

# Multilingual Instructional Video of Vancouver Food Assets Map

## Take Action To Reduce Food Insecurity



**Over 1 in 10**  
BC households  
experience  
**Food Insecurity**

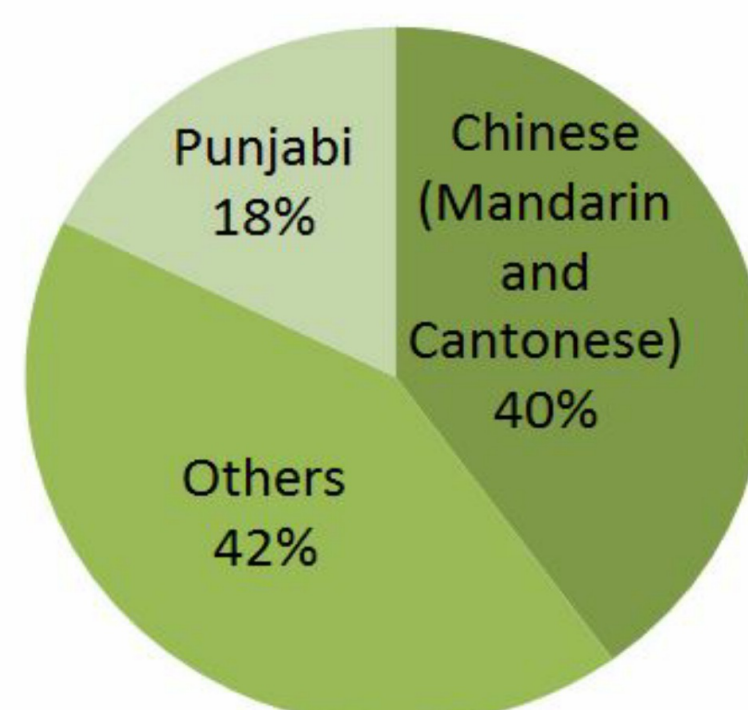
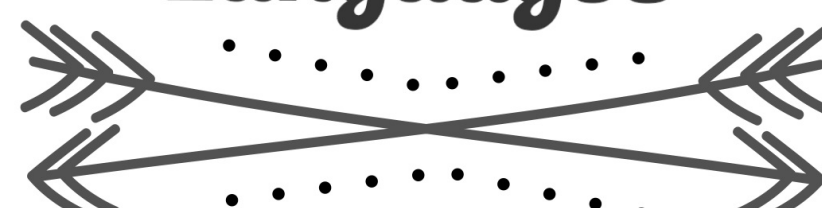
### Food Assets Map

Highlights locations of Vancouver Food Assets

Can be utilized by everyone for free!!

Access the map with any internet browser

### Immigrant Languages



### Special Thanks To



Released the final version of the video to public



Improved the video based on feedback



Presented the video to community members



## The Process



## Start

Met with dietitians and learned about the map



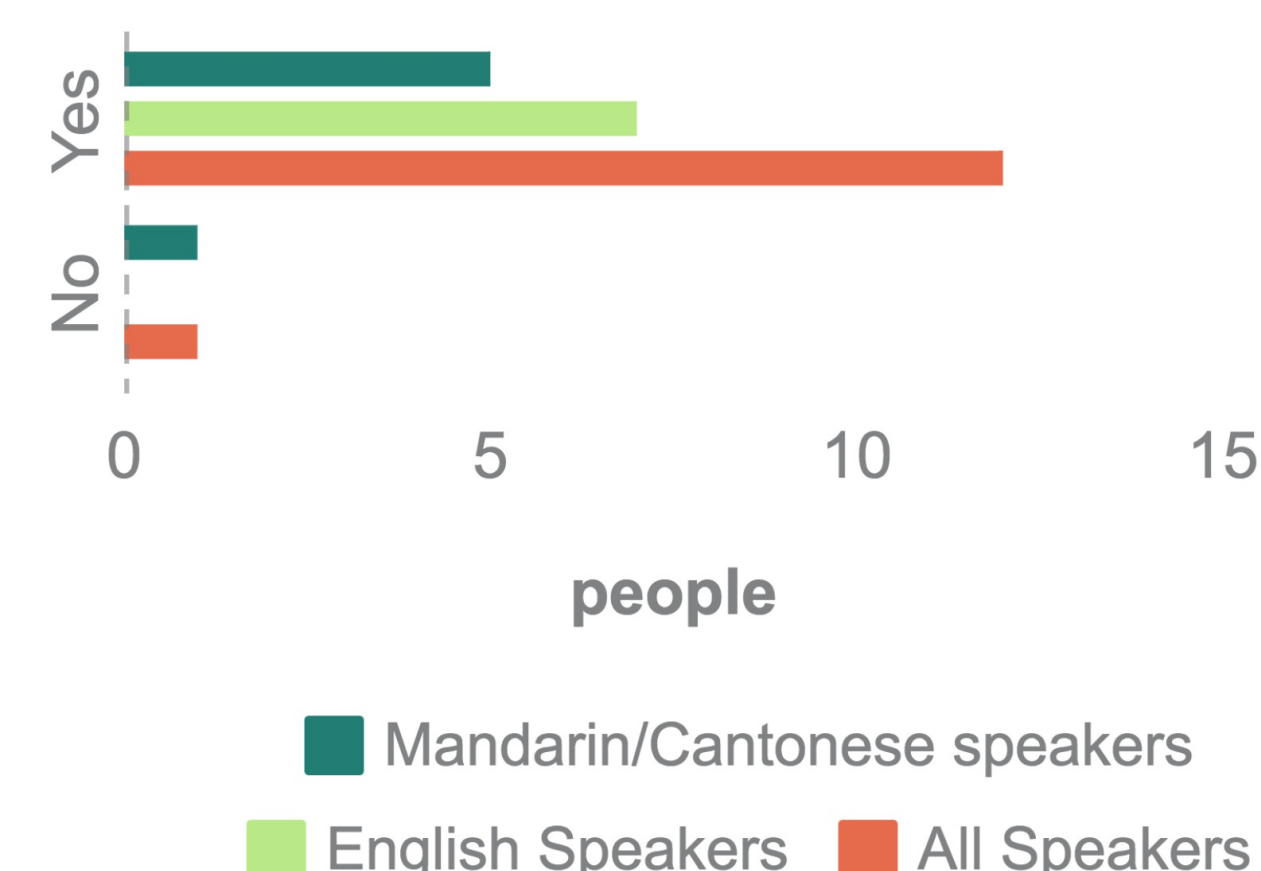
Created a video using Camtasia(software)



