

NOKIDHUNGRY



SHARE OUR STRENGTH'S
**COOKING
MATTERS™**

2010
ANNUAL REVIEW



NATIONALLY SPONSORED BY



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Dear Friends,

In 2010, our belief in teaching families how to cook healthy, affordable food took center stage as we adopted the name Cooking Matters™ after 17 years as Operation Frontline.

The commitment of more than 1,500 volunteers, along with generous support from our existing national sponsor, the ConAgra Foods® Foundation, and an investment from our new national sponsor, Walmart, allowed 56 percent more families to graduate from our fun, effective Cooking Matters courses in 2010. We added new partners in the San Francisco Bay area, Connecticut, New Jersey, and Maine; piloted *Shopping Matters for Adults*, a guided grocery store tour that helps families make healthy and affordable choices at the supermarket; and expanded the reach of our *Cooking Matters for Child Care Professionals* curriculum. Overall, families in 37 states benefited from Cooking Matters in 2010.

In 2011, we plan to add partners in Rochester, N.Y.; New Orleans, La.; Huntington, W.Va.; and other areas of the country. We will offer Cooking Matters to even more families, launch *Shopping Matters for WIC Parents*, expand access to our curricula for child care professionals, and create easy-to-use toolkits that will help more families access healthy, affordable food.

In good health and good taste,



Janet McLaughlin
Director, Cooking Matters



Janet McLaughlin
Director, Cooking Matters
Share Our Strength

“
OVERALL, FAMILIES
IN 37 STATES
BENEFITTED FROM
COOKING MATTERS
IN 2010.”



OVERVIEW

COURSES 1,020

COURSE PARTICIPANTS 11,987

GRADUATION RATE 86%

VOLUNTEERS 1,542

TOURS 75

TOUR PARTICIPANTS 553



>> 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 Walmart.

Since 1993, Cooking Matters staff and thousands of volunteer instructors have conducted more than 6,200 courses, helping more than 74,000 low-income

families in communities across the country learn how to eat better for less.

Cooking Matters courses include six weekly two-hour sessions, each combining hands-on food preparation with practical nutrition information and food-budgeting strategies. Adult and teen participants take home a bag of groceries after each lesson so they can practice preparing the recipes taught that day. Courses are offered exclusively to low-income families; most participants are enrolled in food-assistance programs including SNAP (food stamps) and free or reduced-price school meals.

In 2010, Share Our Strength also launched *Shopping Matters for Adults*, a guided grocery store tour that helps low-income adults make healthy and affordable choices at the supermarket.

OUR SPECIALIZED CURRICULA

- ***Cooking Matters for Adults**** with supplements for parents of children ages 5 and under*, adults living with diabetes, and adults living with HIV/AIDS
- ***Cooking Matters for Kids***
- ***Cooking Matters for Families****
- ***Cooking Matters for Teens***
- ***Cooking Matters for Young Parents***
- ***Cooking Matters for Child Care Professionals***
- ***Shopping Matters for Adults****

* Available in both English and Spanish



>> Feeding Kids Where They **Live, Learn, and Play**

Cooking Matters is a critical component of Share Our Strength's No Kid Hungry® Campaign to end childhood hunger in America by 2015.

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 that 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 after-school and summer meal programs.

Teaching kids and their caretakers how to make healthy and affordable meals is essential to the campaign. Cooking Matters programming provides the key link for families between access to food and the skills needed to make healthy food choices. Cooking Matters courses help parents make healthy, affordable choices that maximize their SNAP and WIC benefits. *Shopping Matters* tours teach parents how to purchase healthy foods on a budget. *Cooking Matters for Child Care Professionals* courses reach kids where they play by improving the food environment in child care settings.

“

SHARE OUR STRENGTH SUPPORT IS ABSOLUTELY INVALUABLE TO THE SUCCESS OF OUR PROGRAM: FROM THE STRENGTH OF THE CURRICULA TO EVALUATION AND TECHNICAL SUPPORT, OUR PROGRAM WOULD NOT BE AS PROGRESSIVE AND EFFECTIVE WITHOUT THEIR PARTNERSHIP.

”

— **Elizabeth Vukovic Gartlan, MS, RD**
Cooking Matters Program Manager,
Food Bank of South Jersey

“

THROUGH COLLABORATING WITH OTHER COOKING MATTERS PROGRAMS AROUND THE COUNTRY, WE ARE PART OF A NATIONAL DIALOGUE ON HOW TO NOT ONLY JUST FEED PEOPLE, BUT TO PROVIDE PEOPLE WITH THE NOURISHMENT THEY NEED TO LEAD FULL AND PRODUCTIVE LIVES.

”

— **Kristen Miale,**
Cooking Matters Program Director,
Good Shepherd Food Bank



LEAD PARTNERS

>> Local Cooking Matters programs are partnerships between Share Our Strength and citywide, regional, and statewide social-service agencies, except in Massachusetts and Colorado where Share Our Strength operates the program directly. These nonprofit organizations have a franchise-style partnership with Share Our Strength to offer the effective Cooking Matters model of nutrition, food preparation, and food resource management education to their communities.



COMING IN **2011**

EBENEZER MEDICAL OUTREACH
Serving Huntington, W.Va.

FOODLINK, INC.
Serving Rochester, N.Y.

**SECOND HARVEST FOOD BANK OF
GREATER NEW ORLEANS AND ACADIANA**
Serving New Orleans and Acadiana, La.

SOLID GROUND 32
Serving Seattle, Wash.

OREGON FOOD BANK 46
Serving Oregon

FRESH APPROACH 55
Serving the Bay area, Calif.

**THE CENTER FOR COMMUNITY
AND FAMILY SERVICES 20**
Serving Los Angeles, Calif.

**SHARE OUR STRENGTH, COOKING
MATTERS COLORADO 170**
Serving Colorado

NORTH TEXAS FOOD BANK 22
Serving the Dallas, Texas area

TARRANT AREA FOOD BANK 17
Serving the Ft. Worth, Texas area

VISITING NURSE ASSOCIATION 52
Serving the Omaha, Neb. area

OPERATION FOOD SEARCH 61
Serving St. Louis, Mo.

