



GERALD J. AND DOROTHY R. FRIEDMAN
SCHOOL OF NUTRITION SCIENCE AND POLICY

Office of the Dean

August 4, 2014

Natasha Lance Rogoff
Executive Producer
KidsCOOK Productions
KickinKitchen.TV
86 Sherman Street
Cambridge, MA 02140

Dear Natasha:

I have recently been appointed the dean of the Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy at Tufts University. I am excited to lead a school that recognizes nutrition as “the greatest global priority for the next 20 years” in light of its impact on health, disability and environmental costs. As a cardiologist and epidemiologist, my work revolves around the effects of diet and active lifestyles on heart and bodily health. I am delighted to be a board member of Ingredients for Education, a non-profit organization that emphasizes the importance of making healthy and positive decision. IFE equips youth and their families with the necessary fundamentals to make everyday choices healthier. I fully endorse their mission in promoting and assisting in the expansion of nutrition education to comply with the growing necessity to inform the public on personal wellness. Ingredients for Education allow the KickinNutrition.TV curriculum, to be provided at no cost to select schools.

With obesity rates in children on a steep incline, getting the message of healthy living out to children at an impressionable age has become an increasingly important. IFE and KickinNutrition.TV have the presence and appeal to greatly impact the dieting and fitness habits of today’s youth. KickinNutrition’s compilation of six online video lessons is aligned with the CORE curriculum. Not only are these videos educational, but also engaging. Students are able to laugh along with relatable characters and humorous scenarios teaching them in a way a generic health video or class never could.

Working to utilize technology to spur lifelong change, Ingredients for Education targets those who need nutrition education most: children, young adults, and their families. Combined with the KickinNutrition.TV digital curriculum, the organization intervenes in these children’s lives at a crucial turning point for teaching leadership and self-efficacy. Implementing the program into schools has already shown an increase in students’ self-health awareness. Ingredients for Education and KickinNutrition.TV create a culture of food that encourages community - allowing students to develop a unique relationship with food.

I support the mission to insure that nutrition education reaches children, young adults, and their families. Taught with a school’s health, science or physical education class, the curriculum is one that will serve its purpose far beyond the classroom impacting families and communities alike.

Sincerely,

Dariush Mozaffarian, MD, DrPH
Dean, Friedman School of Nutrition Science & Policy, Tufts University