



SHARE OUR STRENGTH'S
COOKING
MATTERS™
NO KID HUNGRY

NATIONALLY
SPONSORED BY



COOKING MATTERS HELPS END CHILDHOOD HUNGER

Cooking Matters is a critical component of No Kid Hungry®, Share Our Strength's national campaign to end childhood hunger in America by 2015. Volunteer instructors teach course participants how to budget their food money, buy healthy ingredients, and cook delicious meals the whole family can enjoy—empowering them for a lifetime of healthy eating.

Since 1993, Cooking Matters has grown to serve more than 11,000 families each year across the country. In 2010, Cooking Matters served more families and taught more classes than ever before:

- Held 1000 classes at 715 host sites.
- Taught 11,600 low-income families.
- Engaged 1,500 volunteer instructors.
- Graduated 85 percent of participants.¹

IN THEIR OWN WORDS

"I CAN NOW STRETCH MY FOOD BUDGET AND FEEL MORE SECURE. I CAN MIX AND MATCH FOOD ITEMS TO FILL NUTRITIONAL NEEDS AND WITH MORE VARIETY."

- *Cooking Matters for Adults* graduate, Portland, Ore.

"WE HAD ONE STUDENT WHO AT THE FIRST CLASS SAID HE HATED VEGETABLES. BUT WE DID A LOT OF TASTING AND HE FOUND AT A LATER CLASS THAT HE LIKED ZUCCHINI! IT WAS A GREAT MOMENT!"

- *Cooking Matters for Kids* Chef Volunteer, Washington, D.C.

¹ Preliminary impact for Jan-Dec 2010

MAKING NO KID HUNGRY® A REALITY

Share Our Strength's Cooking Matters™ empowers families at risk of hunger with the skills, knowledge and confidence to make healthy and affordable meals. Through hands-on classes taught by volunteer culinary and nutrition experts, course participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families. Cooking Matters plays a critical role in Share Our Strength's No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—and is nationally sponsored by the ConAgra Foods® Foundation and generously supported by the Walmart Foundation.

TEACHING FAMILIES HOW TO EAT BETTER FOR LESS

Since 1993, Cooking Matters has grown to serve more than 11,000 families each year across the country, helping them learn how to eat better on a budget. Today, 85 percent of Cooking Matters participants graduate, taking with them improved nutrition practices, eating habits, and food budgeting skills. The program is distinguished by its engaging chef-led courses for the whole family, proven results, and sustainable collaborative model that involves local partner organizations with broad community reach and community agencies that host courses in their facilities. Cooking Matters has received special recognition from the U.S. Department of Agriculture for excellence in nutrition education and was also featured by First Lady Michelle Obama's Let's Move campaign, a nationwide initiative dedicated to raising a healthier generation of kids.

Cooking Matters specialized curricula cover practical nutrition information, hands-on food preparation, and food budgeting and shopping. All participants receive recipes and other educational materials from the lessons, and adult and teen participants take home a bag of groceries each week to practice what they've learned in class at home.

Cooking Matters courses are designed as six weekly, two-hour lessons:

- **Cooking Matters for Adults**, teaches low-income adults about healthy meal preparation and sensible shopping on a limited budget. This curriculum is also available in Spanish (as *Cooking Matters para adultos*). This program is often paired with *Cooking Matters Extra for Diabetes*, a supplement for adults living with or at risk of diabetes; *Cooking Matters Extra for Parents of Preschoolers*, a supplement for adults with children ages 5 and under (available in English and Spanish); or *Cooking Matters for Wellness*, a supplement for adults living with HIV/AIDS. Ninety percent of *Cooking Matters for Adults* graduates said they ate more fruits, vegetables or whole grains after the course than they did before.



WHY FOCUS ON CHILDHOOD HUNGER?

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, nearly 17 million children in America worry about what their next meal will come. That's almost one in four kids in America struggling with hunger.²

WE ARE SHARE OUR STRENGTH: WE CONNECT FAMILIES WITH FOOD

Everyone has a strength, and everyone has something to share. Chefs, companies, volunteers and everyday Americans that care. It's time to roll up our sleeves and put an end to childhood hunger.

CookingMatters.org

- **Cooking Matters for Kids** teaches children in 3rd through 5th grade how to prepare healthy meals and snacks and to make smart choices wherever they go – at school, at home, at the store, or out to eat. Ninety-four percent of participants learned at least one new thing about cooking.
- **Cooking Matters for Families** brings school-aged children and their families together to learn about healthy eating, planning meals as a family, and working together in the kitchen. This curriculum is also available in Spanish (as *Cooking Matters para familias*). 89 percent of families reported making a recipe from class at home together.
- **Cooking Matters for Teens** teaches adolescents in 6th grade and up how to make healthy food choices and prepare healthy meals and snacks. Eighty-one percent of graduates reported an improvement in their cooking skills.
- **Cooking Matters for Young Parents** teaches teen parents how to make healthy food choices and prepare nutritious foods for themselves and their young children. Graduates increased their use of Nutrition Facts labels when they shopped and reported choosing healthier foods like low-fat milk and whole grains more often.
- **Cooking Matters for Child Care Professionals** teaches child care professionals about healthy meal preparation and creating a healthy food environment for the kids in their care. Of the providers who completed the first round of pilot trainings, 92 percent reported improved cooking skills and 72 percent felt more confident about having kids help prepare meals.

Additionally, *Cooking Matters* offers *Shopping Matters™ for Adults*, a guided grocery store tour that helps low-income adults make healthy and affordable choices at the supermarket. This facilitator-led tour has roots in the grocery store tour that is a culminating learning experience in *Cooking Matters for Adults*.

WHO WE ARE

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in federal nutrition programs, invests in community organizations fighting hunger, teaches families how to cook healthy, affordable meals, and builds public-private partnerships to end childhood hunger, at the state and city level. Visit Strength.org to get involved.

FINDING AND FEEDING KIDS WHERE THEY LIVE, LEARN, AND PLAY

At Share Our Strength, we see a future in which no child in America grows up hungry. Through our No Kid Hungry campaign, we work with state, community and private sector leaders across the country to connect families facing hunger with the programs that can help them. Our focus is on long-term change, the difference between just feeding a child today and making sure that children in the United States never go hungry again.

Share Our Strength's No Kid Hungry campaign gives more kids a healthy start to the day through **school breakfast**; ensures kids have food at home by helping eligible families enroll in the **Supplemental Nutrition Assistance Program** (food stamps); and keeps kids fed outside of school hours by ensuring access to **afterschool** and **summer meal programs**. Educating kids and parents on healthy eating is another important component of the campaign. We teach families how to cook healthy meals on a budget through Share Our Strength's *Cooking Matters* program and fund local **nutrition education** programs.

² Nord, Mark, Alisha Coleman-Jensen, Margaret Andrews, and Steven Carlson. Household Food Security in the United States, 2009. ERR-108, U.S. Dept. of Agriculture, Econ. Res. Serv. November 2010.