



Who is Cooking Matters?

Cooking Matters inspires families to make healthy, affordable food choices. Our programs teach parents and caregivers of young children with limited food budgets to plan, shop for and prepare healthy meals. We offer organizations who want to implement Cooking Matters education evidence-based and practice-tested curricula, digital resources, messaging, and more. Cooking Matters is a campaign of Share Our Strength, an organization working to end hunger and poverty.

How can Cooking Matters resources be used in the healthcare setting?

Pregnant women and caregivers of young children have regular touchpoints with the healthcare system, and healthcare providers are often a trusted source of information reported by this audience. To better understand how Cooking Matters resources can reach these caregivers through the healthcare setting, we contracted with the University of North Carolina Food, Fitness, and Opportunity Research Collaborative (FFORC) to use Human-Centered Design methods to surface and develop ideas from caregivers themselves as well as healthcare stakeholders. The results of that work are summarized in this document.



We listened to parents and caregivers...

Caregivers were led through an activity about their experience in healthcare settings, which helped us to better understand what they want and need for food skills and other wellness education. Here's what we heard:



What's important to caregivers?

- Authentic relationships with healthcare and health education providers
- Individualized, customizable learning opportunities
- Culturally appropriate education

What do caregivers want?

- Flexibility in content, delivery, and timing
- Learning opportunities on their own time
- Help from healthcare providers and staff with accessing education



...and then parents and caregivers identified some possible interventions.

Caregivers want flexible, individualized education opportunities in healthcare settings that will help them meet their families' health and wellness goals. They identified four possible interventions based on their needs and wants. These interventions were then vetted with stakeholders from the healthcare setting, and a final core set of interventions was identified that would balance the needs and desires of both:

Text Messaging intervention

- Weekly education delivered via text message
- Healthcare staff offers and helps with signing up

Health Educator Intervention

- Individualized education
- 15-30 minute sessions
- Individual (preferred) or small group
- In-person or hybrid

QR Code Intervention

- QR code located in the exam room linking to education materials
- Ability to access education on their own time and via smart phone is important
- Ability to share with family members is important

Waiting/Exam Room Intervention

- Television or tablet-based education
- Alleviates long waiting periods in the waiting or exam room
- Fun and educational for parents and kids

Want to get involved?

Ready to implement some of these interventions in your healthcare setting, or to learn more about what we offer that can meet your needs?



For more information, head to cookingmatters.org/community-resources

For the full report, go to cookingmatters.org/healthcare

For additional support, email cmhelp@strength.org