

Simple Cooking with Heart

**Satellite Conference and Live Webcast
Wednesday, November 7, 2012
2:00 - 4:00 p.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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Why Simple Cooking with Heart?

- **Where Americans eat has a dramatic effect on what foods, and how much of these foods, we consume**
 - **The more people eat out, particularly at fast-food restaurants, the more calories, fat and sodium they tend to consume**

Why Simple Cooking with Heart?

- **Away-from-home meals contain fewer fruits, vegetables and whole grains than foods prepared at home**
- **Away-from-home foods tend to be more energy-dense and contain more fats, salts and sugars**

Why Simple Cooking with Heart?

- **Eating more fast-food meals is linked to consuming more calories, more saturated fat, fewer fruits and vegetables, and less milk**
- **All of this contributes to weight gain and higher Body Mass Indexes (BMIs) in children and adults**

Why Simple Cooking with Heart?

- **Communities everywhere are suffering from obesity**
 - **Two of every three adults in America are overweight or obese**
 - **The fact that many people simply don't cook at home anymore is a major factor**

Why Simple Cooking with Heart?

- American Heart Association, with the help of Walmart, is prioritizing a return to the kitchen
 - National goals:
 - Improve cardiovascular health of all Americans by 20%
 - Reduce deaths from cardiovascular diseases and stroke by 20% by 2020

Overview

- Simple Cooking with Heart was launched to encourage Americans to cook low-cost, heart-healthy meals at home by giving them tools, basic skills and techniques to get started and inspired – and have fun

Overview

- A fun and easy way to bring communities together and help Americans eat healthier
- Simple idea
 - Groups of people get together and learn how to prepare easy, affordable, tasty meals using free American Heart Association recipes

Overview

- It's a community bonding opportunity like a book club or bunco night – only with heart-health benefits that'll keep your family fit, lower your family's risks of heart disease and stroke, and help balance your food budget

Program Components

- heart.org/simplecooking
- Simple Cooking with Heart Community Kit
- Simple Cooking with Heart at Home Booklet
- Simple Cooking with Heart Live Demonstrations

Over 50 Recipes: Healthy, Quick, Affordable

- Mexican Chicken Soup
- Easy Oven Baked Chicken Breasts with microwave steamed squash
- Salmon Bake with Creamy Cucumber Sauce
- Tuna Stir-Fry

**Over 50 Recipes:
Healthy, Quick, Affordable**

- Barbeque Glazed Chicken Tenders and Oven fries
- Creamy Tomato Fettuccini
- Pan Fried Pork-Chop with Mashed Sweet Potatoes
- Quick Chicken Chili

**Over 50 Recipes:
Healthy, Quick, Affordable**

- Blackened Fish with Strawberry Kiwi Salsa
- Universal Marinade Grilled or Roasted Meat and Vegetables
- Simple Chicken (or Shrimp) Stir Fry
- Crunchy Chicken with Oven Roasted Broccoli

**Over 50 Recipes:
Healthy, Quick, Affordable**

- Pork Tenderloin and Spinach with Parmesan
- Easy Chicken Salad
- Black Bean Salad (or Salsa)
- Red Beans and Rice with Corn on the Cob
- Asian Cole Slaw

**Over 50 Recipes:
Healthy, Quick, Affordable**

- Chunky Marinara with Pasta and Seared Chicken
- Asian-Style Noodles with Pork and Vegetables
- Orange Glazed Turkey with Potatoes and Carrots
- Tailgate Chili

**Over 50 Recipes:
Healthy, Quick, Affordable**

- Balsamic Glazed Fish
- Quick Salad Dressings

Program Website

- heart.org/simplecooking
- The online hub of the program
- Cooking videos for each recipe
- Five of the new recipes have cooking videos available in Spanish

Program Website

- **Additional videos focus on specific cooking skill (mincing garlic, chopping bell pepper, etc.) that are required for the recipes**
- **Downloadable Community Kit, at Home booklet and Demonstration Kit**
 - **The At Home Booklet is available in Spanish**

Program Website

- **Robust library of additional tips and information**

Online Content

- **Go Global**
- **Top 5 Kitchen Tools for Heart Healthy Eats**
- **Keep Fruits and Vegetables Fresh Longer**
- **Food Safety: Understanding Expiration Dates**

Online Content

- **Selecting Seasonal Fruits and Vegetables**
- **Cooking with Chili Peppers**
- **Grocery Shopping Without a Car**
- **How to Use Fresh Herbs**
- **Meet the Apple Family**

Online Content

- **How to Make a Hearty, Healthy Salad**
- **Healthy Marinating and Grilling**
- **Create Your Own Tomato Sauce**
- **Healthier Condiments**
- **Knife Skills 101**
- **Food Science Basics**

