

Hip4Kids

THE MISSION

Our nation faces a long-standing and serious problem concerning proper nutrition for our youth. This problem is twofold: a lack of proper nutrition during the developmental stages of childhood, and child obesity resulting from poor dietary habits. These problems contribute to diseases, including Type II diabetes, viral disease, heart disease and high blood pressure.

As a pioneer in the New York City area in the fight against childhood obesity, Hip4Kids (Hospitality Industry Professionals for Kids) has for nine years offered free programming in the form of community-based workshops, educational curricula, multimedia programs and after-school programs in every borough of New York City. Hip4Kids educates parents, teachers and youth on the fundamental importance of good nutrition and healthy living. We believe we can improve the quality of life of at-risk children by providing information about nutrition, food preparation and ways to eat healthy and inexpensively. Consistent with our mission, we guide students, parents and teachers toward "green solutions" and local agricultural cooperatives.

Since August 2001, Hip4Kids has provided community outreach programming and educational information via our website at hip4kids.org, which features flash movies on health and diet, recipes, contests, news and educational curricula available for free. Website visits for the last quarter of 2008 surpassed 160,000, and we have received requests for our electronic health and nutrition curriculum from parents and teachers as far away as Hawaii and Guam. Our electronic curriculum has recently been utilized in school systems in Rochester, Syracuse, Albany, Yonkers, Troy and Buffalo in cooperation with Healthy Steps to Albany.

Hip4Kids is also active in the city's schools. On May 7, 2009, Hip4Kids conducted "Hip4Kids Day" and the debut of our lunch room program "Lunch Room Rock" at P.S. 163 in Brooklyn. We planned this event with all levels of the school administration and the professionals who run the school meals delivery system, from regional dieticians to school cafeteria workers. Our basic premise was to show the ease of training and instructing school cafeteria staff to utilize ingredients at hand to construct healthy, plant-based meals without the need of anything outside the scope of their day-to-day food ordering. At P.S. 163 we cooked for 650 children in hopes of showing the ease of replicating the model system-wide and nationwide.

In addition, Hip4Kids has created a pilot program for New York City's Office of Children and Family Services and various child and youth enrichment programs to teach not only our healthy lifestyle approaches but also introduce vocational aspects to underserved youth. The heart of this program is jobs creation, as is our "HIP Curriculum Drop-Ins."

Through Hip4Kids "Cookshops" run in cooperation with the New York City Department of Parks & Recreation and Recreation and "Buy Local-Go Green" culinary-oriented community partners, Hip4Kids has taught thousands of New Yorkers, young and old, how and where to access healthy, affordable foods and how to handle food more safely, and prepare meals with an emphasis on exploring world cuisines made with locally grown ingredients. Understanding food, food groups and proper meal preparation is education in the culinary arts and, with a broad array of ethnic flavors, is Hip4Kids!

THE NEED

Improper nutrition is prevalent among America's disadvantaged populations, and is taking a tremendous toll upon our African-American and Latino communities. However, childhood obesity, fueled by unbalanced diets and a lack of physical activity, is now so widespread that it affects all strata of society. The Surgeon General has recognized obesity as a national epidemic, and organizations that educate about and seek to combat obesity have been found by the Internal Revenue Service to further charitable purposes. Obesity-associated hospital costs for children and youth more than tripled between 1979 and 1999.

Obesity puts people at risk for chronic diseases such as Type II diabetes, high blood pressure, stroke, and some forms of cancer.³ This will have an alarming impact on Medicare and Medicaid expenses in coming years; combined with the resultant loss of productivity as the American work force ages, this is a cost our country simply cannot afford.

Medicaid and Medicare bear about half of the \$95 billion cost to treat obesity-related disease nationwide.⁴ Additional data suggest the figure may be closer to \$117 billion.⁵ In fact, obesity-related expenses accounted for 5.7 percent of *all* healthcare expenditures between 1998 and 2000.⁶ In 2004, researchers expected that obesity would surpass smoking as the leading cause of death in the United States.⁷ Yet, the majority of obesity-related illnesses are preventable!