**UNIVERSITY OF MINNESOTA
EXTENSION 20**
Serving the St. Paul, Minn. area

**NEAR NORTH HEALTH SERVICE
CORPORATION 41**
Serving Chicago, Ill.

**GLANERS COMMUNITY
FOOD BANK 86**
Serving Southeast Michigan

GOOD SHEPHERD FOOD BANK 8
Serving Maine

NEW HAMPSHIRE FOOD BANK 39
Serving New Hampshire

**SHARE OUR STRENGTH,
COOKING MATTERS
MASSACHUSETTS 53**
Serving Massachusetts

**COMMUNITY HEALTH NETWORK
OF CONNECTICUT 9**
Serving Connecticut

FOOD BANK OF SOUTH JERSEY 13
Serving South New Jersey

THE QUEEN'S GALLEY 18
Serving the Hudson Valley, N.Y. area

**CORNELL COOPERATIVE
EXTENSION OF TOMPKINS
COUNTY 15**
Serving the Ithaca, N.Y. area

CITY HARVEST 28
Serving New York, N.Y.

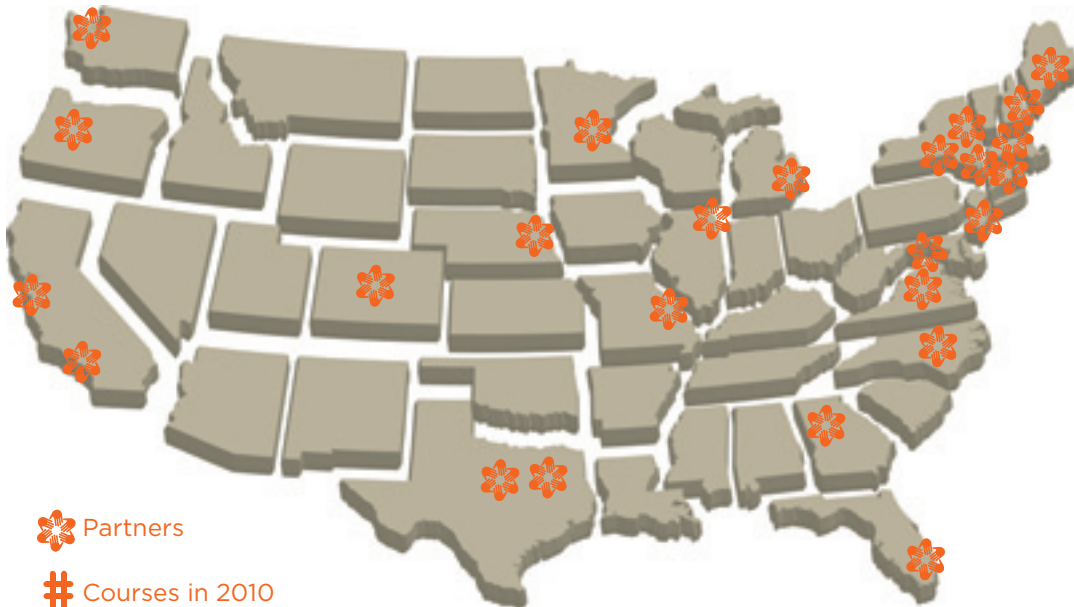
CAPITAL AREA FOOD BANK 33
Serving the Washington, D.C. area

**VIRGINIA COOPERATIVE
EXTENSION 26**
Serving Virginia

INTER-FAITH FOOD SHUTTLE 38
Serving the Raleigh-Durham,
N.C. area

**GEORGIA COALITION
FOR PHYSICAL ACTIVITY
AND NUTRITION 37**
Serving the Atlanta, Ga. area

FLIPANY 39
Serving South Florida



 Partners

 Courses in 2010

“ BEING A TEENAGER IS HARD ENOUGH WITHOUT HAVING TO FIGURE OUT WHERE AND WHEN YOU’RE GOING TO GET YOUR NEXT MEAL. TO HAVE CARING MEMBERS OF THEIR COMMUNITY SPEND TIME LISTENING TO THEIR STORIES AND TEACHING THEM A VALUABLE LIFE SKILL IS SOMETHING THESE KIDS WON’T FORGET. ”

— **Christine Caputo, The REAL School**, Falmouth, Maine

“ MANY OF OUR FAMILIES HAVE NEVER BEEN TO A FINE DINING RESTAURANT. THE FACT THAT A WELL-KNOWN LOCAL CHEF WOULD TAKE TIME OUT OF THEIR DAY TO SHARE THEIR TALENT WITH THEM IS EMPOWERING. THE COURSE GIVES PARTICIPANTS CONFIDENCE TO DO THINGS THEY NEVER THOUGHT THEY COULD. ”

— **Brandon Seng, Manistee Community Kitchen**, Manistee, Mich.

98%
OF HOST
AGENCY
STAFF SAYS
THE COOKING
MATTERS
COURSE
THEY HOSTED
MET THEIR
EXPECTATIONS

97%
OF HOST
AGENCY STAFF
IS WILLING TO
HOST ANOTHER
COURSE AT
THEIR SITE.

>> COOKING MATTERS HOST AGENCIES

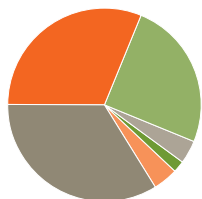
Each lead Cooking Matters program works with social service organizations that provide the venue and on-site coordination for Cooking Matters courses. These host agencies are often schools, housing programs, Head Start centers, WIC clinics, churches, or community centers. In 2010, Cooking Matters lead partners collaborated with community organizations to hold courses at 709 neighborhood sites, to reach families close to home.

>> COOKING MATTERS VOLUNTEERS

Local volunteers are the heart of Cooking Matters. Culinary and nutrition experts volunteer their time and expertise with families in need and empower them to make smart choices with their food and money. Volunteers also serve in course support roles and as members of local advisory councils. In 2010, 1,542 volunteers served as instructors or in course support roles, almost twice as many as in the previous year.



1,542
PEOPLE VOLUNTEERED
FOR COOKING MATTERS
COURSES



- Course Support/Coordination: 34%
- Culinary Instructors: 31%
- Nutrition Instructors: 25%
- Grocery Shoppers: 4%
- Interpreters/Translators: 2%
- Other Roles: 4%

97%
OF VOLUNTEERS
ARE WILLING
TO TEACH
ANOTHER
COURSE

30%
OF VOLUNTEERS
PARTICIPATED
IN MORE THAN
ONE COURSE
IN 2010

“ WITH COOKING MATTERS, I AM HELPING GIVE MOTIVATED FAMILIES THE TOOLS TO PERMANENTLY TURN THEIR LIVES AROUND. IT HAS BEEN AND WILL CONTINUE TO BE AN EXTREMELY FULFILLING PART OF MY LIFE. ”

— **Matthew Everett, Culinary Instructor, Cooking Matters Colorado**, Denver, Colo.