Online Content

- **Substitutes for Common Food Allergies**
- **Healthy Cooking Oils 101**
- **How to Pack a Healthy School Lunch**
- **Make Your Kitchen a Place You Love**
- **Understanding Food Flavors**
- **Talking Food Texture**

Online Content

- **Great Grains: Make Them Whole!**
- **Family Meals: Benefits and How To's**
- **Go Fish**
- **Rethink Your Drink**

Community Kit

- **Provides instructions for creating fun community events for 20-30 community members to practice new skills and make a recipe together**
 - **Almost like a cook book club**
- **Community Kit contains directions and ideas to create a fun and lively cooking event at host's organization**

Community Kit

- **The events are all about learning new skills, peer learning, and having fun!**
 - **Get ready to cook up a storm!**

Community Kit Content

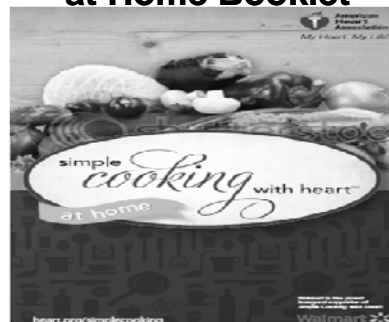
- **An invitation template**
- **Event set-up instructions**
- **Two no cook recipes for live demonstrations**
 - **Gazpacho**
 - **Simple Persian Salad**



Community Kit Content

- **Shopping and supply lists for each recipe**
- **Copies of Simple Cooking with Heart Recipe Cards**
 - **Party favors for guests**
- **The American Heart Association's Dietary Recommendations**
- **Fun Party Ideas**

Simple Cooking with Heart at Home Booklet



Simple Cooking with Heart at Home Booklet

- The “At Home” Booklet is a resource for anyone who wants to learn more about cooking at home
 - Contains basic kitchen-prep information, shopping lists, and an introduction to heart-healthy cooking skills that are simple and quick

Simple Cooking with Heart at Home Booklet

- SCWH Recipe Postcard is a resource that can be used to promote website
 - Smaller than the booklet
- This year the At Home Booklet is available in Spanish

The American Heart Association’s Heart-Healthy Diet Recommendations

- Balance the number of calories you eat and physical activity to maintain a healthy body weight
 - This means not eating more calories than you need

The American Heart Association’s Heart-Healthy Diet Recommendations

- Make your diet rich in fruits and vegetables
 - A typical adult should try for 9 - 10 servings (4.5 cups) of fruits and vegetables every day

The American Heart Association’s Heart-Healthy Diet Recommendations

- Choose whole grains and high-fiber foods (three 1 oz. servings per day)
 - A diet rich in fiber can help manage your weight because fiber keeps you feeling fuller longer, so you eat less

The American Heart Association’s Heart-Healthy Diet Recommendations

- Eat fish, especially oily fish like salmon or albacore tuna, twice a week to get omega-3 fatty acids

The American Heart Association's Heart-Healthy Diet Recommendations

- Limit saturated and trans fat and cholesterol by choosing lean meats, selecting fat-free (skim), 1% and low-fat dairy products, and avoiding hydrogenated fats
 - Margarine, shortening, cooking oils, and foods made from them

The American Heart Association's Heart-Healthy Diet Recommendations

- A person needing 2,000 calories each day should consume less than 16 grams (g) saturated fat, less than 2 g trans fat and between 50 and 70 g of total fat and limit cholesterol to no more than 300 milligrams (mg) each day

The American Heart Association's Heart-Healthy Diet Recommendations

- Limit the amount of added sugars you consume to no more than half of your daily discretionary calorie allowance

The American Heart Association's Heart-Healthy Diet Recommendations

- For most American women, this is no more than 100 calories per day and no more than 150 calories per day for men
 - Women: 6 teaspoons per day
 - Men: 9 teaspoons per day

The American Heart Association's Heart-Healthy Diet Recommendations

- Limit sugar-sweetened beverages to no more than 450 calories (36 oz.) per week

The American Heart Association's Heart-Healthy Diet Recommendations

- Choose and prepare foods with little or no salt (sodium) to maintain a healthy blood pressure
 - Keep sodium intake to 1,500 mg per day or less

The American Heart Association's Heart-Healthy Diet Recommendations

- Limit processed meat to fewer than two servings per week
 - Sandwich meat, sausage, hot dogs
- Try to eat four servings per week of nuts, seeds or legumes (beans)

The American Heart Association's Heart-Healthy Diet Recommendations

- If you eat out, pay attention to portion size and the number of calories in your meal

Contact Information

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