



THE PROBLEM

“Obesity could now be an even greater threat to America’s health than smoking. In fact, medical experts are predicting that this generation is on track to have a shorter lifespan than their parents. Obesity is also one of the biggest threats to the American economy. If we continue on our current path, in ten years, nearly 50 percent of all Americans will be obese - not just overweight, but obese.”

Michelle Obama, First Lady of the United States

“Right now, they’re learning the wrong habits. The share of children who are overweight has quadrupled in the last 40 years. If there was an epidemic of little kids getting cancer, it would be a national crisis. But because it’s obesity and the damage doesn’t come until later in life, we’ve been slow to act.”

Kathleen Sebelius, Secretary of Health and Human Services

“The numbers are stunning. Nearly one out of every three American children is obese or at a risk of becoming obese - 25 million children in all, with children in minority families at an even greater risk. It is the most common disease of childhood, and we are told it’s largely preventable. All of us - parents, schools, government and employers - need to see the rising childhood obesity rates for what they are: a medical emergency. And it is time we worked together to do something about it.”

- Senator Christopher Dodd

SOME FACTS

“A staggering 90% of overweight kids already have at least one avoidable risk factor for heart disease, such as high cholesterol or hypertension. Type 2 diabetes is now being diagnosed in teens as young as 15.”

- Time Magazine, June 12, 2008

“Obesity is a family affair: when one sibling becomes obese, there is a 40% likelihood that a sibling of the same gender will also become obese. An overweight adolescent has a 70% chance of becoming obese.”

- Framingham Heart Study

“Obese children tend to be socially isolated and have high rates of disordered eating, anxiety, and depression.”

- Dr. David S. Ludwig, Boston Children’s Hospital

“Obesity is a terror within. It’s destroying our society and unless we do something about it, the magnitude of the dilemma will dwarf 9/11 or any other terrorist event that you can point out.”

- Former Surgeon General Richard Carmona

OUR SOLUTION

ChopChop is a quarterly food magazine and website for kids aged 5- 12 and their families, produced by Kid2Kid, Inc, a non-profit organization based in Massachusetts.

OUR MISSION:

- Teach kids to cook
- Educate kids to be nutritionally literate
- Empower kids to actively participate as health partners with their families & doctors
- Establish and support better eating habits for a lifetime of good nutrition
- Facilitate bonding between children and their parents/caregivers
- Stem the tide of unhealthy children who are growing into unhealthy adults

ChopChop's long term vision is to reverse and prevent childhood obesity. ChopChop addresses the rising medical emergency of overweight and obese children by harnessing the power and authority of pediatricians to partner with children and their parents/caregivers to improve—slowly, one bite at a time--their eating habits.

ChopChop is being shipped to practicing pediatricians who will prescribe the magazine during well child visits as a tool for a healthier child and a healthier family. ChopChop will also be distributed to organizations whose mission it is to be stewards of young people, including The Boys and Girls Club, Harlem Children's Zone, Stone Barns Center for Food and Agriculture, Boston Public Schools, Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and HIPPIY USA. The magazine is distributed to kids for free.

Our intention is to reach every child ages 5- 12 in America.

Available in English now and later in Spanish, ChopChop is filled with nutritious, great-tasting, visually exciting, kid-friendly, family-focused, ethnically diverse and inexpensive recipes, as well as interesting and little known food facts, Q&A's and games.

All recipes will be vetted by our Nutrition Advisory Board, and will rely on typical kitchen equipment and cooking methods and will include fresh ingredients as well as convenience items like canned tomatoes, stocks and beans. The majority of the recipes will serve four and all will have been tested by kids in home kitchens.

EXPERTS RESPOND

“What’s missing from Mrs. Obama’s good food campaign? Cooking.”

- Amanda Hesser, The New York Times, May 31, 2009

“Eat healthfully and kids are more likely to follow your example. Even more, involve your kids with food. Take them food shopping. Show them how to pick out foods. Take the foods home and let kids peel fruit, pare vegetables, mix, mash and measure. Let them taste everything. Teach kids to cook.”

**- Marion Nestle, Department of Nutrition, Food Studies, and Public Health, Professor
of Sociology at New York University**

“Children who participate in preparing meals have a more diverse palate. For one thing, cooking with your kids can help get them interested in trying healthy foods they might normally turn their noses up at.”

- Susan Moores, MS, RD, American Dietetic Association

“The importance of family meals is something that should be underscored. Kids who sit down with their family tend to have a more normal weight. Parents can provide structure for the meal, and the meal tends to be more well-balanced.”

- Andrea Vazzana, New York University Child Study Center

“Physician involvement- discussing food choices and exercise- positively impacts obesity rates. “

- California Health Interview Survey, 2005

OUR TEAM

Sally Sampson, Founder and President, is the James Beard Award nominated author of 20 cookbooks and a frequent magazine contributor: Food and Wine, Bon Appétit and The Boston Globe, among others. Sally's strengths include recipe development, working within narrowly defined parameters and demystifying and simplifying the art of cooking. As the mother of a child with a chronic illness and a member of The Children's Hospital Boston Family Advisory Board, Sally has been intimately involved with the pediatric healthcare system for the last sixteen years.
www.sallysampson.com

Steve Slon, Editor-in-Chief, is an award-winning magazine veteran with more than 20 years experience. Among his posts, he was Editor in Chief of AARP The Magazine, Editor in Chief of Success Magazine, and Managing Editor of Men's Health. Under his tenure, AARP The Magazine was the recipient of numerous awards, including a National Magazine Award in 2008. Over the years, Slon's writing has appeared in Reader's Digest, Men's Journal, Men's Health, Self, AARP The Magazine and many other publications. www.stevenslon.com

Dr. Barry Zuckerman, Medical Director, is The Joel and Barbara Alpert Professor of Pediatrics at Boston University School of Medicine, Professor of Public Health at Boston University School of Public Health, and Chief of Pediatrics at Boston Medical Center. In addition to being a world renowned scholar and innovator, he has edited nine books, authored more than 200 scientific publications, won numerous international awards and served on prestigious national committees. Dr. Zuckerman founded Reach Out and Read, The Medical Legal Partnership for Children, Project Health and Healthy Steps.

Mary Jo Viederman, Director, Strategic Partnerships, has been working with leading brands committed to social and environmental change for the last 15 years including Stonyfield Farm, Honest Tea, Odwalla, Lindblad Expeditions, National Geographic, and many other food, apparel and hospitality brands as well as environmental non-profits. Her firm, Charter 21, offers integrated communications campaigns address critical issues ranging from climate change, fisheries depletion, sustainable tourism, sweatshops, slavery and other global issues.

www.charter21.com

Andrzej Janerka, Creative Director, is the founder of Andrzej Janerka Design. In his 20-plus years experience, he was Design Director for AARP The Magazine and has also held positions at major national magazines such as Self, House Beautiful, Glamour, Mirabella and House and Garden. His work received numerous design awards and medals from The Society of Publication Designers, The Ozzie Awards, and American Photography. His work has also been featured in Graphis 2008 Photo Annual. www.janerkadesign.com

Carl Tremblay, Photographer, counts among his many clients Simon and Schuster, Cooks Illustrated, Polaroid, Gourmet, Fidelity and MFA/Boston. He has won numerous awards including The Communication Arts Photo Annual Award of Excellence and The Communication Arts Design Annual Award of Excellence. www.carltremblayphoto.com

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