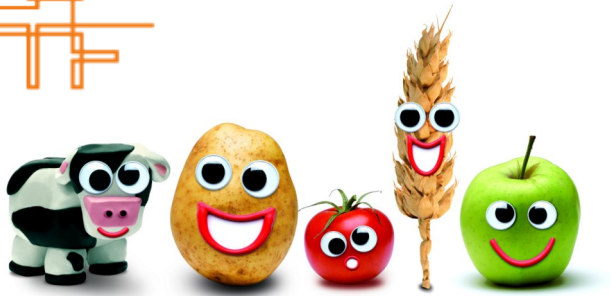


# Food, Health, and Environment Journal



Institute for the Future in  
collaboration with Collective Roots



## What is IFTF?

The Institute for the Future is an organization that looks at what is happening now, and forecasts what will happen later in the future. Then we help people or businesses to see what they can do right now to make the future be what they want it to be.

How does IFTF do that? We look at what has already happened (the past) and find patterns. Then we study what things look like right now (the present), and use the patterns to guess about the future (we call that a forecast).

For example, think about video games. The first home video game systems came out in the 1980s. Video game systems are still around, but they have not stayed the same. In 1984, game systems had a simple joystick with one button for jumping or shooting. You could not shoot and jump at the same time. Now, most game controllers have 10 or more buttons and the graphics are much better. The difference is like a black and white TV compared to an HDTV.

So, we are pretty sure that in another ten years, all video games will have only one button again.

Of course not! We can see that video game systems have been getting more and more complex. So, we can safely assume (forecast) that controllers will have more functions in the future.

You can think about your future in the same way. The choices you make right now will probably be the same ones you make later on, unless you decide to do things differently.

People who dream about their future are more likely to make good choices every day.

Children are big dreamers. They imagine all kinds of possibilities.

But many people stop hoping and dreaming at about your age---when life starts getting more complicated—more homework, how to make a living when you grow up, college, relationships with boyfriends or girlfriends—things you don't have to think so much about when you're children. Sometimes people just give up at some level—if not on everything, then on the things that seem too overwhelming.

Now this might sound a little weird but here's a secret: The folks who manage to make their dreams come true are dreamers! They imagine how they want their future to be, they learn from the past; and then make choices in the present so that their dreams are possible—even with big obstacles in the way.

IFTF and Collective Roots  
Journal and Workbook

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## What is this journal for?

So, what's all this got to do with food? Our country and community is obsessed with food. On the one hand, we have too much of it and people are getting sick, like drunk or high on the wrong food leading to diseases like diabetes or high blood pressure.

On the other hand, some people don't have enough of the right food or any food at all and don't get the nutrition they need. Everywhere we look—T.V., videos and even school sometimes, we are told to eat food that's bad for us, while the grown-ups in our lives tell us to eat what's good for us. It just ends up being confusing.

Now here is what we're going to do in this class. We are going to talk about:

What is the deal is with food?

Why is it so important to think about?

Why are people obsessed with food?

Do I choose what I eat?

Why do I eat what I eat?

Can I make choices that will keep me healthy and happy in the future?

What would I do differently if I bought my own food?

And instead of just throwing words at you, we're going to try and make this fun—do a lot of hands-on activities, explore issues in your school and the outside community to make the issues real for your own lives.

What we hope that you walk away with from this class is a strong belief, a new way of thinking, and skills you need for a healthy future, where your dreams come true.

At the end of this class, you will have written a story about your future as you dream it. You will also have made a video journal about your personal food, health, and environment.

You will have some homework, but only a little bit. Most of the work will be done in class.

We will bring your journals to class each week for you.

**Look to page 21 for your first homework assignment.**



Fruits and vegetables give you more energy than candy, soda, or coffee.





### Group Task:

The members of my group are:

---

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---

---

---

The interviewer will ask each person in the group the questions below. Our interviewer is:

---

The note taker needs to write down each person's answer on a different sticky note. Our note taker is:

---

## History of California Agriculture

We will divide the class into groups of 4 or 5 students. Once you are in your group, someone should be the note taker, and someone should be the interviewer.

The interviewer's job is to ask each person in your group the six questions below. Give the note taker time to write down the answers.

The note taker's job is to write each person's answers on a sticky note. Each person gets their own sticky note. The note taker can write his/her own answers down, so the interviewer does not need to ask.

Do **not** write names on the sticky notes. We want everyone to look at the answers, not the people the answers belong to. Those answers will tell a story

**Task:** Write your own answers in complete sentences to these questions here in your journal.

1. Who are the people in your family that work with the food industry in some way, for example, farmers, servers, chefs, grocery checkout, etc.?

