

# Lesson A

## PRE-READING

**A.** Look at the infographic on page 12 and note your answers to the questions below.

1. Which three countries are mentioned?

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2. What do you think the sentence “Kids are so out of touch with what’s on their plates” means?

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**B.** Read the introduction to the reading passage on this page. Write down your answers to the questions below. Then discuss your ideas with a partner.

1. Why do you think Huntington might be the unhealthiest place in the U.S.A.?

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2. What kind of “revolution” do you think Jamie Oliver is trying to lead?

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Sisters eat hamburgers at a fast-food stand in Austin, Texas, U.S.A.

**📌** In 2009, Huntington, West Virginia, was called the unhealthiest city in the United States. Jamie Oliver, a chef and activist, wanted to help—and started a food **revolution**.

1. Celebrity chef Jamie Oliver is on a mission to change people’s eating habits. As part of his mission, Oliver opened a new community food center in Huntington, West Virginia, in 2009. Oliver chose Huntington largely because of the city’s high rates of food-related illnesses. At the time, over 45 percent of the adult



# FOOD REVOLUTION

population was obese, according to a government report. Oliver's team spent five months in Huntington coaching people about fresh food. At the food center, called Jamie's Kitchen, his team taught cooking lessons and served healthy meals. Three years after the Kitchen opened, obesity levels in Huntington had dropped by 10 percent.

## NO FOOD CULTURE

- <sup>2</sup> In his books and on his TV shows, Oliver highlights why eating healthily is such a challenge today. At the heart of the issue is **widespread** ignorance. Oliver thinks

many people, particularly children, are out of touch with what's on their plates. They are not aware of the ingredients in the food they eat or how it was made. At home, at school, and on Main Street, people are no longer learning about good food, cooking, and healthy eating.

- <sup>3</sup> In the past, Oliver explains, dinners at home were usually cooked with fresh ingredients. However, over the past 30 years, convenience foods have **replaced** fresh home-cooked meals. These convenience foods are highly processed and full of additives. While these additives increase the shelf life of foods, they

can be harmful to our health. Processed foods are also common in schools. Too often, the main criterion for choosing which meals to serve is cost. This means children are fed meals that are mass-produced using unhealthy ingredients.

- Oliver also sees problems on “Main Street”—the stores and restaurants where people buy food. Fast-food restaurants offer cheap meals that are often high in sugar and fat, but low in nutrition. Additionally, the portion sizes in many restaurants are huge, encouraging people to eat more than is healthy. In supermarkets, food labeling can be confusing or misleading. For example, Oliver wonders how supermarkets can “say something is low-fat when it’s full of so much sugar.”

