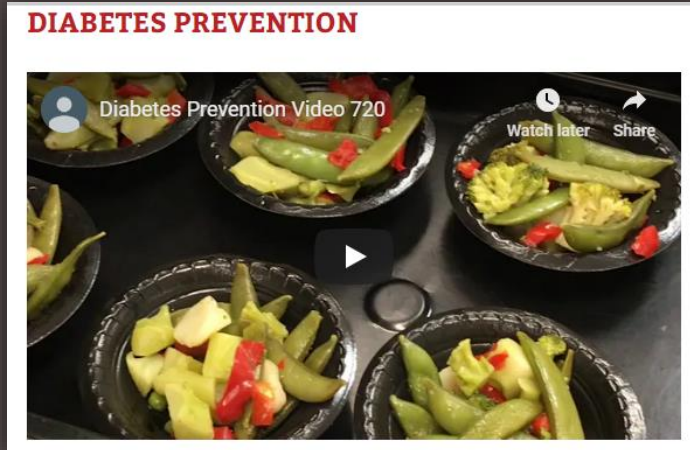


Innovative Idea – Supervisor



NAME: YVONNE POTSKO

COUNTY: MARTIN

FSNA REGION: VI

FOOD & NUTRITION SERVICES

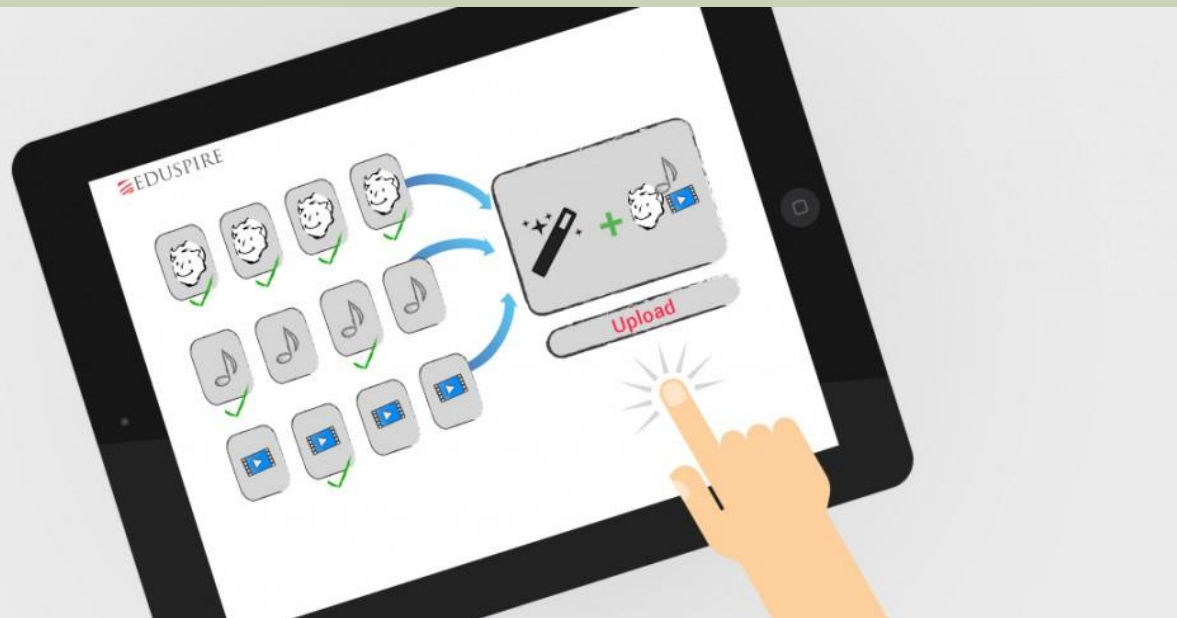
DISTRICT OFFICE

idea

PROJECT:

Reaching the millennial parent through technology based communication

iMovie



WHAT DID YOU DO?

After attending several community events, a communication gap between FNS resources and parents was identified.



