



# GET TO KNOW COOKING MATTERS MASSACHUSETTS





## WHAT IS COOKING MATTERS?

Cooking Matters is a program of the No Kid Hungry Campaign.

Today, one in five children in the United States doesn't have the food needed to grow and thrive. Together, we're changing that with the No Kid Hungry Campaign.

Share Our Strength's No Kid Hungry campaign is at work in all 50 states through our state and city-based campaigns, nutrition education programs, and our investments in local community partners. Through its Cooking Matters program, the No Kid Hungry campaign equips low-income families with skills to stretch their food budgets so their kids get healthy meals at home. Cooking Matters participants learn to shop smarter, use nutrition information to make healthier food choices, and cook delicious, affordable meals.

**Together, we are making No Kid Hungry a reality in America. Learn more at [NoKidHungry.org](http://NoKidHungry.org)**

# THE COOKING MATTERS PARTNERSHIP MODEL

## Illustration of the Cooking Matters Program Model



**Our partners know that cooking truly matters. They are creative and inspiring – and we can't connect kids to healthy food without them.**

Share Our Strength partners with nonprofits, community groups, and public organizations across the country to provide Cooking Matters programming to low-income families in venues that are convenient and familiar to them. Our primary model is a franchise-style partnership with a citywide, regional, or statewide social service agency.

# LOCAL PROGRAM PARTNERS



Local program partners primarily offer our hands-on cooking and nutrition courses, but many also provide grocery store tours and other food skills education opportunities. In 2015, our local partners taught more than **106,000 families** to shop for and cook healthy meals on a budget. There are Cooking Matters programs based in 29 states throughout the country, with Share Our Strength directly operating the programs in Colorado and Massachusetts. Additional national partners help offer courses and tours throughout the country.

# VOLUNTEERS MAKE THIS WHOLE THING WORK!



- In 2015, there were nearly 3,000 volunteers in the country
- In 2015, there were more than 150 volunteers in MA – some of whom volunteered on multiple occasions
- Across the country, volunteers support Cooking Matters programming in many different ways
- In Massachusetts, our volunteers:
  - Teach courses as a culinary or nutrition instructor
  - Assist with six week courses
  - Grocery shop for courses
  - Lead Cooking Matters at the Store tours
  - Help out with office work
  - Photograph our programming
  - Create props and visual aids for class
  - Support multi-lingual courses as a translator