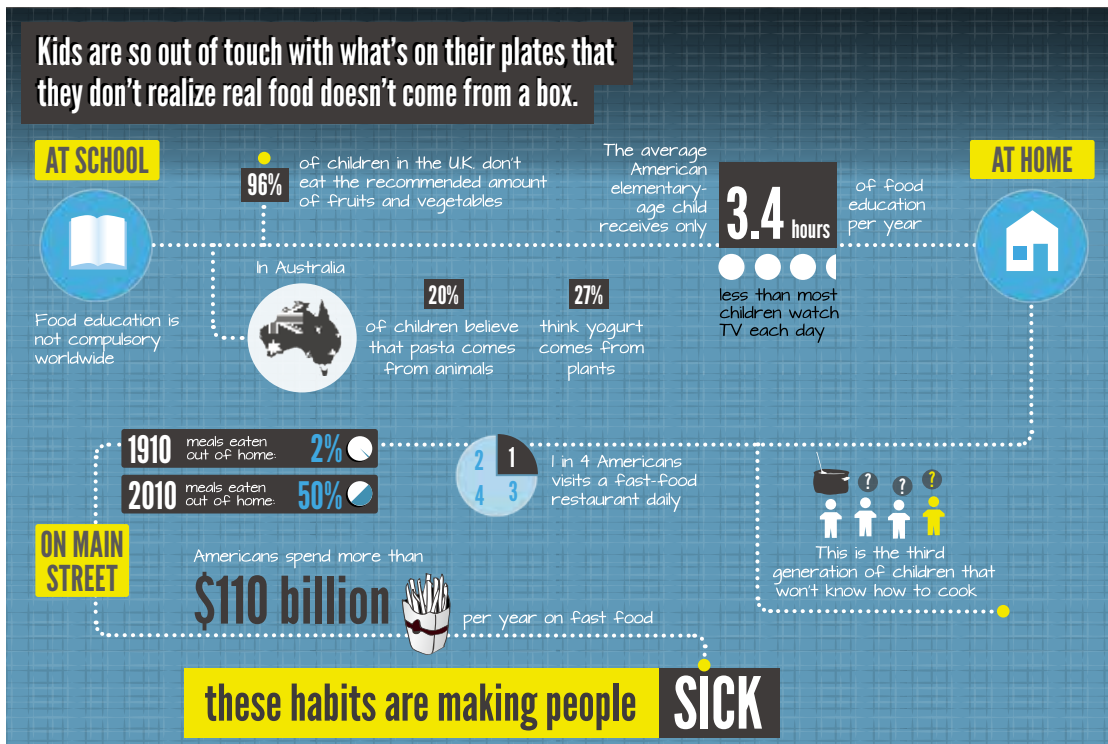
### CREATING A MOVEMENT

- Oliver has some ideas about how we can address these problems. For example, he encourages people to share simple recipes, so that more people get into the habit of home cooking. He also suggests that supermarkets hire “food

ambassadors” to help **consumers** make better choices about the foods they buy. He **urges** big food brands to provide better labeling on their products. He has also worked with schools to develop healthier meals, and to help children learn about good **nutrition**.

- Inspired by his experiences in Huntington, Oliver created an annual event called Food Revolution Day. Food Revolution Day events raise **awareness** of how food affects our well-being and remind people that cooking with fresh ingredients is fun. In 2014, groups in over 100 countries **participated**. Through initiatives like Food Revolution Day and Jamie’s Kitchen, Jamie Oliver hopes people will live healthier lives. Oliver wants to create “a movement to educate every child about food [and] to inspire families to cook again.”

**processed food:** *n.* packaged foods that have been prepared in order to make them last longer



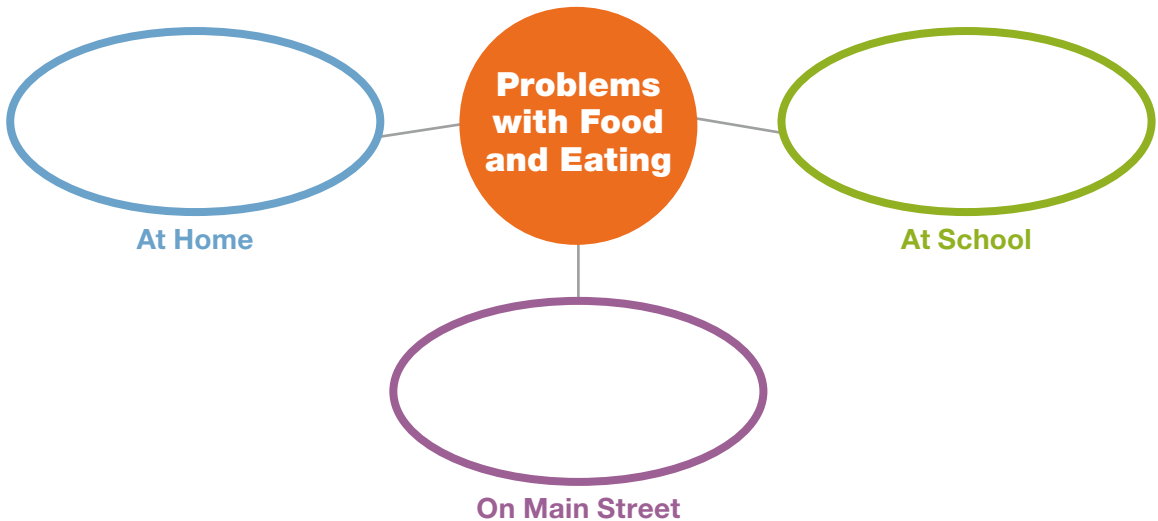
## UNDERSTANDING THE MAIN IDEAS

Use the information from the passage on pages 10–12.

