

“COOKING DAY AT THONG MARKET” RESPONDING TO WORLD HEALTH DAY 2010

World Health Day is meant to draw worldwide attention to the theme of urbanization and health, engage the local authorities, organizations and individualities on raising the awareness about health challenges associated with urbanization and reduce the highly growth population in urban living environment which was the reason of health risks, climate change, living environmental pollution...causing the greatest impact on health for the last duration. The campaign 1000 cities 1000 lives for World Health Day of this year is not out of this goal. This year, Hue city - member of Alliance for Healthy Cities, was chosen to participate in the activities of World Health Day. Responding to the Day, Hue city organized the programs such as propaganda, Meeting, Bikeways, musical performance....to express its activities of public health at the levels from street, hamlet, commune, city, nation to region and in responding this Day, the competition on nutritious meals for households in Thong Market had been implemented on Morning April 7 and attracted the attention of its community and vendors. Through this effectively meaningful activities, each of people, household would have further awareness about food safety, understand the motto of “drink boiled cooked” and propagandize the role, value of family in which paying much attention to the role of woman in family, shaping a family of equality, comfort, civilization and happiness and have knowledge in using and choosing the local agricultural products with high nutrition for family meals.

* Participants:

- Project management board: Hue Center for Encouragement and Self-Reliance
- Huong Long Commune Women Association: Mrs. Le Thi Hong – Chairwoman.
- The vendors of Thong Market and surrounded households.

Based on the criteria for evaluation of food safety and the nutrition of local agricultural products, the vendors with the skilful act had created the rustic dishes with Hue feature such as Banh beo (Dirt cake), Banh Nam (Male ball), Banh loc (Filter cake), Banh cuon (Rolls) or Bun nghe (Fried noodle), Bun bo Hue (Beef noodle), sweet soup of all kinds or Fig with rice paper...with the cheapest price at 2000d/dish to all local customers to enjoy the traditional dishes at this competition. Through this method, the vendors had opportunities to share and exchange

experiences in the method of process and protection of food safely such as use of cooking utensils, choice of local cooking ingredients as well as the secret of processing different dishes. Beside, the Diarrhea, Birdflue (H1N1) or the Pig “blue ears” (H5N1) and the communicable diseases via food have been increasingly complicated, the keeping of food safety is very necessary. When having the intervention of project group and cooperation of local government, management board of market and the vendors of Supported group, the surroundings of Market has been improved. . The issues such as dust, clean water, drainage system, rubbish-bin...around the food process area have more and more confirmed its safety to the goal of setting up Thong Market as healthy market. Combination with food safety was the gender equality, for in the modern life, the time used for family of each people would be very limited. Therefore, to have a full happy meal, nutritious, delicious and “cheap”, it seemed to be very difficult. And a question of how to make a family meal the fact that it is not only a place of taking health care but also having a meaningfulness of spiritual life, a place of gathering family members after working, learning to exchange, share and encourage together has been a difficult issue for many family. This issue has increased many kinds of disease as well as impacted to the friendly and peaceful atmosphere of family in which it is considered as an important element of shaping children personalities. Last time, the fact that many marriages were broken and were in the threat of breakdown because of family meals. In stead of taking the family meal together, some body had done “rice porridge every market” . .

Thanked to the efforts of Organizers board, supports of local government and enthusiastic response of the vendors and local community, the competition had succeeded and it was the time for community to aware about processing food safely, raise awareness of choosing clean and safe food to have a highly nutritious family meal and understand the importance of family meal for the health of everybody, family and community..

Pictures of the cooking day:



Bun Bo Hue



Che Hue



Chicken Soup



Local secondary school's pupils visiting the market



W.H.O representatives at the market



Bought Che Hue for kids



Coupon for buying food



Fish market on the cooking day