



SHARE OUR STRENGTH'S
**COOKING
MATTERS**
NO KID HUNGRY

Making healthy family meals a reality through food skills education

IOM Public Session
February 21, 2013

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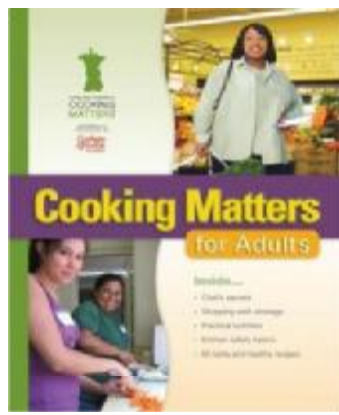


Cooking Matters



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Cooking Matters Programs



6-week cooking-based courses teach how to prepare and shop for healthy meals on a budget.

- 5 specialized curricula
- Taught by volunteer culinary and nutrition experts
- Uses a learner-centered approach



Guided grocery store tour teaches adults to make real changes to their food shopping habits.

- Based on proven success of Cooking Matters grocery store tour
- Teaches how to select healthy food and maximize food dollars
- 2 curricula: Shopping Matters for Adults & Shopping Matters for WIC Patents



Cooking Matters Approach

- Team of culinary and nutrition instructors
- Use of facilitated dialogue
- Food-centric
- Weaves together key principles of effective nutrition education to improve health and food security

Hands-on
Meal Prep

Practical
Nutrition
Information

Food
Budgeting
and
Shopping

Groceries
for at-
home
practice



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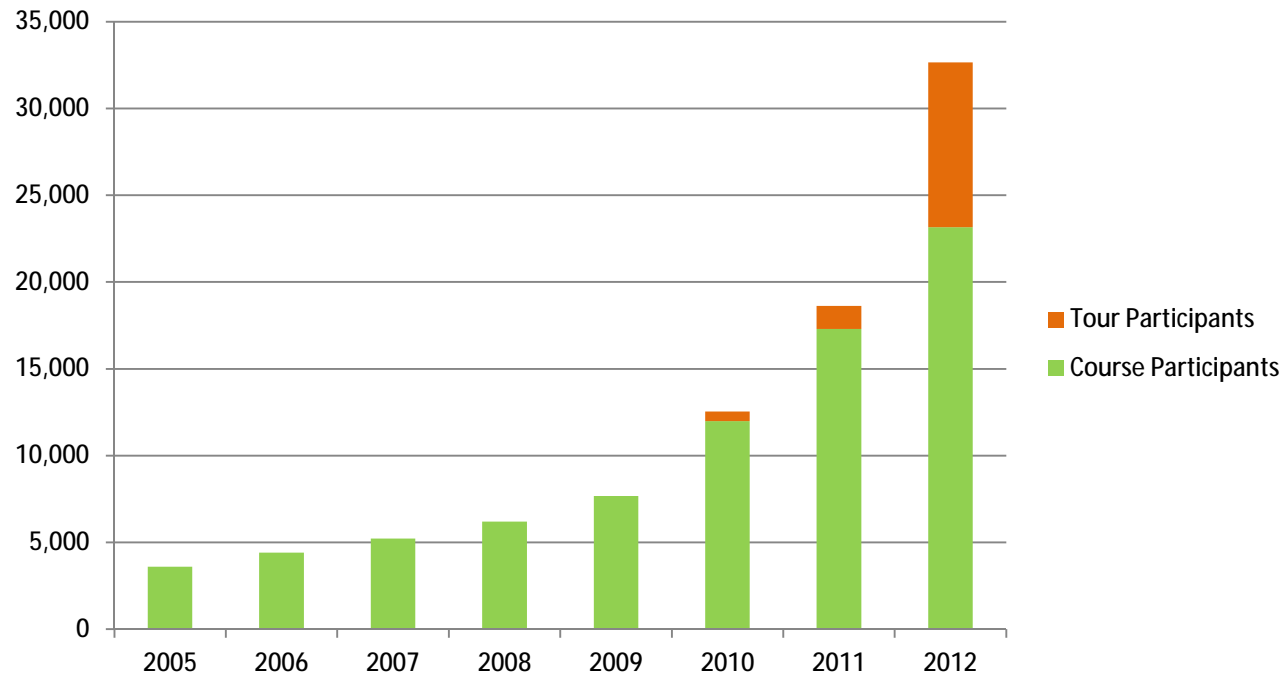
Cooking Matters Reach