- A. What is the reading mainly about? Circle the best answer(s).**
1. How eating habits can be improved
  2. How eating habits have changed in Huntington
  3. Why Jamie's Kitchen was successful
- B. How does Oliver want to improve people's eating habits?**
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## IDENTIFYING PROBLEMS AND SOLUTIONS

**A. Use the information from the passage on pages 10–12 to complete this concept map.**



**B. What are the four solutions Oliver proposes to solve some of the problems?**

\_\_\_\_\_

\_\_\_\_\_

## UNDERSTANDING INFOGRAPHICS


Use the infographic on page 12 to complete each sentence below.

1. Only four percent of children in the U.K. eat \_\_\_\_\_.
2. In 2010, 50 percent of all meals were \_\_\_\_\_.
3. \_\_\_\_\_ of Americans visit a fast-food restaurant daily.
4. Most children watch more hours of TV in one day than they get hours of food education in \_\_\_\_\_.
5. These changes in eating habits are making people \_\_\_\_\_.



# TEACH EVERY CHILD ABOUT FOOD

**JAMIE OLIVER** Chef and activist, TED speaker

 Jamie Oliver's passion for cooking started in the kitchen of his parents' restaurant and pub. He has made over a dozen TV series and has published many bestselling cookbooks. As well as a chef, Oliver is an activist who educates people on how to eat more healthily.

In 2004, Oliver began working to improve the quality of food served at U.K. schools. In 2009, he brought a similar campaign to the United States. He recognizes that there are many other people—from health experts to lunch ladies—trying to achieve similar goals. But there are many challenges to overcome, particularly lack of funding. Oliver thinks we need to identify and thank these people and give them the resources they need.

In 2010, he was awarded the TED prize—a donation of one million dollars to make someone's wish come true. Jamie Oliver's wish is to educate people about food, and hopefully improve people's lives. "I'm not a doctor; I'm a chef," he says. "I don't have expensive equipment or medicine. I use information [and] education."

## PREVIEWING

**A.** You are going to watch Oliver's TED Talk. Check (✓) the items you think he will talk about. (1)

- How he got interested in cooking
- The problems with school food
- How to cook healthy dishes
- How to help children eat healthily





Jamie Oliver's **idea worth spreading** is that we need to educate children about food, inspire families to cook, and empower people to fight obesity.

**B. What do you think Oliver will use to help explain his idea?**

**Check (✓) the item(s) you think he will use. (2)**

- Facts and figures
- Pictures of obese children
- His cookbooks
- Props

**PART 1**

# GUESS THE VEGETABLE

## NOTE-TAKING SKILLS

### Using symbols and abbreviations (I)

It is difficult for us to jot down every word a speaker says. A good note-taker uses symbols and abbreviations to jot down the main ideas of a speech.

Symbols		Abbreviations					
		Common abbreviations		Use the first syllable		Use the first syllable + the first letter of the second syllable	
& / +	and	cf	compare	Eng	English	conf	conference
@	at	hr	hour	fam	family	edu	educate
X	no, not	hv	have	lab	laboratory	esp	especially
∴	because	info	information	lib	library	pres	presentation
∴	so, therefore	stud	study, student	min	minute	prov	provide
↑	increase; rise	w/	with	prop	proper, properly	soc	society
↓	decrease; fall	w/o	without	stand	standard	veg	vegetables

### Example

When you hear...	You note down...
Now, the reality is, the food that your kids get every day is fast food, it's highly processed, there's not enough fresh food in there at all.	Food kids get: fast food Highly processed X enough fresh food

## COMPLETING A NOTE-TAKING SHEET

Watch  the first segment of the talk and complete the note-taking sheet below.

