

# Fighting Against Childhood Obesity in China

## The Cookbook Project's Strategy

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## What is The Cookbook Project?

- an international 501(c)3 Tax Exempt non-profit based in the USA
- Founders: Adam and Alissa
- **reverse** the rise of chronic lifestyle-related diseases such as obesity and diabetes worldwide through an innovative program that uses **food culture** and **cooking** to **teach at-risk youth** about nutrition, health, and sustainability (Mission Statement).



## What is The Cookbook Project?



- On-site training to teach children globally
- Online training to give community leaders skills to implement programs in their own communities



# What is The Cookbook Project?



Source: [www.thecookbookproject.org/projects](http://www.thecookbookproject.org/projects)

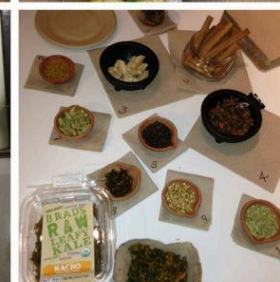


## What is The Cookbook Project?





# What is The Cookbook Project?





## What was my role at CBP?

Foundation Research

China Strategy Development





## Why did I choose CBP?

Interest

Mission

Career





## How CBP influenced my 2<sup>nd</sup> year study?



➔ **Course Selection**

➔ **Career Goal**



## Childhood Obesity in China

- **Background**
- **Reasons**
- **Threat**
- **Policy**
- **Strategy**
- **Challenges**



## Background



### **Obesity is a growing concern in China**

-- *People's Daily Online* 9/14/2012



### **Are vegetables and exercise causing childhood obesity in China?**

-- *The Atlantic* 7/20/2011



### **Summer camp combats child obesity in China**

-- *China Daily* 7/15/2013



## Other Statistics

- From 2005 to 2010, obesity rate of children under age 5 increased from 5.3% to 8.5%
- Children from higher income families are more likely to be obese than those from low income families
- Children raised by their grandparents are more likely to be obese than those raised by only their parents



## Reasons

- **Economic Expansion**  
Increased consumption, fast food, more travelling by car
- **Stagnant Lifestyle**  
heavy workload, watching more TV, internet use





## Threat

- **Double Economic Burden**  
Persistence of undernutrition in rural areas  
Rise of lifestyle-related diseases in urban areas



## Policy?

- There is **NO** policy to address this issue  
Center for Disease Control and Prevention and Ministry of Health





## Strategy

### **Change the mentality of communities**

- Include a new board member to the existing board
- Market the mission through twitter-like microblog (5 billion users)
- Collaborate with schools and study abroad agencies
- Train local leaders
- Local leaders train volunteers
- Volunteers implement programs in their own communities



## Challenges

- Language Barrier
- Culture Difference
- Tight Budget
- Lack of Support



## Next Step



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# Thank You !

