Fighting Against Childhood Obesity in China
The Cookbook Project’s Strategy
By Yao Zhang
Content

1. What is The Cookbook Project (CBP) ?
2. What was my role at CBP ?
3. Why did I choose CBP?
4. How did my CBP experience influence my 2\textsuperscript{nd} year study?
5. CBP’s Strategy to fight against Childhood Obesity in China
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
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 2nd 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
• 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
- There is **NO** policy to address this issue
  Center for Disease Control and Prevention and Ministry of Health
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
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Thank You!