THE CULINARY INSTITUTE OF AMERICA

Founded in 1946, The Culinary Institute of America (CIA) is an independent, not-for-profit college offering bachelor’s and associate degrees in culinary arts and baking and pastry arts as well as certificate programs in culinary arts and wine and beverage studies. As the world’s premier culinary college, the CIA has a global network of more than 40,000 alumni that includes industry leaders such as Grant Achatz, Anthony Bourdain, Michael Chiarello, Cat Cora, Steve Ells, Todd English, Duff Goldman, Sara Moulton, Charlie Palmer, and Roy Yamaguchi. The college has campuses in Hyde Park, NY; St. Helena, CA; San Antonio, TX; and Singapore. Altogether the CIA enrolls more than 3,000 students in its various degree and credit programs, and another 3,000 in its programs for foodservice professionals and enthusiasts. For more information on these programs, please visit the CIA online at www.ciachef.edu.

The CIA is widely held to be America’s pre-eminent culinary college, and in addition to its core educational programs, the CIA conducts a broad spectrum of critically acclaimed conferences, leadership retreats, and other professional development programs in the United States that are considered “best in class” in the American foodservice industry. Spearheaded by the CIA’s Strategic Initiatives Group, CIA leadership programs focus on trends and topics crucial to our industry, from flavor development and health and wellness to volume menu innovation and supplier-foodservice collaboration.

Highlights of some of the leadership initiatives may be viewed on-line at www.ciaprochef.com, including the CIA’s flagship industry program, Worlds of Flavor® International Conference & Festival (now in its 14th year; [www.ciaprochef.com/wof] and Worlds of Healthy Flavors, co-presented with the Harvard School of Public Health (www.ciaprochef.com/wohf).

One of the key areas of focus for the Strategic Initiatives programs is educating chefs on the gold standards of a variety of world cuisines, with particular emphasis on the cuisines of countries in the Mediterranean, Latin America, and Asia. Foods and flavors from these areas are included in all of our U.S. based leadership initiatives.

In addition to continuing to offer our leadership programs in the U.S., the CIA is now planning future CIA-led Asian foodservice industry leadership initiatives to be held in Singapore. These programs will focus specifically on Asian foods, culinary traditions and food trends — and associated health and wellness issues and opportunities — and will complement our new CIA Singapore Campus, which is currently offering our Bachelor’s Degree program in Culinary Arts Management in collaboration with the Singapore Institute of Technology (SIT) and Temasek Polytechnic.

See the Overview document in this package for details on Worlds of Healthy Flavors ASIA.
MISSION & OBJECTIVES

The overarching mission of the Harvard School of Public Health (HSPH) is to advance the public’s health through learning, discovery, and communication. To pursue this mission, the School produces knowledge through research, reproduces knowledge through higher education, and translates knowledge into evidence that can be communicated to the public, policy makers, and practitioners to advance the health of populations.

Core quantitative disciplines like epidemiology and biostatistics are fundamental to analyzing the broad impact of health problems, allowing us to look beyond individuals to entire populations. And, because preventing disease is at the heart of public health, the HSPH also pursues the social sciences to better understand societal influences of health-related behaviors and to inform public policy — both of which are critical elements to educating and empowering people to lead healthier lives.

From advancing scientific discovery to educating national and international leaders, the HSPH has been at the forefront of efforts to benefit the health of populations worldwide. Shaping new ideas in the public health field and communicating them effectively will continue to be priorities in the years ahead as HSPH serves society’s changing health needs.

A Selection of the Core values, concepts, and principles:

• Health is a fundamental right of every human being.
• Institutions of public health should provide information that promotes health in populations and empowers individuals to make sound health decisions.
• The educational and research agenda of a public health institution must transcend local and national boundaries — health is a global concern.

DEPARTMENT OF NUTRITION

The Department of Nutrition was the first such department in any school of public health. Founded in 1942, it has a long and respected history both nationally and internationally. The department has made significant contributions toward an understanding of the relationships between nutrition, heart disease and cancer; the relationships between dietary and genetic factors and obesity; and the uptake, balance, and requirements for dietary components. Department faculty members are currently conducting the largest detailed studies of relationships between dietary factors and major diseases. Already many important findings have emerged for breast and colon cancer, coronary heart disease, and diabetes.

