

Cooking Skills: An Ingredient for Healthy Eating

October 7, 2014 2:00 Eastern

Duke Storen, Share Our Strength

Rachelle Bonelli, Gleaners Community
Food Bank

Christopher Smith, The Colorado Health
Foundation



Food Skills: A Foundation for Health

Grantmakers in Health , October 2014



SHARE OUR STRENGTH'S NO KID HUNGRY® CAMPAIGN



No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry campaign is ending childhood hunger in this nation by ensuring all children get the healthy food they need, every day.

By connecting kids in need with nutritious food and teaching their families how to cook healthy, affordable meals, the No Kid Hungry campaign surrounds children with healthy food where they live, learn and play.

- Since the campaign's launch, No Kid Hungry and our partners have connected kids struggling with hunger to 107 million more meals.
- Our nutrition education program, Cooking Matters, teaches over 50,000 people a year important food skills to help them shop on a budget and prepare healthy meals at home.
- Share Our Strength does grant-making in all 50 States and provides nutrition education in all 50 States

In 2013, USDA reported that **14.3%** or **17.5 million** U.S. households were food insecure

Of households who were considered to be very food insecure:

- 99% worried about running out of food before they could afford to buy more
- 95% could not afford to eat balanced meals
- 65% were hungry because they couldn't afford enough food

Childhood Food Insecurity is Linked to Critical Societal Issues

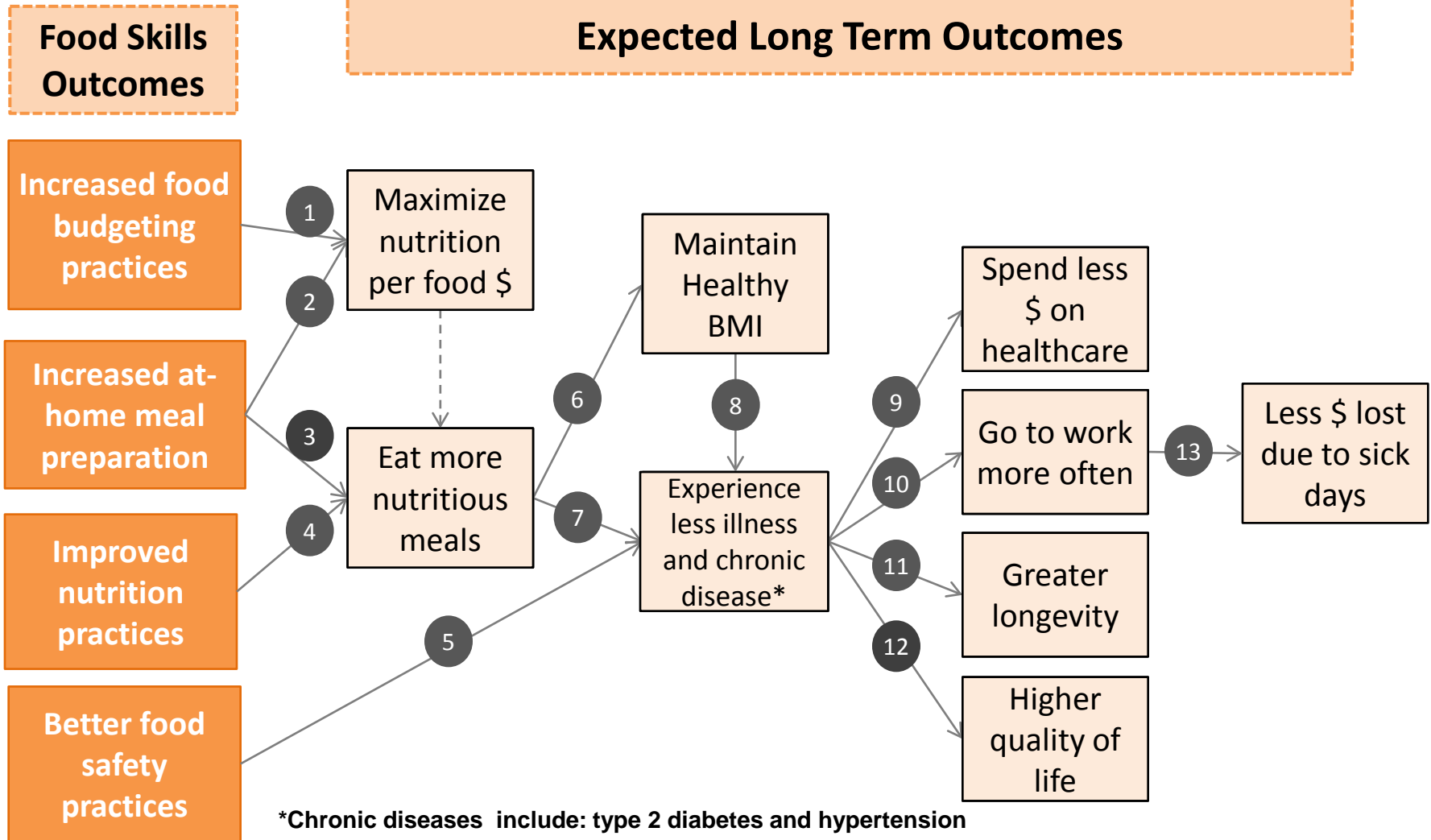
Food insecure children are at risk: Health:

- **31% higher hospitalization rates**, resulting in higher healthcare costs borne by the government
- **3.4 times greater chance of being overweight**, potentially leading to future health problems

Education:

- **Impaired cognitive development** (in children ages 0-3)
- **Lower academic achievement**

Why are Food Skills so Important?



Why are Food Skills so Important?

MYTH:

LOW-INCOME FAMILIES DON'T CARE ABOUT EATING HEALTHY



FACT:



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

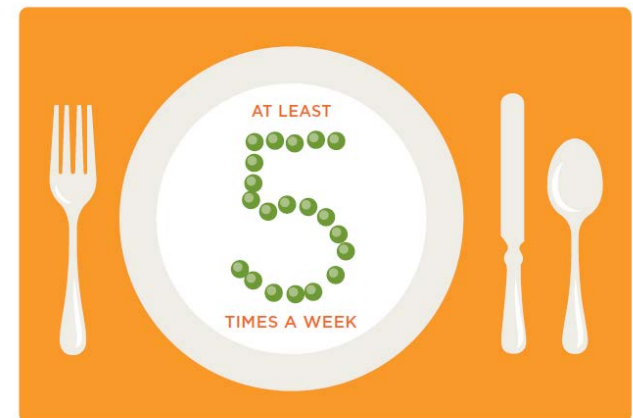
MYTH:

LOW-INCOME FAMILIES DON'T COOK AT HOME



FACT:

**8 IN 10 LOW-INCOME FAMILIES
MAKE DINNER AT HOME**



Why are Food Skills so Important?

LOW-INCOME FAMILIES THAT REGULARLY
**PLAN MEALS, WRITE GROCERY LISTS
AND BUDGET FOR FOOD**



**MAKE HEALTHY MEALS
MORE OFTEN (5+ TIMES A WEEK)
THAN THOSE WHO DON'T**

How effective is food skills education?



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



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




99% of Cooking Matters for Adults graduates would recommend the course to a friend.



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

How effective is food skills education?

AFTER A TOUR:	
<p>76%</p> <p>OF FAMILIES BUY MORE FRUITS AND VEGETABLES</p>	 <p>85%</p> <p>OF FAMILIES BUY LESS UNHEALTHY FOOD</p>
<p>62% BUY MORE LOW-SODIUM FOODS</p>	<p>62% BUY MORE LEAN PROTEINS</p>
<p>55% BUY MORE LOW-SUGAR FOODS</p>	<p>54% BUY MORE LOW-FAT DAIRY</p>

Investing to End Childhood Hunger and Improve Health Outcomes

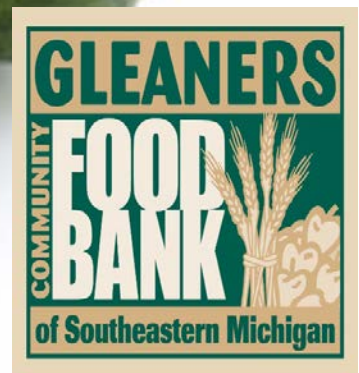
As a critical social determinant of health, the greater the investment in reducing hunger, the better the health outcomes. The health sector can and does invest in a variety of ways, including

