

WHAT'S COOKING?

ORIOR 3

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THE PROBLEM

Affordable access to whole and healthy foods is a problem in food deserts like Lower North Philly, but health education is equally important in providing skills needed for picking and cooking the food.

STATISTICS

- Over 33% of people in Lower North Philadelphia are obese
- There are only 3-4 farmers markets available in this area
- Only a few well stocked grocery stores exist.
 - Mostly small corner stores
- Average literacy rate is at a 4th grade level



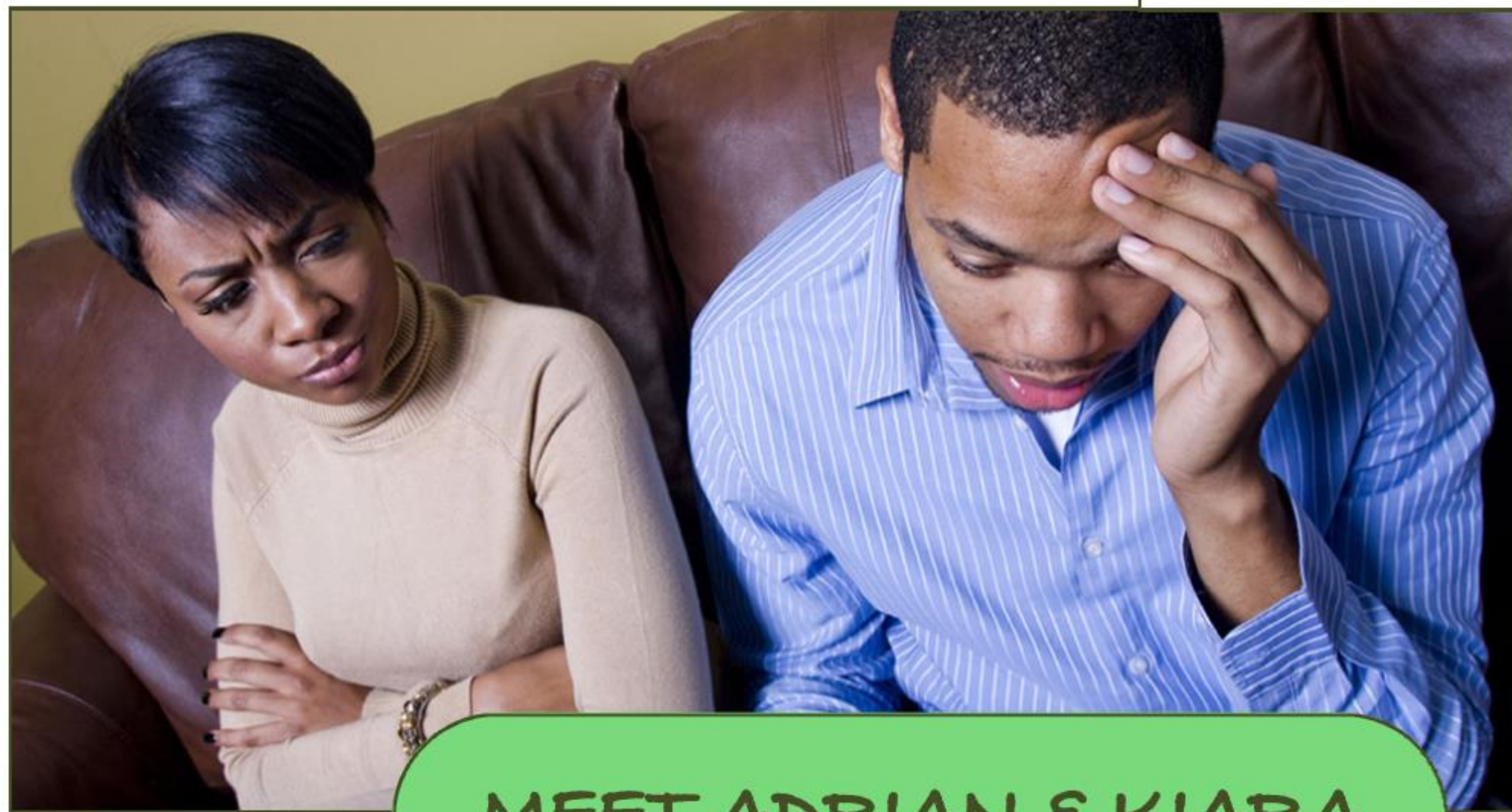
OUR SOLUTION

HEALTH

EDUCATION

ECONOMIC STABILITY

COMMUNITY CONTEXT



MEET ADRIAN & KIARA

- Age: 34
- Recently married
- Adrian works a night shift and is paying off student loans
- Kiara is between jobs
- Cannot afford fresh ingredients to cook with

Why What's Cooking?

Adrian and Kiara have the opportunity to work onboard the mobile kitchen—to cook for others in their neighborhood—and subsequently receive fresh produce to take home afterwards.

- Leftover food can be used for compost
 - Community garden - Set up Pocket Parks in empty lots
- Stem more health promotion programs in these communities
 - Non-smoking areas
 - Promote art and murals
 - Regular events



EXPANSION