“ I SPECIFICALLY CHOSE TO VOLUNTEER FOR A *COOKING MATTERS FOR FAMILIES* COURSE BECAUSE OUR FUTURE IS OUR CHILDREN. IT WAS GREAT TO SEE PARENTS INTERNALIZE THE LESSONS TAUGHT AND ENJOY THE TIME SPENT WITH THEIR CHILD. ”

— **Nia Almahdi, Course Support Volunteer, City Harvest**, Guttenberg, N.J.



AMERICORPS MEMBERS

The following members finished their term of service during the 2010 program year.



>> These individuals dedicated a year of their lives to our nation's largest national service program, AmeriCorps. Serving with our lead partners, each AmeriCorps member used his or her talents and skills to increase the capacity and improve the sustainability of Cooking Matters across the country.

Kim Le
Capital Area Food Bank

Patrick O'Leary
Capital Area Food Bank

Danielle Mach
City Harvest

Victoria Pane*
Cooking Matters Colorado

Michael Ring
Cooking Matters Colorado

Becky Mares
Cooking Matters Colorado

Matt Kotlove
Cooking Matters
Massachusetts

Christie Rosen
Cooking Matters
Massachusetts

Tony Dellovo
Cooking Matters
Massachusetts

Robert Hill
FLIPANY

Ally Lipp
FLIPANY

Diana Flora
Gleaners Community
Food Bank

Dorothy Hernandez
Gleaners Community
Food Bank

Matthew Carusona
Inter-Faith Food Shuttle

Brooke Havlik
Near North Health Service

Karri-Ann Greenhalge
New Hampshire Food Bank

Sarah Bensinger
North Texas Food Bank

Alana Harris
Oregon Food Bank

Lauren Kirkwood
Operation Food Search

Cassie Hamrick
Operation Food Search

Emily Gordon*
Solid Ground

Robyn Morgan*
Tarrant Area Food Bank

Katey Rudd*
Tarrant Area Food Bank

Megan Heckenlively
Visiting Nurse Association

* These members completed a second year with Cooking Matters in 2010.



2010 HALL OF FAME INDUCTEES



The *Cooking Matters Hall of Fame*, sponsored by the ConAgra Foods® Foundation, honors chefs and nutritionists who have demonstrated exceptional commitment to the Cooking Matters program by teaching at least 15 courses. Forty-one volunteer instructors have been inducted into the Hall of Fame since its founding in 2001.

Vicki Connell

New Hampshire
Food Bank

Michele Morris

Cooking Matters
Colorado

Dennis Taylor

Cooking Matters
Colorado

These Hall of Fame inductees from previous years showed their continued commitment to Cooking Matters by teaching at least one course in 2010.

Jean Bowen

Michael Degenhart

Eva Forson

Mary Kay Gehring

Allison Lew

Robert Margolis

Marilyn Matusch

Andrew Nowak

Christopher Ryan

Morris Salerno

Jason Santos

Heather Scheer

Sue Sheldon

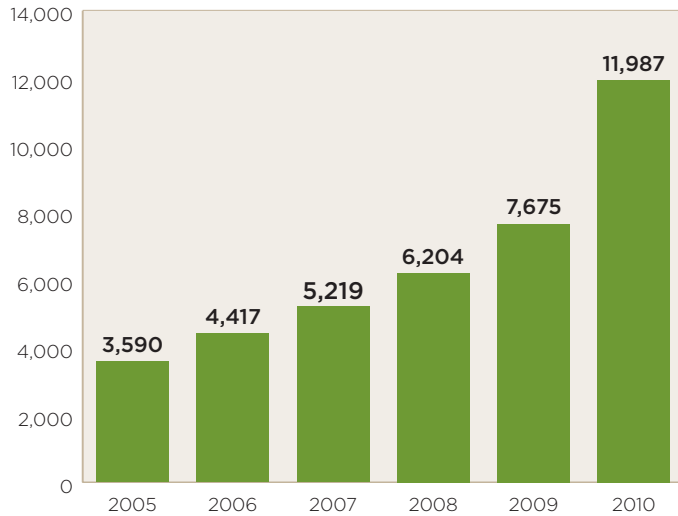
Julie Spector

Linette True

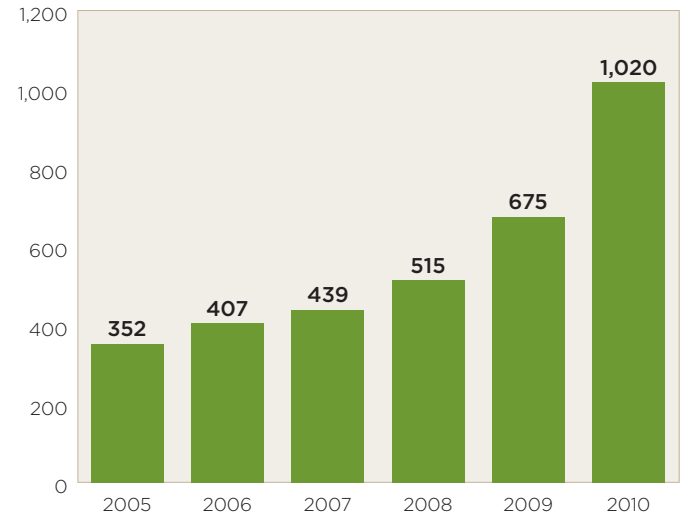
>> Growth and Expansion

The rapid growth of Cooking Matters in recent years is a testament to the strength of the program, the commitment of our volunteers and lead partners, and the support of our national sponsors. Between 2005 and 2010, Share Our Strength added 9 Cooking Matters lead partners, engaged five times as many volunteers, and tripled the number of courses offered and families served.

PARTICIPANTS



COURSES





field
number 1

OUR RESULTS



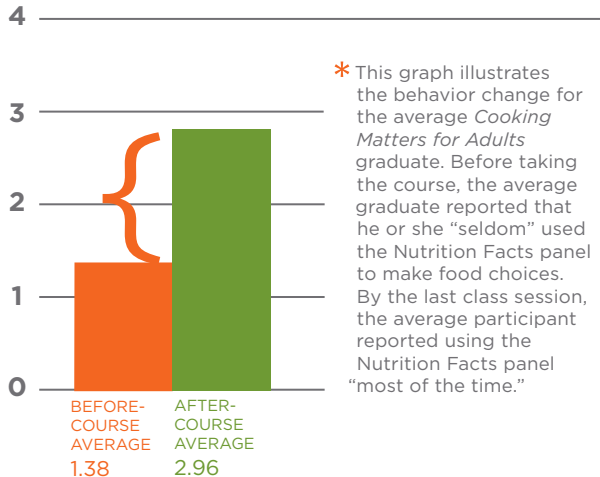
MEASURING OUTCOMES

In 2010, Cooking Matters held more courses than ever before, helping families improve the way they shop, cook, and eat. Share Our Strength measures these changes to document the program's impact and identify opportunities for improvement. The following pages detail both the scope and impact of each of our specialized curricula during the past year.

