

# WATERTOWN COOKS PROGRAM EVALUATION

## Getting an Entire Town to Cook More at Home

### August 2016

#### About the Program

ChopChop Kids, the non-profit publisher of *ChopChop: The Fun Cooking Magazine for Families* joined forces with Watertown Savings Bank and the Watertown Wellness Committee to promote healthy eating and cooking in the town of Watertown, Massachusetts. The goal of the program was to see if eating and cooking habits could be positively impacted when elementary students receive quarterly copies of *ChopChop Magazine* during the school year. Copies of *ChopChop Magazine* were distributed to 1,300+ elementary school students in the Watertown Public Schools for the 2015-2016 school year. In addition, each issue included lesson plans for teachers to use *ChopChop* in the classroom. Families were given an online survey before receiving their first copy of *ChopChop* and one month after receiving their last issue.

#### After Receiving ChopChop:

- 100% increase in kids making meals or snacks for themselves or someone else at least once a week
- 25% increase in families eating dinner together at home 1-3 times a week
- 28% increase in kids consuming four or more fruits and vegetables in the past day
- 27% increase in number of parents reporting their child was willing to try a new fruit or vegetable
- 14% increase in kids being willing to try a new recipe that he/she hadn't tried before

#### Conclusion

Our study shows that distributing *ChopChop Magazine* to elementary students to bring home to share with their families had a positive impact on their family's eating and cooking habits. Most notable was that *ChopChop* inspired kids to prepare meals and snacks for themselves, establishing healthy habits for a lifetime of wellness.

#### About ChopChop

Endorsed by the American Academy of Pediatrics, *ChopChop, The Fun Cooking Magazine for Families*, is a nonprofit quarterly food magazine. Published by ChopChopKids, Inc, a 501(c)(3), ChopChop's mission is to inspire and teach kids to cook and eat real food with their families. ChopChop was named 2013 Publication of the Year by the James Beard Foundation and is also the recipient of three coveted gold awards from the Parents' Choice Foundation, the nation's oldest nonprofit guide to quality children's media and toys. To learn more about ChopChop's mission, and to support the organization by subscribing to *ChopChop Magazine* or by donating to its cause, please visit [www.chopchopmag.org](http://www.chopchopmag.org).

“Having *ChopChop* sent home to Lowell families for the past school year was an excellent and enriching experience for all of our students and families. Teachers from pre-kindergarten up to fifth grade all utilized one or more of the lessons that came with *ChopChop*, and were able to connect the lesson with our school-learning garden! *ChopChop* at our school truly benefits and connects parents, teachers, and students and helps us work towards our goals around promoting healthy students!”

— Elizabeth Kaplan, former Principal, Lowell Elementary School on Watertown Cooks Program