---

2. When did they work at these places?

---

3. When did they come to California?

---

4. When did they work in these places---back in the 1800s 1900s, today or a very long time ago?

---

5. What did they make, grow, serve or sell?

---

6. If they farmed, did they sell what they grow or did the family and/or neighbors just eat it?

---

## History of California Agriculture

**In-Class Question 1:** What are **three** ways that you think that your family's history with food influences your health today?



**Assignment** collect 3 images of where you get your food from.



## Mapping Local and Regional Food Systems

Did you know that we use electricity and gasoline to grow food? That's right, energy drinks are really made out of gas and sparks.

No, really, we need electricity to run the water pumps that water the crops and light the factories and supermarkets, and we need gas to run all of the trucks and tractors.

Also, crops are usually processed into other things in completely different parts of the country. For example, bread is made out of wheat, eggs, sugar, baking soda, salt, yeast, and baking powder. All of these ingredients come from different places.

It is actually cheaper to buy the ingredients from far away than it is to buy them locally. That is because salt and wheat do not come from the same place. In fact, wheat will not grow where the ground is salty.

Here is a simple example of how a company may get the wheat it needs for its bread.

Notice how much the wheat travels from where it grows to your house (4,647 miles)!



Most farms in America are owned by big corporations. Small, local farms are becoming more popular in California. Do you think it is better to buy food from a local farmer? Why or why not?



San Bernardino, CA  
Wheat Field



Grain processing in Taylor, MI: 2,223 mi



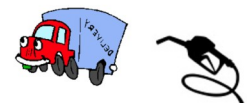
Home in East Palo Alto: 4 mi



Bread factory in Sacramento, CA:  
2,300 mi



Supermarket in Palo Alto:  
120 mi



## Mapping Local and Regional Food Systems

**In-Class Question Two:** How has this class changed how you think about food? Write **3** complete sentences.

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**Assignment:** collect 3 images of where you get your food from.





## Nutrition and Healthy Choices

What's in your future?

In two weeks (not next week, but the week after), you will start writing your forecast. We will help you do this in class. The questions you have been answering each week should help you to think about your future and what you want it to look like. The forecast is just the written version of your thoughts.

In three to four weeks, you will start to create your digital story. Hopefully you have the images you need for that story already. You will use your images to tell the story of your forecast.

Today we are going to talk about food and community.

Did you know that you are more likely to eat the food that is the most convenient? It takes time to cook your meals, and we are all so busy that we just eat what (and when) we can.

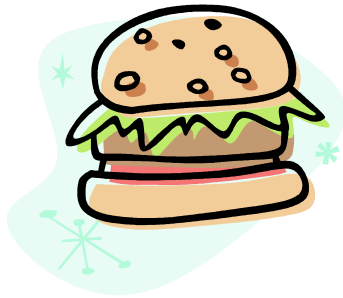
Have you ever paid attention to what restaurants are on your way home from school? Do you eat fast food often? Is it on your way home? If you had to go far to buy fast food, would you eat it as often?

Fast food is all high in calories, fat, sugar, and salt. These things are good for you in small doses, but they can cause many illnesses if you eat too much of them. Most people do not realize how much of these things they eat every day. As a result, people get sick.

What you eat today creates a pattern for what you will eat in the future. Are you eating healthy foods? How often do you eat fruits and vegetables (and we don't mean on your burger)? How often do you eat meat that is not fried?

On the next two pages, there is an article about a law that would regulate fast food restaurants near schools in San Jose. Go ahead and read the article, and then we will talk about it.

Next week we will put this law on trial in class. Each of you will play a role. That means that each of you are going to act like one of the stakeholders (people who will be affected by the law).



Mmmmm fat is yummy. Or is it?



<http://www.mercurynews.com/fdcp?1224191412111>

## The Mercury News

MercuryNews.com

### Burger ban is weighed in San Jose

#### THREE CITY LEADERS SEEK LIMITS ON NEW FAST-FOOD RESTAURANTS

By John Woolfolk  
Mercury News

Article Launched: 08/15/2008 01:30:28 AM PDT

#### Have your say!

- **Vote and comment:**
- Support a ban on new fast food restaurants near schools?

Three San Jose City Council members Thursday proposed a one-year citywide moratorium on new fast-food restaurants, arguing that the prolific eateries are fattening people - especially kids - with unhealthy fare.

The proposal is similar to a moratorium the Los Angeles City Council approved last month for south Los Angeles. The San Jose proposal also calls for an indefinite ban on new fast-food restaurants within 1,000 feet of schools.

