



A physically well-developed child is less prone to illness and chronic disease. He or she is, in effect, a living example of preventative medicine. Since these kids become adults, teaching children proper eating habits also reduces the likelihood of a loss of work force productivity, and decreases the cost of long-term healthcare. *Health and longevity can become a way of life; we just need programs that are Hip4Kids.*

“You are what you eat” is a fact. Yet, we in this country are plagued by poor food choices and “portion distortion.” Poor eating habits are already ingrained in many adults. For children, poor nutrition can presage early death or a lifetime of preventable physical and emotional problems.

For nine years, Hip4Kids has delivered nutritional information to parents, children and teachers. Teachers can encourage better dietary practices as a way of life, in grades K through 12 and beyond. With some help, children and young adults can learn about healthy food choices and dietary practices at the same time they are first learning about good hygiene. Along the way, kids can be introduced to international cuisines and experience the richness of cultural diversity. Finally, learning to buy fresh, local food is “green” and good for the local economy; in fact, it is good for us all. Together, we can ensure that our newest generation and future generations will live healthier, more productive lives.

PROGRAMS

Hip4Kids Cookshops

Hip4Kids Cookshops teach how to access healthy foods, how to handle food in a sanitary manner and how to cook healthy meals in an economical way. Each Cookshop is tailored to the target age group. All Cookshops contain the following components: computer lessons on the Hip4Kids website and reviewing selected recipes and content; a cooking demonstration of healthy recipes typically covering one breakfast, one lunch, one dinner and one snack; a fitness/PE session; and information on healthy dietary habits provided by a certified diabetes instructor.

In 2001 Hip4Kids initiated Cookshop programming in Harlem and East Harlem to address the dire need for educational programming within these communities. At the time programming began, Harlem ranked as the per capita U.S. leader in amputations due to Type II diabetes. Children and adolescents within this area continually rank among the highest in the nation for health problems such as high cholesterol, heart problems, blood pressure issues and diabetes. Hip4Kids programming has been well received and, as a result, Hip4Kids will continue to

provide educational Cookshops in Harlem and East Harlem and will expand to include “the “SEED”⁸ area of New York City.

In addition to introducing healthy lifestyles to our youth, young adults and their families, we believe that instilling healthy living and eating habits beginning at and even prior to birth will further assist in reducing obesity and Type II diabetes in young children. For this reason we have begun specifically to address expectant parents in Cookshops, encouraging them to take full advantage of the new WIC program⁹ benefits in order to help ensure the health of their babies. For this target audience, we will emphasize the importance of folate-rich foods and healthy cooking and eating during pregnancy.

Lunch Room Rock

The debut of “Lunch Room Rock” at P.S. 163 was an interactive day of discussions, demonstrations and a student stage presentation. It was followed by a sampling by the entire student body of the day’s recipe, created in cooperation with the Hip4Kids team chefs, School Region II nutritionists and cafeteria personnel. The menu at P.S. 163 showcased an Asian-style chicken salad in recognition of a student body that is primarily of Asian descent. Hip4Kids worked with regional school nutritionists to gather the necessary supplies, which were primarily fresh vegetables and proteins available in the school. Our focus was to show flexibility in menu creation, streamlining of costs and a great culinary adventure. We fed this menu to over 650 children and their teachers. The cafeteria personnel remarked that they had never before seen children come back for seconds and thirds.

Working with other non-profit organizations and nutritionists, Hip4Kids creates a wide variety of recipes depending on the ethnicity and needs of any school facility, utilizing what is available on any given day near a school’s location. Through teamwork between school chefs and Team Hip4Kids, we utilize existing inventory to create balanced meals with international flair. We aim for exciting and delicious departures from the customary fare, which convey to our school chef partners and lunch room workers the importance of their own “continuing education” as culinarians and the importance of technique in international cookery. Why cook green vegetables certain ways to keep them their greenest? Why employ certain methods to keep salads and cooked vegetables their freshest and ensure the best possible taste? Why use strict handling procedures for sanitation? These are but a few of the “Lunch Room Lessons” we can share, not only with students, but also with the most important liaisons between children and their lunch room diets: school attendants and cafeteria workers. The day-long event becomes a tutorial not only for the student, but for cafeteria staff too!

With proper funding, Hip4Kids could use Lunch Room Rock lessons to promote the message in every school that fun, healthy food can also taste great.