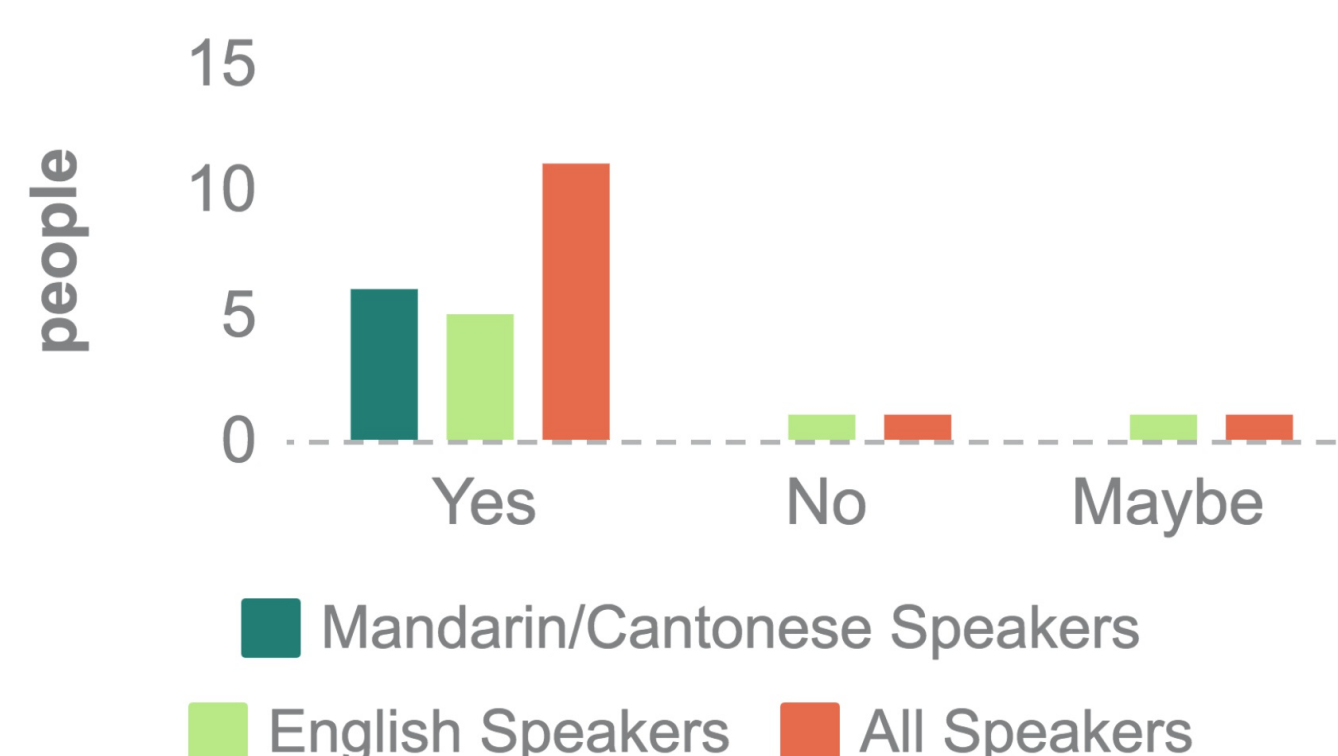
Recorded voice overs in English, Cantonese, and Mandarin

## What We Found

Are the video instructions easy to follow?



Will you use the Food Asset Map in the future?



### Take Home Message

1. Engage and interact with community members
2. Language barrier can affect user's experience of the map



### Next Step

1. Add more languages to the video
2. Continue to promote the Food Assets Map

**83%** Chinese speakers say YES!

**84.6%** of participants say YES !



Blog Website:  
<http://blogs.ubc.ca/lfs350demovideo/>

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References: Canada Statistics. (2016, September 21). Focus on Geography Series, 2011 Census. Retrieved March 31, 2017, from <http://www12.statcan.gc.ca/census-recensement/2011/as-sa/fogs-spg/Facts-csd-eng.cfm?LANG=Eng&GK=CSD&GC=5915022> AND Population & Public Health. (n.d.). Retrieved April 02, 2017, from <http://www.phsa.ca/our-services/programs-services/population-public-health>