



SETTING UP A TEACHING KITCHEN: A BEGINNER'S GUIDE

TEACHING KITCHEN COLLABORATIVE, BEST PRACTICES COMMITTEE



INTRODUCTION

THE TEACHING KITCHEN COLLABORATIVE (TKC) is a network of thought-leading organizations with existing and/or planned teaching kitchens.

This document was created with input from TKC members and is intended as a guide for organizations interested in setting up a teaching kitchen of their own. This document focuses primarily on the facility.

Given that the teaching kitchen movement is rapidly growing and evolving, the information contained in this document is subject to change and is meant as a starting point for further conversations. TKC members will have access to more in-depth information including detailed case studies by accessing the member portal on the TKC website.

For additional information about the TKC, please visit:

WWW.TKCOLLABORATIVE.ORG



SO...WHAT **EXACTLY** IS A **TEACHING KITCHEN** (TK)?

WHAT IS A TK?

A teaching kitchen can be described as a virtual learning laboratory for life skills. As envisioned, teaching kitchens offer education in basic cooking techniques in addition to other self-care topics like enhanced nutrition, mindfulness, physical activity, and behavioral health coaching.

While the kitchen itself is an essential component, it is only the “hardware,” while the entire teaching kitchen program can be viewed as the “software” that can be customized for different audiences.



WHY USE A TK?

With dramatic increases in obesity, diabetes, and other lifestyle-related chronic diseases, innovative educational and experiential strategies are needed that will improve the way people eat, move, and think.

A TK can be used for a range of goals that must be defined by each organization, but ideally all aim to enhance personal and public health through the adoption of healthier eating and lifestyle habits.

Research is currently underway to better understand the potential for teaching kitchen programs to predictably alter personal behaviors, clinical outcomes, and the costs of health care (and the maintenance of health and wellness) for a variety of populations.



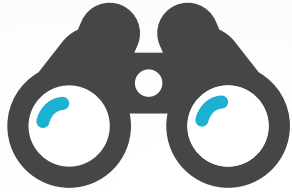
WHO SHOULD USE A TK?

A TK is suitable for many groups, including (but not limited to) students of all ages, e.g. K-12, college students, patients, health professionals, employees, community members retirees, veterans, etc.

The audience and unique goals for each specific audience will inform the design of the TK and related programming.

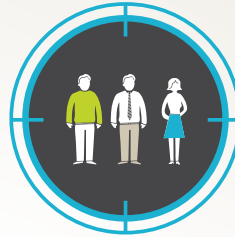
TO READ MORE DESCRIPTIONS OF TEACHING KITCHENS, HEAD OVER TO HARVARD'S NUTRITION SOURCE
(<https://www.hsph.harvard.edu/nutritionsource/2017/05/23/more-than-cooking-teaching-kitchens-as-learning-labs-for-life-skills/>)

CONSIDERATIONS WHILE DESIGNING A TEACHING KITCHEN PROGRAM



1 DEFINE YOUR VISION

How does a teaching kitchen fit into your organization's broader goals?



2 KNOW YOUR AUDIENCE

Who will be participating?
How does this affect your kitchen/program design?



3 DEFINE YOUR TK GOALS

What outcomes and ROI are you hoping to achieve?



4 UNDERSTAND YOUR BUDGET AND RESOURCES

What physical space and finances do you have to work with?



5 DEFINE YOUR FACILITY

What type of kitchen facility and functionality will work best for you, given your goals/resources?



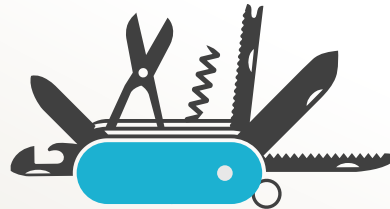
6 DEFINE YOUR CURRICULUM AND PROGRAM STRATEGY

What types of classes and curricular components will best achieve your program goals?



7 SELECT YOUR TEACHING ENSEMBLE

Whom should you hire?
What credentials should they have?
How should you train the trainers?



8 DETERMINE OPERATIONAL EFFICIENCIES

How can the components of your TK be repurposed from existing resources? How can you use your TK to support other elements of your organization?



