Using Entertainment to Educate: KickinNutrition.TV

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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 “StudenTopia”
- 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

KickInNutrition.TV

Boston University
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
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

<table>
<thead>
<tr>
<th>Have been doing this behavior for 6 months or more</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat breakfast most days</td>
<td>74</td>
</tr>
<tr>
<td>Eat fruit daily</td>
<td>62</td>
</tr>
<tr>
<td>Eat vegetables daily</td>
<td>49</td>
</tr>
<tr>
<td>Consume milk/yogurt daily</td>
<td>42</td>
</tr>
<tr>
<td>Eat whole grains daily</td>
<td>46</td>
</tr>
<tr>
<td>Make my own snacks</td>
<td>35</td>
</tr>
<tr>
<td>Participate in cooking at home</td>
<td>32</td>
</tr>
<tr>
<td>Eat most of my dinner meals as home cooked meals</td>
<td>86</td>
</tr>
</tbody>
</table>
Baseline Habits in Highest Category of Self-Efficacy

<table>
<thead>
<tr>
<th>“I know I can”</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can try a new food I’ve never tasted before</td>
<td>61</td>
</tr>
<tr>
<td>Can read and understand a Nutrition Facts Label</td>
<td>48</td>
</tr>
<tr>
<td>Can eat vegetables daily</td>
<td>60</td>
</tr>
<tr>
<td>Can choose proper portions of foods to eat</td>
<td>53</td>
</tr>
<tr>
<td>Can identify whole grain foods</td>
<td>46</td>
</tr>
<tr>
<td>Can make a healthy snack for myself</td>
<td>65</td>
</tr>
<tr>
<td>Can help make a meal for my family</td>
<td>55</td>
</tr>
<tr>
<td>Can help my family make healthy choices</td>
<td>52</td>
</tr>
</tbody>
</table>
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

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