Each Cooking Matters graduate completes a survey reporting his/her food budgeting, nutrition, and food safety attitudes and behaviors before and after the course. Share our Strength then compiles the responses and calculates the averages of the before-course and after-course responses.

Photo credit: www.callawayphoto.com

HOW OFTEN DO YOU USE THE Nutrition Facts PANEL TO MAKE FOOD CHOICES?



* This graph illustrates the behavior change for the average *Cooking Matters for Adults* graduate. Before taking the course, the average graduate reported that he or she “seldom” used the Nutrition Facts panel to make food choices. By the last class session, the average participant reported using the Nutrition Facts panel “most of the time.”

- 0 Never
- 1 Seldom
- 2 Sometimes
- 3 Most of the Time
- 4 Almost Always

*Based on 3,950 graduate surveys

116% PERCENT CHANGE

Questions and scales vary across curricula, but the results always show the before-course average, after-course average, and percent change between the two.



The tables throughout this report document changes in behavior and attitudes experienced by graduates of *Cooking Matters* courses, who complete a survey on the last day of each course. Tables report the before-course and after-course average for each question, along with the percent change between the two.

164
COURSES



2,109
PARTICIPANTS



86%
GRADUATES



I LEARNED THAT WHEN YOU EAT HEALTHY, YOUR ENERGY INCREASES AND IT STAYS LONGER. I ALSO LEARNED THAT EATING HEALTHY CAN BE FUN AND DELICIOUS.



— *Cooking Matters for Kids* graduate, Portland, Ore.



Cooking Matters for Kids teaches children in third grade through fifth grade how to prepare healthy meals and snacks and to make smart choices wherever they are — at school, at home, at the store, or out to eat.

Fighting childhood hunger and obesity by imparting the knowledge and skills kids need to establish healthy cooking and eating habits, *Cooking Matters for Kids* comprises six weekly lessons packed with activities and exercises that combine nutrition, cooking, and health lessons with fun. Many participants find that trying new, healthy foods can be a positive experience. As one graduate said, “My favorite part of these cooking classes was I tried new things that I thought I did not like!”



COOKING MATTERS
FOR KIDS

COOKING MATTERS FOR KIDS

	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
I CAN MAKE SOMETHING TO EAT WITH FRUIT ALL BY MYSELF	3.16	3.70	17%
I CAN MAKE SOMETHING TO EAT WITH VEGETABLES ALL BY MYSELF	2.45	3.09	26%
I CAN MAKE HEALTHY CHOICES WHEN I'M OUT TO EAT	3.04	3.28	8%
I CAN MAKE HEALTHY CHOICES AT THE GROCERY STORE	3.15	3.37	7%
I CAN TALK TO MY FAMILY ABOUT HEALTHY EATING	3.08	3.24	5%
I CAN TALK TO MY FAMILY ABOUT HEALTHY COOKING	3.12	3.32	6%
I CAN FOLLOW RECIPE DIRECTIONS	3.33	3.59	8%
I CAN USE A KNIFE SAFELY	3.19	3.60	13%
HOW DO YOU FEEL ABOUT TRYING NEW FOODS?	3.29	3.40	3%
HOW DO YOU FEEL ABOUT EATING FRUIT?	3.77	3.84	2%
HOW DO YOU FEEL ABOUT EATING VEGETABLES?	2.97	3.07	3%
HOW DO YOU FEEL ABOUT EATING WHOLE GRAINS?	3.12	3.37	8%
HOW DO YOU FEEL ABOUT CHOOSING DRINKS LOW IN SUGAR?	2.93	3.06	4%

* Results based on 385 graduate surveys

Note: The *Cooking Matters for Kids* survey was revised in September 2010, so behavior change data are reported only for graduates who completed the new survey. Data from the old survey are available upon request.

Confidence
Attitudes

CONFIDENCE:

- 4 YES!
- 3 YES
- 2 NOT SURE
- 1 NO
- 0 NO!

ATTITUDES:

- 4 I REALLY LIKE ...
- 3 I LIKE ...
- 2 I'M NOT SURE ...
- 1 I DON'T LIKE ...
- 0 I REALLY DON'T LIKE ...

“ I LEARNED THAT COOKING WITH YOUR FAMILY CAN BE FUN. EATING HEALTHY WHILE YOU'RE YOUNG CAN HAVE GREAT BENEFITS WHEN YOU GET OLDER. ”

— *Cooking Matters for Kids* graduate, Chicago, Ill.



COOKING MATTERS FOR ADULTS

“ THIS CLASS HAS AFFECTED MY FAMILY AND ME. I NOW KNOW HOW TO READ THE LABELS AND HOW TO GET MORE FOOD WITH MY MONEY. ”

— **Cooking Matters for Adults graduate**, Denver, Colo.

>> **Cooking Matters for Adults** teaches low-income adults how to prepare and shop sensibly for healthy meals on a limited budget. Graduates consistently show improvement in their eating habits, food budgeting skills and food safety practices — behaviors proven to reduce food insecurity and improve overall health.

Cooking Matters for Adults is often paired with addenda to address specialized needs:

- *Cooking Matters EXTRA for Parents of Preschoolers* focuses on the nutritional needs of adults with children ages 5 and under. As a result of the course, 48 percent of graduates either tried or plan to try letting kids help decide which foods are served at home. One graduate said, “My entire family is trying to eat healthier, not just me now. My kids love to pick out recipes and help make them.”
- *Cooking Matters EXTRA for Diabetes* helps adults living with, or at risk of, diabetes make better food choices. The average graduate reported a 71 percent increase in how often he/she pays attention to the number of servings of carbohydrates eaten at each meal. One graduate said, “I never wanted to eat fruits or vegetables and I always ate fried food. I eat about four fruits and two veggies a day and I bake the majority of my food now.”

>>

- *Cooking Matters EXTRA for Wellness* addresses the unique needs of adults living with HIV/AIDS. Graduates showed improvement in food safety practices important to maintaining health: the average graduate reported a 45 percent decrease in how often he or she lets meat and dairy foods sit out for more than two hours. One graduate said, “The enthusiasm of the facilitators, their commitment, and attention were healing and comforting.”