There is no dispute that healthy eating would reduce these costs. There is also a wealth of nutritional and dietary information available to Americans from all backgrounds. Hip4Kids tries to get this information to where it is needed most.

¹ BoysTown.org, Private Letter Ruling: PLR 200739011, Private Foundation Set-Aside Is a Qualifying Distribution, Oct. 2007, http://gbtgift.com/giftlaw/plr.jsp?WebID=GL2003-0468&D=200742 (last visited July 20.00)

² University of California, Agriculture and Natural Resources, News and Information Outreach, http://news.ucanr.org/mediakits/nutrition/nutritionfactsheet.shtml (last visited July 29, 2009).

³ Weight-Control Information Network, Understanding Adult Obesity,

http://www.win.niddk.nih.gov/publications/understanding.htm (last visited July 29, 2009).

⁴ WellSphere, Tax on Soda Could Fund Health Care, June 17, 2009, http://stanford.wellsphere.com/healthy-living-article/tax-on-soda-could-fund-health-care/722777 (last visited July 28, 2009).

⁵ International Health, Racquet & Sportsclub Association, Workforce Health Improvement Program (WHIP) Act, Co-Sponsor Outreach, Dec. 2005, download.ihrsa.org/publicpolicy/whipwebpacket.pdf (last visited July 29, 2009).

⁶ Centers for Disease Control and Prevention, Overweight and Obesity, Causes and Consequences, http://www.cdc.gov/obesity/causes/economics.html (last visited July 29, 2009).

⁷ Medscape Today, Obesity to Overtake Smoking as Leading Cause of Death, May 7, 2004, http://www.medscape.com/viewarticle/474966 (last visited July 28, 2009).

A physically well-developed child is less prone to illness and chronic disease. He or she is, in effect, a living example of preventative medicine. Since these kids become adults, teaching children proper eating habits also reduces the likelihood of a loss of work force productivity, and decreases the cost of long-term healthcare. Health and longevity can become a way of life; we just need programs that are Hip4Kids.

"You are what you eat" is a fact. Yet, we in this country are plagued by poor food choices and "portion distortion." Poor eating habits are already ingrained in many adults. For children, poor nutrition can presage early death or a lifetime of preventable physical and emotional problems.

For nine years, Hip4Kids has delivered nutritional information to parents, children and teachers. Teachers can encourage better dietary practices as a way of life, in grades K through 12 and beyond. With some help, children and young adults can learn about healthy food choices and dietary practices at the same time they are first learning about good hygiene. Along the way, kids can be introduced to international cuisines and experience the richness of cultural diversity. Finally, learning to buy fresh, local food is "green" and good for the local economy; in fact, it is good for us all. Together, we can ensure that our newest generation and future generations will live healthier, more productive lives.

PROGRAMS

Hip4Kids Cookshops

Hip4Kids has partnered with the New York City Parks Department to conduct "Cookshops," now known as "HIP Demos," in city parks and facilities to bring nutrition education to kids where they live and play. Cookshops teach how to access healthy foods, how to handle food in a sanitary manner and how to cook healthy meals in an economical way. Each Cookshop is tailored to the target age group. All Cookshops contain the following components: computer lessons on the Hip4Kids website and reviewing selected recipes and content; a cooking demonstration of healthy recipes typically covering one breakfast, one lunch, one dinner and one snack; a fitness/PE session; and information on healthy dietary habits provided by a certified diabetes instructor.

Participants in our Cookshops learn how to prepare a wide variety of healthy foods from nationally and internationally acclaimed chefs. Additionally, Cookshop participants are exposed to "the world of cuisine" and learn how economically to shop and expertly to handle and cook new favorites, all while learning life skills paramount to healthy living.