"Obesity is a huge problem within our society and among children," said Councilwoman Nora Campos, who was joined by councilmen Forrest Williams and Kansen Chu.

But skeptics - from hamburger lovers to restaurant lobbyists to the mayor himself - raised doubts about the proposal.

The California Restaurant Association, which represents 22,000 of the state's 90,000 restaurants and opposed the Los Angeles moratorium, called

such restrictions unfair. The industry has also been on the defensive about eliminating trans fats and adding calorie counts to its menus.

"We just feel that banning one type of restaurant . . . is not the answer to a healthy California," said Lara Diaz Dunbar, the association spokeswoman.

A committee chaired by Mayor Chuck Reed will soon decide whether to schedule a council vote on drafting a fast-food ban. Reed was skeptical of the idea and said his committee would first seek a workload assessment from the legal and planning staff.

"I don't think this is the way to solve our obesity problem," Reed said. "I happen to like the McDonald's salads, and I don't think we should be telling our residents where they can and cannot eat."

The San Jose proposal does not yet define "fast-food" restaurants and instead asks the city attorney to come up with language. Reed said that may prove difficult.

"Nobody has any idea what fast food is and how you define it," Reed said. "Are we going to ban the *taquerias*? Chinese food places?"

Los Angeles decided on certain characteristics: "a limited menu, items prepared in advance or prepared or heated quickly, no table orders and food served in disposable wrapping or containers."

Chu, the council's only former restaurateur who ran an airport Chinese-food concession stand, said the city would work with the restaurant industry to develop language.

"My restaurant was healthy, freshly cooked Chinese food," Chu said. "When you talk about fast-food restaurants, you're thinking burgers and fries and

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## The Mercury News

MercuryNews.com

chips and pizza."

Representatives of McDonald's and Yum Brands, which owns A&W, KFC, Taco Bell, Pizza Hut and Long John Silver's, had no immediate response to the proposal Thursday.

But the San Jose Silicon Valley Chamber of Commerce worried it could make the city unwelcoming to businesses at a time when it desperately needs more tax revenue to bridge budget deficits.

"It's important to keep things healthy. But we also have to have choice. When we have ordinances that limit businesses, it sets a precedent that sometimes has wide-ranging effects," said chamber spokeswoman Jody Hansen.

Councilman Pete Constant doubted the proposal would accomplish its goal.

"I think people sometimes think we have to do something to make ourselves feel good, regardless of whether it will have any effect," he said.

Lunching with two co-workers at Nacos Tacos, Tom Glitsch agreed. Parents, not government, should limit their children's food options, said Glitsch, who maintains apartments in San Jose. He questioned what difference the ordinance would make if existing restaurants stay open.

"No matter how many fast-food restaurants the city manages to keep out, kids are going to find it somewhere," Glitsch said.

But the proposal's authors note studies show a strong link between fast food and obesity. In April, a study by the Center for Public Health Advocacy found people who live near an abundance of fast-food restaurants and convenience stores have a

significantly higher prevalence of obesity and diabetes, regardless of individual or community income.

Campos said data shows that there are more fast-food restaurants near schools in San Jose ZIP codes with below-average household income and higher poverty rates than in wealthier parts of the city.

She also cited a 2007 survey indicating that nearly 74 percent of blacks and more than 60 percent of Latinos were at risk for being overweight, compared with less than 56 percent of whites. She noted that the number of fast-food eateries nationally has nearly quadrupled to 280,000 since 1972, and that a Kaiser Permanente study found California spent \$7.7 billion on obesity-related health care in 2003 alone.

"This worrying trend highlights the need to provide racially diverse and low-income communities with healthier eating options and to take steps to curtail the increase in high-fat, low nutrition options like fast food," Campos said in her proposal.

As they left a Carl's Jr. on Alum Rock Avenue, San Jose residents Jennifer and Darryl Law said the proposed moratorium would help their family eat better.

"We'll probably cook more at home," Darryl Law said.

Contact John Woolfolk at [jwoolfolk@mercurynews.com](mailto:jwoolfolk@mercurynews.com) or (408) 975-9346.

*Mercury News Staff Writer Vianna Davila contributed to this report.*

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## Nutrition and Healthy Choices

Three San Jose council members want to prevent any new fast food restaurants from opening up near schools in San Jose. There are also other people and organizations (that we call stakeholders) that are interested in what happens if the law is passed. Each student should choose to represent one of these stakeholders, and then put the law on trial: Is it a good law or a bad law? Do your best to take the point of view of your stakeholder. Note: there can be more than one parent, and more than one student representative.