**We couldn't do it without you!**

# HOW COOKING MATTERS WORKS

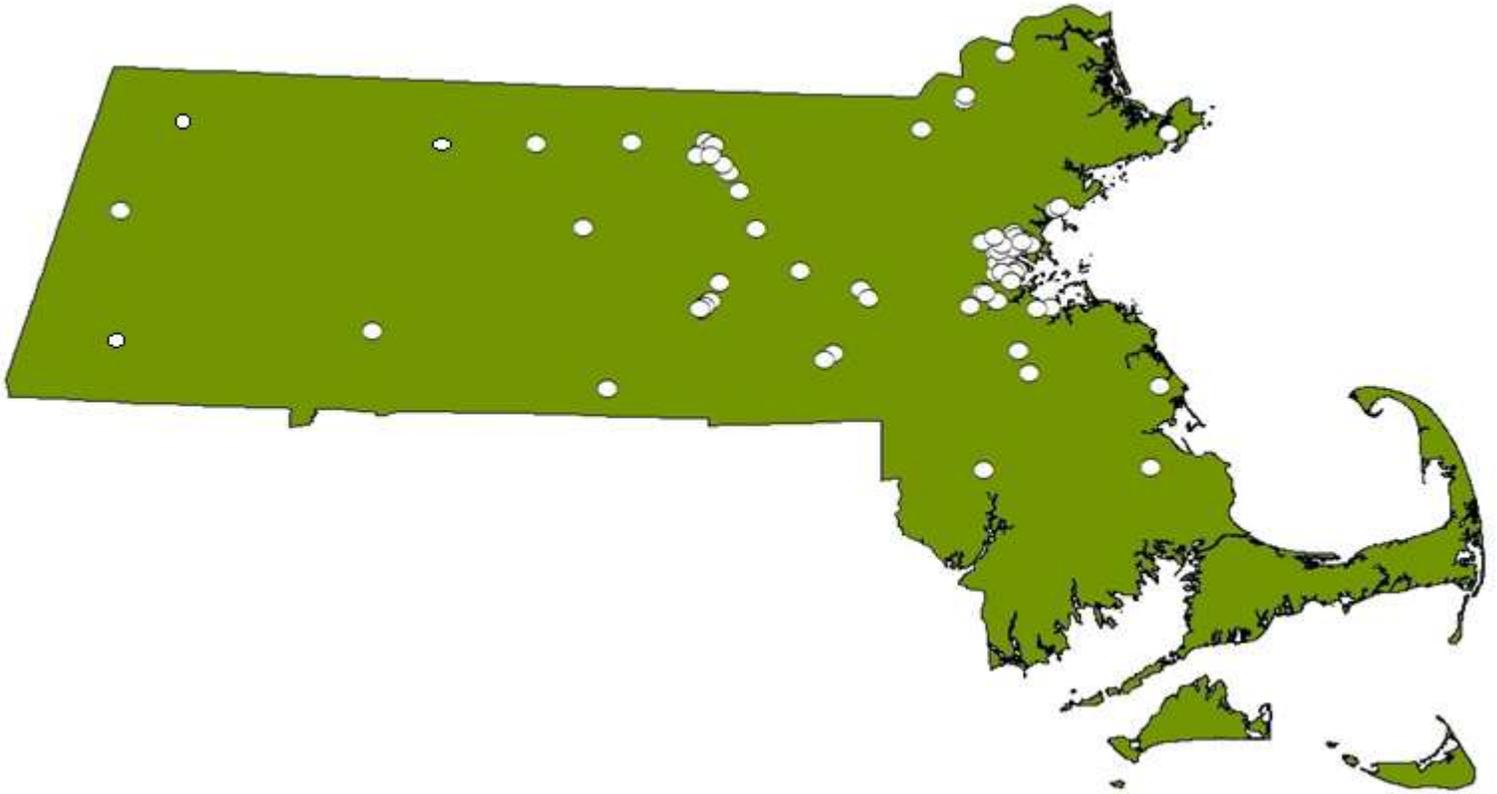


Cooking Matters programs across the country use the same materials and follow the same set of implementation guidelines. The materials and implementation guidance is developed and maintained by Share Our Strength. We offer curriculum for Cooking Matters for Adults, Cooking Matters for Families, Cooking Matters for Teens, and Cooking Matters for Kids courses. Each local program partner has the ability to choose which Cooking Matters curricula they will use, where they will offer their programming, and how many programs they will offer in order to meet the particular needs of their community.

The Cooking Matters model is unique because it is hands-on, skills-based, participatory, and provides participants with the materials and groceries they need to practice their new skills at home.

# PROGRAMMING IN MASSACHUSETTS

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- Each year we offer approximately 100 six-week courses and 350 grocery store tours
- Over 90% of our programming is for adults, specifically parents
- 73% of the families we reach use at least one food assistance program such as SNAP, WIC, and/or free or reduced school meals
- Programming takes place at grocery stores, Head Start programs, Boys & Girls clubs, community centers, and schools throughout the state

## IF YOU VOLUNTEER WITH 6-WEEK COURSES



- Courses are held in a variety of community spaces and/or organizations
- The local program partner does a significant amount of planning and preparation to set up the courses
- Each course requires a lot of supplies (i.e. groceries, knives, cutting boards, bowls, pots & pans) that are usually transported to class every week
- In general, you will take the lead as a culinary instructor, nutrition instructor, or classroom assistant during a course



# YOU MAY COOK IN A SPACE THAT LOOKS LIKE THIS



# YOU MAY TEACH IN A SPACE THAT LOOKS LIKE THIS



# YOUR TIME MAKES A BIG DIFFERENCE!

## After a course, adult and teen graduates report that:

- 70%** are eating more vegetables
- 69%** are eating more fruits
- 76%** are eating more whole grains
- 92%** improved their cooking skills
- 100%** would recommend this course to others

\*Results based on 709 graduate surveys (graduate response rate of 92%)



## After a course, adult and teen graduates are:

- Cooking meals instead of buying take-out **19%** more often
- Using the “Nutrition Facts” label **144%** more often
- Eating at least 2 cups of fruit a day **53%** more often
- Eating at least 2.5 cups of vegetables a day **46%** more often
- Making meals with at least 3 food groups **49%** more often

\*Results based on 709 graduate surveys (graduate response rate of 92%)

## After a course, adult graduates are:

- Planning meals ahead of time **58%** more often
- Comparing prices before buying food **49%** more often
- Shopping with a grocery list **52%** more often
- Thinking about healthy food choices **58%** more often

\*Results based on 521 graduate surveys (graduate response rate of 81%)

## After a course, child course graduates report that:

- 51%** are more confident that they can make snacks with fruit or vegetables
- 48%** are more confident that they can talk to their parents about healthy cooking or eating
- 40%** are more confident that they can make healthy choices at the grocery store or when out to eat

\*Results based on 113 graduate surveys (graduate response rate of 97%)

## After a tour, graduates report that:

- 83%** intend to try comparing unit prices, reading ingredient lists to identify whole grains, or comparing food labels

\*Results based on 138 graduate surveys (graduate response rate of 66%)