

Support the community by getting involved with



We are looking for local eating establishments to join The Restaurant Card initiative to support people with swallowing difficulties

The Restaurant Card gives guidance to all areas of the restaurant team to ensure your staff understand customer issues and how to cater to their specific needs, making their visit enjoyable and welcoming:

The Swallows Head & Neck Cancer Charity are working in collaboration with the International Dysphagia Diet Standardisation Initiative (IDDSI), a global initiative designed to improve the lives of over 590 million people worldwide living with swallowing difficulties.

Providing advice for:



The whole team



The Kitchen team



Front of house team

What's in it for you?

- Attract new customers by being featured in our marketing campaigns and promotional materials.
- Increase customer loyalty encourage repeat visits.
- Boost visibility through our website, social media platforms, and printed materials.
- Collaborate with a community-focused initiative that champions independent and chain restaurants alike.

Want to know more?

Email: restaurantcard@theswallows.org.uk
or visit: www.theswallows.org.uk/restaurantcard

BROUGHT TO YOU BY



IN COLLABORATION WITH



IDDSI
International Dysphagia Diet
Standardisation Initiative



OHK
SPECIALIST PARTNER FOR
DYSPHAGIA MANAGEMENT

The IDDSI (International Dysphagia Diet Standardisation Initiative) is a global initiative to improve the lives of over 590 million people worldwide living with swallowing difficulties (dysphagia). Many of these have had treatment for head and neck cancers. A large proportion of sufferers avoid eating out but our plan is to change this with the Restaurant Card.



Your invitation to join the Restaurant Card Initiative

I am writing to invite you to participate in the exciting Restaurant Card initiative, a programme designed to support local dining establishments while offering customers a fantastic way to discover and enjoy great food.

The Restaurant Card is NOT a discount card it is to help and support people dealing with swallowing issues and we hope you will be part of this growing network.

We are working in collaboration with the International Dysphagia Diet Standardisation Initiative (IDDSI), which is a global initiative to improve the lives of over 590 million people worldwide living with swallowing difficulties.

Swallowing difficulties, also known as dysphagia, can lead to problems with eating and drinking. It can be caused by certain conditions, such as cancer or stroke to name just two, and can have a significant impact on someone's life.

The Restaurant Card initiative encourages food lovers to explore and support local eating establishments by offering an exclusive eating experience at participating venues. By joining, you will have the opportunity to:

- Attract new customers by being featured in our marketing campaigns and promotional materials.
- Increase customer loyalty encourage repeat visits.
- Boost visibility through our website, social media platforms, and printed materials.
- Collaborate with a community-focused initiative that champions independent and chain restaurants alike.

With the help of IDDSI we have created educational material to help your kitchen and front of house teams understand how to make this community welcome.

Participation is simple. We ask only that you provide an eating experience that is required by people who struggle to swallow, which can be tailored to suit your business needs.

We would love for you to be part of this initiative and benefit from the increased exposure and customer engagement it offers.

All establishments that take part will be listed on our website so people can find you, please look at the website link www.theswallows.org.uk/support/services/restaurant-card

Please let us know if you would be interested in joining, or if you would like further details.

We would be delighted to arrange a conversation at your convenience.

Thank you for your time, and we hope to welcome you to the Restaurant Card initiative soon.

Best regards,

Chris Curtis
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 The Swallows
 Head & Neck Cancer Charity
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Full T&Cs can be found at theswallows.org.uk

**The
 RESTAURANT
 CARD**