9 CREATE AN OVERARCHING FINANCIAL PLAN

What is your forecasted budget, including fixed and variable costs? What is the potential revenue such as class fees, fundraising events, and insurance reimbursement?



THE ELEMENTS OF A TEACHING KITCHEN



VISION

OVERARCHING ORGANIZATIONAL GOALS AND VISION FOR HOW TK FITS IN

DEFINITION OF TARGET AUDIENCES

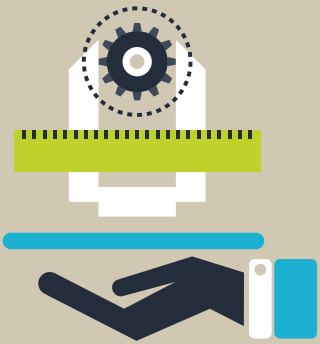


IMPACT & BUSINESS CASE

CHANGE IN BEHAVIOR YOU ARE AIMING TO ENCOURAGE

OUTCOMES MEASUREMENT

BUSINESS CASE AND ROI CALCULATION

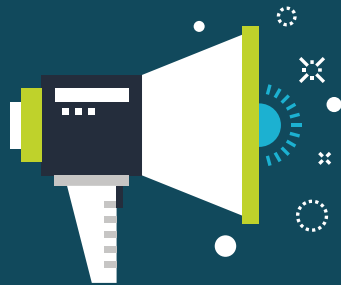


FACILITY

TYPE OF FACILITY & FUNCTIONALITY

LEGAL & SAFETY EQUIPMENT

FOOD & SUPPLIES



PROGRAM

CLASS LENGTH & STRUCTURE

COMPETENCIES & CURRICULA

MARKETING & PROMOTIONS

DATA COLLECTION & IMPACT MEASURES



PEOPLE

HIRING TEACHERS & SUPPORT STAFF

TRAINING & CERTIFICATION

PARTICIPANT OUTREACH



BUDGET

UPFRONT & ONGOING EQUIPMENT INVESTMENT

VARIABLE COSTS PER PROGRAM

RECURRING REVENUE STREAMS



BEFORE ALL ELSE, WE MUST **DEFINE** **THE GOALS** OF THE TEACHING KITCHEN

WHO? Who is the **target audience**?
What are the **issues** facing this group?

WHAT? What exactly do you want to help this group **change**?
What is the overall **intended impact** for your organization?

HOW? How can you best accomplish the intended impact?
→ What **budget** do you have to work with?
→ What is the **optimal facility** to accomplish goals?
→ What **program and people** best suit your objectives?

**FINALLY, WHAT OTHER ELEMENTS SPECIFIC
TO YOUR ORGANIZATION MATTER MOST?**

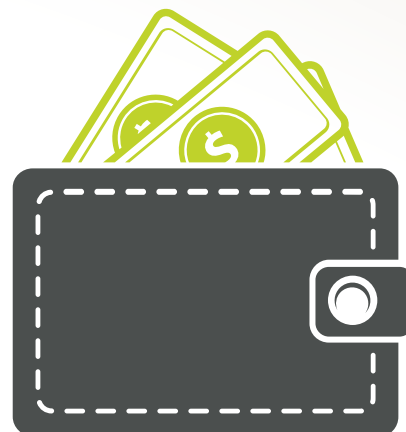
WHAT IS THE “BEST” TYPE OF TEACHING KITCHEN?

**TRICK QUESTION:
THERE ISN'T ONE!**



A TEACHING KITCHEN CAN BE DESIGNED MANY DIFFERENT WAYS.

A teaching kitchen is merely a construct that can be manifested in many different ways, from complete built-in facilities to mobile cooking units to pop-up models and everything in between.



EFFICACY IS NOT DETERMINED BY PRICE.

A TK can be set up inexpensively (under \$1,000) or very expensively (over \$1 million) with similar efficacy. Efficacy is determined by how well the facilities support the desired outcomes, the programming/curriculum, and the staff.

