

Kids in the Kitchen:  
Fighting Childhood Obesity  
through Nutritional Education

Submitted to  
Winifred Costas  
Montgomery County Superintendent of Schools

Submitted by  
Miranda Bricker  
Junior League of Roanoke Valley

2 April 2014

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## Kids in the Kitchen: Fighting Childhood Obesity through Nutritional Education

The purpose of this proposal is to suggest a program that will build on Michelle Obama's *Let's Move!* campaign by bringing its goals and objectives to Montgomery County. This program will increase both student and parent awareness of what a healthy lifestyle entails while also providing preventative measures with which to combat childhood obesity.

This proposal recommends the implementation of the Junior League's one-day Kids in the Kitchen event in Blacksburg, Virginia to further the fight against childhood obesity through nutritional education. In this document, we will explain the objectives of the event, prove how the event and the goals of the sponsoring organization coincide with the goals of *Let's Move!*, provide planning details for the event, and propose a budget and timetable for the execution of the event.

### Statement of Problem

The overwhelming presence of childhood obesity is a pressing matter in the United States.

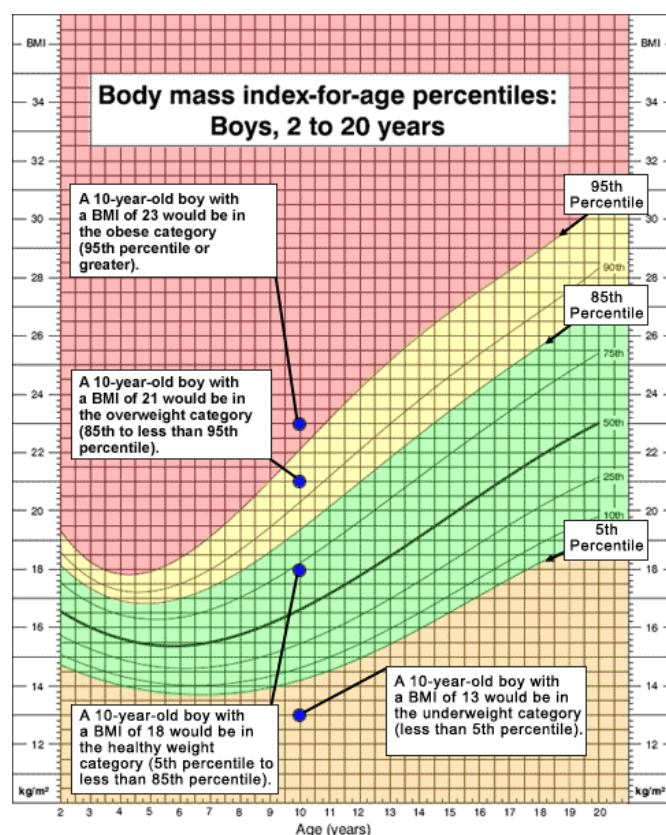


Figure 1: BMI chart for boys aged 2 to 20<sup>2</sup>

The Mayo Clinic defines childhood obesity as “a serious medical condition that affects children and adolescents [that] occurs when a child is well above the normal weight for his or her age and height,”<sup>1</sup> as determined by their respective body-mass index (BMI). An individual's BMI is determined using growth charts created by the Center for Disease Control and Prevention (CDC).<sup>2</sup>

In order to more accurately determine the implications of a child's BMI, the CDC provides separate charts for boys and girls between the ages of 2 and 20 because of developmental differences between the two sexes that occur during childhood and adolescence. Boys between the ages of 2 and 20 would be considered overweight if their BMI resides between the 85<sup>th</sup> and 95<sup>th</sup> percentiles, indicated by the yellow section; they would be considered obese when their BMI is equal to or greater

<sup>1</sup> Mayo Foundation for Medical Education and Research, Childhood Obesity, <http://www.mayoclinic.org/diseases-conditions/childhood-obesity/basics/definition/con-20027428>, (Feb. 15, 2014)

<sup>2</sup> Centers for Disease Control and Prevention, About BMI for Children and Teens, [http://www.cdc.gov/healthyweight/assessing/bmi/childrens\\_bmi/about\\_childrens\\_bmi.html](http://www.cdc.gov/healthyweight/assessing/bmi/childrens_bmi/about_childrens_bmi.html), (Sept. 13, 2011)

than the 95<sup>th</sup> percentile, indicated by the red section (see Figure 1).

According to a study presented by CDC, childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.<sup>3</sup> This study also found that in 2012, more than one-third of children and adolescents were overweight or obese. These statistics become even more frightening when taken into consideration with the fact that “obese children are more likely to become obese adults” and that “adult obesity is associated with a number of serious health conditions including heart disease, diabetes, and some cancers.”<sup>4</sup>

It can be concluded from these matters that there is a strong correlation between childhood obesity and adult obesity, and obesity offers nothing but adverse effects to its beholder. For the sake of current youth and future generations, we should be doing everything in our power to prevent childhood obesity from being a detriment to any child’s physical and psychological well-being.

### Proposed Solution

The Junior League of Roanoke would like to take action by providing the children and parents of the New River Valley area with nutritional and physical education that will help to prevent the occurrence of childhood obesity in the future; this information can be accurately conveyed and received through our Kids in the Kitchen program.



