



Yeong-Hee Kim, Ph.D.
(Director of Center &
Professor of Chungbuk National Univ.)
Soo-Jin Shin(Staff of Center)

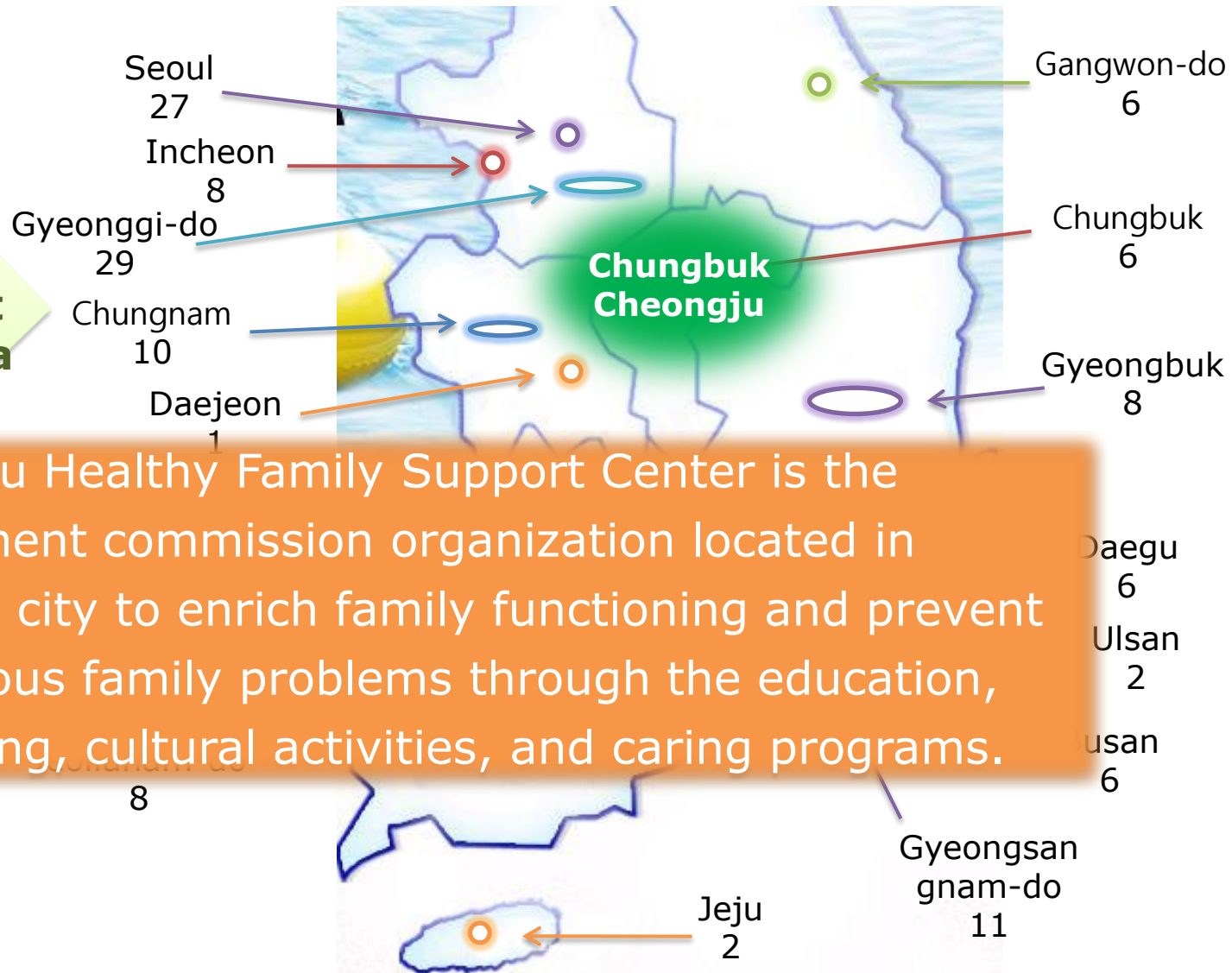
Healthy Family Support Center

**Korean government establish
Family Support Center based on
Health Family Right Act 35 by the
Law.**



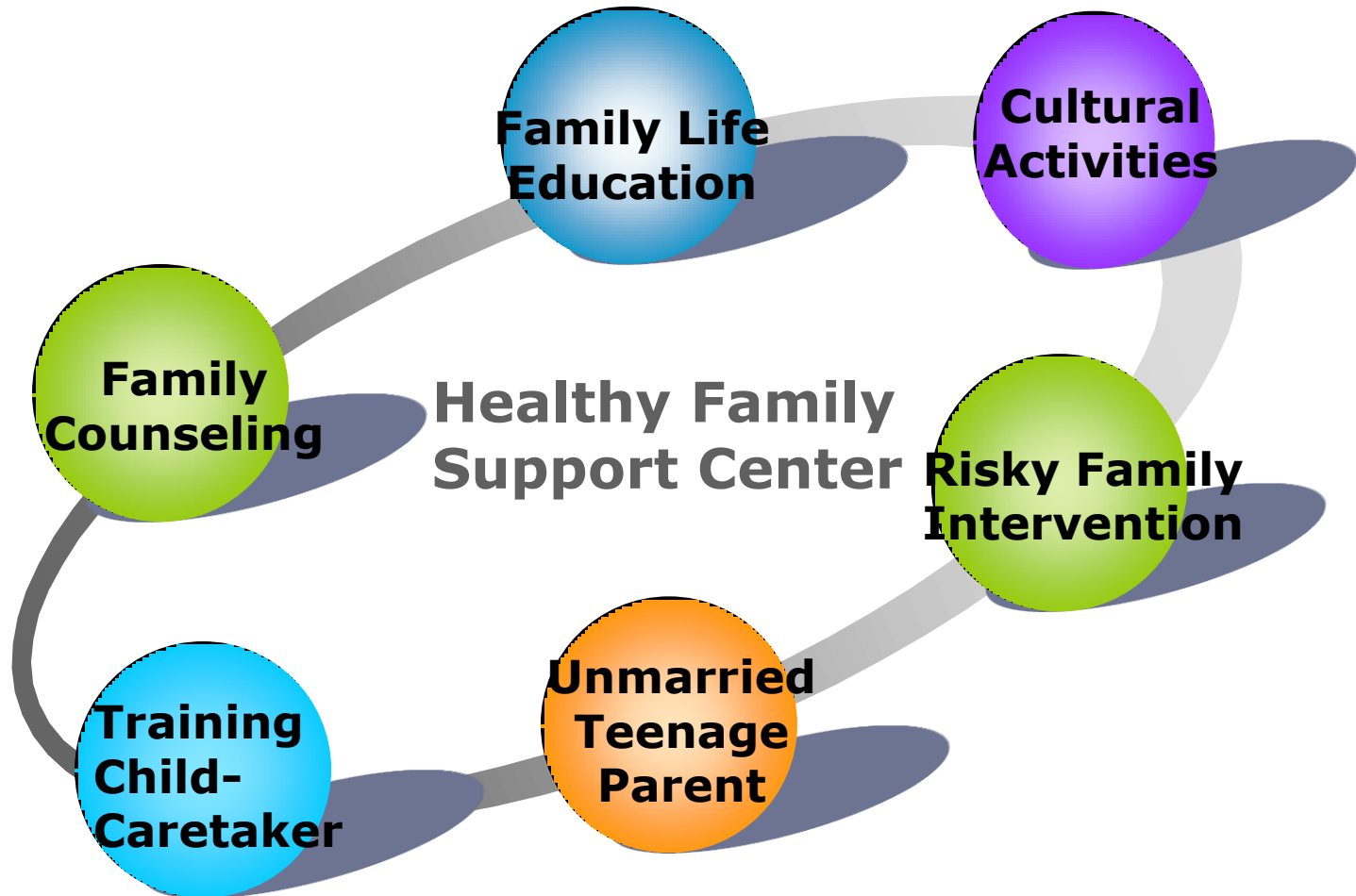
Cheongju Healthy Family Support Center

141 Healthy Family Support Center in Korea



Cheongju Healthy Family Support Center is the government commission organization located in Chungju city to enrich family functioning and prevent the various family problems through the education, counseling, cultural activities, and caring programs.

