

JAMIE OLIVER'S FOOD REVOLUTION

WANTED! YOU TO LEAD AMERICA'S FOOD REVOLUTION

Hi Guys,

I need your help to start a revolution to get better food into schools and change what your kids eat. The diet of processed meals and junk food is damaging our children's health and with it, the future health of the nation. As a parent, you can help stop the obesity epidemic in its tracks and make sure America's children get the nutrition they need to feed their minds and bodies.

One easy step to take is to get your kids into the kitchen and show them how to cook. If you make it fun, they will be learning for life and keeping America's cooking skills alive for the next generation.

School food is where I really need you to get involved. I believe school meals should be based on simple dishes cooked from scratch with fresh ingredients. If you believe this too, please help!

You can change things in your child's school. It's not easy, but with the support from everyone in your school community within a few months you will see wonderful changes: children eating things they have never tasted before, refrigerators full of fresh food, improvements to behavior and even their grades.

Here are five things you can do to get started:

- 1 Visit the school cafeteria and have lunch.** Find out what the quality of food is like, what's prepared fresh in the kitchen and what comes in pre-processed.
- 2 Check out the ingredients lists.** What's going into the food? If you don't recognize the ingredients, ask questions. Do you want your kid eating it? Ask about changing the menus.
- 3 Work with other parents.** Establish a group who can help you to persuade the school nutrition team that change is needed and possible.
- 4 Involve the school cooks right from the start.** The lunch ladies are your frontline troops. If they're on board, it will be much easier to make changes in the kitchen.
- 5 Speak to the school management.** Contact all of these important people and explain what you are trying to do and why you are trying to do it. Let them know you will need their help for the benefit of the children under their care. Ask for their support. Don't take NO for an answer!
 - The school nutrition director
 - The district board of education
 - Members of the school board
 - School administrators
 - The food service director
 - Local food suppliers
 - The local wellness committee
 - Student leaders

Don't forget to involve the kids!

You live in an amazing country full of inspirational people and you have the power to change the health of America, child by child. With your help, we can get better food into homes, schools and communities all over America and give your kids a better future.

Thank you!
Love, Jamie O



JAMIE OLIVER'S FOOD REVOLUTION 2-HOUR PREMIERE FRIDAY MAR 26 8|7c  start here

Jamie Oliver is here to start a revolution. The impassioned chef is determined to take on the high statistics of obesity, heart disease and diabetes in this country. Oliver is inviting viewers to take a stand and change the way America eats, in our home kitchens, schools and workplaces. Starting with Huntington, West Virginia – which has been called the unhealthiest city in America – Oliver shows how, in just a few short months, he tried to transform the city as a template for the entire country.

Watch as he tries to overturn the epidemic of childhood obesity and inspire a town to change their eating habits one person at a time.

WHY GET INVOLVED?

KILLER FACTS

“Obesity, and with it diabetes, are the only major health problems that are getting worse in this country, and they’re getting worse rapidly.”

CDC Director Thomas Frieden, as told to the Weight of the Nation Conference in July 2009.

OBESITY AND CHILDHOOD OBESITY

- More than two-thirds, 68%, of American adults are overweight.¹
- One person in three (over 33%) is obese.¹
- Healthcare costs are 42% higher for someone who is obese – that’s over \$1,400 each.²
- Obesity accounts for nearly 10% of US healthcare spending. This amounts to \$147 billion annually.² Smoking, by comparison, costs only \$96 billion.³
- Nearly one-third of American children and teenagers are overweight. 17% of American children and teenagers are obese.^{4, 8}
- Today’s generation of children could be the first to die at a younger age than their parents, due to obesity-related bad health.⁵
- Obesity may already be shortening average life spans by a greater rate than accidents, homicides and suicides combined.⁵

DIABETES

- Nearly 8% of the U.S population, 24 million people, have diabetes. Of which, more than 90% is type 2.⁶
- 2 million teenagers are estimated to be pre-diabetic⁷, with symptoms of high blood glucose levels.⁶
- Adults with diabetes have heart disease death rates about 2 to 4 times higher than adults without diabetes.⁷
- Diabetes can cause serious health complications including heart disease, stroke, high blood pressure, blindness, kidney disease, and amputations.⁶
- About 186,300 people younger than 20 years have type 1 or type 2 diabetes.⁶

Sources:

1. Prevalence and Trends in Obesity Among US Adults, 1999-2008: <http://jama.ama-assn.org/cgi/reprint/303/3/235>
2. CDC Press Release: <http://www.cdc.gov/media/pressrel/2009/r090727.htm>
3. CDC Press Release: <http://www.cdc.gov/media/pressrel/2009/r091112.htm>
4. Prevalence of High Body Mass Index in US Children and Adolescents, 2007-2008: <http://jama.ama-assn.org/cgi/content/abstract/303/3/242>
5. <http://www.nytimes.com/2005/03/17/health/17obese.html>
6. CDC National Diabetes Fact Sheet, 2007: <http://www.cdc.gov/diabetes/pubs/factsheet07.htm>
7. <http://www.diabetes.org/diabetes-basics/diabetes-statistics/>
8. CDC’s “Defining Childhood Overweight and Obesity”: <http://www.cdc.gov/obesity/childhood/defining.html>