COOKING MATTERS FOR ADULTS	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
PLAN MEALS AHEAD OF TIME	1.87	2.89	55%
SHOP WITH A GROCERY LIST	1.92	2.87	50%
THINK ABOUT HEALTHY FOOD CHOICES	2.17	3.29	52%
ADD SALT WHEN PREPARING FOOD	2.17	1.60	-26%
USE THE “NUTRITION FACTS” LABEL TO MAKE FOOD CHOICES	1.38	2.96	116%
EAT AT LEAST 2 CUPS OF FRUIT EACH DAY	1.76	2.72	55%
EAT AT LEAST 2.5 CUPS OF VEGETABLES EACH DAY	1.94	2.85	47%
EAT WITHIN 2 HOURS OF WAKING UP	2.33	2.94	26%
MAKE MEALS THAT INCLUDE A VARIETY OF FOODS FROM MYPYRAMID	2.20	3.17	44%
THAW FROZEN FOODS AT ROOM TEMPERATURE	1.78	1.16	-35%
LEAVE MEAT AND DAIRY FOODS OUT MORE THAN 2 HOURS	0.82	0.43	-48%

* Results based on 3,950 graduate surveys

- FOOD BUDGETING
- NUTRITION HABITS
- FOOD SAFETY

- 0 NEVER
- 1 SELDOM
- 2 SOMETIMES
- 3 MOST OF THE TIME
- 4 ALMOST ALWAYS



I NEVER ATE WHOLE GRAINS BEFORE, I HAD NEVER COOKED EGGPLANT BEFORE. NOW I’VE COOKED IT IN THREE DIFFERENT RECIPES! I REALLY ENJOYED ALL THE RECIPES WE LEARNED.

— *Cooking Matters for Adults* graduate, Chicago, Ill.

“

I AM BETTER ABLE TO READ NUTRITION LABELS AND MAKE BETTER CHOICES. MY DAUGHTERS ARE EATING MORE VEGETABLES THAT THEY NEVER WANTED TO TRY BEFORE.”

— *Cooking Matters for Adults* graduate,
Franklin, N.H.



* Results based on 3,950 graduate surveys

“

I WAS IMPRESSED THAT SOMEONE TOOK THE TIME TO TEACH US ABOUT HEALTHY FOOD, HOW TO PREPARE IT OURSELVES, AND HOW TO SHOP ON A BUDGET.

”



Before enrolling in *Cooking Matters for Adults*, Sharon Wilson ate most of her meals at fast-food chains. She wanted to eat more healthfully, so when she heard about *Cooking Matters for Adults*, she signed up right away.

The course showed Sharon she could save money and serve healthier food to her family by preparing meals at home. “Eating out all the time is extra calories and

extra money,” said Sharon. “I know now that you can feed a family healthy food on a budget.” Sharon also shared what she learned with her two children. Her son now checks food labels and looks for natural juices.

“I still prepare many of the meals that I learned in *Cooking Matters*,” said Sharon. “So much of what I learned in the class, I use in my day-to-day routine.”

— Sharon Wilson,
Cooking Matters for Adults graduate,
Los Angeles, Calif.

2010 TOTALS



466
COURSES
388 ENGLISH
78 SPANISH



5,209
PARTICIPANTS



85%
GRADUATES



COOKING MATTERS FOR FAMILIES

“MY FAMILY IS NOW EATING TOGETHER MORE THAN BEFORE; WE ARE ALSO MAKING DIFFERENT CHOICES ABOUT THE FOOD WE EAT. IT HAS ALSO GIVEN ME AND MY SON AND DAUGHTER THE CHANCE TO SPEND TIME DOING SOMETHING WE LIKE.”

— *Cooking Matters for Families graduate*, Atlanta, Ga.

>> *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 year, families tried new foods together, planned menus for family meals, and experienced cooking together as an enjoyable pastime. One child graduate said, “I didn’t know cooking could be so much fun when you do it with your family. It was also great to learn to make foods I had never tried or heard of, like the quesadillas with vegetables.”


151
COURSES
131 ENGLISH/20 SPANISH



2,033
PARTICIPANTS



85%
GRADUATES



	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
--	-----------------------	----------------------	----------------

PLAN MEALS AHEAD OF TIME



1.96	2.88	47%
------	------	------------

COOK MEALS INSTEAD OF BUYING TAKEOUT



2.67	3.01	13%
------	------	------------

THINK ABOUT HEALTHY FOOD CHOICES



2.22	3.28	47%
------	------	------------

EAT AT LEAST 2 CUPS OF FRUIT EACH DAY



1.83	2.72	48%
------	------	------------

* Results based on 687 family graduate surveys.

- FOOD BUDGETING
- NUTRITION HABITS
- FOOD SAFETY

	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
--	-----------------------	----------------------	----------------

COMPARE PRICES BEFORE BUYING FOOD



2.70	3.34	23%
------	------	------------

EAT MEALS WITH YOUR FAMILY



2.78	3.24	17%
------	------	------------

MAKE MEALS THAT INCLUDE A VARIETY OF FOODS FROM MYPYRAMID



2.37	3.20	35%
------	------	------------

LEAVE MEAT AND DAIRY FOODS OUT MORE THAN 2 HOURS



0.62	0.42	-33%
------	------	-------------

- 0 NEVER
- 1 SELDOM
- 2 SOMETIMES
- 3 MOST OF THE TIME
- 4 ALMOST ALWAYS

97%
OF CHILDREN LIKED COOKING WITH THEIR PARENTS IN CLASS

57% OF PARENTS TRIED OR PLAN TO TRY LETTING KIDS HELP DECIDE WHICH FOODS ARE SERVED

56% OF PARENTS TRIED OR PLAN TO TRY LETTING KIDS HELP PREPARE MEALS

42% OF PARENTS TRIED OR PLAN TO TRY LETTING KIDS SERVE THEMSELVES

29% OF PARENTS TRIED OR PLAN TO TRY ENCOURAGING CONVERSATION AT MEAL TIME



COOKING MATTERS FOR TEENS

“ I’VE TRIED THINGS THAT I NEVER THOUGHT I WAS GOING TO EAT. I ALSO KNOW HOW TO COOK THINGS, SO WHEN I GO HOME I CAN HELP MY MOM WITH A LOT. ”

— *Cooking Matters for Teens* graduate, San Francisco, Calif.

>> *Cooking Matters for Teens* teaches adolescents in grades 6 and above how to make healthy food choices and prepare healthy meals and snacks for themselves, their families, and friends.

Preparing and eating healthy meals and snacks are far from top priorities for today’s teens. But in 2010, *Cooking Matters for Teens* courses taught hundreds of teens from low-income families that good nutrition is fun, rewarding, and delicious. One graduate said, “It has made me look at the food I eat differently, helped me make better choices in foods I eat and things I drink.”



