

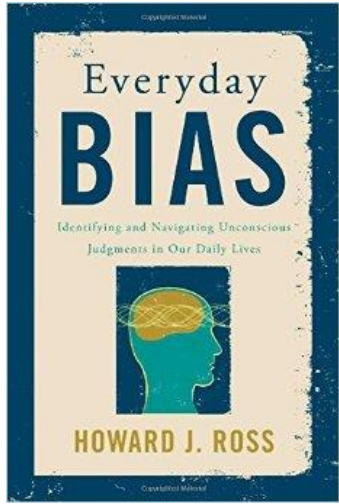
# I WON'T EAT THAT!



A Diverse Perspective on  
Nutrition Education for Children

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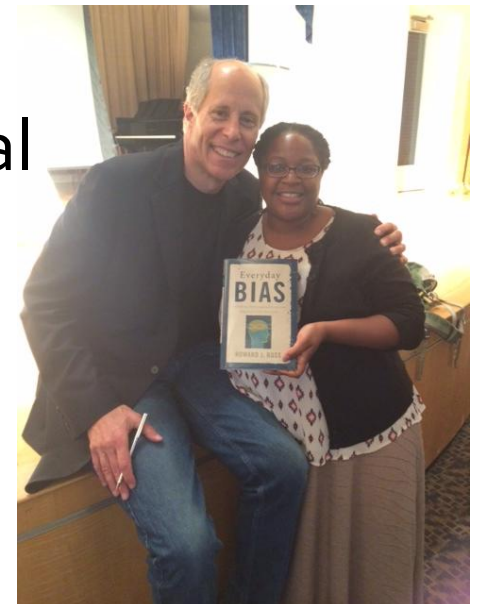
V. Kuroji and Chenniah patrick



In this workshop the attendees will participate in a series of tasks that will guide them to identifying cultural bias as it relates to educating families and children about nutrition.

These tasks are adaptations of proven strategies of addressing unconscious bias developed by the Cook Ross Consulting Firm. The mission of Cook Ross is to provide solutions to organizations around the world in the areas of diversity, inclusion and cultural competency.

[HTTP://WWW.COOKROSS.COM/DOCS/UNCONSCIOUSBIAS.PDF](http://www.cookross.com/docs/unconsciousbias.pdf)



# What is Culture?

## COMMUNICATION

- Languages
- Symbols

## COGNITION

- Beliefs
- Values
- Ideas

## BEHAVIOR

- Customs
- Traditions
- Norms
- Laws

## MATERIALS

- Art
- Food
- Clothes

# WHAT IS BIAS?

Bias is a cognitive process where the brain attempts to quickly filter and evaluate incoming data to form a judgement or decision.

# The *Mis*information of **Milk**



Look at your food menus and locate any food listed that contains dairy.

