



KIDS IN NUTRITION

Health Begins in **YOUTH**



What is Kids In Nutrition (KIN)?

Kids In Nutrition (KIN) is a nonprofit organization that empowers the younger generation to lead healthy and sustainable lives through nutrition and food sustainability education. Given the educational and health disparities among underprivileged children, KIN focuses its programming in marginalized communities. Early food literacy education has a tremendous downstream effect on carrying healthy and sustainable dietary habits into adulthood, thus building a foundation for:

Chronic Disease Prevention

Health Equity

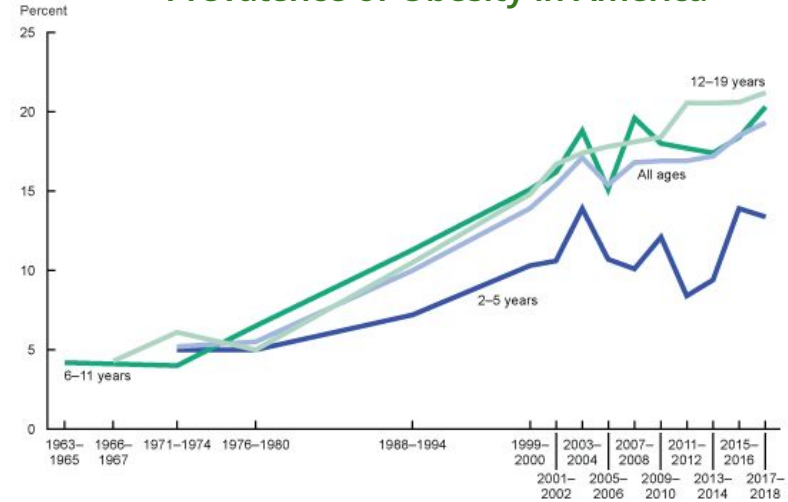
Environmental Impact Awareness



Why?

- Heart disease is the **#1 cause of death** in America
 - **48%** of adults have a form of heart disease
- **74%** of the Americans are overweight or obese
 - 22% of children are obese, a **47%** increase since 2000
- 1 in 10 Americans develop Type 2 diabetes
 - Since 2001, youth age ≤ 20 : Type 2 diabetes increased by **95%**

Prevalence of Obesity in America



Grades K-12 receive less than 8 hours of nutrition education each year, far below the 40 hours needed to affect behavior change. Given that children develop habits by age 9, **“Promoting and establishing healthy behaviors for younger people are more effective, and often easier, than efforts to change unhealthy behaviors already established in adult populations.”**



Plant-Forward Nutrition

Diets high in **ultra-processed foods**, particularly meat, are significant drivers of preventable chronic diseases and have increasingly adverse environmental impacts.

A shift from the typical Western diet to a more plant-forward and sustainable diet has a transformative potential, reducing:

- heart disease risk by **40%**
- overweight and obesity risk by **50%**
- Type 2 diabetes risk by **34%**
- food's land use by **75%**
- food's GHG emissions by **70%-80%**
- freshwater withdrawals by **50%**



Planetary Health Plate



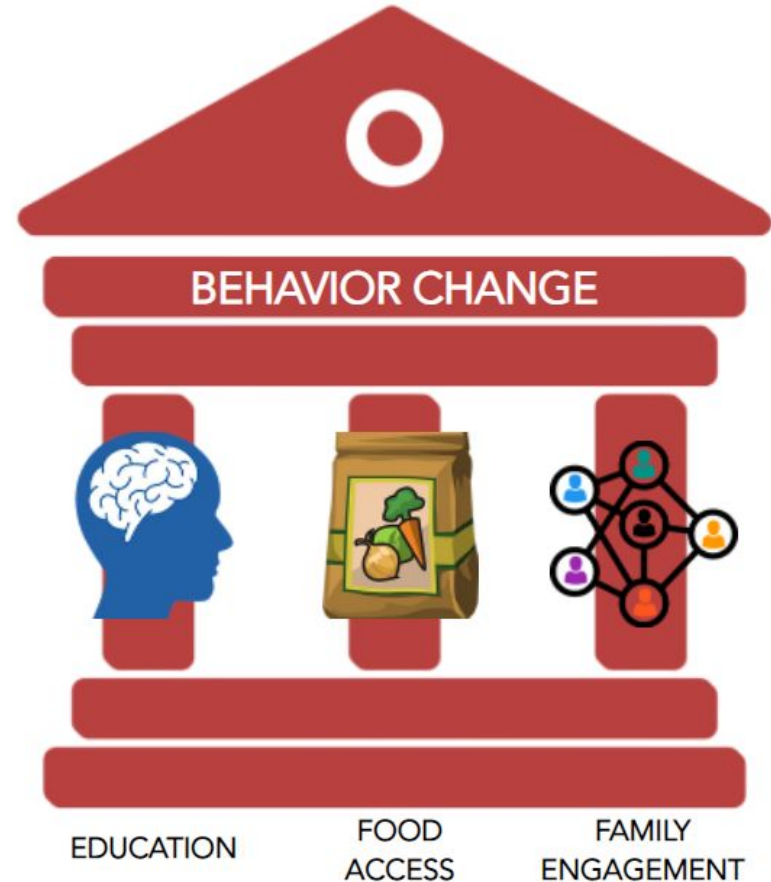
See [Our Cause](#) for more information.

