEAM

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