In 2001 Hip4Kids initiated Cookshop programming in Harlem and East Harlem to address the dire need for educational programming within these communities. At the time programming began, Harlem ranked as the per capita U.S. leader in amputations due to Type II diabetes. Children and adolescents within this area continually rank among the highest in the nation for health problems such as high cholesterol, heart problems, blood pressure issues and diabetes. Hip4Kids programming has been well received and, as a result, Hip4Kids will continue to

provide educational Cookshops in Harlem and East Harlem and will expand to include "the "SEED" area of New York City.

In addition to introducing healthy lifestyles to our youth, young adults and their families, we believe that instilling healthy living and eating habits beginning at and even prior to birth will further assist in reducing obesity and Type II diabetes in young children. For this reason we have begun specifically to address expectant parents in Cookshops, encouraging them to take full advantage of the new WIC program⁹ benefits in order to help ensure the health of their babies. For this target audience, we will emphasize the importance of folate-rich foods and healthy cooking and eating during pregnancy.

Lunch Room Rock

The debut of "Lunch Room Rock" at P.S. 163 was an interactive day of discussions, demonstrations and a student stage presentation. It was followed by a sampling by the entire student body of the day's recipe, created in cooperation with the Hip4Kids team chefs, School Region II nutritionists and cafeteria personnel. The menu at P.S. 163 showcased an Asian-style chicken salad in recognition of a student body that is primarily of Asian descent. Hip4Kids worked with regional school nutritionists to gather the necessary supplies, which were primarily fresh vegetables and proteins available in the school. Our focus was to show flexibility in menu creation, streamlining of costs and a great culinary adventure. We fed this menu to over 650 children and their teachers. The cafeteria personnel remarked that they had never before seen children come back for seconds and thirds.

Working with other non-profit organizations and nutritionists, Hip4Kids creates a wide variety of recipes depending on the ethnicity and needs of any school facility, utilizing what is available on any given day near a school's location. Through teamwork between school chefs and Team Hip4Kids, we utilize existing inventory to create balanced meals with international flair. We aim for exciting and delicious departures from the customary fare, which convey to our school chef partners and lunch room workers the importance of their own "continuing education" as culinarians and the importance of technique in international cookery. Why cook green vegetables certain ways to keep them their greenest? Why employ certain methods to keep salads and cooked vegetables their freshest and ensure the best possible taste? Why use strict handling procedures for sanitation? These are but a few of the "Lunch Room Lessons" we can share, not only with students, but also with the most important liaisons between children and their lunch room diets: school attendants and cafeteria workers. The day-long event becomes a tutorial not only for the student, but for cafeteria staff too!

With proper funding, Hip4Kids could use Lunch Room Rock lessons to promote the message in every school that fun, healthy food can also taste great.

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8	The "SEED" area refers to	, as designated by the Mount Sinai School of
	Medicine, a past partner of Hip4Kids.	
9	The WIC Program is	

Vocational Cookshops- HIP Vocations

In a special modified Cookshop series presented in December 2008 and January 2009, Hip4Kids combined the Cookshop with a jobs training element, which we call "HIP Vocations." In events at the OCFS Ella McQueen Facility in Brooklyn and the Pyramid Center in The Bronx, Hip Vocations events not only generated extraordinary interest from the teen participants, but also served as a first-hand example of how we might train at-risk teens in potential careers. Grants we have applied for to further develop HIP Vocations are still under consideration.

<Hip4Kids.org>

During all the Cookshops, youth and their parents are introduced to the Hip4Kids website <hip4kids.org>, which offers print media, flash movies, and lesson plans, and can be used to enhance other curricula. Children at the elementary, middle school and high school levels can use this site as an after-school or at-home study aide, and teachers can use it as an inschool teacher's aid. Participants can easily access Cookshop recipes, find measurement conversion information, access fitness and health information, play games and enter contests. The Hip4Kids website also allows parents and educators to access curricula free of charge. The site reinforces community teaching efforts and can be accessed, compliant with the privacy standards of the Children's Online Privacy Protection Act (COPPA), by teachers, parents and children in or out of school. We continue to develop the site and consistently work to expand the free curricula. With proper funding, we hope to employ additional media on the site in 2010. Attached hereto are some screen shots from <hip4kids.com>.

