



JUNIOR LEAGUES' *KIDS IN THE KITCHEN* FACT SHEET

Purpose

The goal of the Junior League's *Kids in the Kitchen* initiative, which is supported by The Association of Junior Leagues International Inc. and its member Leagues, is to empower youth to make healthy lifestyle choices and help reverse the growth of childhood obesity and its associated health issues.

Program Elements to Date

The initiative, which began in 2006, engages kids in the preparation of healthy meals and educates them, as well as their parents, regarding nutrition and healthy choices. Junior Leagues in more than 240 locations provide lessons and demonstrations related to preparation of healthy meals and snacks in partnership with local community organizations, chefs and nutritionists. The Association of Junior Leagues International provides guidelines and materials to support the success of these educational and motivational activities and supports the program with a website, www.kidsinthekitchen.org. The website includes bilingual recipes, tips on nutrition, fitness and healthy lifestyles as well as an interactive "Kids' Corner" with online games provided by *Kids in the Kitchen* kids media sponsor, Cartoon Network, and the United States Department of Agriculture. Cartoon Network also provides support for the program's local activities as well as Public Service Announcements to increase traffic to the website.

League Participation

Over 240 Leagues in Canada, Mexico, the United Kingdom and the United States conducted the Junior League's *Kids in the Kitchen* program in their communities in 2008.

Educational Partners and Supporters

- Cartoon Network's "Get Animated"
www.getanimated.com
- American Dietetic Association
(ADA)www.eatright.org
- Batter Up Kids!
www.batterupkids.com
- Healthy Kids Challenge (HKC)
www.healthykidschallenge.com
- National Institutes of Diabetes and Digestive and Kidney Diseases' (NIDDK) "Weight Control Information Network" (WIN)
<http://win.niddk.nih.gov>
- National Heart, Lung and Blood Institute's "We Can!"
wecan.nhlbi.nih.gov
- School Nutrition Association
www.schoolnutrition.org
- Share Our Strength
www.strength.org
- Texas Dept of Agriculture's "Square Meals"
www.squaremeals.org
- United States Department of Agriculture (USDA)
www.usda.gov
- U.S. Centers for Disease Control
www.cdc.gov

Outreach and Results

Since the program's inception in 2006, over 475 million media impressions have communicated the *Kids in the Kitchen* program's messages to fight the spread of childhood obesity and achieve healthy lifestyles. In addition, thousands of youth have participated in hands-on educational activities in communities across four countries.

Volunteer national spokesperson, George Stella, veteran Food Network chef and author of *Eating Stella Style*, has appeared on numerous television and radio programs, including *CNN Sunday Morning*, *Entertainment Tonight* and NPR's *Tell Me More*. League leaders and local spokespersons have also been featured on television, on radio and in print and online media.

The *Kids in the Kitchen* website attracted over 63,000 unique visitors during the height of the media outreach in National Nutrition Month (March) and continues to reach visitors throughout the year. Millions of people have played the interactive nutrition game provided by Cartoon Network.

In 2008, the Junior Leagues' *Kids in the Kitchen* program was recognized by the American Society of Association Executives (ASAE) & The Center for Leadership with the Award of Excellence in the 2008 Associations Advance America Awards national competition.

Also, in 2008, the Junior Leagues' *Kids in the Kitchen* initiative was honored with the American Society of Association Executives (ASAE) highest honor, the Summit Award.

Future Plans

Junior Leagues, supported by The Association of Junior Leagues International Inc., will expand this initiative in 2009. For updated information, please visit www.kidsinthekitchen.org.