163
COURSES



1,754
PARTICIPANTS



85%
GRADUATES

COOKING MATTERS FOR TEENS	BEFORE COURSE AVERAGE	AFTER COURSE AVERAGE	PERCENT CHANGE
MAKE MEALS OR SNACKS AT HOME INSTEAD OF BUYING TAKEOUT	2.08	2.62	26%
CHOOSE HEALTHY FOODS FOR SNACKS	1.79	2.45	36%
EAT WITHIN 2 HOURS OF WAKING UP	2.06	2.51	22%
USE THE NUTRITION FACTS LABEL TO MAKE FOOD CHOICES	1.17	2.00	71%
EAT AT LEAST 2 CUPS OF FRUIT EACH DAY	2.00	2.56	28%
EAT AT LEAST 2.5 CUPS OF VEGETABLES EACH DAY	1.57	2.17	38%
MAKE MEALS THAT INCLUDE A VARIETY OF FOODS FROM MYPYRAMID	1.92	2.60	36%

- 0 NEVER
- 1 SELDOM
- 2 SOMETIMES
- 3 MOST OF THE TIME
- 4 ALMOST ALWAYS

* Results based on 1,209 graduate surveys

■ FOOD BUDGETING
 ■ NUTRITION HABITS

“ I’VE MOST DEFINITELY BECOME MORE AWARE OF WHAT FOODS I PUT IN MY BODY. I READ THE NUTRITION FACTS ON A DAILY BASIS NOW AND SUPPORT MY FAMILY AND FRIENDS IN MAKING HEALTHY CHOICES. ”

— *Cooking Matters for Teens graduate*, Aptos, Calif.

81% IMPROVED THEIR COOKING SKILLS
 67% ARE DRINKING MORE FRUITS
 58% ARE DRINKING MORE WATER
 52% MADE A COOKING MATTERS RECIPE AT HOME
 50% ARE EATING MORE VEGETABLES
 46% ARE EATING MORE WHOLE GRAINS



COOKING MATTERS FOR YOUNG PARENTS

“ I STARTED EATING EVERY FOOD GROUP EVERY DAY, AND AM BECOMING A ROLE MODEL FOR MY DAUGHTER. ”

— *Cooking Matters for Young Parents graduate*, Hallandale, Fla.

>> *Cooking Matters for Young Parents* provides teen parents with the skills and knowledge they need to give their children every nutritional advantage. Graduates show they are more conscientious about their family's nutrition by using the Nutrition Facts label more often and choosing healthier foods such as low-fat milk and whole grains. One graduate said, “This course showed me more healthy ways to eat and prepare food. Now I can save money and my daughter eats well.”



17

COURSES



206

PARTICIPANTS



80%

GRADUATES

- 0 NEVER
- 1 SELDOM
- 2 SOMETIMES
- 3 MOST OF THE TIME
- 4 ALMOST ALWAYS

	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
--	-----------------------	----------------------	----------------

PLAN MEALS AHEAD OF TIME



1.71 | 2.54 | **48%**

COOK MEALS INSTEAD OF BUYING TAKEOUT



2.07 | 2.66 | **28%**

CHOOSE HEALTHY FOOD FOR SNACKS



1.58 | 2.50 | **58%**

EAT AT LEAST 2 CUPS OF FRUIT EACH DAY



1.86 | 2.48 | **34%**

* Results based on 105 graduate surveys

- FOOD BUDGETING
- NUTRITION HABITS
- FOOD SAFETY

	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
--	-----------------------	----------------------	----------------

COMPARE PRICES BEFORE BUYING FOOD



2.10 | 2.98 | **42%**

USE THE NUTRITION FACTS LABEL TO MAKE FOOD CHOICES



0.98 | 2.15 | **120%**

MAKE MEALS THAT INCLUDE A VARIETY OF FOODS FROM MY PYRAMID



2.13 | 2.75 | **29%**

LEAVE MEAT AND DAIRY FOODS OUT MORE THAN 2 HOURS



0.51 | 0.40 | **-22%**

99% WOULD RECOMMEND COOKING MATTERS FOR YOUNG PARENTS

85% IMPROVED THEIR COOKING SKILLS

61% MADE A COOKING MATTERS RECIPE AT HOME

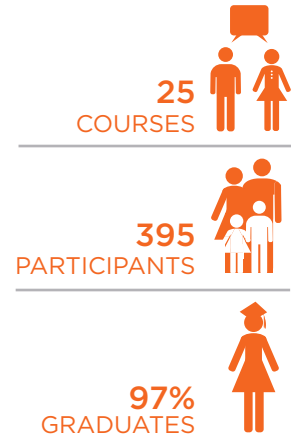
65% OF TEENS ARE EATING MORE FRUIT

54% ARE EATING MORE WHOLE GRAINS

54% OF TEENS ARE EATING MORE VEGETABLES



COOKING MATTERS FOR CHILD CARE PROFESSIONALS



“ I’M MORE CONSCIOUS ABOUT HEALTHY FOODS AND SNACKS, TALKING MORE TO MY FAMILY AS WELL AS MY DAY CARE CHILDREN ABOUT WHAT THEY EAT. ”

— *Cooking Matters for Child Care Professionals graduate*, Los Angeles, Calif.

>> *Cooking Matters for Child Care Professionals* teaches child care professionals how to prepare healthy meals and create a positive food environment for the kids in their care. The training empowers child care providers with the knowledge and skills to serve nutritious snacks and meals and reinforces healthy eating practices at home.

In 2010, Share Our Strength awarded mini-grants to organizations involved in educating child care professionals, including health departments, Child Care Resource and Referral agencies, Cooperative Extension offices, and organizations that sponsor the Child and Adult Care Food Program (CACFP). This pilot program has enabled us to expand our network to reach more child care providers where they receive professional development.

Trainings held in 2010 indicate both a need for and the effectiveness of this new professional resource. One provider said, “This course has shown me how easy it is to cook healthy foods on a budget. Also, I feel more confident introducing varied vegetables to picky kids by offering colorful choices.”