Councilwoman Nora Campos: She and two other San Jose council members propose a law that will prevent any new fast food restaurants from being built near schools. She wants to keep students healthy, and believes that fast food is making them unhealthy. She has read research that shows that there are more fast food restaurants in low-income places near schools than in wealthy areas. She does not want to close down any existing fast food places.

Mayor Chuck Reed: He does not think the law is a good idea. He thinks that McDonald's has some good food choices, like salads. He also thinks that Chinese food and taquerias may be banned because "fast food" is not clearly defined.

California Restaurant Association: They believe the law is unfair. They think that Californians should be able to choose their own food without government telling them what is good to eat and what is not good to eat

San Jose Silicon Valley Chamber of Commerce: Thinks that the law may make San Jose look bad to business owners. They want businesses to set up in San Jose. They think that the law would make the businesses go to a different city because businesses do not want the city telling them what they can and can not cook or sell.

Councilman Pete Constant: He thinks that the law will not work. He thinks people will eat fast food no matter how far away the restaurant is.





## Nutrition and Healthy Choices



Parents: parents love their children, and want them to be healthy. Some parents buy fast food for their children because they cannot afford healthier options. Other parents encourage their children to eat the healthy items on the fast food menus. Other parents believe that fast food is not unhealthy. Other parents stay away from fast food because they think that it is unhealthy.



California Center for Public Health Advocacy: They have done research that shows that people will eat more fast food if it is nearby than people that have to go far away to eat it. They also found that people who eat fast food are more likely to develop diabetes and obesity.



Fast Food Industry: They think that they should be able to open a restaurant anywhere they want. They believe that people should be able to choose what they want to eat. Most of these restaurants have added low-fat options, fruit, and vegetables to their menus. On the other hand, most of the food they sell is high in calories, and low in nutrition, which means it is unhealthy (even the low-fat items).



Governor Arnold Schwarzenegger: "The Terminator" is a strong advocate of health in California. He wants more people to exercise and eat better. He signed a law in California that made it illegal to serve food with trans-fat, which the fast food industry used in most of its food.



Students: What do you think?



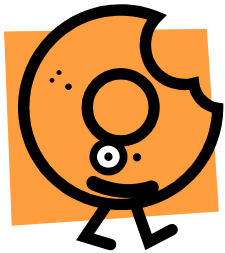
## Nutrition and Healthy Choices

**In-Class Question Three:** What food choices can you make now that will keep you healthy? What does it mean to be healthy? Write at least **six** complete sentences.

[illegible]

**Assignment:** Go home and form arguments for your stakeholder.





"Krispy Kreme? Kracky Kreme. Krispy Kreme Donuts are so good, if I told you it had crack in it, you would be like, 'I knew it was something in there. These donuts are too good. Got me going there at 4 o'clock in the morning going, 'Come on, man, open up. Let me have at least one donut. I'll do anything!'" -Chris Rock, comedian



Cereal with milk is more filling and will give you more energy than a donut for breakfast. And it's cheaper, too!

## Nutrition and Health Choices: *Fast Food Law on Trial*

Welcome to *Fast Food Law on Trial*! Today we will try to decide whether fast food restaurants should be allowed to build new stores near schools in San Jose.

Last week, each of you was assigned to be a different stakeholder. Each of you will get a chance to present reasons why your stakeholder is for or against this law.

It does not matter if you agree or disagree with your stakeholder's point of view.

Since the law is Councilwoman Nora Campos' idea, she should go first and introduce the law. Ms. Campos should explain what the law will do, and why it should pass.

After she is done, go around the room and give your stakeholder's reasons why it should or should not pass. If your stakeholder disagrees with another's opinion, and you can give a good reason why, you should say why.

Remember to be respectful of everyone! There is not a soul on this Earth that knows everything. Well, maybe your grandmother, but she isn't here. Let people express opinions. If you disagree with their opinion, do not attack the person, attack the reason for their opinion.

If someone says: "Fast food is good for you", you might say: "All sorts of studies show it's not, so what proof do you have that it is?"

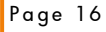
We are going to video record this trial, and we'll show it to you at the end of the trimester.

## Nutrition and Health Choices

No questions, no assignments today!! Woo hoo!

Oh, wait, you should think about what you want to write next week in your forecast. Sorry....my bad.





Since we do not have enough computers to have everyone download their images for their digital stories at once, some of you will write the whole period, and some of you will download. Next week, we will switch.