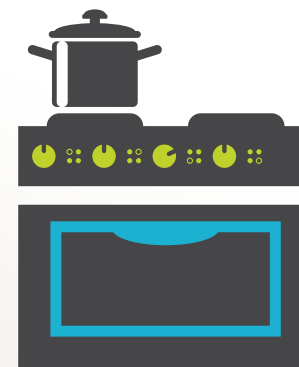
**HOWEVER, THERE ARE A FEW BEST PRACTICES FOR FACILITY
DESIGN THAT WE BELIEVE MAXIMIZE EFFICACY.**



**FACILITY THAT SUPPORTS
HANDS-ON INSTRUCTION**



**FACILITY THAT SUPPORTS TEACHING
A GROUP, GENERALLY FEWER THAN 20,
PARTICIPANTS TOGETHER.**



**FACILITY STOCKED
WITH “HOME
EQUIPMENT”
WHERE POSSIBLE,
INSTEAD OF
COMMERCIAL
GRADE**



OVERVIEW OF TYPES OF KITCHENS



MOBILE CART: A PORTABLE & SELF-CONTAINED UNIT

DEFINING FEATURES:

- Cooking element
- Power strip and access to sufficient power
- Ventilation (not always necessary depending on space and local regulations)

BEST FOR:

- Mobility / versatility
- Teaching a single class session
- Demonstrating proof of concept at minimal cost
- Delivering a simple message
- Conducting demos (can be used in a pop-up context for hands-on)

INITIAL INVESTMENT:

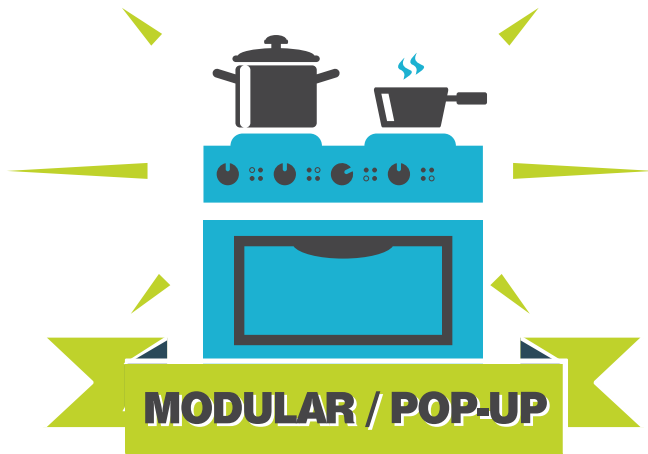
\$500 - \$20,000 +

EXAMPLE:

Kaiser SFMC



OVERVIEW OF TYPES OF KITCHENS



MODULAR / POP-UP KITCHEN: A TEMPORARY KITCHEN. ASSEMBLED IN ROOM OR COMMERCIAL KITCHEN

DEFINING FEATURES:

- Cooking elements
- Work stations
- Access to sufficient power, ventilation, water, storage

BEST FOR:

- Conducting hands-on classes
- Teaching larger groups on a recurring basis when a dedicated space is not available
- Demonstrating proof of concept at minimal cost

INITIAL INVESTMENT:

\$20,000 - \$50,000

EXAMPLE:

Stanford



OVERVIEW OF TYPES OF KITCHENS



**POD OR CONTAINER:
A CONTAINED KITCHEN,
EITHER TRANSPORTED
VIA TRAILER OR TRUCK**

DEFINING FEATURES:

- Generator
- Water and waste tanks
- Truck/trailer to transport

BEST FOR:

- Servicing multiple campuses/locations
- Reaching many people
- When there are suitable outdoor spaces (parking lots)
- Conducting demos or tastings

INITIAL INVESTMENT:

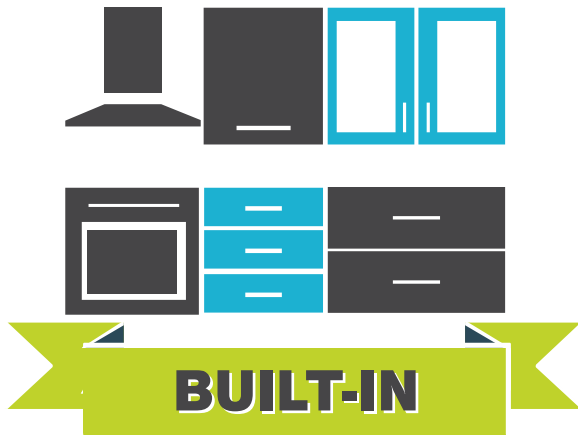
\$ 100,000 +/-
(high maintenance costs)