**School food**

- Kids hv (3) \_\_\_\_\_ @ school

**Problems with school food**

- fast food
- a lot of (4) \_\_\_\_\_
- X enough (5) \_\_\_\_\_
- X (6) \_\_\_\_\_ ∴ food is (7) \_\_\_\_\_

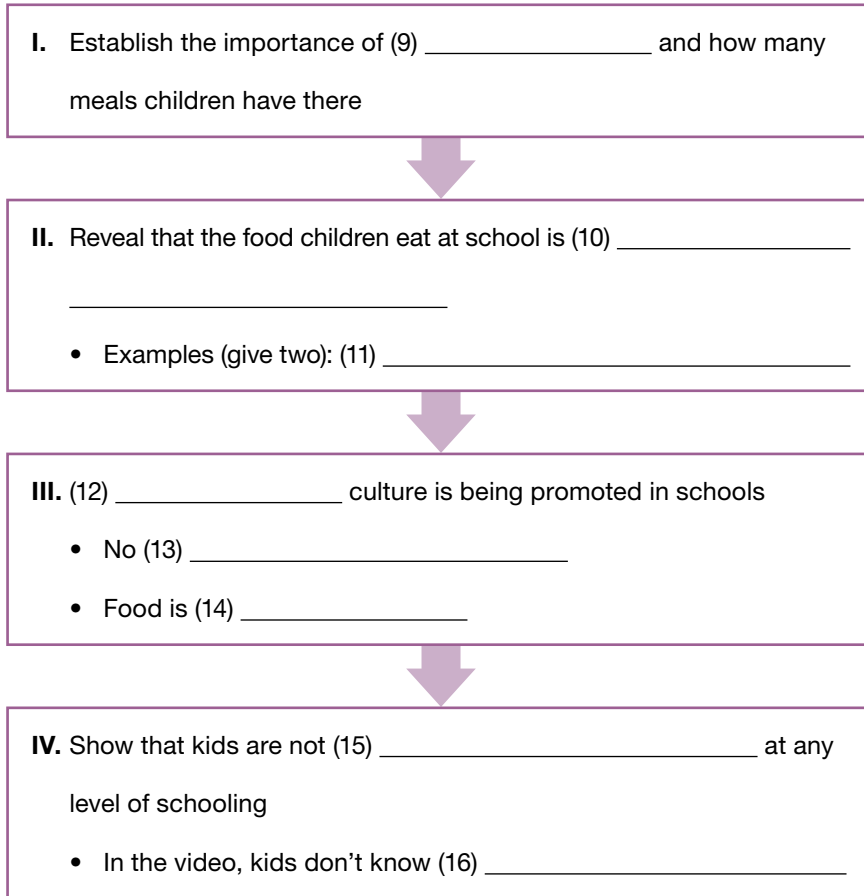
**Suggestion**

Give kids 2 (8) \_\_\_\_\_ on food

## GETTING THE MAIN IDEA

Watch  this segment again and answer the following questions.

1. Fill in the missing information in this flowchart outlining this part of Oliver's speech.



### Listening skills

Following a sequence of events

2. What solution to the problem in the video does Oliver suggest?

(17) \_\_\_\_\_

### 1-MINUTE RESPONSE

What do you think kids have for lunch at school? Why does Oliver think this is a problem?

 I think they probably have ...

 Oliver thinks it's a problem because ...



### USING REPETITION TO CAPTURE THE AUDIENCE'S ATTENTION

Repeating or restating the same idea is an effective way to capture the audience's attention and reinforce your message. You could also repeat your question if you want the audience to think about possible solutions before giving them your suggestions.

In his TED Talk, Oliver used repetition to emphasize the current situation of children not being given knives and forks at school.

*Knives and forks? No, they're too dangerous. They have scissors in the classroom, but knives and forks? No.*

When talking about children not recognizing common vegetables, he repeated where the problem happens and asked the question twice before giving the answer, emphasizing the severity of the problem and the simplicity of the solution:

*England and America. England and America. Guess what fixed that. Guess what fixed that: Two one-hour sessions. We've got to start teaching our kids about food in schools, period.*

### GROUP INTERACTION

Students of a school think that their school canteen does not offer enough healthy food choices, and they are proposing to the canteen owner food items that would be ideal. Your class will be divided into four groups representing different points of view:

- Student A, who is a vegetarian
- Student B, who is a pescatarian
- Student C, who opts for a balanced diet that includes all types of meat
- Canteen owner

Discuss your proposed ideas and reasons for your suggestions with your group members. You may want to talk about:

- the problems with the current food options
- your suggested food options
- how your suggested food options benefit students
- anything else you think is important

Each group will give a presentation on their thoughts. Use repetition to capture the attention of other groups and emphasize your ideas.