USDA CHILD NUTRITION PROGRAM

- The National School Breakfast and Lunch Programs are federally assisted meal programs operating in over 87,000 schools and institutions.^{1, 2}
- The National School Breakfast Program provides low-cost or free breakfast to nearly 11 million children each day. Of those, 8.5 million children receive free or reduced price breakfast.²
- The National School Lunch Program provides low-cost or free lunches to nearly 31 million children each day.¹
- The National School Breakfast and Lunch Programs cost a total of \$11.7 billion a year.^{1, 2} By comparison, healthcare spending on obesity is already \$147 billion.³ Jamie believes that doubling the money to provide better school meals would be a cheap way to save on future health care costs.

1. <http://www.fns.usda.gov/cnd/Lunch/AboutLunch/NSLPFactSheet.pdf>
2. <http://www.fns.usda.gov/cnd/breakfast/AboutBFast/SBPFactSheet.pdf>

3. CDC Press Release: <http://www.cdc.gov/media/pressrel/2009/r090727.htm>

TIPS FOR HEALTHY LIVING



PORTION CONTROL

Make sure your portion sizes aren't too big, especially for little kids.



EAT SEASONAL

Fruit and veggies in season are usually cheaper and tastier. They will also allow you to get creative and vary the weekly menu. If possible, grow something edible with your kids. They're much more likely to eat a salad if they've grown the veggies themselves!

FOOD HEROES

Beans! Legumes! With as much as 7 grams of fiber in just one-half cup, beans really pack a punch. Try making bean burritos, vegetarian chili and bean dip, yum!

BEWARE OF TOO MUCH SUGAR!

Limit sugary foods and choose low-sugar drinks, like water, seltzer, and low-fat milk. You can also dilute 100% fruit juices with water. Your kids will never know the difference!



STAY HYDRATED

Kids need drinks because their bodies need hydration, not extra calories. Water is the best thirst quencher, and it's free! Remember that sports drinks, flavored milk and fruit juice contain sugar, too.



From *Jamie's Food Revolution* by Jamie Oliver.

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SHOPPING TIPS

- **Check the ingredients list.** If it reads like a chemistry set, don't put it in your basket. If you recognize the kind of things you find in your grandma's kitchen cupboard, then buy it.
- **Get fresh.** Always get to the checkout with something fresh in your basket – meat, salad, fruit for a smoothie. Don't just buy packaged food.
- **Snack alert.** Does your weekly shopping list look like you're living off chips, dips and soda? Make sure you have some real meals in there too.
- **Buy what you need.** Bulk buys don't add up to good value if you end up eating more.
- **Budget.** Make a list for the week and stick to it. You'll have forgotten about those special price double chocolate chip cupcakes which you didn't need by the time you get home.

SUGAR

WHY CUT IT?

While sugar is okay in moderation, most kids consume it in excess – and there's nothing sweet about consequences. Growing evidence suggests an association between excess sugar and weight gain in children and adolescents.¹

1. <http://www.cdc.gov/obesity/childhood/causes.html>

HOW MUCH IS TOO MUCH?

It's best to keep your child's (and your own) sugar intake to less than **50 grams a day**, advises Jaimie Davis, Ph.D. and registered dietician. **You'll find more than half that amount in one can of regular soda.**

Disney
family.com

HEALTHY LIFESTYLE TIPS FROM PTA

“When it comes to learning and life, we want our children to have all the advantages they can—and a balanced diet and daily exercise will certainly help set them up for success in the classroom and beyond.”

— Charles J. “Chuck” Saylor, National PTA president and father of four

GET ACTIVE

Kids should be getting at least 60 minutes of physical activity each day.¹ Students are moving less and are sitting more; recent data shows that students ages 8-18 are spending an average of 7 ½ hours using computers, video games, cell phones and movies every day.²

Parents can set an example and make exercise both a personal and a family habit.

- Take a family walk around the block each night after dinner.
- Encourage your children to take advantage of local sports facilities or to join a team.
- Put music on and dance around your home.

WORK WITH OTHER PARENTS

Start a walking club, plant a community garden, organize a sports day, plan a healthy recipe cook-off, or put together another community health event. PTAs are eligible for funding and can find resources to implement their ideas through the PTA Healthy Lifestyles program (PTA.org/HealthyLifestyles.)

TAKE ACTION AT SCHOOL

Speak up for an improved school wellness policy. Take a look at the school’s nutrition education and physical activity goals; nutrition guidelines for foods available on the school campus; and involvement opportunities for families, school leaders, and the community. Get in touch with the school district office for details.

JOIN PTA

The National Parent Teacher Association® (PTA®) comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. Join PTA and make a difference for the education, health, and welfare of our children. To find a PTA in your community, visit PTA.org.

