As you know, we are in the midst of an epidemic of childhood obesity. One in three American children is currently overweight or obese. Childhood obesity is a disease that threatens to shorten our children’s lives, compromise their health and bankrupt a nation that is forced to cope with increasing obesity-related medical costs.

The foods that our children learn to love will affect their health for the rest of their lives. A fundamental shift in the culture of eating in America, away from processed foods and back to a culture of simple, home cooking will be an important part of the solution to this urgent public health crisis.

We are looking for partners to join the movement to reverse an epidemic of childhood obesity with a simple call to action: Just Cook (click to see the intro). With the support of the Stanford School of Medicine and the Vice Provost for Online Learning at Stanford University, we have developed a series of accessible online videos intended to convey:

a) basic knowledge around the principles of appropriate nutrition and the consequences of childhood obesity

b) the skills to revive basic cooking literacy in every American home

c) the inspiration to enjoy simple, affordable, home-cooked meals as part of a celebratory return to the family meal

Get involved!

We believe that the Just Cook modules should reach people within the contexts of their day-to-day practices and environments. To that end, we hope to partner with community organizations, schools, parent groups, health advocacy groups, and others to reach people within their salient communities. Here are some ways your group can get involved:

- Promote the Just Cook online course or online modules to your organization’s constituents (you may share and print the attached flyers)
- Host cooking classes based on the Just Cook modules for your constituents
- Create and share lesson plans for teaching the Just Cook curriculum in schools
- Start a meet-up for people and/or families enrolled in the Just Cook course
- Use the Just Cook modules as part of a “flipped course” at your university
· Offer incentives to employees who join and complete the Just Cook course

Your partnership will help us reach more families and impact the lives of children across the United States. To start planning your partnership with the Just Cook team and Stanford University, please contact: Maya Adam MD at madam@stanford.edu.

About the Just Cook team

Maya Adam M.D.

Maya Adam has been teaching in the Human Biology Program at Stanford University since 2009. Her courses focus on Child Health and Nutrition and her teaching incorporates online content, lectures and “hands-on” face-to-face learning. Dr. Adam received her medical degree from the University of British Columbia and her bachelor’s degree in Human Biology from Stanford University. Before attending Stanford, she was as a soloist in the State Ballet Company in Dresden Germany, spending almost 10 years dancing professionally in Europe.

Dr. Adam now lives in Menlo Park with her husband and three young children and enjoys being the family taxi-driver and cook in her spare time.

“As a medical doctor and mother of three children, I am committed to raising awareness around the importance of this shift in the culture of eating. More importantly, I am committed to providing (at least some of) the inspiration to try. Our children are the future of this country and we owe it to them to get out our pots and start cooking.” – Maya Adam, MD

Office of the Vice Provost for Online Learning, Stanford University

The Office of the Vice Provost for Online Learning (VPOL) aims to continue Stanford’s leadership in providing high-quality educational experiences to its students and to people around the world by unleashing creativity and innovation in online learning. Learn more about VPOL: http://online.stanford.edu

Stanford School of Medicine

The Stanford School of Medicine is a premier research-intensive medical school that improves health through leadership and collaborative discoveries and innovation in patient care, education, and research.