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Medicine, a past partner of Hip4Kids.
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Vocational Cookshops- HIP Vocations

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<Hip4Kids.org>

During all the Cookshops, youth and their parents are introduced to the Hip4Kids website <hip4kids.org>, which «œ R -œ ° © i Y s c s - d « 2 Y - š a Y i - - a - š a - š a Y o s a > i ± i Y ° «
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- œ « « i i š o e j R - š Y Participants can easily access Cookshop recipes, find measurement conversion information, access fitness and health information, play games and enter contests. The Hip4Kids website also allows parents and educators to access curricula free of charge. The site reinforces community teaching efforts and can be accessed, compliant with the privacy standards of the Children's Online Privacy Protection Act (COPPA), by teachers, parents and children in or out of school. + i œ a ° Y ± i ° « Y i 2 i « - i ° d i - Y j š a Y œ a - Y ° i a o μ 3 « Š ° «
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TV/ Video Production

As Hip4Kids continues to re-develop its website this year for autumn, we also hope to develop television and multimedia programming.

Attached hereto is a partial list of events Hip4Kids has put on in New York parks and schools.

THE ORGANIZATION

Founded in 2001, Hip4Kids is incorporated in the State of New York as a 501c (3) not-for-profit corporation. The Hip4Kids management team has successfully developed businesses in the information services, medical, education and hospitality industries. Hip4Kids has an internet and editorial development staff with expertise in multimedia development and education, as well as strategic alliances with educational enrichment and healthcare organizations. Hip4Kids receives in-kind and direct support from educators and healthcare professionals who make up its Board of Directors and Advisory Board.

Hip4Kids was organized primarily from the perspective of hospitality industry professionals, chefs and professional cooks wanting to help teach residents in New York City's under-served communities. The unique aspect of Hip4Kids' community-based program is teaching from the perspective of culinary professionals. Because Cookshops are dependent on the instructions and

not to facilities, we can provide demonstrations and involve audiences in Cookshops in virtually any circumstance, indoors or outdoors.

The Hip4Kids staff is dependent on the frequency of Cookshops and is comprised of student teachers drawn from across New York City. This group of student chefs comprises virtually every ethnic group living in the New York City Area, with fair representation of men and women. Our student teachers and volunteers are often fluent in a variety of languages in addition to English. The 2008 Cookshop series staff was composed of members from the African American, Latino and Asian Communities.

Hip4Kids Board

Christopher Daly, A.O.S., a graduate of the Culinary Institute of America (CIA), is the founder and Director of Operations of Hip4Kids. Chef Daly has worked in the food services industry for over 20 years. He has served as an executive chef, a chef de cuisine and an instructor at respected restaurants and schools. He has held positions as the chef in charge of the Edwardian Room at the Plaza Hotel in New York City and Executive Chef of the Santa Monica Yacht Club and West Broadway Restaurant. Chef Daly has developed educational programs and implemented instructional courses at prominent culinary institutions such as the Los Angeles International Culinary Institute. He has been a food consultant for the past five years and is certified in sanitation and nutrition by the CIA and the New York City Department of Health. Chef Daly began work on Hip4Kids in 1999 by publishing articles on the topics of childhood obesity in industry publications, including *The Restaurant Report* and *Total Food Service*. For more than nine years, he has poured his vision, expertise and energies into creating and implementing the “Lunch Room Lessons” and “Cookshop” concepts and the curricula, website and audio-visual products of Hip4Kids. Attached hereto is an article about Chef Daly and his efforts through Hip4Kids.

Denise Yuspeh Hidalgo, Hip4Kids’ Senior Program Designer is a writer and editor of educational and entertainment material for children, with over 50 published books, magazine articles and record albums. Ms. Hidalgo has produced work for Scholastic, Marvel Books, Macmillan, Simon & Schuster, Time/Life Books and Polygram Records. In addition, she has written on children’s health and nutrition issues for school activity programs sponsored by the American Heart Association, the American Lung Association and the American Cancer Society. She has experience in producing television and film scripts and creating multimedia educational packages. She has a degree from Yale University in English and theater. She is a member of ASCAP, the Dramatist’s Guild and the National Association of Female Executives (NAFE).