TV/ Video Production

As Hip4Kids continues to re-develop its website this year for autumn, we also hope to develop television and multimedia programming.

Attached hereto is a partial list of events Hip4Kids has put on in New York parks and schools.

THE ORGANIZATION

Founded in 2001, Hip4Kids is incorporated in the State of New York as a 501c (3) not-for-profit corporation. The Hip4Kids management team has successfully developed businesses in the information services, medical, education and hospitality industries. Hip4Kids has an internet and editorial development staff with expertise in multimedia development and education, as well as strategic alliances with educational enrichment and healthcare organizations. Hip4Kids receives in-kind and direct support from educators and healthcare professionals who make up its Board of Directors and Advisory Board.

Hip4Kids was organized primarily from the perspective of hospitality industry professionals, chefs and professional cooks wanting to help teach residents in New York City's under-served communities. The unique aspect of Hip4Kids' community-based program is teaching from the perspective of culinary professionals. Because Cookshops are dependent on the instructions and

not to facilities, we can provide demonstrations and involve audiences in Cookshops in virtually any circumstance, indoors or outdoors.

The Hip4Kids staff is dependent on the frequency of Cookshops and is comprised of student teachers drawn from across New York City. This group of student chefs comprises virtually every ethnic group living in the New York City Area, with fair representation of men and women. Our student teachers and volunteers are often fluent in a variety of languages in addition to English. The 2008 Cookshop series staff was composed of members from the African American, Latino and Asian Communities.

Hip4Kids Board

Christopher Daly, A.O.S, a graduate of the Culinary Institute of America (CIA), is the founder and Director of Operations of Hip4Kids. Chef Daly has worked in the food services industry for over 20 years. He has served as an executive chef, a chef de cuisine and an instructor at respected restaurants and schools. He has held positions as the chef in charge of the Edwardian Room at the Plaza Hotel in New York City and Executive Chef of the Santa Monica Yacht Club Chef Daly has developed educational programs and and West Broadway Restaurant. implemented instructional courses at prominent culinary institutions such as the Los Angeles International Culinary Institute. He has been a food consultant for the past five years and is certified in sanitation and nutrition by the CIA and the New York City Department of Health. Chef Daly began work on Hip4Kids in 1999 by publishing articles on the topics of childhood obesity in industry publications, including The Restaurant Report and Total Food Service. For more than nine years, he has poured his vision, expertise and energies into creating and implementing the "Lunch Room Lessons" and "Cookshop" concepts and the curricula, website and audio-visual products of Hip4Kids. Attached hereto is an article about Chef Daly and his efforts through Hip4Kids.

Denise Yuspeh Hidalgo, Hip4Kids' Senior Program Designer is a writer and editor of educational and entertainment material for children, with over 50 published books, magazine articles and record albums. Ms. Hidalgo has produced work for Scholastic, Marvel Books, Macmillan, Simon & Schuster, Time/Life Books and Polygram Records. In addition, she has written on children's health and nutrition issues for school activity programs sponsored by the American Heart Association, the American Lung Association and the American Cancer Society. She has experience in producing television and film scripts and creating multimedia educational packages. She has a degree from Yale University in English and theater. She is a member of ASCAP, the Dramatist's Guild and the National Association of Female Executives (NAFE).

Paul Promadhat has for over ten years supervised information technology programs for nonprofit and educational organizations, including Amnesty International, New Visions for Public Schools, Teaching Matters and the Fund for New York City Public Education. Mr. Promadhat has launched school and corporate IT departments and has managed cross-platform communications, network support and employee training. He has a degree from Yale University in economics, and a master's degree in education from Teachers College of Columbia University. Mr. Promadhat is involved in curriculum design as well as the technical aspects of Hip4Kids web management, distance learning and multimedia project development.