calcium

protein

Vitamin D

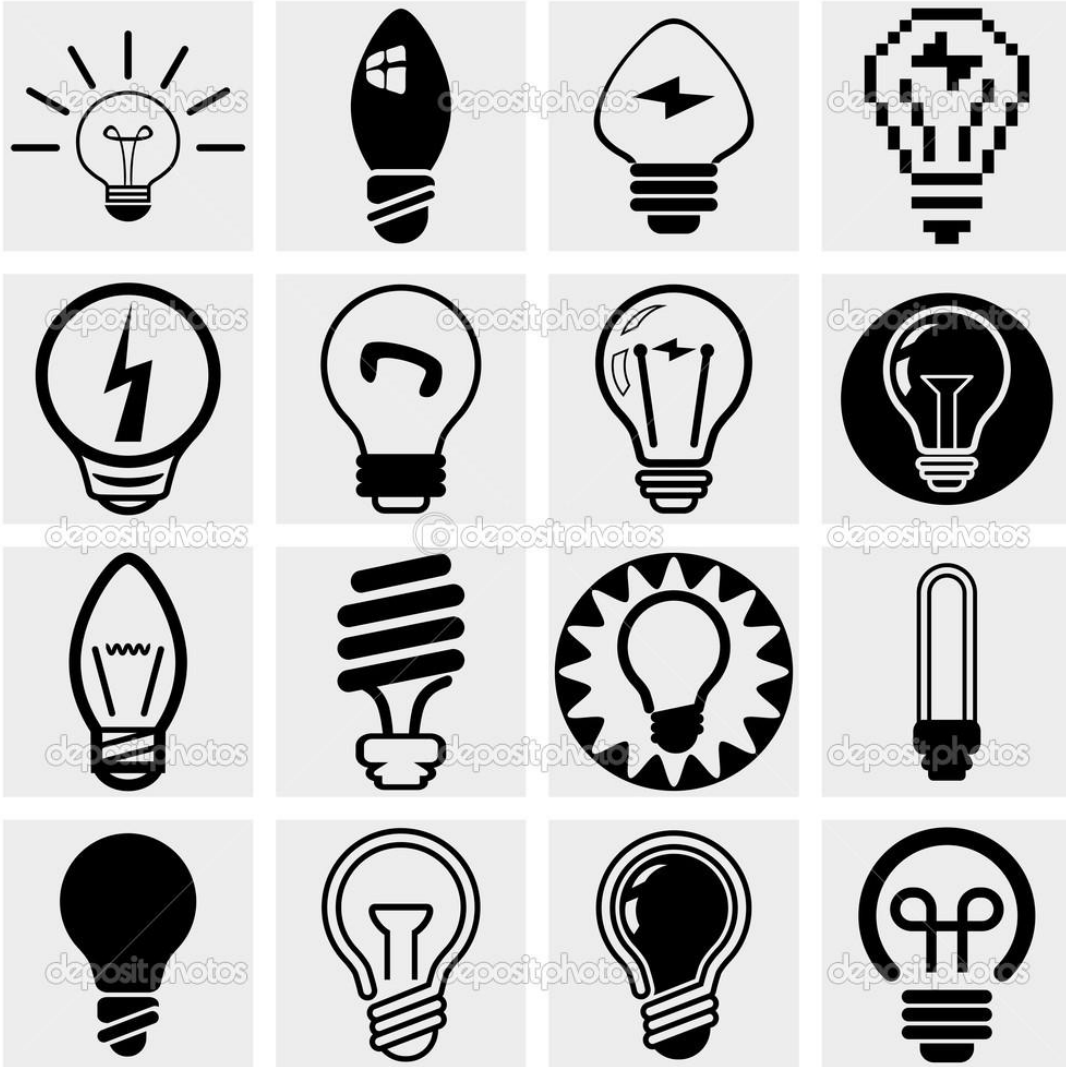
fat



# Cultural Bias #1: Material/Food

In America dairy, especially milk, is seen as a one of the best sources of nutrients and vitamins for children. However, dairy isn't a major part of many cultures diets. Unless there is a specific medical reason why a child cannot consume dairy, alternative recommendations are seldom provided.

# RecomMENDation



- Give parents options by educating them on the other foods that are rich in the same essential nutrients
- Provide other healthy examples and alternatives
- Explain that it's natural and not fortified



# The *Mis*information of Menus



**Just 4 Kids MENU**  
For Kids 10 & under

**ANY Breakfast \$3.89**

**ANY Lunch OR Dinner \$4.69**

**Hey Kids! Sign up for our e-Club**  
ask your parents to log on to [www.carrows.com](http://www.carrows.com)

**ALL Meals Include a Choice of:**  
Juice, Milk, Soft Drink or Lemonade

**Carrows RESTAURANTS**

**Breakfast Options:**  
Oatmeal & Fruit  
Funny Face Pancake  
Ranch House Combo  
Eggs, Toast & Fruit  
French Toast & Bacon  
Pancake Pile-Up

**Lunch/Dinner Options:**  
Groovy Grilled Cheese  
Chicken Tenders  
Turkey Sandwich  
Burdy Burger  
Mac n' Cheese Please  
Crazy Spaghetti  
Grilled Chicken  
Mini Dippin' Dogs  
Polka Dot Pizza

**Extras:**  
Add Fruit & Whipped Cream for 99¢  
Add A Kids Chocolate Sundae for 99¢

**Each Lunch or Dinner Includes a Choice of ONE:**  
French Fries, Garden Salad, Fruit, Mashed Potatoes, Vegetables or Rice  
Add an extra side for 99¢

Eggs cooked to order. Notice: Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food borne illness, especially if you have certain medical conditions. Consult your physician or public health official for further information.

Look at your food menus and talk to your group about what is on the kid's menu.