Fresh Approach

KIN's approach organizes university students to promote dietary behavior change in youth through a three-pillared intervention:

- **Education**
- **Food Access**
- **Family Engagement**

Our university-to-elementary student peer mentorship exerts a powerful influence on behavior change. KIN targets the early years of cognitive development to instill lifelong healthy and sustainable dietary habits.



Education



- KIN's 1st/2nd-grade nutrition curriculum provides a foundation for nutrition and healthful dietary change, while the 5th-grade food sustainability curriculum educates about the link between our food system and planetary health.
- Teams of five university volunteer instructors visit local elementary classrooms (in-person or virtually) to teach once a week for seven weeks.
- Lessons are evidence-based and include interactive visuals, hands-on games, physical activity, and group work.

Food Access



- KIN students receive ingredients to prepare an easy and healthy home-cooked meal with their families. Recipes are relevant to cultural contexts, individual preferences, and allergies.
- Parents are given 'food-environment' resources that provide information on where to locate free and affordable foods and how to incorporate healthy meals into their diet on a budget.
- This pillar aims to lift the financial constraints associated with healthy diets and promote food access equity for our low-income communities.

Family Engagement



- Our 'KINcentive Program' provides kids with weekly challenges, newsletters, worksheets, and online resources to encourage engagement and learning with their families.
- KIN is piloting a family workshop for further parental involvement in KIN lessons.
- We offer all KIN educational resources in Spanish for our Latinx families.

KIN's 7-week Nutrition Curriculum

01



Introduction; Water & Sodium

Form KIN groups and discuss importance of drinking enough water and limiting sodium intake.

05

Sugar



Teaches about natural versus added sugar and the consequences of consuming high amounts of added sugar. Sheds light on foods with hidden sugars.



02



Fruits & Vegetables

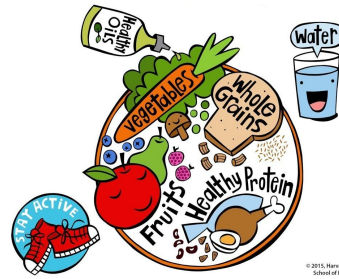
Eat the rainbow!
Emphasizes the importance of nutrients and vitamins.

06



Moderation, Balanced Plate, & Nutrition Labels

Emphasizes moderation and teaches kids how to read nutrition labels. Introduces kids to the Harvard's Healthy Eating Plate and how to create a balanced meal.



03



Grains & Proteins

Teaches about consuming whole-grain products and avoiding processed grains. All about FIBER! Introduces the importance of protein from both animal- and plant-based sources.

07

Nutrition Wrap!

Review lessons 1-6 objectives.



04



Fats & Cooking Methods

Eat healthy fatty foods and practice moderation with processed fatty foods and red meats. Introduces kids to different cooking methods.

KIN's 7-week Food Sustainability Curriculum

Revision in progress, projected implementation April, 2023

00



Introduction [Optional]

Show the amount of food waste generated in America, its relationship with climate change, and how individuals can help mitigation.

01



Climate Change

Introduce climate change, its effects, and it's relationship with food.

02



Food Systems

Explain the steps in the food system from farm to table. Introduce sustainability.