1. CDC 2008: <http://www.cdc.gov/physicalactivity/everyone/guidelines/children.html>

2. Kaiser Family Foundation 2010: <http://www.kff.org/entmedia/upload/8010.pdf>

PTA[®]
everychild.one voice.[®]

REVOLUTIONARY RECIPE from Jamie

CLASSIC TOMATO SPAGHETTI

Ingredients: (serves 4-6)

2 cloves garlic

1 fresh red chile

A small bunch of fresh basil

Sea salt and freshly ground black pepper

1 pound dried spaghetti

Olive oil

1 x 14 ounce can of diced tomatoes

4 ounces Parmesan cheese



To Prepare Your Pasta:

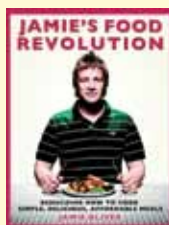
Peel and finely slice the garlic. Finely slice your chile (halve and seed it first if you don't want the sauce too hot). Pick the basil leaves off the stalks and put to one side. Finely chop the stalks.

To Cook Your Pasta:

Bring a large pan of salted water to a boil, add the spaghetti and cook according to the package instructions. Meanwhile, put a large saucepan on a medium heat and add 2 lugs of olive oil. Add the garlic, chile, and basil stalks and give them a stir. When the garlic begins to brown slightly, add most of the basil leaves and the canned tomatoes. Turn the heat up high and stir for a minute. Season with salt and pepper. Drain the spaghetti in a colander, then transfer it to the pan of sauce and stir well. Taste and add more salt and pepper if you think it needs it.

To Serve Your Pasta:

Divide the pasta between your bowls, or put it on the table in a large serving dish and let everyone help themselves. Roughly tear over the remaining basil leaves and grate over some Parmesan.



Jamie's new cookbook, *Jamie's Food Revolution*, features family-friendly recipes that are illustrated with step-by-step photos so even beginning cooks feel at home in the kitchen.

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REVOLUTIONARY RECIPE from Jamie

PARMESAN CHICKEN BREASTS WITH CRISPY POSH HAM

Ingredients: (serves 2)

2 sprigs of fresh thyme
2 skinless chicken breast fillets,
preferably free-range or organic
Freshly ground black pepper
1 lemon
1 ¼ ounces grated Parmesan
6 slices of prosciutto
Olive oil

This is a great way to prepare chicken breasts.

The texture of the crisp cooked prosciutto goes brilliantly with the tender chicken. Bashing the chicken out thinly before you start cooking means it cooks much faster than a regular chicken breast. If you can't get hold of prosciutto, then any kind of thin ham, such as Parma ham, or even smoked streaky bacon will work just as well.



To Prepare Your Chicken:

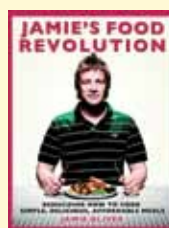
Grate your Parmesan. Pick the thyme leaves off the stalks. Carefully score the underside of the chicken breasts in a criss-cross fashion with a small knife. Season with a little pepper (you don't need salt as the prosciutto is quite salty). Lay your breasts next to each other and sprinkle over most of the thyme leaves. Grate a little lemon zest over them and sprinkle with Parmesan. Lay 3 prosciutto slices on each chicken breast overlapping them slightly. Drizzle a little olive oil and sprinkle with the remaining thyme leaves. Put a square of plastic wrap over each breast and give them a few really good bashes with the bottom of a saucepan until they are about ½ inch thick.

To Cook Your Chicken:

Put a frying pan over a medium heat. Remove the plastic wrap and carefully transfer the chicken breasts, prosciutto side down, into the pan. Drizzle over some olive oil. Cook for 3 minutes on each side, turning halfway through giving the ham side an extra 30 seconds to crisp up.

To Serve Your Chicken:

Either serve the chicken breasts whole or cut them into thick slices and pile them on a plate. Serve with lemon wedges for squeezing over and a good drizzle of olive oil. Lovely with mashed potatoes and green veggies or a crunchy salad.



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REVOLUTIONARY RECIPE from Jamie

EVERYDAY GREEN CHOPPED SALAD

Ingredients: (serves 4)

4 scallions

½ a cucumber

A handful of fresh basil leaves

2 small, just ripe avocados

1 butterhead lettuce

Large handful sprouted cress or alfafa

Optional 2 ounces cheddar cheese

Extra virgin oil

Red wine vinegar

English mustard

Sea salt and freshly ground black pepper



To Prepare Your Salad:

Get yourself a big chopping board and large sharp knife. It's best to start by chopping the harder, crunchier veggies first, so trim and chop your scallions and slice your cucumber. Slice your basil.

Bring it all into the center of the board and continue chopping and mixing together.

Halve your avocados around the big pit.

Carefully remove the pit and peel the skin off.

Add the avocado flesh, lettuce leaves, and cress or alfafa to the board.

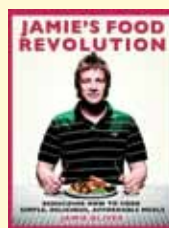
Crumble over the cheese, if using and continue chopping.

When everything is well chopped, you'll have a big mound of salad on the board.

Make a well in the middle and drizzle in 6 tablespoons of extra virgin olive oil and 2 tablespoons of red wine vinegar.

Add a teaspoon of English mustard and a good pinch of salt and pepper.

Mix up so everything gets well coated and serve on the board or in a bowl.



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