EXAMPLE:

Barilla &
Compass/Chartwells



OVERVIEW OF TYPES OF KITCHENS



BUILT-IN: A DEDICATED, PERMANENT KITCHEN SPACE

DEFINING FEATURES:

- Highly customizable
- Often complete suite including dishwasher, oven, multiple sinks etc.,

BEST FOR:

- Building a TK when there is a dedicated space
- Making an organizational commitment and statement
- Teaching larger groups on a recurring basis
- Hosting fundraising and other events
- High impact team building and engagement site

INITIAL INVESTMENT:

\$200,000 to
\$1,000,000 +

EXAMPLE:

Turner Farm &
KitchenSync (Google)



THE PROS & CONS FOR EACH TYPE OF TEACHING KITCHEN

EACH TK HAS IT'S STRENGTHS AND WEAKNESSES, SO CHOOSE THE RIGHT ONE TO SHINE.

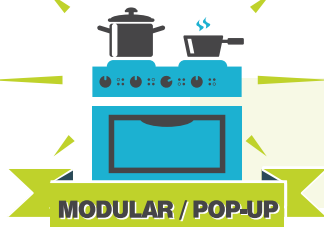


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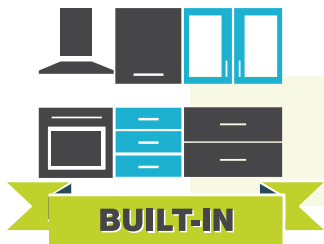


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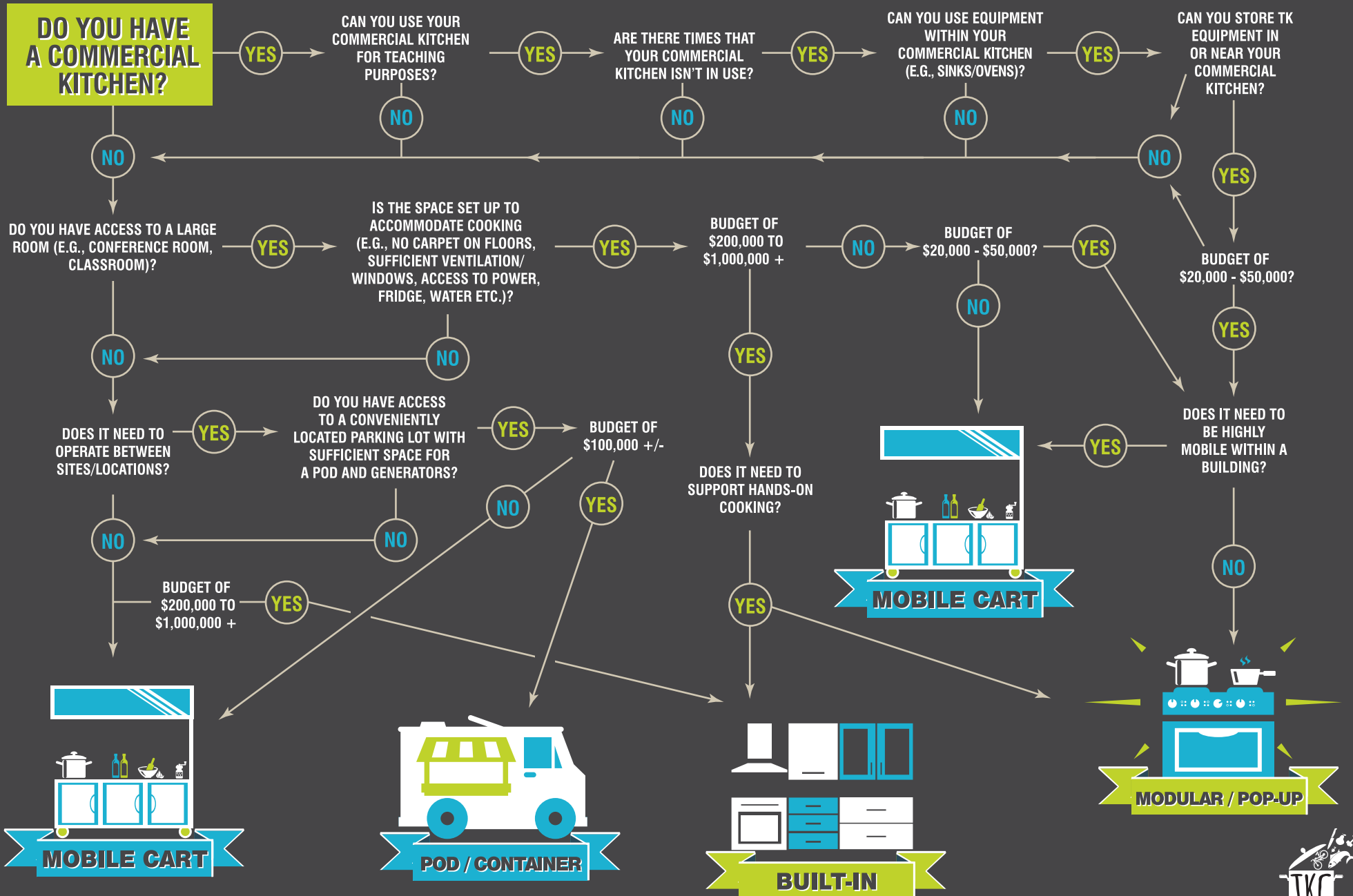
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DEPENDS ON SPACE

