

Eatable Alphabet

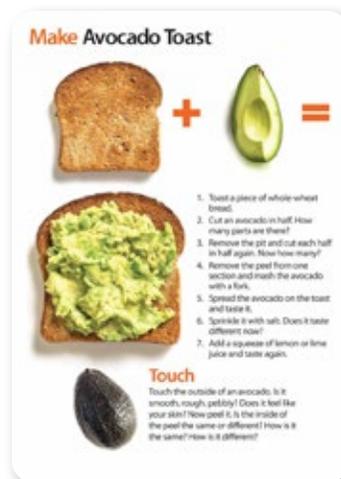
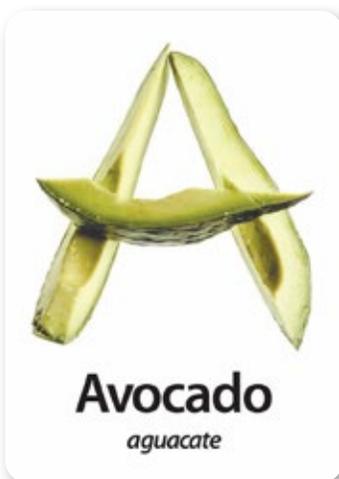
Kitchen Activity Cards for Kids Ages 2+

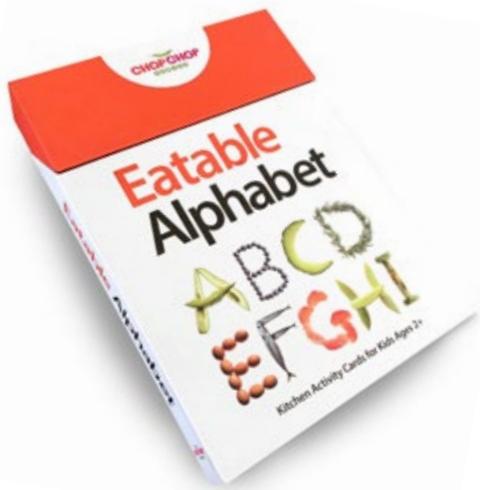
Developed by ChopChop Family in collaboration with the American Academy of Pediatrics Institute for Healthy Childhood Weight, with funding from the CDC, **Eatable Alphabet™** teaches kids aged 2–6 that cooking real food is fun.



Eatable Alphabet is a new resource for children, parents and caregivers which aims to:

- Foster healthy nutrition and food literacy in a positive and joyful way
- Engage parents and children in cooking and food exploration in a fun, positive and engaging manner
- Foster healthy relationships between caregivers, parents, siblings and children (responsive feeding, etc.)
- Incorporate realistic and actionable ideas for parent/caregiver and child interactions that promote healthy eating habits





Eatable Alphabet Grant Program

Eatable Alphabet decks were granted to 72 physicians caring for underserved communities in 26 states.

Practice settings included pediatric group practices, hospitals, clinics, medical schools, hospitals, and nonprofit community health centers

WHAT PHYSICIANS SAID

- 100% said Eatable Alphabet was easy to integrate into clinical care
- 96% said the Eatable Alphabet helped in the delivery of age-appropriate nutrition counseling in the clinic setting

"We work in an underserved and low SES community, with high rates of childhood obesity, so these high-quality cards have been an amazing educational tool to use on a daily basis. **The children and families LOVE the cards**, the staff gets so excited when they give a box out. I really wish we could get more to give out to the families, they really make good use of them."

"Thank you so much for this opportunity to share Eatable Alphabet which helped promote literacy, nutrition and cooking skills all in one. **It was a huge asset for our group** and helped making talking about healthy nutrition more fun. We all really loved this."

"Elevated the importance of early childhood nutrition. **Families were very excited to receive the cards and appreciative.** Staff was excited about the cards. Made the process of providing guidance regarding early nutrition a positive experience for everyone."



WHAT PARENTS SAID

"My son uses Eatable Alphabet twice a week! He eats healthier... exercises in the backyard, and follows recipes to make avocado toast and fruit smoothies. **He now eats more vegetables and loves salad.**" – Mom of a seven-year-old

"We've tried a few Eatable Alphabet recipes together and **it's already helping my son make better food choices.**"
– Mom of a four-year-old



ChopChop Family is a Boston-based nonprofit organization whose mission is to inspire and teach families to cook and eat real food together. Reviewed by the American Academy of Pediatrics, seven-time winner of the Parents' Choice Gold Award, and winner of the prestigious James Beard Foundation Award for Publication of the Year, ChopChop provides tools for building essential life skills through the lens of cooking. ChopChop Family includes a diverse and inclusive collection of products for children and families. In addition to our magazine, *ChopChop: The Fun Cooking Magazine for Families*, and cookbooks, the ChopChop Family brand includes Eatable Alphabet (kitchen activity cards), digital content, and cooking curricula, reaching over 3 million families worldwide. **The American Academy of Pediatrics Institute for Healthy Childhood Weight** strives to translate clinical guidelines into practice and to support obesity prevention and treatment in healthcare, in the community and in homes. www.aap.org/healthyweight

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