

Using Entertainment to Educate: KickinNutrition.TV



Paula A. Quatromoni, DSc, RD

paulaq@bu.edu

Boston University, Boston, MA

Acknowledgements

Funded by Phase I and II SBIR grants from the U.S. Dept of Agriculture, National Institute of Food and Agriculture (USDA/NIFA)



Supporting funds from the Dudley Allen Sargent Research Fund at Boston University and the Heckscher Foundation for Children

KidsCook Productions:

Natasha Lance-Rogoff, CEO

Kristina Michael

Nicolette Maggiolo

Raymond Yan

Christine Zakhour

Kaylie Patrick

Lisa Cui



Youth Wellness & Health Promotion

The Challenges:

poor diet, inactivity, and obesity

&

The Opportunities:

TV & DIGITAL MEDIA influence youth



limited resources in schools...



KNTV is a Curriculum for the Digital Age

An evidence-based, multimedia educational curriculum that is aligned with the *Common Core* and *National Health Education Standards*



INTERACTIVE

PEER EDUCATION

3D GAME

BADGING SYSTEM

DYNAMIC VIDEOS

HIP MUSIC & DANCE

CELEBRITY ROLE
MODELS

KNTV Curriculum Components

Six In-class Video Lessons

- Peer-led Instruction
- KickinNutrition.TV Comedy & Cooking Episode
- Dynamic Graphics, Music & Dance

Play & Pause Delivery Mode

- Teacher-moderated Discussions
- Fitness breaks, led by an NBA player
- Interactive Break-out Activities

Extended Learning at Home

- 3D Online Game, Incentive-based Badging
- Full access to video lessons, activities, recipes...
- Student Self-Assessment Tools

Learning Beyond the Classroom

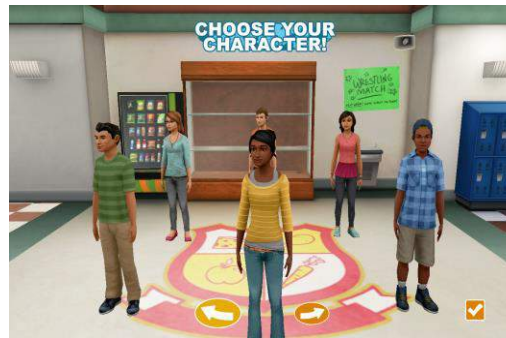
All resources are available on the KNTV Website

Digital Tools



- Review video lessons
- Self-assessment tools
 - Action Plans
 - Behavioral Surveys

3D Game



- Play “StudentTopia”
- Six levels of the game correspond to six lessons of curriculum content

Incentives



- Engage in incentive-based learning by earning badges: Upload recipes, videos, photos and share comments
- Use **Recipe Exchange** and cook at home with adults & friends



Research Design

- Quasi-experiment in 6th grade
 - Three public school districts in MA (n=1,105)
 - Teachers/Schools chosen at random w/in districts
- **KNTV vs. a Comparison Curriculum**
 - 2:1 allocation scheme
 - Each had 6 lessons, same themes/objectives
- Surveys collected to measure impact



Surveys

Pre-
Post-
Interim

Personal Behaviors
Nutrition Knowledge
Readiness to Change
Self-efficacy

Hypothesis

Students exposed to KickinNutrition.TV would experience gains in nutrition knowledge, self-efficacy, readiness to change and shifts in personal behaviors that would be measurably larger than those experienced by students in comparison classrooms

Readiness to Change

Pre-contemplation

Contemplation

Preparation

Action

Maintenance

Self-Efficacy

I don't think I can

I'm not sure I can

I think I can

I know I can

Baseline Habits in Maintenance Phase of Readiness to Change

Have been doing this behavior for 6 months or more	%
Eat breakfast most days	74
Eat fruit daily	62
Eat vegetables daily	49
Consume milk/yogurt daily	42
Eat whole grains daily	46
Make my own snacks	35
Participate in cooking at home	32
Eat most of my dinner meals as home cooked meals	86

Baseline Habits in Highest Category of Self-Efficacy

"I know I can"	%
Can try a new food I've never tasted before	61
Can read and understand a Nutrition Facts Label	48
Can eat vegetables daily	60
Can choose proper portions of foods to eat	53
Can identify whole grain foods	46
Can make a healthy snack for myself	65
Can help make a meal for my family	55
Can help my family make healthy choices	52

Lessons Learned

- Nutritional vulnerability exists
- KickinNutrition.TV addressed an unmet need
- Digital media engaged students
- Embraced and endorsed by teachers
- Positive impact on key behaviors of interest
- KNTV offers a digital solution to the barriers to nutrition education in schools

Salud America highlighted KickinNutrition.TV as a hero for the Latino Community

<https://www.youtube.com/watch?v=F5BOjCmr0rQ>



For more information on KickinNutrition.TV

Kristina Michael
VP Community Relations & Program Dev

w: 212 600 0914 | c: 508 496 4756

kickinnutrition.tv | [Like Us!](#) | [Tweet](#)
[Us!](#) | [Watch Us!](#)