- **Most parents and students were unaware:**
 - Menu App was available (*nutrition data, product and allergen information*)
 - Where to locate school menus
 - Type II Diabetes is on the rise in our community

WHAT DID YOU DO?

A 3 minute informational video was created and shared within our district and community.



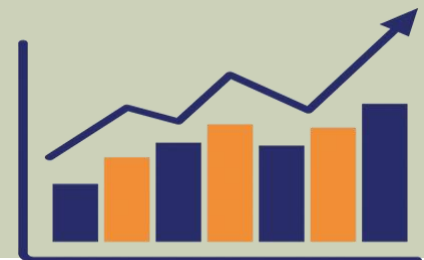
Topics addressed in video

- Ways to help prevent Type II Diabetes in children.
- Student/Parent resources available on our webpage.
- Step by step tutorial how to use the resources.

WHY WAS YOUR IDEA USEFUL?

The video was the missing tool needed to connect the communication gap.

- ❑ Nutrislice site visit analytics indicated that there was a **14.5%** increase in user visits after the video was promoted.
- ❑ Within the first week, the video received more than **90** YouTube views.



Dashboard



Feb 19th - Mar 04, 2019 ▼

Go

Total Pageviews ⓘ

11,475 ▲12.4%

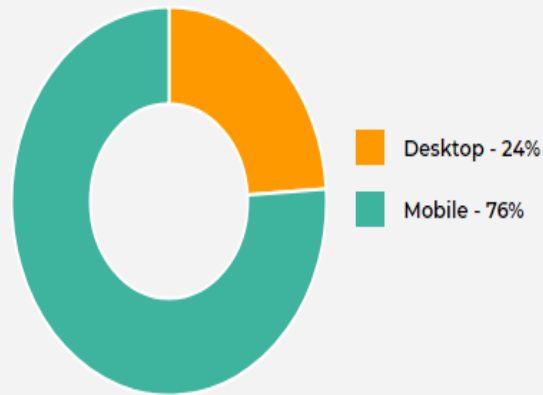
Total Sessions ⓘ

4,485 ▲14.5%

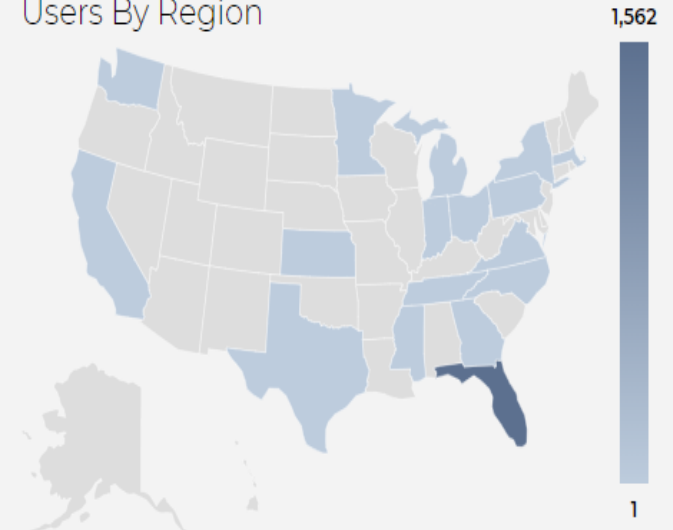
Total Users ⓘ

1,623 ▲15%

Device Usage



Users By Region



2 Weeks following the video debut:

- 12.4% ↑ Page-views
- 14.5% ↑ Sessions
- 15% ↑ Users



DID YOU SHARE YOUR IDEA?

Video has been shared with:

- Students and parents via:
 - Facebook
 - YouTube
 - School District webpage
 - School PTA/SAC meetings
- School nurses and health aids
- FNS cafeteria staff (*teaching tool used to assist students and parents*)
- SHAC members



WHAT RESPONSES DID YOU RECEIVE RESULTING FROM YOUR EFFORTS?

- ↑ Usage from School Nurses & Health Aids
- ↑ Parents & Student visits
- ↑ Program Presence in Community
 - **Verbal Comments**
 - **Facebook Comments**
 - **↑ Site Visits**



VIDEO