Cheongju Healthy Family Support Center



Center of Food Culture of Nongshim



Nongshim Center of Food Culture is affiliated with the Nongshim Food Company, one of top food company in Korea. The major role of this organization is to conduct research on healthy balanced diet and provide the guidelines for healthy food life and culture.

The 3SEM project is unique in that the family well-being organization and the organization focusing on healthy food life and culture have a formal partnership for well-being of Korean families. All activities of 3SEM project are implemented by the experts in the Cheongju Healthy Family Support Center and Nongshim Center of Food Culture provides the necessary funds for these activities (approximately 120,000 dollars).



Background of 3SEM Project

What kind of
methods or medium
is there?
In daily bases?



What is the 3SEM?

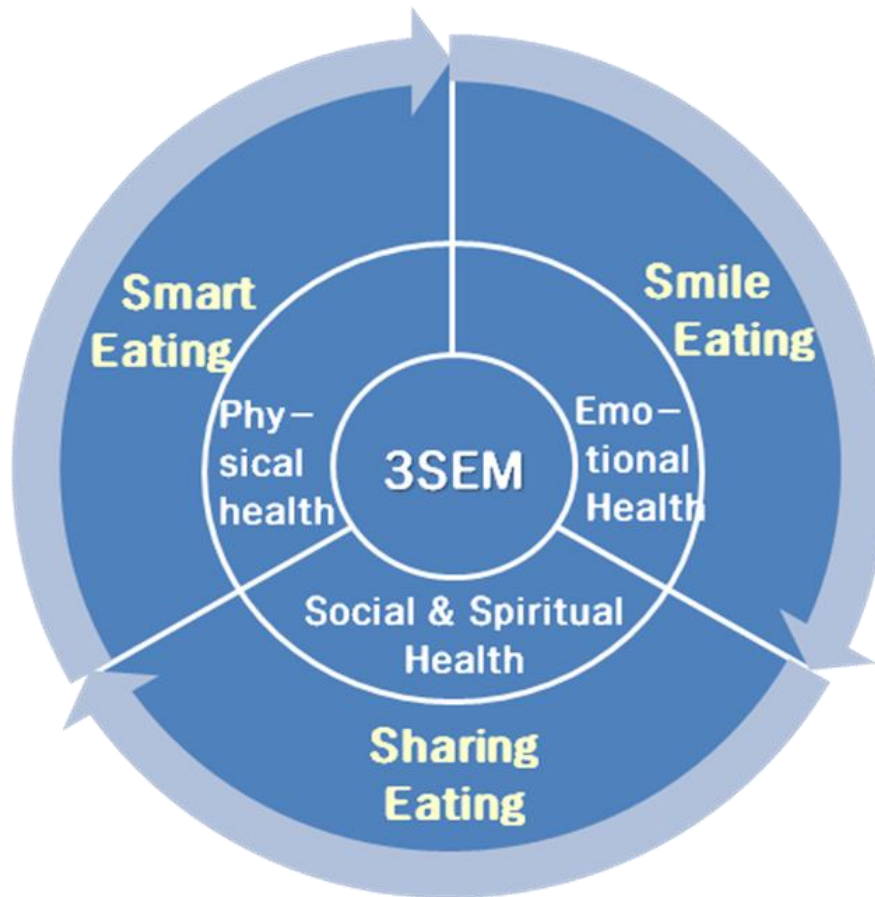
3SEM

(Smart,
Smile,
Sharing
Eating Movement)