“...We see being associated with two great institutions like the CIA and Harvard — as a tremendous opportunity for our business and industry segment. Health and wellness is paramount to what Sodexo is doing on a daily basis to bring quality-of-life initiatives to the country. For us, sponsorship was a no-brainer."

~Rich Arakelian ’82, National Executive Chef/Senior Director of Brand Development, Sodexo.
The National University of Singapore (NUS), a leading global university centered in Asia, offers a global approach to education and research, with a focus on Asian perspectives and expertise.

The Saw Swee Hock School of Public Health (SSHSPH) builds upon over 60 years of experience in research, teaching and practice. With a distinctly Asian focus, the School focuses upon:

- Identifying, developing and testing innovative solutions which integrate different research discoveries into potential Public Health actions;
- Collecting, collating and integrating data and evidence to inform Public Health policies;
- Implementing a broad-based curriculum that focuses upon the multidisciplinary nature of public health problems and solutions.

Moving beyond the traditional domains of chronic disease etiology and risk factors, the Saw Swee Hock School of Public Health emphasizes new technologies and methods to measure and monitor exposure and disease, as well as new approaches to develop and implement public health programmes and policies. From the use of mathematical and econometric modeling to better inform public health policies, to the development and evaluation of genomic tools to better understand gene-environment interactions, the underlying motivation is to generate relevant research with practical applications.

The School is actively involved in undergraduate medical training in the NUS Yong Loo Lin School of Medicine.

At the postgraduate level, the School’s flagship programme is the Master of Public Health (MPH) degree. The MPH Programme attracts students from a wide range of disciplines from within Singapore and throughout the region.
HEALTH PROMOTION BOARD, SINGAPORE

The Health Promotion Board (HPB), Singapore was established as a statutory board under the Ministry of Health, Singapore, in 2001 with the vision of building “A Nation of Healthy People”. HPB’s mission is to empower the people of Singapore to attain optimal health, increase the quality and years of healthy life, and prevent illness, disability and premature death. HPB pursues its mission to empower individuals to take ownership of their health through being a centre of excellence for health promotion, disease prevention and patient education, through establishing, engaging and supporting local and international partnerships.

As the key driver of national health promotion, HPB spearheads health education, promotion and prevention programs towards creating a health-supportive environment in Singapore. HPB reaches out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents. HPB also promotes healthy aging, integrated health screening, and chronic disease education and management.

To achieve its mission, the Health Promotion Board (HPB) utilizes the 3Ps framework – the people, public, private sectors – as key pillars in establishing its key messages to the public at large. It has innovatively developed programs such as Health Promoting School Canteen, Healthier Hawker Program, Health Promoting Community Club, Health Promoting Mall, to help consumers adopt healthier practices as a way of life.

CENTRE OF EXCELLENCE FOR NUTRITION

As the thought leader in health promotion, HPB has set a new milestone in its commitment to champion the development of innovative nutrition products and solutions by setting up a new Centre of Excellence (CoE) for Nutrition. The Centre will bring together stakeholders in the private, public and people sector to promote, develop and validate commercially viable food solutions for the region. In addition, the CoE is set to build and expand industry capabilities in the food and nutrition field. The Worlds of Healthy Flavors ASIA® Leadership Initiative is a concrete example where HPB will be partnering with The Culinary Institute of America (CIA), Harvard School of Public Health – Department of Nutrition and the Saw Swee Hock School of Public Health, National University of Singapore (NUS) to provide this platform for knowledge exchange between nutrition scientists and culinary experts to further advance healthier food choices in the F&B sector.

“HPB is committed to create the best possible environments for Singaporeans to become healthy together. To achieve this, HPB will provide Singaporeans with the necessary information and options to create a healthy lifestyle. The establishment of the Centre of Excellence for Nutrition will forge partnerships among research and educational institutions, public agencies and the food industry and be at the forefront of consumption trends and drive development of new healthier food solutions. Our participation in the Worlds of Healthy Flavors ASIA Leadership Initiative is testimony to our efforts of promoting health and wellness in the region.”

~ Ang Hak Seng, Former Chief Executive Officer, Health Promotion Board