

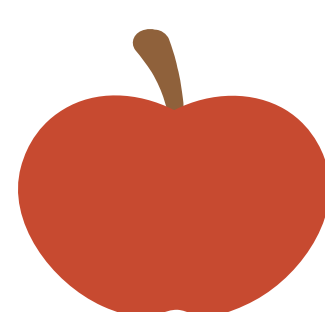
Creating Informative Videos



x



Purpose



To create informative videos to encourage individuals working with the BCC to create inexpensive, nutritious and easy to prepare foods for students.

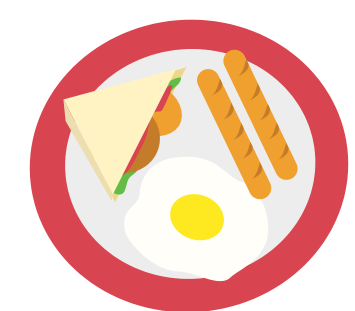
Our aim



To create 3 videos that:

- Provide nutritious recipes
- Provide a tutorial on how to create healthy breakfast meals

BCC goal



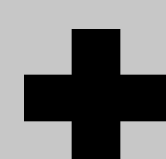
Breakfast Club of Canada (BCC) : a nation-wide organization that aims to give every child an equal chance of success one breakfast at a time.

Significance

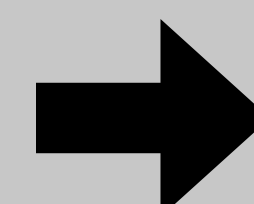


An estimated one in every five children experience hunger in Canada ²

Regularly skipping meal



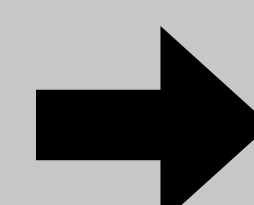
Experiencing hunger



Negative impacts on:

- Academic achievement ³
- Cognitive functioning ³

Students who eat breakfast

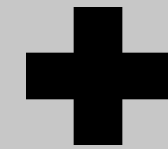


- Better attendance scores
- Significantly less behavior problems ³

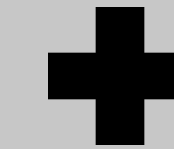
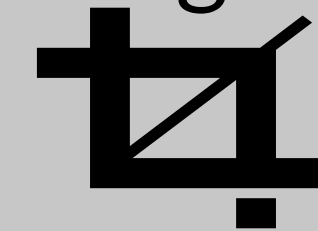
Our process

1) Media Strategy:

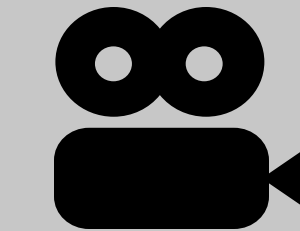
Developed



Designed



Filmed



2) Provide recipes and detailed tutorials to create healthy breakfast meals through 3 videos for BCC that are: healthy, quick, and budget friendly



3) Increases food literacy



4) Supports BCC with their goal of combating food insecurity in Canadian children

We found

1

Breakfast Club of Canada Representatives Feedback



Areas excelled in

- Recipe content followed BCC guideline
- Lighting
- Straightforward

Areas to improve

- Avoid using distracting and unrelated illustrations
- Be consistent with the colour choice in font
- Increase stability when filming

We incorporated feedbacks to edit + create new videos content for BCC coordinators that were

- Simple
- Professional
- Informative
- Engaging



Take home message

For students:

Creating videos keep it :

- Short
- Simple
- Informative
- Concise
- Consistent



For BCC:

Gather feedback from BCC breakfast coordinators on video effectiveness to further improve video development production and content.

References:

- (1) Breakfast Club of Canada (2018). The cause. In *Homepage - Breakfast Club of Canada*. Retrieved from <http://www.breakfastclubcanada.org/our-needs/>
- (2) Ke, J., & Ford-Jones, E. (2015). Food insecurity and hunger: A review of the effects on children's health and behaviour. *Paediatrics & Child Health*, 20(2), 89-91. <https://doi.org/10.1093/pch/20.2.89>
- (3) Leos-Urbel, J., Schwartz, A. E., Weinstein, M., & Corcoran, S. (2013). Not just for poor kids: The impact of universal free school breakfast on meal participation and student outcomes. *Economics of Education Review*, 36, 88-107. <https://doi.org/10.1016/j.econedurev.2013.06>