# Veggies On Kid's Menus 20 **BEST** Restaurants for kids.



**70%**



**60%**

**55%**



**25%**



**60%**





# The Parent Trap

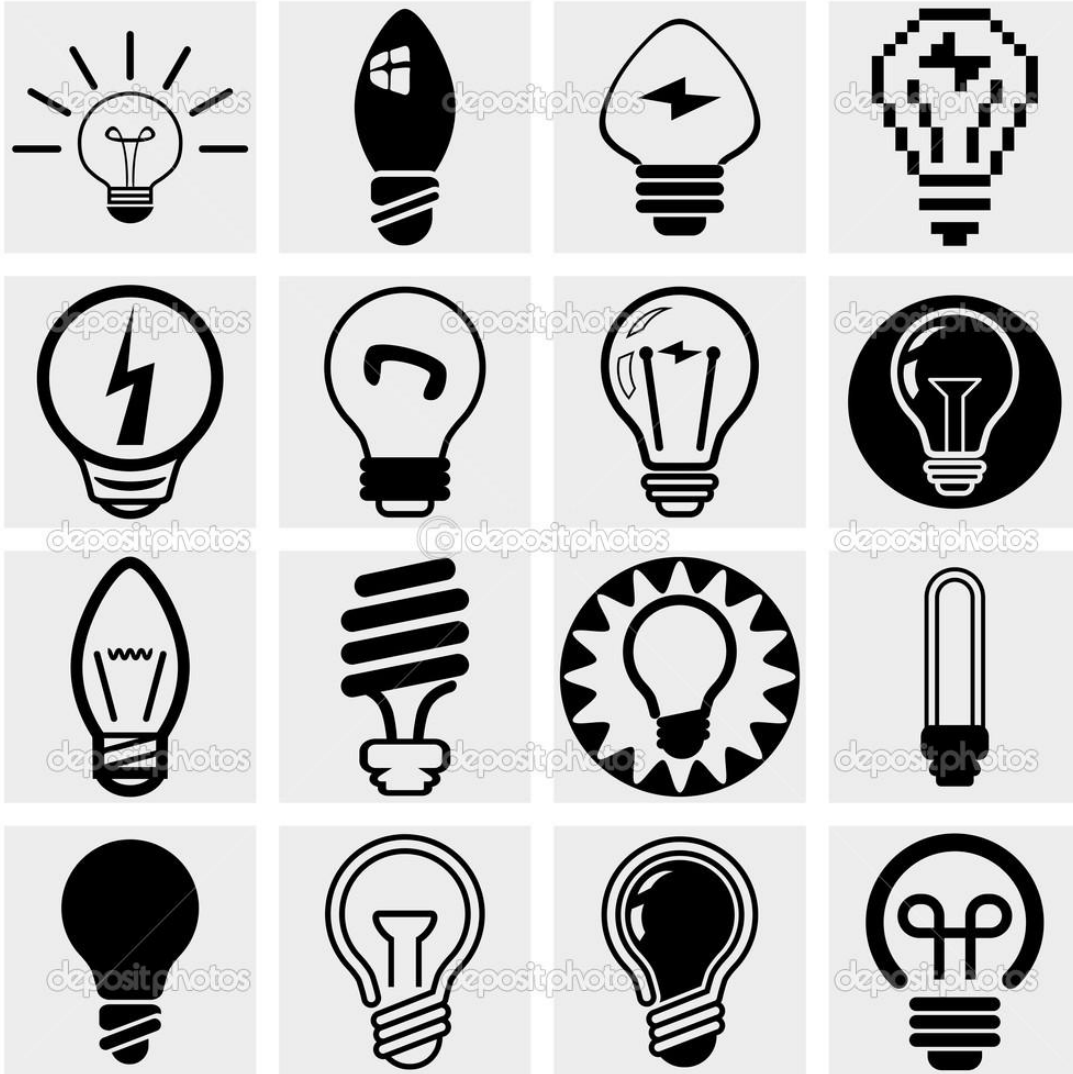
# The *Mis*information of Tastes Buds



## Cultural Bias #2: Cognition/Belief

In America, we believe that kids don't like to eat certain foods. We believe this so much that we create special food and menus just for kids. Some food we don't even think about offering to children because we are convinced they won't eat it.

# RecomMENDation



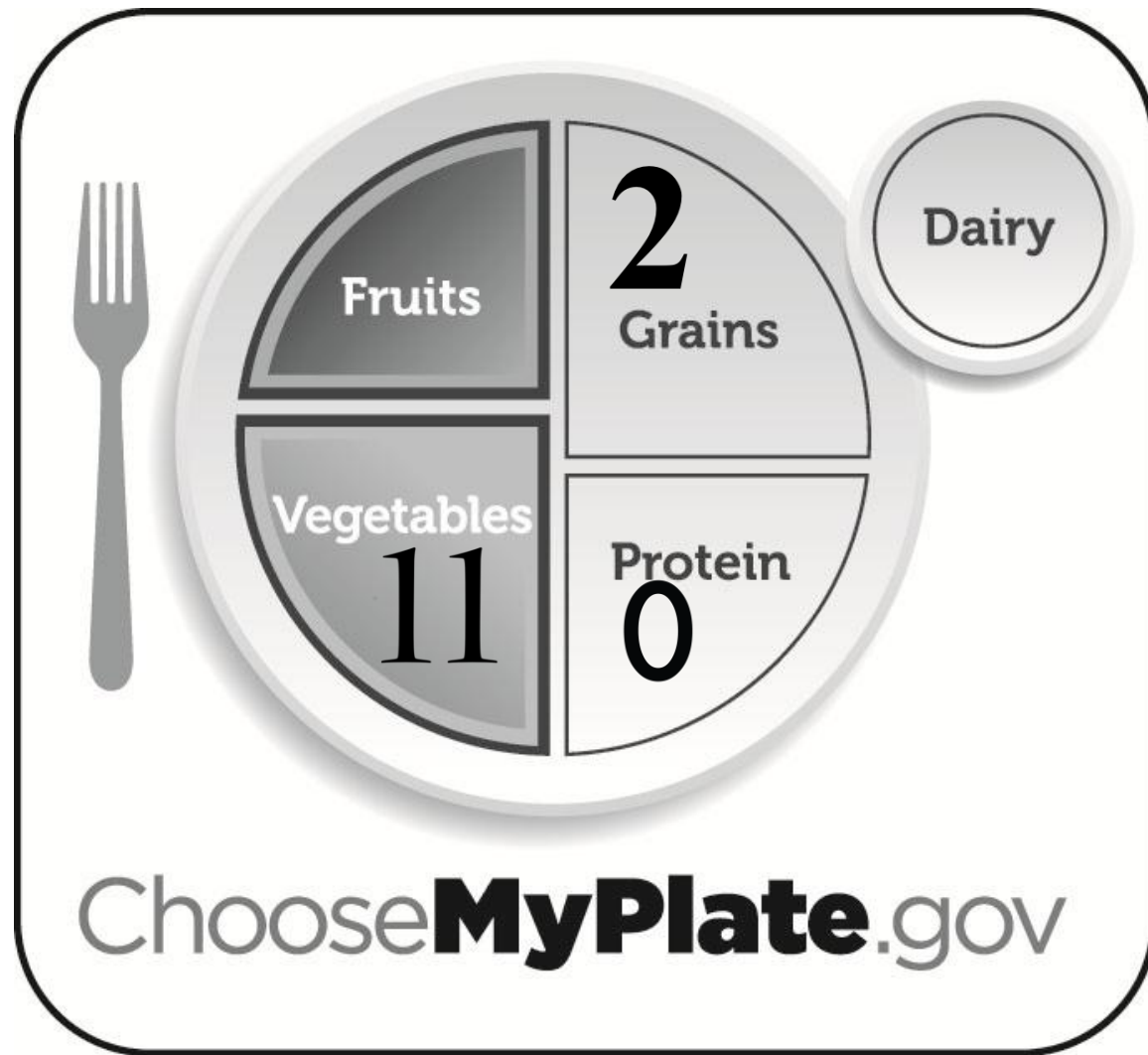
- Use encouraging words that describe kids as good, adventurous eaters.
- Get parents to prepare the same food in different ways.
- Order adult food and ask for small plates.

