



food heroes

彩虹特工队

PLAY. LEARN. EAT.

INTRODUCTORY PRESENTATION

www.foodheroes.org

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Food education is **a new global priority**.

Our food choices single-handedly determine personal, economic, and environmental health.



Obesity and Diabetes Epidemic

Hunger and Stunting

Emotional Toll of Illness

Weakened Elderly Capacity



Lowered Labor Productivity

Growing Healthcare Costs

Gender Inequality

Economic Inequality



Climate Change

Drought and Flooding

Overflowing Landfills

Deforestation

Plastic Pollution

Soil Degradation

Overfishing

Improving diets improves development pathways of entire countries.
It is the **single golden lever** to achieve all 17 Global Goals.

Yet most countries have no formal food education program.



健康中国 “Healthy China 2030” is a **new national priority**

“Healthy China” comprehensively enhances the health quality of the Chinese people.

It is China’s way to participate in global health governance and meet the Sustainable Development Goals.

Improves national health literacy.
Deliver health education starting from children.
Cultivate healthy living habits through all forms of media.



Food education for the public is a core pillar of “Healthy China”.

Our goal is to provide the national government with a comprehensive solution in Food Heroes curriculum.

A play-based, healthy food education program empowering kids 3-9 years old and families to make smart food choices.

Food Heroes is developed with world leading health and gamification experts
for use in classrooms, homes, and mobile app.

1

**Food Fuels
My Mind and Body**

Fill Up My Food Tank
I'm a Poo Detective
Chomp Chomp Yum
Don't Be Gross
Share Food, Share Love



2

**Real Foods and Exercise
Make Me Healthy and Happy**

Eat This First
Eat a Rainbow Every Day
Super Food, Super Me
Real Food, Fake Food
Sneaky Sugar



3

**Love the World
with Every Bite**

Where Did This Come From
True Cost of My Meal
Dig for Treasures Nearby
Fishy Business
Waste Not, Want Not

Food Heroes Proprietary Learning System

- **Change the way people eat** that is good for them and good for the planet
- **For kids 3-9 years old** while they are still developing their tastes
- **Bilingual food literacy**, healthy diet basics, play-based education
- **New dietary guidelines** designed with global experts - combine health and sustainability
- **Uses kidspeak** to bring actionable knowledge down to level of every bite
- **Emotional connection** of kids to Food Heroes characters. Sharing food is sharing love
- **Repeated exposure to real, fresh foods** makes kids open to trying new foods
- **Completely gamified reward system** for kids & parents' long-term engagement
- **Results tracked** through mobile app for behavior change and mastery
- **Global deployment:** Multi-lingual materials in English/Chinese/Spanish/French and more
- **Ready for localization:** capable of adapting to local cuisine and diet anywhere around the world
- **Multi-channel activation:** Designed for in-class learning, home play, and integration with food producers and city developments, TV, and social media



**“This food education program could be
the single most impactful intervention
on children’s health.”**

- Brett Rierson, World Food Programme, China Representative (2015)

From famine to gluttony in just 30 years

China is now #1 overweight & diabetic country in the world



Obesity is China's **5th** cause of death.

35.4% of adults are overweight, **7.3%** are obese.

China has **1/5** of the world's population, yet a disproportionately high **1/3** of world's diabetic population.

Without a major lifestyle change in diet and exercise, that number will increase to **150 million by 2040**.

500 M more Chinese are pre-diabetic.

The prevalence of **overweight children** has **quadrupled** in the past 35 years.

20% of China's children overweight (over 35 million).

13% of China's medical expenditures are directly caused by diabetes. China spends **USD 170 Billion** a year on the management diabetes and its complications.

“The **sudden rise of diabetes** in China is not only a health threat, but an economic one. It could **bankrupt** the country’s healthcare system. China needs to shift its focus from treating diabetes to **preventing** it.”