COOKING MATTERS FOR CHILD CARE PROFESSIONALS	BEFORE-COURSE AVERAGE	AFTER-COURSE AVERAGE	PERCENT CHANGE
HOW OFTEN DO YOU EAT WITH KIDS AT THE TABLE?	2.97	3.38	14%
HOW OFTEN DO YOU LET KIDS HELP DECIDE WHICH FOODS WERE OFFERED?	2.44	2.99	23%
HOW OFTEN DO YOU LET KIDS HELP PREPARE MEALS?	1.48	2.57	74%
HOW OFTEN DO YOU LET KIDS SERVE THEMSELVES?	2.46	2.92	19%
HOW OFTEN DO YOU USE THE "NUTRITION FACTS" ON FOOD LABELS TO COMPARE FOODS?	2.85	3.38	19%
HOW CONFIDENT ARE YOU THAT YOU CAN PREPARE "KID FRIENDLY" HEALTHY FOODS FOR YOUR CHILD CARE?	3.21	3.53	10%
HOW CONFIDENT ARE YOU THAT YOU CAN COMPARE PRICES AMONG HEALTHY FOODS?	3.05	3.49	14%
HOW CONFIDENT ARE YOU THAT YOU CAN PLAN MENUS IN ADVANCE TO KEEP WITHIN YOUR DAYCARE BUDGET?	3.09	3.46	12%
HOW CONFIDENT ARE YOU THAT YOU CAN USE THE SAME HEALTHY FOOD/INGREDIENT IN MORE THAN ONE RECIPE?	3.05	3.44	13%

* Results based on 204 graduate surveys.

Note: The *Cooking Matters for Child Care Professionals* survey was revised in October 2010, so behavior change data are reported only for graduates who completed the new survey. Data from the old survey are available upon request.

BEHAVIORS
CONFIDENCE

BEHAVIORS:

- 0 NEVER
- 1 RARELY
- 2 SOME
- 3 OFTEN
- 4 ALWAYS

CONFIDENCE:

- 0 NOT AT ALL CONFIDENT
- 1 A LITTLE CONFIDENT
- 2 SOMEWHAT CONFIDENT
- 3 VERY CONFIDENT
- 4 COMPLETELY CONFIDENT

100%
WOULD RECOMMEND THIS TRAINING TO OTHER CHILD CARE PROVIDERS

97%
PLAN ON MAKING A COOKING MATTERS RECIPE FOR KIDS IN THEIR CARE

70%
ARE SERVING MORE WHOLE GRAINS IN THEIR DAYCARE

66%
ARE SERVING MORE VEGETABLES IN THEIR DAYCARE

59%
ARE SERVING MORE FRUITS IN THEIR DAYCARE

SHOPPING MATTERS FOR ADULTS



“BUYING HEALTHIER DOES NOT HAVE TO COMPROMISE TASTE AND DOES NOT HAVE TO COST A LOT MORE THAN REGULAR GROCERY SHOPPING.”

— *Shopping Matters for Adults* participant,
Greenfield, Ind.

>> In 2010, Share Our Strength launched *Shopping Matters for Adults*, a guided grocery store tour that helps low-income adults make healthy and affordable choices at the supermarket. This fun, interactive tour is loosely based on one of the most popular activities in the *Cooking Matters for Adults* curriculum.

During a *Shopping Matters for Adults* tour, participants practice skills that help them understand how to economically purchase fruits and vegetables, save money by comparing unit prices, and make healthier choices by reading food labels and ingredient lists. Local facilitators organize *Shopping Matters* tours in their own communities — recruiting participants, choosing the tour location, and planning and leading the tour.

In 2011, Share Our Strength will pilot a *Shopping Matters for WIC Parents* tour to educate parents about how to maximize the amount of healthy food they can obtain with their WIC benefits.



“ THE INFORMATION ABOUT UNIT PRICES REALLY HELPED, AS DID THE GUIDE TO LOOKING AT WHAT 100% WHOLE GRAIN REALLY MEANS. ”

— *Shopping Matters for Adults* participant, Philadelphia, PA

SHOPPING MATTERS FOR ADULTS	THIS IDEA IS NOT FOR ME	I ALREADY DID THIS BEFORE TAKING THE TOUR	I AM THINKING ABOUT TRYING THIS	I PLAN TO TRY THIS SOON
COMPARE UNIT PRICES TO FIND THE BEST DEAL	6%	32%	17%	45%
READ INGREDIENT LISTS TO FIND WHOLE GRAINS	8%	30%	17%	45%
COMPARE FOOD LABELS TO MAKE HEALTHY CHOICES	6%	34%	15%	45%

97%
LIKED OR
REALLY LIKED
THE TOUR

* Results based on 204 graduate surveys.

