

What is your Hair Made of?

STATEWIDE READING OF "IS YOUR HAIR MADE OF DONUTS?"

An Act Of Solidarity On Behalf
Of Children's Health

They seem to cast a magic spell, those food imposters. We are all too familiar with them. You know, those glitzy packaged foods that "razzle" and "dazzle" our young people today. Some even sparkle and pop. Fast food chains, vending machines, and sexy vitamin drinks surround our children and simultaneously challenge parents who are trying to teach excellent eating habits. Consequently, getting nutrient-dense food onto children's plates could not be more important. Processed junk food and commercials promoting sugary items have sparked reports of skyrocketing obesity and unnecessary medical problems for our young ones across America.

Feeding kids well is an important step towards creating health. The early years are crucial for children's health because kids have tremendous internal demands on their bodies for growth and development. They are building a system and laying a foundation of health for a lifetime. This is the perfect time to nurture, guide, and model healthy eating to ensure optimal health for their future. The truth is that when we eat better, we feel better. And to keep the body in tip-top shape, it is necessary to recognize that we derive our energy—our health—from the foods we consume.

ALL STATE READ

The objective of this campaign is to educate children on the importance of healthy eating, motivate children to celebrate their health, and to create a community of readers who will advocate for optimal childhood health. In addition to calling attention the ever-increasing childhood obesity epidemic as well as the medical problems that our young people are facing, an all-state read demonstrates a joint act of support on behalf of our young people. This campaign is seeking the support of all educational institutions, non-profits, libraries, and community health centers as starting places to develop children's knowledge. Since National Nutrition Month takes place in March, Monday March 11th has been designated as the date for the all-state read aloud for children in Preschool through Grades 5/6.



SUMMARY OF "Is Your Hair Made Of Donuts?"

Is Your Hair Made of Donuts? is a vehicle that explains the complex processes of the adage 'you are what you eat' in a simple kid-friendly way. By using a fun and imaginative story, this book teaches children to make excellent food choices, helping them to learn that what they put in their bodies builds their bodies. Through this picture book, the children become aware that there is in fact a major construction project going on as they are building a system and laying down the structures for a lifetime. The book speaks to young children, aged 4-10, but the story itself has grown out of something larger than its textual confines; what initially began as a literary venture has now developed into an entire curriculum to help educators present this important nutritional message.

A fully developed curriculum guide is available for free and can be downloaded at <http://www.isyourhairmadeofdonuts.com/cooking.php#visits>. It accompanies the book and provides extended programming and teaching topics. If we empower our young, not only will they adopt a lifelong pattern of healthier eating, but they will also impact those around them, including their older siblings, their parents, and extended family. Most importantly, when they grow up to have children of their own, entirely new patterns of beneficial nutrition will emerge.



WHAT IS INVOLVED?

Once your organization has chosen to be involved, all that is required is that a teacher, school nurse, principal, or parent read *Is Your Hair Made of Donuts?* aloud to your school. Additionally, if you would like, you could choose from the following options below:

- **Nutrition Jeopardy Game:** a short 10-minute question and answer period with important nutrition questions that build upon the basic concept of 'you are what you eat.' (I can provide you with the game questions—please contact me)
- **Parents could provide healthy snacks**
(I am more than happy to supply a list of healthy snacks—please contact me)
- **National Recipe Contest:** Whole Foods is co-sponsoring this event, providing prizes to students who win this contest and hosting an awards ceremony next June 2013 if we can garner enough support and interest from families. We would begin the contest on March 1st and the deadline would fall on March 11th, the day of the statewide reading.

Today, children are faced with a deluge of junk food choices, the moment that they step away from their doors. Nutrition and what children eat are inextricably tied to their well-being. Please join me in the initiative to teach children they are what they eat. I look forward to hearing back from you.

CONTACT INFORMATION

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Prizes for the
National Recipe
Contest are
provided by :