Jeffrey Badillo has been a web designer in New York City for eight years. Mr. Badillo is a traditionally trained illustrator and realistic painter. He is a graduate of the New York School of Visual Arts, where he earned a B.F.A. Mr. Badillo has designed several websites, including the current Hip4Kids site. He has publishing credits with CMYK Magazine and Scholastic. Mr. Badillo works on website development for Hip4Kids.

Professional Services

Hip4Kids has assembled an extraordinary group of professionals to help build and support our operations. These individuals bring with them experience and influence in the medical, hospitality, legal, publishing, financial, distribution, sales, marketing, advertising, design, technology, public relations and electronic publishing and licensing fields, and include professionals from:

Financial Services: Bank of America, New York, NY

Legal Counsel: Willkie Farr & Gallagher LLP, New York, NY

Accountants: Wasserman & Wise, P.C., New York, NY Internet Consultant: Frank Turben, Phoenix, AZ

Medical Industry Consultant: Mary B. Killourhy, A.P.R.N.B.C., New York, NY

Hospitality Industry Consultant: David Goldstein, New York, NY Educational Consultant: Anita J. Griffin, M.A., El. Ed. New York, NY

Public Relations: JBLH Communications, New York, NY

CONCLUSION

Hip4Kids is a not-for-profit corporation striving to educate parents and children about healthy eating, food preparation and good nutrition. Our focus is education and information dissemination through internet programming and community outreach.

The recent efforts of government and non-governmental organizations and agencies to support healthy eating and living remove any doubt that the mission of Hip4Kids is timely. In fact, it is past time that we found a way to deliver integrated learning and entertainment materials about nutrition to our youth. Hip4Kids has the expertise and proven track record to develop and implement efficient plans and programs to promote fundamental well-being for our youth.

Healthy alternatives and nutritional literacy <u>are</u> Hip4Kids!

Hip4Kids Highlights of Public Outreach Events

Date/Year	<u>EVENT</u>	LOCATION	AFFILIATION/SPEAKERS	NOTES/STATS
2003	Big Apple Festival	Marcus Garvey Park	NYC Dept. of Parks & Recreation;	500 attendees
		Harlem	North General Hospital;	
2003	Kids in Motion	Central Park	Dionne Polite; Chris Smith,	2500 attendees
			American Diabetes Association,	
			NYC Dept. of Parks & Recreation	
2003	Hip4Kids Healthy	The Cathedral of	The Children's Hope Foundation	350 mothers &
	Cooking for Mom	St.Patrick		children
2004	Hip4Kids	Thomas Jefferson Park	Wake Up/ Shape Up NY Series	1500 children &
	Cookshops NYC			parents
2004	Hip4Kids Mt. Sinai	Mount Sinai School of	Senator Charles Rangel	500 attendees
	School of Medicine	Medicine		
2005.06	Health Fair		NYIO D CD. I. O. D	4500 1
2005-06	Hip4Kids	St. Ann's, St. John's, St.	NYC Dept. of Parks & Recreation	1500+ attendees
	Cookshops	Margaret's, and Thomas		
2007	Him AIVi da TVI	Jefferson Parks Austin Texas	News Channel 8 Austin	NA
2007	Hip4Kids TV Debut	Austin Texas	News Channel 8 Ausun	INA
2008	First Annual	West Side County Fair	Riverside Park NYC; NYC	2500+ children &
2006	Green Acres @ 7th	HIP Lifestyles Go Green	Department of Parks & Recreation	parents
	Annual West Side	THE Ellestyles do di eeli	Department of Farks & Recreation	parents
	County Fair			
2008	"Kids in the	Red Hook, Brooklyn	Junior League of Brooklyn	300 attendees
2000	Kitchen"	Red Hook, Brookly II	Junior League of Brooklyii	300 attenuces
2008	Hip4Kids	Thomas Jefferson Park	NYC Dept. of Parks & Recreation;	350 children &
	Cookshops with	Thomas yenerson runn	NYS First Lady Michelle Paige	parents
	annual rollout		Paterson	P
2008	1st Annual Family	St. Charles Borromeo	Manhattan Borough President	300+ children &
	Health		Scott Stringer	parents
	Symposium			
2008	Healthy Steps to	City College CUNY	NYS First Lady Michelle Paige	1500 children
	Albany		Paterson	teachers & parents
2008	Debut of HIP	Ella McQueen Residence	Rodney Pride	NA
	Vocations Model			
2009	Healthy Steps to	Healthy Steps to Albany	Featured Hip4Kids free	NA
	Albany	website	curriculum	
2009	Fun & Fit in the	Harlem Children's Zone	Former President Bill Clinton	1500+ attendees
	City			
2009	Ecofest	Central Park	Pete Seeger	3500+ attendees
2009	"Green Acres"	Westside County Fair	NYC Department of Parks &	Attendance 3500
			Recreation	
2009	Debut of Hip4Kids	P.S. 163 Bensonhurst	New York City Schools; Borough	650 Children
	" Lunch Room	Brooklyn; Schoolfood	President Marty Markowitz; NYC	
	Rock"	Partners Long Island	Councilman Vincent Gentile	
		City, NY		