- FOOD BUDGETING
- FOOD SAFETY
- NUTRITION HABITS

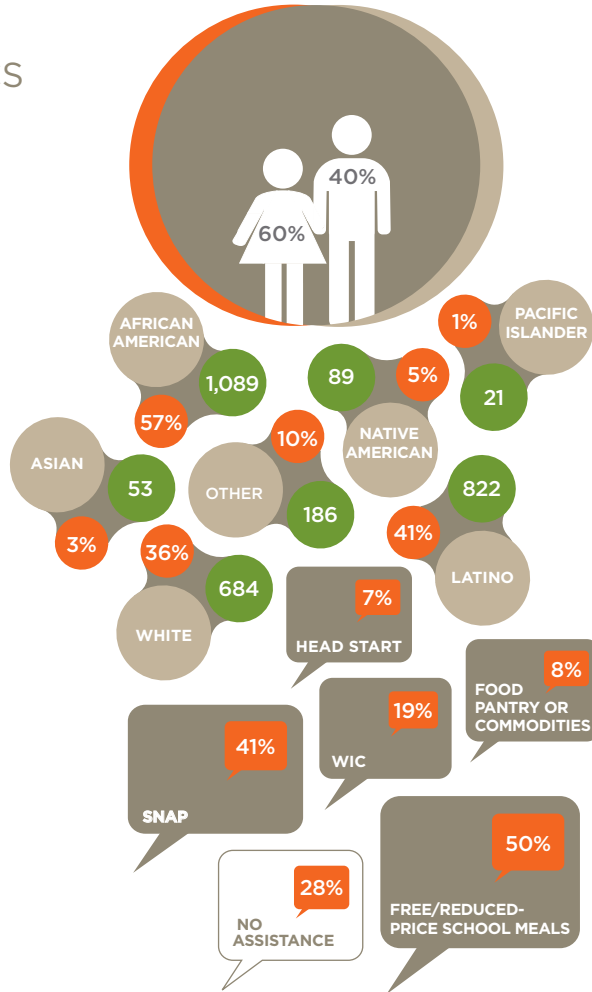
2010 PARTICIPANT DEMOGRAPHICS

2,603 YOUTH PARTICIPANTS

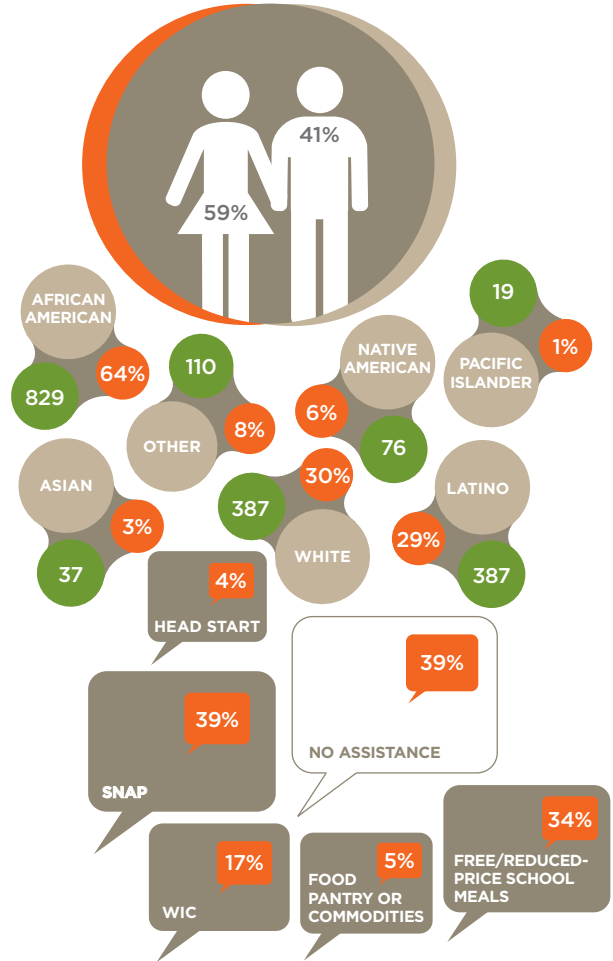
- GENDER
- RACE/ETHNICITY
- PARTICIPATION IN NUTRITION ASSISTANCE PROGRAMS
- %
- TOTALS

WIC SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

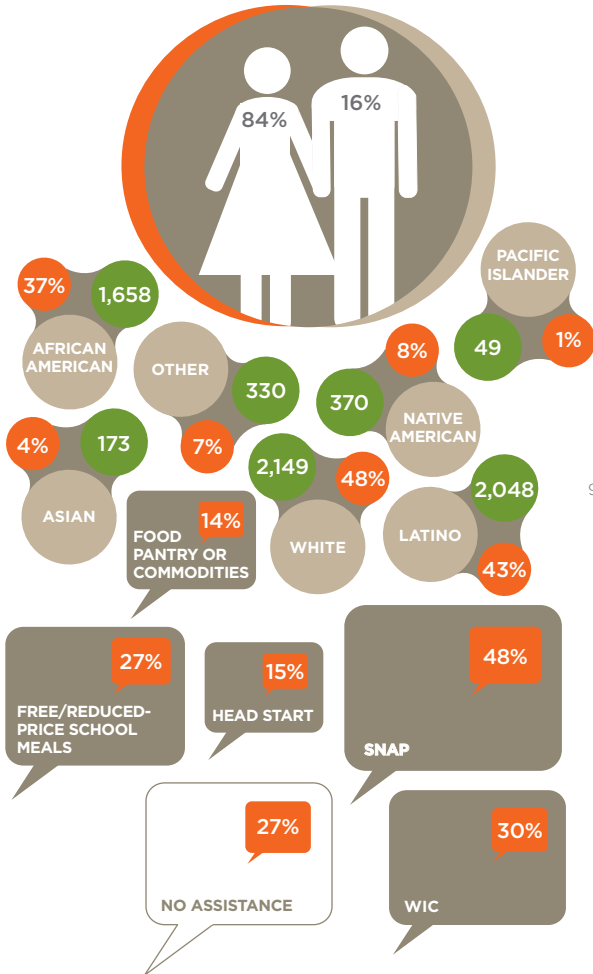
SNAP SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (FORMERLY FOOD STAMPS)



1,594 TEEN PARTICIPANTS



6,098 ADULT PARTICIPANTS



AVERAGE NUMBER OF CHILDREN
2.4

AVERAGE HOUSEHOLD SIZE
3.6

HIGHEST GRADE COMPLETED:

8TH GRADE OR LESS
11%

9TH TO 11TH GRADE
16%

12TH GRADE OR GED
32%

ATTENDED COLLEGE
24%

COLLEGE DEGREE
17%

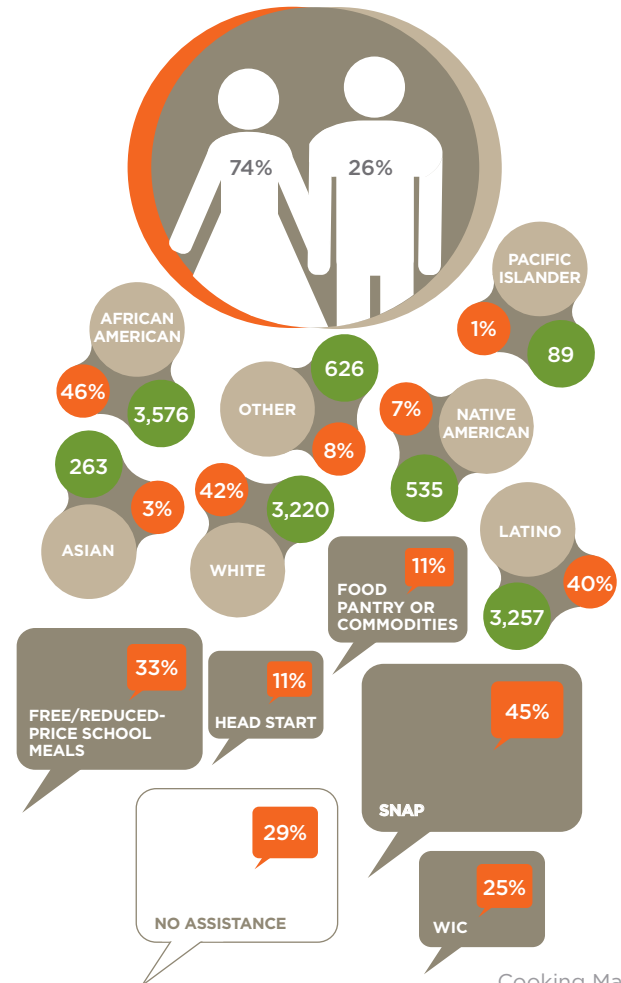
AVERAGE AGE OF CHILDREN:

0-5 YEARS OLD
48%

6-17 YEARS OLD
55%

18 OR OLDER
33%

10,295 TOTAL PARTICIPANTS





SHAREOUR
STRENGTH[®]
NO KID HUNGRY

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.

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strength.org