- **The 3SEM stands for three S (Smart, Smile, and Sharing) Eating Movement.**
- **The concept of health, pleasure, and sharing is incorporated with daily eating within the families.**
- **What to eat and how to eat with whom to share.**



Dimensions of 3SEM



Logo of 3SEM



- ❖ The waterdrop which falls from the spring symbolizes the origin of life
- ❖ The bud of leaf means a start of all lives



Objective of 3SEM

- 3SEM is not only for physical health, but emotional and social health by taking foods with family and neighbors.
- 3SEM project aims to encourage people to practice 3SEM in families. One of the main purposes of 3SEM is to develop 3SEM Index cards, checking the degrees of the individual's and family eating habits.
- 3SEM is the self-initiated and self-directed eating movement to improve each individual's and family health by utilizing the 3SEM index and controlling their own eating habits.



Objective of 3SEM

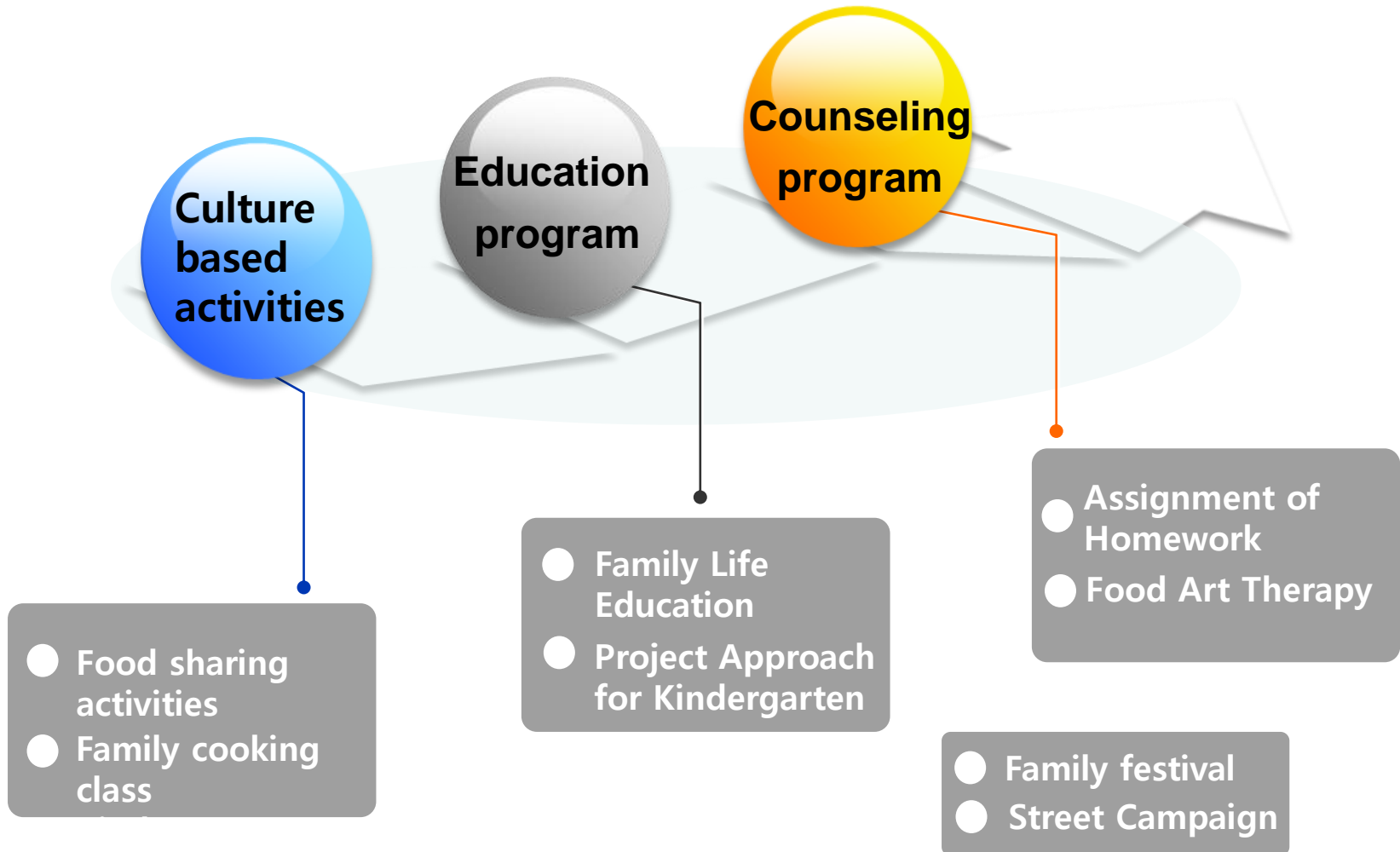
- Taking processed or instant food is unavoidable for people today. Therefore, 3SEM campaign seeks to explore the smart, smiling, and sharing ways to take these processed and instant foods and educate people on these eating habits.
- The final goal of 3SEM project is to provide the sense of connection among family and community members, and increase family well-being by sharing foods.