DEPENDS ON SPACE

SOME GUIDANCE TO HELP CHOOSE YOUR TK

THERE ARE NO SET RULES TO DETERMINE WHICH TEACHING KITCHEN IS RIGHT FOR YOUR UNIQUE SITUATION. TRY THE CHART BELOW AS ONE WAY TO HELP GUIDE YOU IN THE RIGHT DIRECTION.



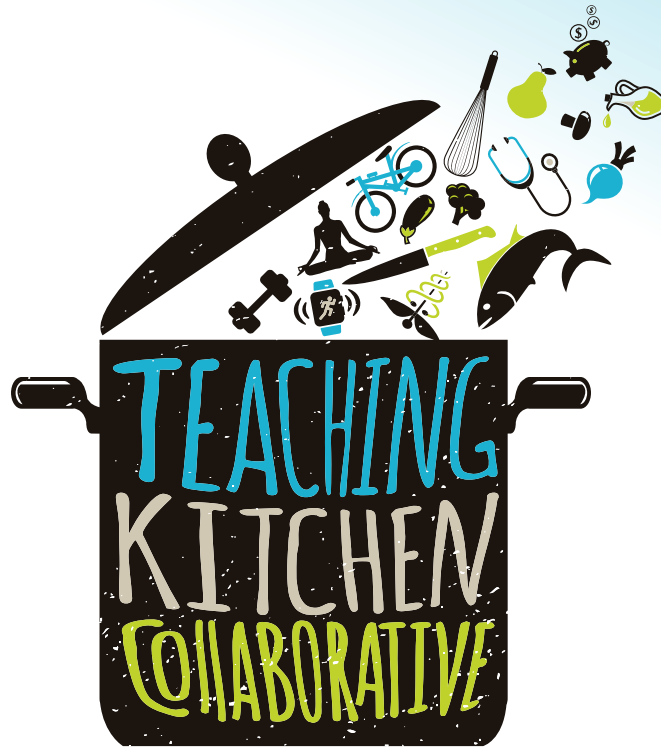


LET'S REVIEW...HOW TO GET STARTED WITH YOUR OWN TEACHING KITCHEN:

FIRST: Review the key steps for designing a teaching kitchen

SECOND: Gather information and data (budgetary, legal/regulatory) to inform decision making

THIRD: Convene stakeholders and decision-makers and create implementation



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