Paul Promadhat has for over ten years supervised information technology programs for nonprofit and educational organizations, including Amnesty International, New Visions for Public Schools, Teaching Matters and the Fund for New York City Public Education. Mr. Promadhat has launched school and corporate IT departments and has managed cross-platform communications, network support and employee training. He has a degree from Yale University in economics, and a master’s degree in education from Teachers College of Columbia University. Mr. Promadhat is involved in curriculum design as well as the technical aspects of Hip4Kids web management, distance learning and multimedia project development.

Jeffrey Badillo has been a web designer in New York City for eight years. Mr. Badillo is a traditionally trained illustrator and realistic painter. He is a graduate of the New York School of Visual Arts, where he earned a B.F.A. Mr. Badillo has designed several websites, including the current Hip4Kids site. He has publishing credits with CMYK Magazine and Scholastic. Mr. Badillo works on website development for Hip4Kids.

Professional Services

Hip4Kids has assembled an extraordinary group of professionals to help build and support our operations. These individuals bring with them experience and influence in the medical, hospitality, legal, publishing, financial, distribution, sales, marketing, advertising, design, technology, public relations and electronic publishing and licensing fields, and include professionals from:

- Financial Services:*
- Legal Counsel:*
- Accountants:*
- Internet Consultant:*
- Medical Industry Consultant:*
- Hospitality Industry Consultant:*
- Educational Consultant:*
- Public Relations:*

CONCLUSION

Hip4Kids is a not-for-profit corporation striving to educate parents and children about healthy eating, food preparation and good nutrition. Our focus is education and information dissemination through internet programming and community outreach.

The recent efforts of government and non-governmental organizations and agencies to support healthy eating and living remove any doubt that the mission of Hip4Kids is timely. In fact, it is past time that we found a way to deliver integrated learning and entertainment materials about nutrition to our youth. Hip4Kids has the expertise and proven track record to develop and implement efficient plans and programs to promote fundamental well-being for our youth.

Healthy alternatives and nutritional literacy are Hip4Kids!

Hip4Kids Highlights of Public Outreach Events

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Article on Chef Daly

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<http://restaurantrambblings.com/2009/09/kids-healthy-eating-a-chef-at-war/>

(Last visited 3/29/2010)

Our take on the restaurant world



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Š«ˆ°j Ÿ> µ **Bob Bickell**

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If you're new here, you may want to subscribe to my RSS feed. Thanks for visiting!

It was almost ten years ago that we (Restaurant Report) were ranting and raving about the subject of childhood obesity. We knew then that we were systematically raising an entire generation hooked on fast foods. We knew then that both the parents and the schools were failing miserably as they sat back and watched this happen. We knew then what was going to happen, and after all these years, the problem has gotten progressively worse.

Our article stated the following... “Our kids have become psychologically and even physiologically addicted to a diet that is unto itself, blatantly unhealthy”. We called upon the chefs of America to get involved in some type of effort to educate the public regarding the dangers inherent in a steady diet of fast foods and to develop some type of program to teach the importance of good food and healthy dining. All these years later, things have gotten progressively worse to the point where our medical community is now busy treating young children for Type 2 diabetes and even heart disease.

The reaction to our plea would not be characterized as overwhelming, and even today, the parents and the schools continue to do virtually nothing when it comes to something as critical as the health of our children. Having said that, we did hear from Chef Christopher Daly. At the time, he was Chef de Cuisine at Petrossian in New York, and he was ready to fight the battle. The good chef included the following in his response... “It is a terrible thing to think of the scope of damage being done in the name of convenience and fast foods. Our youth is being commercialized; their health is in danger, and their future is being placed in jeopardy”.



The real story here is that Chef Daly did more than simply write a letter. He single-handedly started an organization that he calls “**HIP FOR KIDS**” (Hospitality Industry Professionals for Kids), and guess what - it’s still going strong today and this chef hasn’t backed down one inch. Most of the country could care less - Chef Daly is making something happen! We might be losing the war, but the chef is winning the battle. His recipes and his programs for fresh, healthy food have been adopted in schools all over the country. It’s a great story and I don’t believe Chris Daly thinks we’re “losing this war”.

The man is actually saving lives, and based on his performance to date, he will continue to do so. His site is hip4kids.org and this chef deserves our interest and our help. One man unto himself is not going to beat this devil. Having said that, it’s comforting to know that someone actually cares.

Hip4Kids.com Screen Shots