Figure 2: National Kids in the Kitchen Logo<sup>5</sup>

Kids in the Kitchen was founded by the Association of Junior Leagues International, Inc. in 2006 and is executed by its member Leagues in over 200 communities in four countries annually. The goal of this particular initiative is to “promote child health and wellness by empowering children and youth to make healthy lifestyle choices, therefore preventing obesity and its associated health risks.”<sup>5</sup>

This objective makes it an incredibly appropriate program to build on the *Let’s Move!* campaign in Montgomery County.

<sup>3</sup> Centers for Disease Control and Prevention, *Childhood Obesity Facts*, <http://www.cdc.gov/healthyyouth/obesity/facts.htm>, (Feb. 27, 2014)

<sup>4</sup> Centers for Disease Control and Prevention, *Basics About Childhood Obesity*, <http://www.cdc.gov/obesity/childhood/basics.html>, (Apr. 27, 2012)

<sup>5</sup> Association of Junior Leagues International, Inc., *Kids in the Kitchen*, <http://kidsinthekitchen.ajli.org>, (2014)

Although the Junior League of Roanoke technically resides outside of the intended area of implementation, we find this to be a worthy cause and program that we would be honored to support in Blacksburg, Virginia.

The program would involve a one-day event held in the Market Square Park in downtown Blacksburg on Saturday, May 3<sup>rd</sup> from 10 a.m. to 2 p.m. This central location, conveniently close to the Drillfield on the Virginia Tech campus, will encourage outdoor exercise and draw a large crowd to the event. The event will consist of various different stations, where children and their parents can learn about different health initiatives including, but not limited to, appropriate portion sizes, physical activities and fitness demonstrations, gardening for beginners, raffles for gym memberships or baskets of organic foods, grab-and-go granola, and interactive games promoting the consumption of healthy food.

The event would have no cover charge for families, which provides an incentive for a substantial turnout of participants, and would be manned by members of the Junior League of Roanoke in coordination with various volunteers from Virginia Tech organizations and sponsors from the community; sponsors may include local farmers from the Farmer's Market, the Blacksburg Children's Museum, local restaurant owners, grocery stores, and Virginia Tech athletic organizations among many others. Each sponsor may be responsible for a different station featuring a different activity to be supplemented by materials, other stations, and volunteers coordinated by the Junior League of Roanoke.

## **Qualifications**

The overall purpose of Kids in the Kitchen is to “[teach] kids and their parents about the importance of eating healthy foods and [involve] them in the fight against childhood obesity.”<sup>5</sup> This objective is in direct correlation with the goals of Michelle Obama's *Let's Move!* campaign – both initiatives are targeted at arming families with preventative measures that will combat childhood obesity so that “children born today will grow up healthier and able to pursue their dreams.”<sup>6</sup>

The Junior League as an organization is dedicated to expanding children and parent knowledge regarding healthy lifestyle behaviors; our membership in Roanoke would be honored to help bring this knowledge to Montgomery County. Junior Leagues have been successfully executing our Kids in the Kitchen event internationally for the past eight years, and we believe that we can truly make a difference in the lives of future generation by implementing this event in Blacksburg, Virginia.

## **Proposed Budget**

As the Junior League is a non-profit service-oriented organization and Kids in the Kitchen is a community-oriented event, there are minimal costs involved with its execution. We aim

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<sup>5</sup> Association of Junior Leagues International, Inc., *Kids in the Kitchen*, <http://kidsinthekitchen.ajli.org>, (2014)

<sup>6</sup> Let's Move! Campaign, Learn the Facts, <http://www.letsmove.gov/learn-facts/epidemic-childhood-obesity>, (Feb. 9, 2010)

to keep costs low so that families can attend the event for free, and to generate as many donations from the local area as possible.

Since everyone working the event will be a volunteer, no costs are incurred from direct labor. The direct materials utilized at the different stations will be provided by its sponsoring organization – for example, if the Blacksburg Children’s Museum is sponsoring a booth about healthy portion sizes that includes a craft, they will supply all the necessary materials themselves.

The Junior League can also petition the Town of Blacksburg to rent the Market Square Park space at no cost, as Kids in the Kitchen is an event that will influence the community in an incredibly positive manner. For the stations in particular, local elementary and middle schools can make donations of tables and chairs.

The only costs that will be incurred are the printing of flyers and a banner (to be designed by a Junior League member), and local advertisements to increase awareness of the event. The cost breakdown is as follows:

<b>Item</b>	<b>Justification</b>	<b>Projected Cost</b>
Flyers (100 at \$0.60)	Advertisement in schools	\$60.00
Banner (3’ x 8’)	Indication of event	\$139.99
Newspaper inserts	Advertisement to community	\$124.05
	<b>Total</b>	<b>\$324.04</b>

### **Projected Timetable**

We would like to schedule Kids in the Kitchen to occur on Saturday, May 3<sup>rd</sup>; this way we can maximize attendance, as no other major events in Blacksburg will conflict with the event. As for advertisements, we will be placing flyers in Montgomery County elementary and middle schools three-weeks prior to the event, and advertising in the Roanoke Times once a week for this three-week period. We will be coordinating sponsorship and donations as soon as the proposal is accepted.

### **Conclusion**

The members of the Junior League of Roanoke would be privileged to hold our Kids in the Kitchen event in Montgomery County. We strongly believe that our beliefs as an organization, and the goals and objectives of the event in particular directly coincide with that of the *Let’s Move!* campaign. We would be honored in furthering the fight against childhood obesity in the New River Valley community, and we graciously ask for your support.

Thank you so much for your time and consideration, please do not hesitate to contact me at (434) 566-9321 if you have any further questions or concerns.