Theoretical Background of 3SEM

Integration of theory

- 1) Family System Perspectives
- 2) Family Life Cycle
- 3) Cognitive-Behavioral Approach
- 4) Ecological System Theory

Approach of 3SEM





3SEM Index Card

3SEM INDEX CARD for Adults

Direction:

Please read each index card and then, place each index card on one of the three basic card below.

It's me !



It's not me !



sometimes It's me
and sometimes
It's not me.



3SEM Index Card

The back side of the Smart card 7 sheet



I have a
balanced
diet.

I eat
suitable
amount of
food.

Most foods
that I eat
are healthy
food.

I like to use
spoon or
chopsticks.

I eat fruits
and
vegetables
every day.

I rarely eat
fatty food or
sugary
snacks.

I eat food
slowly.



3SEM Index Card

The back side of the Not Smart card 7 sheet



I eat only
my favorite
food.

I overeat.

I am crazy
about junk
food.

I drink a lot
of soda per
day.

I often
drink
alcohol.

I often skip
the meal.

My weight
fluctuates a
lot.



3SEM Index Card

The back side of the Smile card 7 sheet



I enjoy the meal.

I thank for eating food.

I can enjoy the meal without other people.

I often say that "It's delicious!" during my meal.

When I eat food, I think that I'm happy.

I enjoy eating food together with other people.

I'm very satisfied with myself when I have a healthy and balanced diet.



충북대학교와 함께하는 청주시

건강가정지원센터
CHEONGJU HEALTHY FAMILY SUPPORT CENTER



NONGSHIM Center of Food Culture

3SEM Index Card

The back side of the Not Smile card 7 sheet



Whenever I
feel
depressed, I
overeat.

I eat too
much when
I get
stressed.

I often
regret after
eating food.

I have a low
self-control
for my
weight.

I am
unhappy
when I am
on a diet.

I always eat
in a hurry.

I complain a
lot about
the food.

3SEM Index Card

The back side of the Sharing card 7 sheet



I like to eat
with people
than I eat
myself.

I love to
share
delicious
food with
others.

I feel close
with others
when I
share food.

I try to eat
together
with family
at least
once a day.

I love to
cook for
others.

I keep table
manners to
care of
other people.

I eat the
food without
leftover for
environemnt.



충북대학교와 함께하는 청주시

건강가정지원센터
CHEONGJU HEALTHY FAMILY SUPPORT CENTER



NONGSHIM Center of Food Culture

3SEM Index Card

The back side of the Not Sharing card 7 sheet



I often watch the television or do computer during the meal.

I feel more comfortable to eat alone than eat with other people.

I do not want to share my dishes with others.