- Xu Zhangrong, deputy secretary, China Diabetes Society

“If we don’t act now, diabetes will **overwhelm the health system.**”

- Bernhard Schwartländer, WHO representative in China



**Food education can prevent people from
choosing to have diabetes and obesity.**



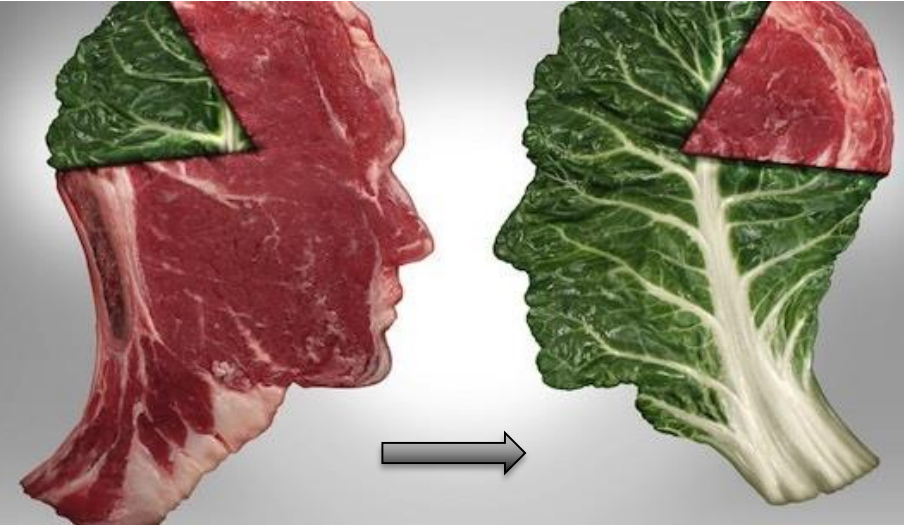
BROKEN FOOD SYSTEM

As consumers, our food choices dictate the food supply chain.
With every bite, people have the choice to change the world, not just their bodies.

Changing diets is one of the few things individuals can do
to make a large contribution to climate action.



**Food is single largest source (30%)
of global greenhouse gas emissions.
Half from livestock**



The world could save
\$730B in healthcare costs
by reducing meat consumption



In China, a 35% jump in meat consumption
from 1994 to 2005 resulted in the
equivalent of 230 M more tons of CO₂

Antimicrobial Resistance has increased food-borne illness due to centralized, industrialized food production.



In China, \$32 B of food is thrown annually. If **food waste** were a country, it would be the 3rd largest emitter in the world.



3 food crops alone are responsible for 80% of global **deforestation**.



China's fertilizer use has increased 6x since 1975 (it's more than 4x the world average). It has **doubled soil acidification** in the past 30 years.



By 2050 there will be more **plastic** in the ocean than sea life from plastic bottles, wrapping, utensils, bags.



While 400 of China's 662 cities are short of drinking water, agriculture uses 61% of that water and causes ½ of **water pollution**.



We are literally eating fossil fuels.

Since fast food pushed the industrialization of agriculture in the 1950s, commercial food production has been almost entirely dependent on oil for cultivation, pumping water, pesticides, gas for fertilizers, plastic.

We can choose to eat fresh foods which don't require as much petroleum-based plastics for bottles, wrapping, bags, disposable utensils, storage containers.



We can choose to eat plants rather than animals. Depending on the meat, 1 calorie of animal protein requires about 10-35 times the fossil fuel energy than 1 calorie of plant protein.



We can choose to eat locally to reduce the oil needed for cargo ships, refrigeration. Non-local food distribution uses 4 -17 times more fuel, emits 5-17 times more carbon dioxide than to transport local food.



We can choose to eat more natural foods which don't use fossil-fuel based fertilizers or pesticides.