# The *Mis*information of Information



1. take 2 minutes to write down a **healthy food** for each letter of the alphabet.

# The *Mis*information of Information



2. write the  
number of each  
food on your  
**My Plate**





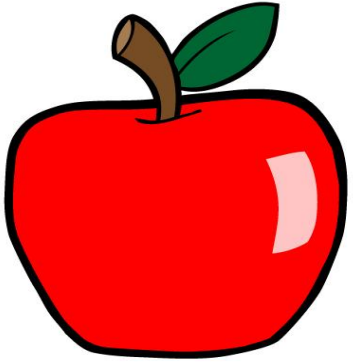
**THE INCREDIBLES**



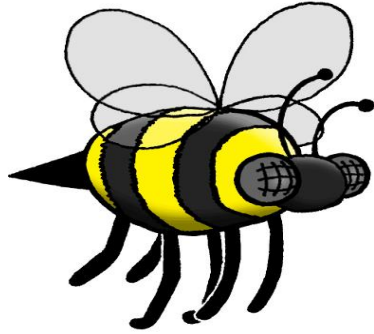
YO GABBA  
GABBA!



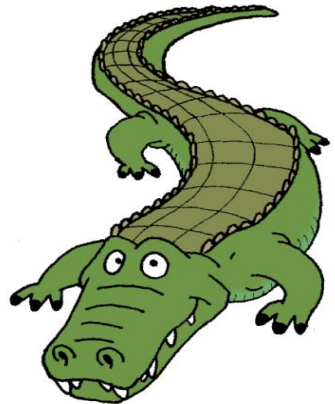
**Aa**



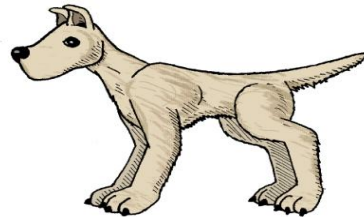
**Bb**



**Cc**



**Dd**



# Flash Cards

# PORT DISCOVERY Children's Museum



# The Theater

Takoma Park/Silver Spring Campus  
240-567-5775

## Children's Theatre

### JANUARY

*Around the World Passport Series*

**HOT PEAS 'N BUTTER** **S**  
Sunday, January 25, 11 a.m.

And your children will love this catchy brand of bilingual folk. Flavored with Afro-Cuban, jazz, pop, and rock accents, the music of this four-time Parents' Choice Award-winning group has been praised by the Los Angeles Times for its "hot and mellow multicultural groove."  
Cultural Arts Center  
Takoma Park/Silver Spring Campus  
240-567-5775

### FEBRUARY

*Around the World Passport Series*

**TRICKSTER TALES** **S**  
*West African Tales Presented by Barefoot Puppet Company*  
Saturday, February 15, 11 a.m.

With Anansi the Spider, world famous trickster, all things are possible... if you only have a plan. Traditional stories from West Africa are brought to life with expressive puppets in this exciting family-oriented show. After the performance, visit the arts table to make your own Anansi the Spider.  
Cultural Arts Center  
Takoma Park/Silver Spring Campus  
240-567-5775