- **Food Skills Education**
- Expanding access to (paid for) federal nutrition programs through mini-grants to schools and community organizations
- Screening for food insecurity and referring patients to available programming like WIC, SNAP (formerly Food Stamps), school meals, and summer feeding programs
- Providing anti-hunger services directly – summer meals, after school meals, nutrition education, food pantries
- Community Leadership – Collaborative planning



Nutrition Education Partnership with Emergency Food Provider

Cooking Matters



Shrek Juice Mustache



Share Our Strength Community Partner

- Implementing Cooking Matters since 1995
- Directly serve 5 counties in southeastern Michigan with 6 statewide partners implementing Cooking Matters
- Graduates 3600 statewide



Cooking Matters Overview

- 6 week nutrition education taught through hands on cooking classes of 2 hours each
- Based on USDA guidelines and MyPlate
- Volunteers: nutritionists and culinarians
- Curricula targeted to specific audience
- Take home groceries
- Effective in creating positive behavior change





Gleaners Healthcare System Partners

- Henry Ford Health System
- Oakwood Healthcare
- BCBS Foundation of Michigan
- Molina Healthcare
- Beaumont Health System
- Oakland University Medical School
- County Health Departments



Benefits to our Community Health Partners

- Address behaviors associated with diet related disease before diagnosis but lack connection to population
- Community organizations have connections to at risk populations who would not ordinarily engage with healthcare system for education:
 - Have little access to healthcare systems
 - Distrust the healthcare system
 - Lack knowledge of how to obtain information
 - Lack nutrition literacy
 - Lack access to transportation
 - Learn by alternate skills based model



Access + Education

- Provide nutrition education at sites that host fresh produce distributions
- Nutrition education that feels softer and kinder (not a lecture from a practitioner)
- Cooking Matters has influenced the Food Bank



Thank you!

Rachelle Bonelli 313 571 0230
rbonelli@gcfb.org





The Colorado Health Foundation™

Together

Cooking Skills: An Ingredient for Healthy Eating

Grantmakers in Health Webinar

Tuesday, October 7th



Together, we will make Colorado the healthiest state in the nation.

Community Outcomes





HealthyLiving goal...

All of Colorado's children are fit and healthy





Funding Opportunity: **Cooking Skills**



Increase knowledge
& skills

Grow consumer demand
for healthy food

Help make healthy
choices easier

Decrease consumption
of unhealthy food



Targeted selection criteria

Who – focus on lower-income families with children ages zero to 14 years

Where – top 10 regions in Colorado with childhood obesity rates between 13.6 and 26.2 percent

What – evidenced-based or best practice approaches that have demonstrated success in behavior change





Project **approach** must demonstrate

Impact – what is the project's potential to serve a significant proportion of the target population?

Relevance – is there documented community need and interest?





Project approach (continued)

Community Engagement – how will the project ensure meaningful involvement of community partners?

Sustainability – how will the project leverage diverse, long-term funding sources?





Outcomes: What we **measure**

Increase number of children and adults who eat adequate amounts of fruits and vegetables daily.



Outcomes: What we've **learned** so far

Need is great – The Colorado Health Foundation began funding Cooking Matters in 2008

Demand is high – 99 percent of participants would recommend the courses to others and more than

Cooking Matters has deep penetration and awareness across the Colorado

Behavior does change – 70 percent report eating more fruits and vegetables upon course completion



Observation & Recommendations

Support proved models

Share Our Strength's Cooking Matters works

But also consider alternatives

Find out what else might work

Don't stop at cooking skills

Motivation is great but you also need to address environmental challenges

Define what success looks like

What proportion of your target population are you trying to reach



The Colorado Health Foundation™

Together

Chris Smith *Senior Program Officer*
The Colorado Health Foundation
casmith@coloradohealth.org

Thank you!

- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at HEAL@gih.org



Attend the GIH Fall Forum,
an annual gathering for funders interested in health policy.

Visit www.gih.org for details and to register.