## Write your story, download your images

[illegible]



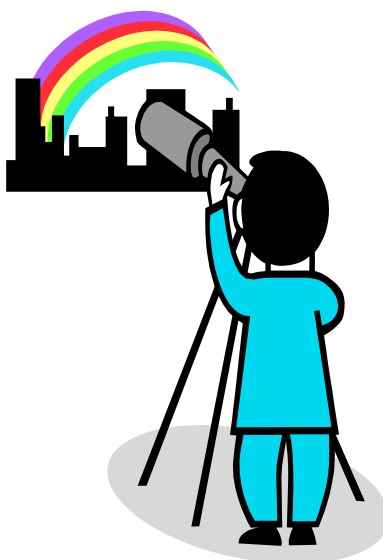
Write your story, download your images

[illegible]



## Create your digital story

Use this page for notes or in any way you want.



## Create your digital story

Use this page for notes or in any way you want.





Finish digital story, and party!

Use this page for notes or in any way you want.



Great job!!!

We hope you  
enjoyed the class.



## Homework Assignment One

**Assignment:** Ask your parents who in your family works in the food industry, either in the past or the present (great grandparents or grand uncles still count as family). For example, someone may work at a grocery store or work on a farm.

Remember to bring this back with you, because you will need the answers for next week's class.

1. Who are the people in your family that work with the food industry in some way, for example, farmers, servers, chefs, grocery checkout, etc.?

---

2. When did they work at these places?

---

3. When did they come to California?

---

4. When did they work in these places---back in the 1800s 1900s, today or a very long time ago?

---

5. What did they make, grow, serve or sell?

---

6. If they farmed, did they sell what they grow or did the family and/or neighbors just eat it?

---

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## Homework Assignment Two:

**Assignment;** collect 3 images of where you get your food from. Write a sentence or two about why you chose the image:

1.

---

---

2.

---

---

3.

---

---

Name:

---

Class:

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## Homework Assignment Three:

**Assignment;** collect 3 images of where you get your food from. Write a sentence or two about why you chose the image:

1.

---

---

2.

---

---

3.

---

---

Name:

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Class:

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## Homework Assignment Four:

**Assignment:** Prepare for the *Fast Food Law on Trial*. Next week you will need to pretend that you are the stakeholder you were assigned in class today. If you need to, re-read the article.

I will be \_\_\_\_\_ next week in class.

Write at least three reasons why your stakeholder is for or against the law:

1.

---



---

2.

---



---

3.

---



---

Name:

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Class:

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## Homework Assignment Five:

**Assignment:** You have already answered questions in class about your current and future choices. Starting next week, you will be writing out your personal future forecast. Use these questions to help you think about what you want to write. That way, you will be able to just write it out next week.

You are about to write a story about your life in 2018. Imagine your story as a scene in a movie, and you are in this scene. This scene describes a particular moment.

What is happening? Who is there? What is the scene about?

Think about your story in terms of four basic paragraphs. This will help you develop your description of the setting, the dialog that takes place among people in the scene, the action, and the clues that tell us that this is a scene from 2018.

Use the questions on the next few pages to help you develop an outline of a story between 250-400 words (1- 1<sup>1/2</sup> pages).

### Getting Started: Find a moment in your life in 2018

Think about your own life in 2018.

How old will you be? \_\_\_\_\_

What will you be doing? Will you be in school, working, traveling?

What are your hobbies?

What kinds of responsibilities will you have?

Who will be the important people in your life?

Name:

\_\_\_\_\_

Class:

\_\_\_\_\_



## Homework Assignment Five:

What kinds of people will you see on a day to day basis?

---

Where will you live?

---

How will you spend time with your friends, family, co-workers, community?

---

What might be some concerns, hopes, or challenges in your life 10 years from now?

---

*Remember to bring this sheet back to class with you. These questions and the ones you have already answered in class should give you all you need to write your forecast in class.*



## Homework Assignment Five:

### Paragraph 1: Setting the Scene

What is the descriptive setting that opens up your story? Where are you? Who are you with? What do we see, hear, smell? What is going on? Be descriptive!

### Paragraph 2: Create Context

How do we know this story takes place in 2018? How do the drivers of change appear in the story? Do the drivers create challenges, make certain things possible that weren't before? Do they bring up certain issues that you have to deal with that weren't in your life before?

### Paragraph 2: Tension, Crisis, Decisive Moment

What creates tension or action in your story? Is there a moment of crisis, a point where a decision is made that changes things?

### Paragraph 4: Summation, Reversal

What happens? How does the tension get resolved? Or does it? Is there a twist in what we think will happen? What is the lesson?

### Write your complete draft on your story.

Using this outline, write your complete story, using dialog and first person voice. Read it out loud to a friend, parent, or teacher to refine the focus and make the scene clear.

Name:

---

Class:

---



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