*Around the World Passport Series*

**GALAPAGOS GEORGE PUPPET SHOW** **S**  
Sunday, April 13, 2 p.m.

Based on the true story a one-of-a-kind tortoise from the Galapagos Islands, this engaging theatrical piece shares an important lesson about man's impact upon the environment. Make your own George at the post-show arts table.  
Cultural Arts Center  
Takoma Park/Silver Spring Campus  
240-567-5775

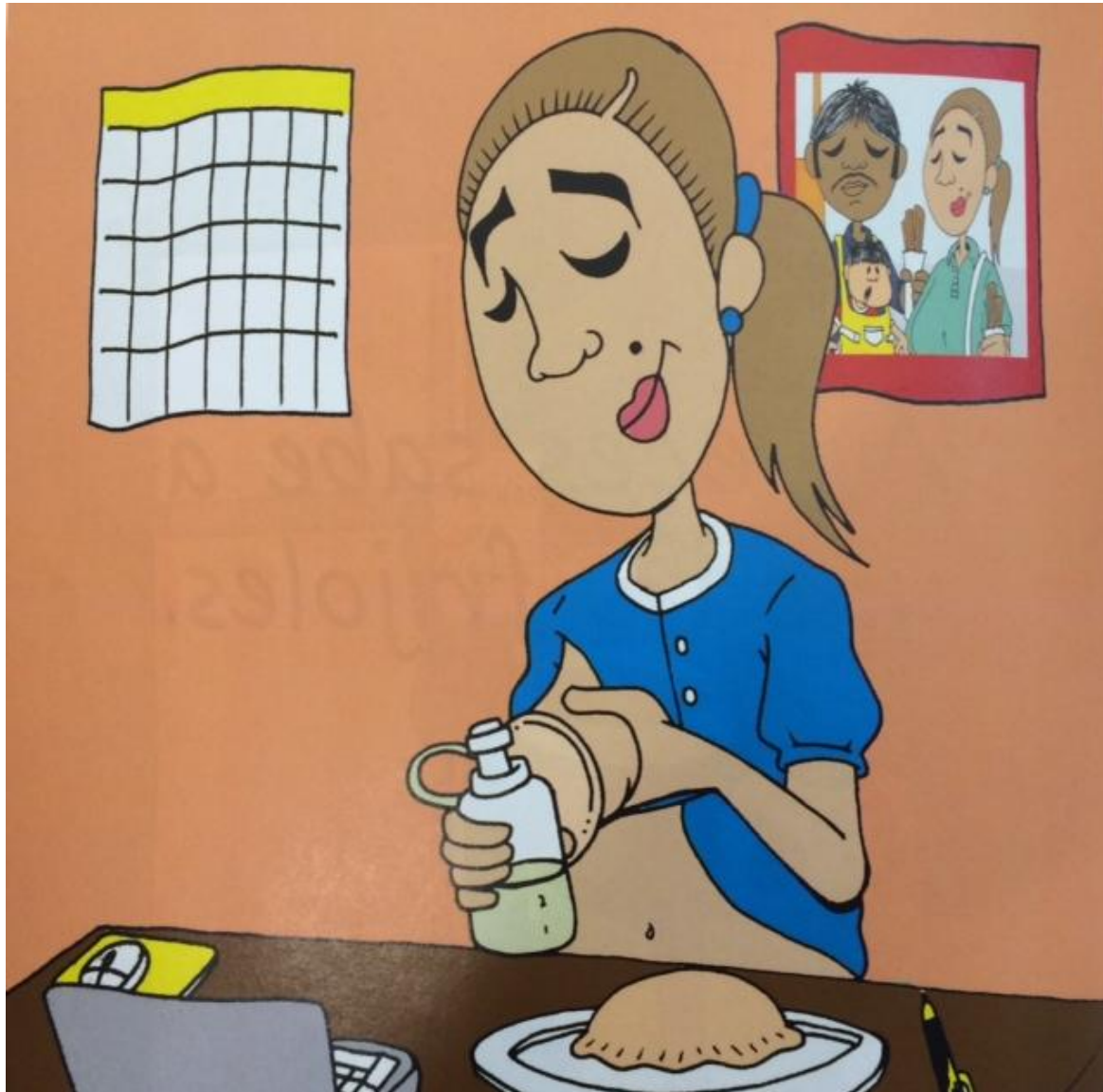
### MAY

**THE TEACHER FROM THE BLACK LAGOON AND OTHER STORY BOOKS** **S**  
*A TheatreworksUSA Presentation*  
Saturday, May 10, 11 a.m.