Cooking Matters Signature Courses

- 1,200+ sites across the country
- Over 111,000 families reached since 1993
- 85% graduation rate

Cooking Matters Grocery Tours

- Tours held in 46 states
- Over 11,000 families reached since 2010





OF LOW-INCOME PARENTS SAY THAT
EATING HEALTHY MEALS
IS IMPORTANT TO THEIR FAMILIES

Source: Share Our Strength's Cooking Matters



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Food values influence family food choice¹

1. Taste and Flavor
2. Price
3. Convenience
4. Health
5. Avoiding Conflict
6. Quality



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1. Furst T, Connors M, Bisogni CA, Sobal J, Winter Falk L. Food choice: a conceptual model of the process. *Appetite* 1996;26:247-66



TASTE

In class, parents:

- Try new foods in a safe environment
- Prepare healthy versions of their family's favorite meals
- Learn ways to make healthy foods palatable for and desired by kids

Healthy Food or Drink	Ways to Make It Tasty
Onions	<ul style="list-style-type: none">• Cook onions slowly over low heat. This will bring out their sweetness and reduce stringiness.
Peas	<ul style="list-style-type: none">• Cook fresh or frozen peas for just 3 minutes to keep their bright color and sweet taste.• Add frozen peas straight to cold salads for a slight crunch.



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PRICE

In class, parents:

- Taste and explore affordable fruit, vegetables, and protein options
- Learn how to compare prices
- Practice smart shopping skills at the store

Shopping With Strategy

Use these tips to save food dollars at the store.

Fresh Produce

- Buy fresh fruits and vegetables when they are in season
- Watch out for the higher-priced prepackaged produce.
- Buy produce in bulk only if you will use it before it goes bad.

Meat, Poultry, and Fish

- Buy larger packages of meat if you can package and freeze for later use.
- Check unit pricing to find the lowest price per pound.
- Look for meat that is close to its "sell by" date. It will often be marked down.



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Asian Noodles

Chef Lainie Forman • Washington, D.C.
Serves 8, 1 cup per serving • Prep time: 10 min

Ingredients

- 1 (16-ounce) package whole wheat pasta
- ¼ cup peanut butter
- ⅓ cup warm water
- ¼ cup low-sodium soy sauce
- 2 Tablespoons cider vinegar
- 4 teaspoons sugar
- 1 bag frozen vegetables, such as broccoli or snow peas, thawed

Optional Ingredients

- 2 teaspoons red pepper flakes

Materials

- Colander • Large pot • Measuring cups • Measuring spoons • Medium bowl • Microwave-safe bowl

CONVENIENCE

In class, parents:

- Practice 30 or 45 min. recipes for quick weeknight meals
- Learn recipe frameworks
- Share ideas for easy meals preparation

Soups Made Simple

Use the chart below to choose ingredients from each column. Follow the chef's tips and step-by-step directions below to make your soup.

Protein 1 pound (diced meat)	+	Vegetables 2 cups, chopped	+	Liquid 4 cups	+	Whole Grains 1½ cups, cooked
Beef (shoulder, round or brisket)		Onions		Water		Brown rice
Chicken/Turkey (leg or thigh; boneless, skinless)		Greens (spinach, kale, collards, chard, etc.)		Low-sodium stock/broth		Whole wheat pasta
Pork (shoulder/butt)		Celery				Barley
Beans or lentils (cooked, or drained and rinsed from a can)		Zucchini				Quinoa
		Tomatoes				
		Carrots				
		Mushrooms				
		Broccoli				





Harmony

In class, parents:

- Learn ways to include kids in food shopping and meal preparation
- Practice planning meals together
- Share ideas about ways to create a healthy food environment for kids

Menu Plan for _____ (day)

	Which foods would we like to make?	When will we prepare this meal (the night before, at mealtime, etc.)?	Who will help with each task (shop, cook, clean, etc.)?
Breakfast (pick at least three) <input type="checkbox"/> Vegetables <input type="checkbox"/> Fruits <input type="checkbox"/> Grains <input type="checkbox"/> Dairy <input type="checkbox"/> Protein			



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Program Impact



On average, graduates shop with a grocery list **49%** more often



On average, family graduates prepare meals together **63%** more often



On average, family graduates make meals with at least three food groups **33%** more often



75% of family graduates are eating more whole grains



On average, graduates are **22%** more confident in their ability to make the most of WIC fruit and vegetable vouchers



54% of graduates intend to compare unit prices to find the best deal



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