03



Animals

Teach about the resource-intensive nature of animal-based foods, the environment impact, and how to choose sustainable alternatives.

04



Food Waste

Show the amount of food waste generated in America, its relationship with climate change, and how individuals can help mitigation.

05



Processing & Packaging

Explain why foods are processed and packaged, the environmental impacts, influence on health, and how to be a conscious consumer.

06



Food Labels & Marketing

Explain marketing tactics and false claims used by the food industry. Teach how to decipher food labels to make healthy and sustainable choices.

07

Wrapping It Up!

Review lessons 1-6 objectives.



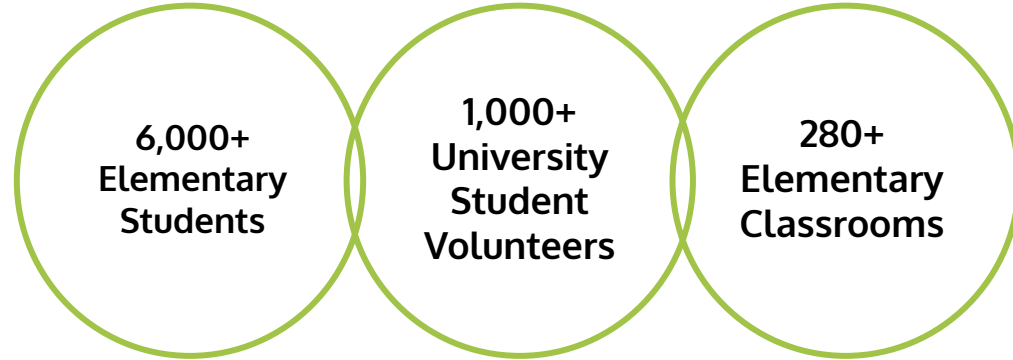
University Partners



Communities Served

Although all elementary schools are eligible for KIN, we focus our resources on marginalized communities to enhance health equity through a grassroots lens. KIN primarily targets public schools, particularly those underfunded and disproportionately located in low-income, BIPOC communities. Chapters also examine school enrollment data on socioeconomically disadvantaged students and the Free or Reduced Lunch Program to prioritize schools highest in need.

Total Reach To-Date



Results

KIN has conducted multiple research studies assessing program efficacy and consistently finds statistically significant improvements in **nutritional knowledge** and positive **food preference** choices.

Full Reports: [2016 Report](#)
[2020 Report](#)
[2021 Report](#)

Testimonials



Teacher: *"I had a dad tell me that his child was coming home with the most interesting information about staying hydrated, eating brown bread, and filling up on fruits and vegetables. She also remembered to 'eat a rainbow of foods'. His child especially loved it when she learned about different fats and how bad ones block your arteries. He was really impressed. I love how the UCSB students bring such enthusiasm and the fact that this program is FREE is an extra benefit."* - Nancy Lusk, 1st-Grade Washington Elementary School teacher in Santa Barbara (KIN participant since 2015)



Parent: *"It was incredibly enlightening and opened my eyes to many changes that need to take place in my household. Not only did I order a cookbook to help make our children's meals healthier, but it sparked a great conversation between my husband and I as well. For so many years we have been making two separate meals. It never occurred to me that we can all eat the same meals at dinner. This morning, I spoke to both my boys and informed them we will slowly start making changes. In order to make it fun, we're going to treat ourselves to a prize at the end of the week until we achieve all our meals. I would really love for you to come back and continue to educate us, the parents. We get into our habits of being super busy and, at least in my household, eating healthy has always fallen at the waist side."* - Parent of a 2nd-grade student at St. Richard's Episcopal School in Indianapolis



Community: *"Kids In Nutrition is like a spelling class: the letters and words are the elements children use to choose their words wisely and express themselves fully. In this case, they are learning the building blocks of what feeds their bodies and minds so they can express this knowledge through cooking and eating habits that empower them to thrive. KIN delivers a brilliant service for children. It's taught with high energy, dedication, and heart. It should be considered a Common Core class."* - Eric Pomert, Certified Natural Chef

Collaborations

KIN is made possible through partnerships with local school districts, sponsorships, grants, and donations. We also seek collaborations with various on-campus and local health organizations, farms, institutions, and businesses at each chapter location to build a cohesive network in the community for lasting systemic change.

Our Supporters



Thank You!



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