New musical revue based on some of today's most popular children's books.  
Robert E. Parilla Performing Arts Center  
Rockville Campus, 240-567-5301

**THE MONSTER WHO ATE MY PEAS** **S**  
*An Artspower Presentation*  
Saturday, May 17, 11 a.m.

Children and adults alike will be thoroughly entertained and engaged by this funny tale about the value of will power.  
Robert E. Parilla Performing Arts Center  
Rockville Campus, 240-567-5301



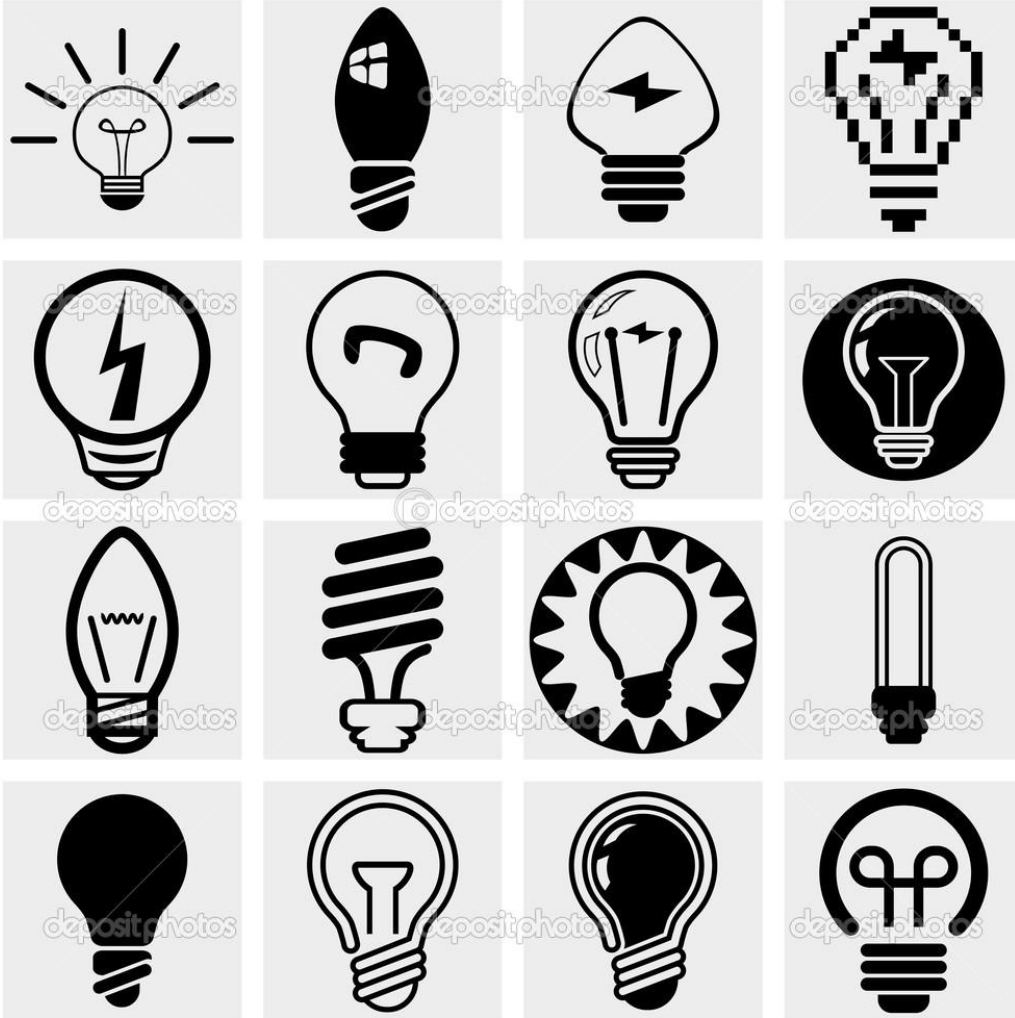
- Many Americans (regardless of race) thought that all Latino food was Mexican.
- Assumption that if a person can speak in their language they can also read and write.
- How Americans see other groups of people, didn't match with how those groups viewed themselves.

# Cultural Bias #3: Communication/Symbols

In America, we use the same foods to represent healthy eating and diets. The apple is the most used food that represents the concept of healthy. Rarely do we see images of a variety of food including legumes or cultural foods such as yucca or lychee.



# RecomMENDation



- **Include healthy food from all of the food groups.**
- **Include food that is common for your target population.**
- **Represent people as how they see themselves**



# The *Mis*information of Snacks



Look at the images and decide which food represents a **SNACK** and which food is a **TREAT**















[www.howtocookgreatfood.com](http://www.howtocookgreatfood.com)





1.snack

snak/ - *noun*

**1.1.**

a small amount of food eaten  
between meals.

*1.verb*

**\*\* Between 120-200 calories**

If it fits in  
your **hand**.  
It's a snack.