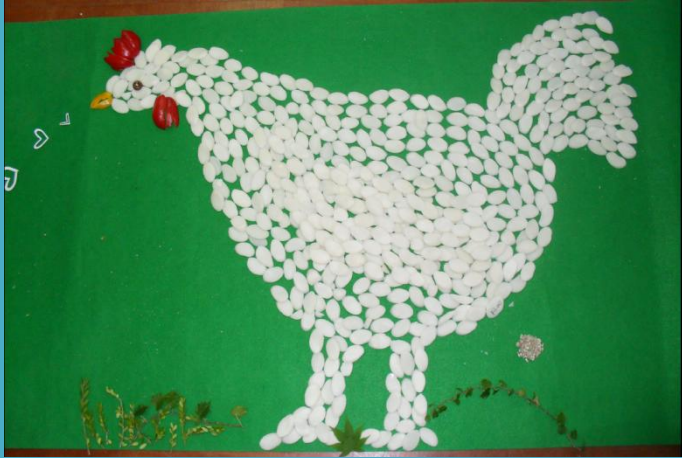
I have little chances to eat with family.

I do not care of others on the same table.

I often have a lot of leftover.

I do not care about the environment

Food Art Theraphy



PR Items of 3SEM



Outcomes of 3SEM

There have been a few eating movements in Korea. However, these previous movements are limited to focus only on physical health. Unlike these previous movements, 3SEM projects are aware of the importance of the whole aspects of health including not only physical but also emotional, social, and spiritual aspects. Thus, 3SEM project has the several activities to address the whole aspects of health.

Another limitation of the previous eating movements is that they focus on the individuals. It is well known that the bad eating habits should be addressed within the family. 3SEM project approaches both family as a whole and each family member as individual.



Outcomes of 3SEM

The growth of fast food industry in Korea has resulted in the increase of the percentage of the population that is obese. 3SEM project is one of methods to prevent child obesity by education, counseling, and cultural and other activities on healthy eating habits

3SEM project includes the development of SEM index cards to check eating habits in different age groups. These index cards can be easily used without experts' guidance. These index cards are made to be able to play the games together with family members, and thus, it gives a sense of fun to family.

3SEM project has several programs giving the participants to opportunity of direct experience.

Outcomes of 3SEM

The survey asking the degrees of satisfaction was conducted for the evaluation after each session of 3SEM program. The maximum score was 5 points. The survey results revealed 4.8 points on average, indicating extremely high satisfaction.

As we expected, 3SEM could be the medium of communication to enhance the sense of connection among family and community member and increase family well-being.



충북대학교와 함께하는 청주시

건강가정지원센터
CHEONGJU HEALTHY FAMILY SUPPORT CENTER



NONGSHIM Center of Food Culture

Outcomes of 3SEM

Finally, although 3SEM project is local-based project in Cheonju-city, the success of this project is expected to expand the project to nationwide eating movement. Furthermore, through presenting this 3SEM project in Consortium of institutes on Family in the Asian Region, this project is able to provide some implications on well-beings for other countries as well.

Future Direction of 3SEM Project

1

The approaches focusing on relatively small groups such as counseling and education programs are very effective. However, to expand 3SEM as a nationwide food culture movement, the utilization of mass media including internet, television advertisement, and newspaper is obvious.

2

Forming the partnership with the government is necessary to expand 3SEM. In fact, the Korean Ministry of Agriculture recently expressed the interests in 3SEM. One of the future assignments is that the roles of the governments and other involved agencies should be clearly dictated.

3

The project outcomes support the effectiveness of the 3SEM index cards. Nongshim Food Company has a plan to manufacture the 3SEM index cards and disseminate to Korean families .



충북대학교와 함께하는 청주시

건강가정지원센터
CHEONGJU HEALTHY FAMILY SUPPORT CENTER



NONGSHIM Center of Food Culture

T **h** **a** **n** **k**
Y **O** **U**