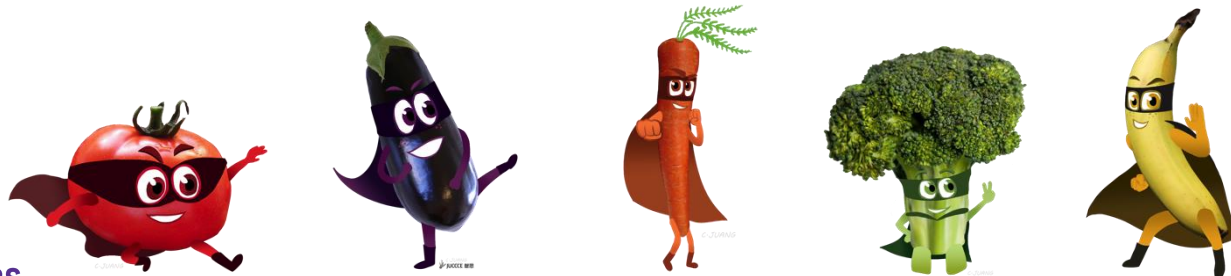
Play helps kids love real fresh foods

Kidspeak makes our experts' knowledge understandable and actionable.

Elements of play help kids retain what they learn. We use relatable characters, motion, drama, brain games, competition.

Repetition and exposure to real foods makes kids open and curious to trying new foods.

Gamified reward system for long-term engagement





shòu zhū ròu zhà
瘦猪肉炸

Lean Pork Cutlet



tuō zhī niú nǎi
脱脂牛奶

Skim Milk



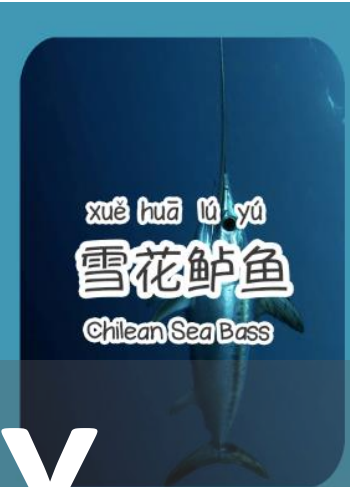
jī dàn
鸡蛋

Eggs



níng méng
柠檬

Lemon



xuě huā lú yú
雪花鲈鱼

Chilean Sea Bass

FOOD LITERACY



chì dòu
赤豆

Red Bean



xíng rén
杏仁

Almonds



yàn mài piàn
燕麦片

Oatmeal



cài huā
菜花

Cauliflower



gān lǎn yóu
橄榄油

Olive Oil

Flashcards

Bilingual food literacy
Beautiful fresh food





15 schools pilot with Peppa Pig

Worksheets for 4 kindergarten class sessions

Each English and Chinese set for 20 kids



food heroes
彩虹特工队

An initiative of
JUCCEE 聚思



Achievements since 2013:

- Launched at World Economic Forum in Davos in Jan 2013.
- Convened world-leading experts in nutrition, medicine, sustainability, agriculture, food production, chefs to create new dietary recommendations for personal and planetary health
- Created a proprietary curriculum outline for kids ages 3-9
- Tested activities for engagement with >1 M children in various channels (schools, learning centers, workshops, educational magazines)
- Launched FoodHeroes.org for teachers to download activities for free
- Launched first set of home products
- Launched pilot in 10 kindergartens with Peppa Pig (4 classes, bilingual, Shanghai)
- Integrated Food Heroes into Supernanny reality TV show (6M viewers each Wed)
- Launched weekly social media content for parents with Supernanny social media

2017 Plans:

- Refine Food Heroes branding, character art and story development
- Create fully gamified reward system on 7 of 15 modules for kindergarteners
- Expand Peppa Pig rollout of classroom kit in kindergartens
- Test kids on mastery
- Develop home play products (flashcards, placemats, home games, kits)
- Fully bilingual website www.foodheroes.org
- Continue Supernanny weekly parents content
- Develop mobile app for tracking kids and parent's mastery over time
- CDBC proposal to integrate Food Heroes into various aspects of a new city plan



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