2009	2 nd Annual Family Health Symposium	Betty Shibaz & Malcolm X Cultural Center	NYC Chapter of Omega Psi Phi	200 children & parents
2010	Hip4Kids Parent Coordinator Conference	Stuyvesant High School	NYC Dept.of Education Office - Family Advocacy	100 Parent Coordinators
2010	Annual Launch Hip4Kids HIP COOKING 101	P.S.256 NYC Department of Education Bedford-Stuyvesant	The NYC Road Runners	65 children and parents

Article on Chef Daly

Restaurant Ramblings - copied from

http:/	/restaurantramblin	gs.com/2009/09/kids-health	y-eating-a-chef-at-war/
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(Last visited 3/29/2010)

Our take on the restaurant world

Kids & Healthy Eating: A Chef at War Posted by **Bob Bickell** September 4, 2009

If you're new here, you may want to subscribe to my RSS feed. Thanks for visiting!

It was almost ten years ago that we (Restaurant Report) were ranting and raving about the subject of childhood obesity. We knew then that we were systematically raising an entire generation hooked on fast foods. We knew then that both the parents and the schools were failing miserably as they sat back and watched this happen. We knew then what was going to happen, and after all these years, the problem has gotten progressively worse.

Our article stated the following... "Our kids have become psychologically and even physiologically addicted to a diet that is unto itself, blatantly unhealthy". We called upon the chefs of America to get involved in some type of effort to educate the public regarding the dangers inherent in a steady diet of fast foods and to develop some type of program to teach the importance of good food and healthy dining. All these years later, things have gotten progressively worse to the point where our medical community is now busy treating young children for Type 2 diabetes and even heart disease.

The reaction to our plea would not be characterized as overwhelming, and even today, the parents and the schools continue to do virtually nothing when it comes to something as critical as the health of our children. Having said that, we did hear from Chef Christopher Daly. At the time, he was Chef de Cuisine at Petrossian in New York, and he was ready to fight the battle. The good chef included the following in his response... "It is a terrible thing to think of the scope of damage being done in the name of convenience and fast foods. Our youth is being commercialized; their health is in danger, and their future is being placed in jeopardy".



The real story here is that Chef Daly did more than simply write a letter. He single-handidly started an organization that he calls "HIP FOR KIDS" (Hospitality Industry Professionals for Kids), and guess what - it's still going strong today and this chef hasn't backed down one inch. Most of the country could care less - Chef Daly is making something happen! We might be losing the war, but the chef is winning the battle. His recipes and his programs for fresh, healthy food have been adopted in schools all over the country. It's a great story and I don't believe Chris Daly thinks we're "losing this war".

The man is actually saving lives, and based on his performance to date, he will continue to do so. His site is hip4kids.org and this chef deserves our interest and our help. One man unto himself is not going to beat this devil. Having said that, it's comforting to know that someone actually cares.

Hip4Kids.com Screen Shots