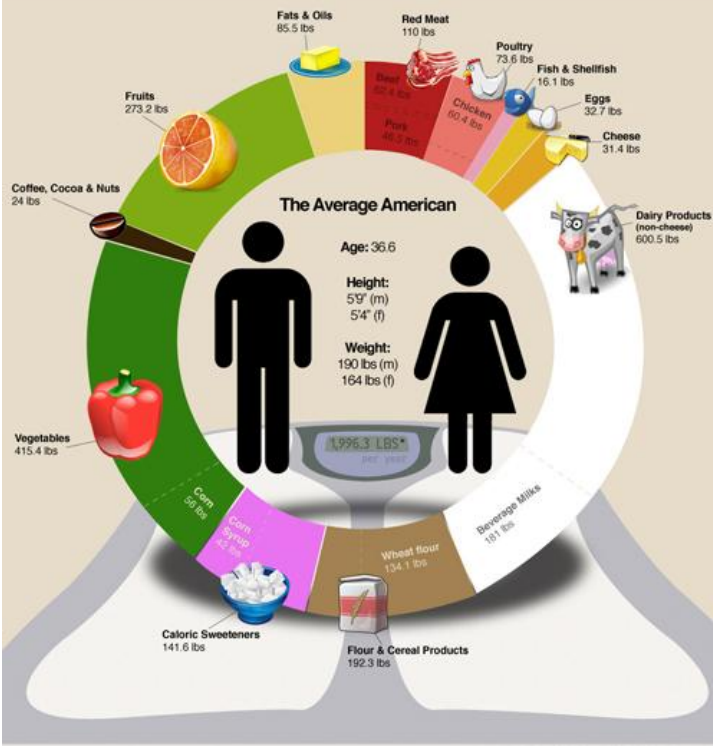


If you need a  
**plate**. It's a  
meal.



# WHAT ARE WE EATING?

What the Average American Consumes in a Year



\*includes food bought/served but not eaten (leftovers)

## That includes:



ve.  
visualeconomics.com

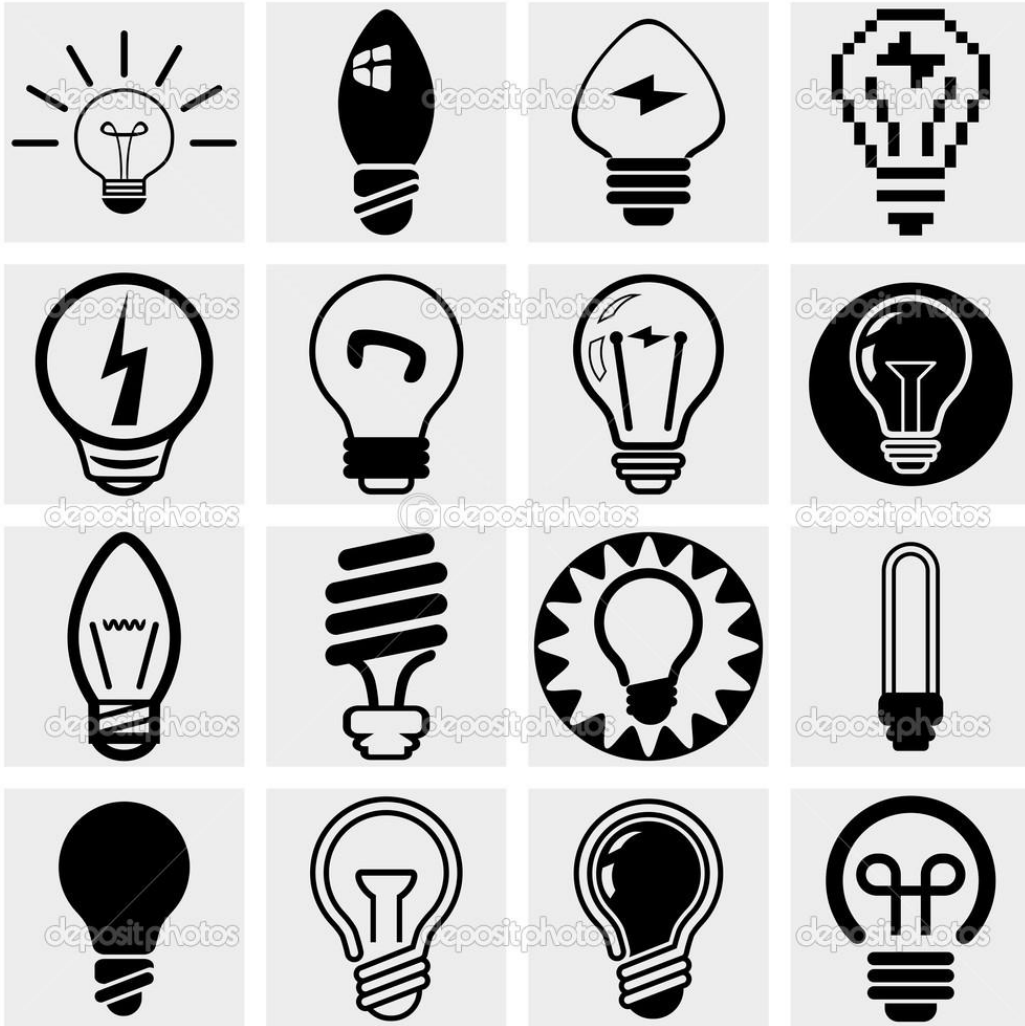
## SOURCES:

<http://www.fda.gov>  
<http://www.usda.gov/factbook/chapter2.htm>  
<http://www.oxfordscholarship.com/view/10.1017/9780195174147>  
<http://www.theatlantic.com/business/archive/2014/07/demand-for-sports-drinks-as-americans-eat-fewer-fries/>  
<http://www.wellnessblogs.com/2011/06/06/10-american-eat-too-much-salt/>  
<http://www.belpoline.com/articles/1005.asp>  
<http://www.francispizza.com/>  
<http://www.scoopdoctor.com/hotlist/junk-food/franch-bites/Average-Number-Of-French-Fries-Eaten-By-Americans-Each-Year.html>  
<http://www.infoplease.com/6e/n01/0472.html>  
[http://findarticles.com/p/articles/mi081366\\_3\\_3986\\_5427/1814/](http://findarticles.com/p/articles/mi081366_3_3986_5427/1814/)

## Cultural Bias #4: Behavior/Norms

In America, we typically consume junk food as a snack. We also have the habit of snacking mindless, consuming more than we think. We are also replaces entire meals with snack foods, especially breakfast.

# RecomMENDation



- Define snacks by the amount rather than the type of food.
- Don't use the term "snack" as a synonym for junk food.
- Define "treat" as food eaten infrequently.
- Think about how your own cultural bias may influence your message.
- Invest in PD that relates to cultural bias

# Closing

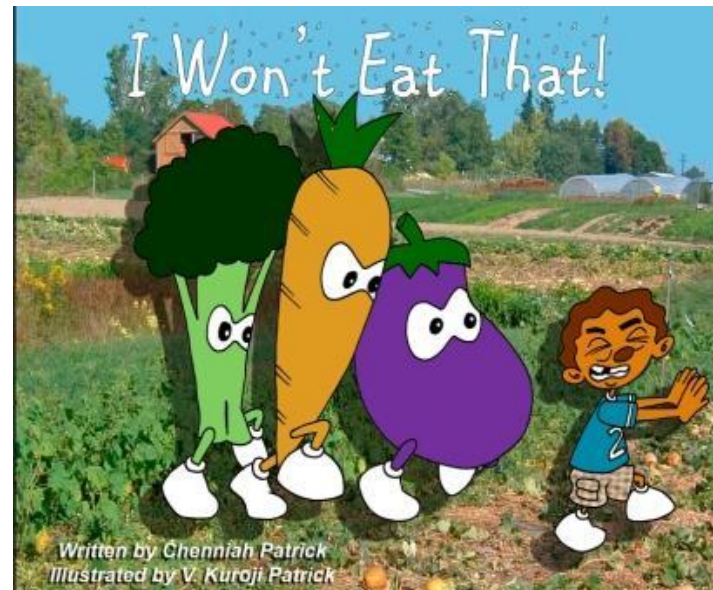
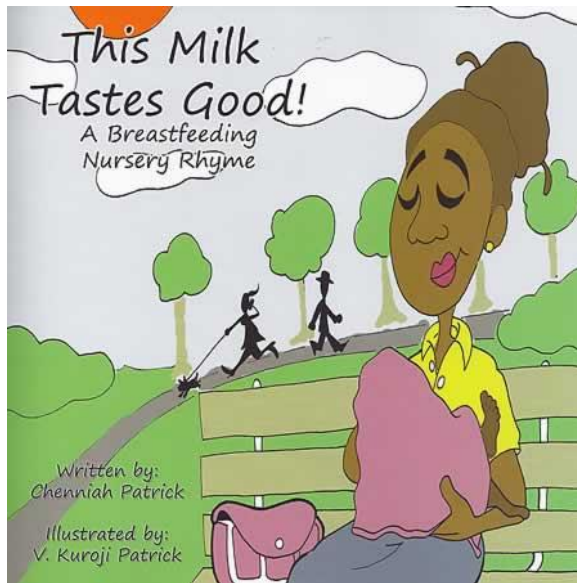
- Questions/Comments



# CONTACT

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[jhazamoraspublishing@gmail.com](mailto:jhazamoraspublishing@gmail.com)



# Resources

<http://www.usatoday.com/story/money/business/2014/09/29/snacking-consumer-eating-habits-nielsen/16263375/>

<http://www.healthyeating.org/Milk-Dairy/Nutrients-in-Milk-Cheese-Yogurt/Nutrients-in-Milk.aspx>

<http://www.livestrong.com/article/360569-what-is-the-recommended-daily-amount-of-potassium/>

<http://kidshealth.org/parent/growth/feeding/calcium.html>

<http://kidshealth.org/parent/growth/feeding/iron.html>

<http://www.nlm.nih.gov/medlineplus/ency/article/002423.htm>

<http://www.cdc.gov/nutrition/everyone/basics/protein.html>