



# Delivering Food & Nutrition Education During the COVID-19 Crisis

Digital Toolkit



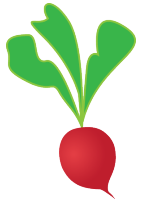
**LAURIE M. TISCH CENTER FOR  
FOOD, EDUCATION & POLICY**

PROGRAM IN NUTRITION

**TEACHERS COLLEGE** COLUMBIA UNIVERSITY

Photo Credit: Food Corps

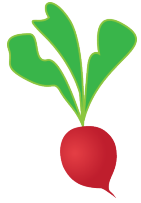




# About Us

The **Tisch Food Center** conducts research on food and nutrition education practice and policy. We translate our research into resources for educators, policy makers, and advocates to give people power to demand healthy, just, sustainable food.





# Delivery Food & Nutrition Education During Unprecedented Times

This toolkit is designed to help food and nutrition organizations translate their programming into engaging, digital content by:

- Focusing on what your organization does best
- Defining your audience
- Considering the best content delivery platform(s)
- Planning your content in advance
- Producing and sharing your content





# FOCUS ON WHAT YOUR ORGANIZATION DOES BEST

Photo Credit: Wellness in the Schools

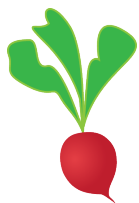


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# Key Questions to Consider

Define your organization's value:

- What is your organization's mission?
- What sets your organization apart from others?
- What does your organization do best?

In the context of COVID-19 crisis:

- What is the scope of your work *within* what you do best?
- What services can you continue to provide safely or adapt digitally?
- What services can benefit your audience the most?
  - Can you conduct a needs assessment with your intended audience (e.g., survey)?



# DEFINE YOUR AUDIENCE



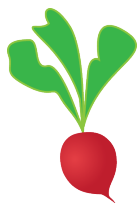
Photo Credit: Wellness in the Schools



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# Define Your Audience

Having a clear idea of who you want to reach will help you tailor your content to their needs and priorities. Consider the following:

- What is their age, primary language, and education level?
- Where does your audience live? (Location, type of housing, number of people in household)
- What are the key cultural practices to keep in mind?
- Does your audience have urgent nutrition or health concerns?
- What resources does your audience currently have access to?
- How, when, and where does your audience access food and nutrition information and resources?
- What are barriers to consider during the current crisis?







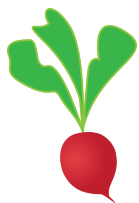
# CONSIDER THE BEST CONTENT DELIVERY PLATFORM(S)



Photo Credit: Tisch Food Center



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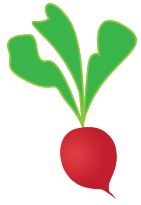


# Key Questions to Consider

When thinking about how to deliver your content, it's important to carefully choose the most appropriate platform. Consider the following:

- Where does your organization's content most naturally live?
- Where will your audience be able to find this content?
- Can you meet your audience where they are already spending their time?
- Which platforms are they most comfortable using?
- Can the platform help you reach a wider audience?





# Match Your Platform(s) to Your Audience

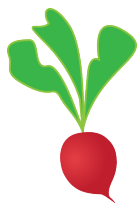
The platform will affect the length of content and the medium of choice (e.g., video, text, pictures, etc).

Platforms to consider:

- Text
- E-mail
- Podcasts
- Youtube
- Twitter
- Instagram
- Facebook
- Pinterest
- Snapchat
- TikTok
- Other (Webinar, Video Chat, Website, etc.)







# Platform Use by Demographic

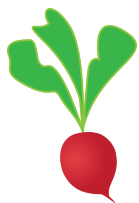
## Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>



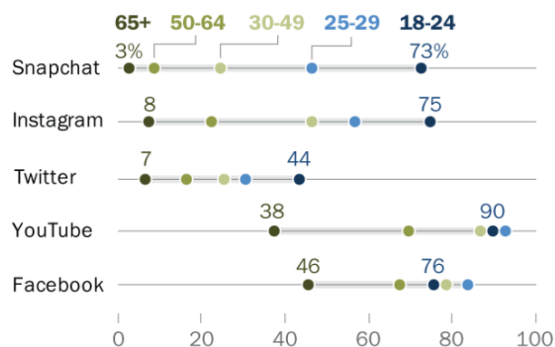


# Platform Use by Demographic

Consider your audiences' online behaviors

## Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

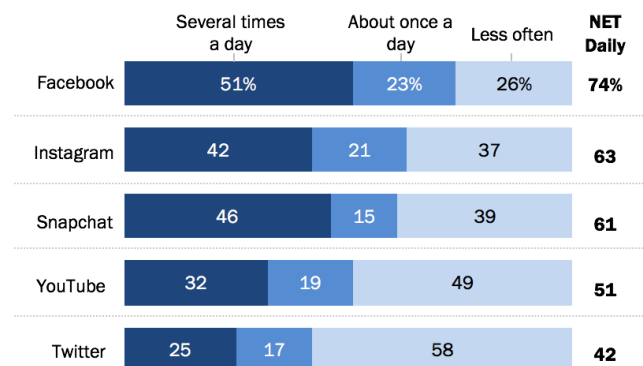


Note: Respondents who did not give an answer are not shown.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

## Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use \_\_\_, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>



A close-up photograph of a child's hands washing fresh vegetables in a white plastic colander. The child is using a green garden hose to spray water onto the produce, which includes green leafy vegetables and two bright orange tomatoes. The background shows a metal grate and a blue sneaker.

# PLAN YOUR CONTENT

Photo Credit: Tisch Food Center

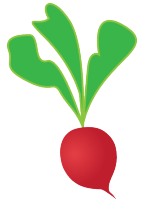


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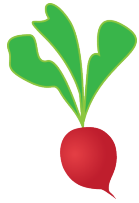


# Key Questions to Consider

When planning your digital content, strike a balance between creating content that:

- Is best suited for the platform you are posting on;
- Your audience wants to watch. Ask yourself, will I want to watch this?;
- Is it fun, inspiring and educational?



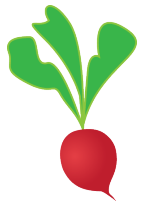


# Plan Your Content

Plan and schedule your content in advance so you can consistently deliver new, high quality materials to your audience. Create a content calendar by considering the following:

- Are there any current events, holidays or trending topics that you are able connect your content to?
  - E.g., Mental Health Awareness Month, School Lunch Heroes Day, etc.
- Identify relevant search terms or trending hashtags that you can align your content around.
- Bolster your content by cross-promoting your content with partners.





# Ideas for Filling Your Content Calendar

Add variety and fill your content calendar with different types of content:

- Pose a question
- Share tips or tricks
- Highlight a day in the life of a staff member
- Display an infographic
- Share a free resource
- Comment on breaking news
- Take a poll
- Provide a fun fact
- Share a participant's photo
- Highlight a new product
- Share an interesting statistic of fact
- Thank your audience
- Hold a Q&A session

<https://mobilemonkey.com/articles/social-media-content-calendar>







# PRODUCE YOUR CONTENT

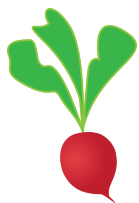
Photo Credit: Tisch Food Center



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# Increase Production Quality

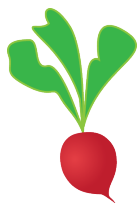
Work with someone with experience with the digital platforms(s) you have chosen to create content for. Consider:

- Tech-savvy team members,
- Partner organization;
- Professional services; and
- Volunteers.

Tailor your content to each platform's most optimized specifications. Consider:

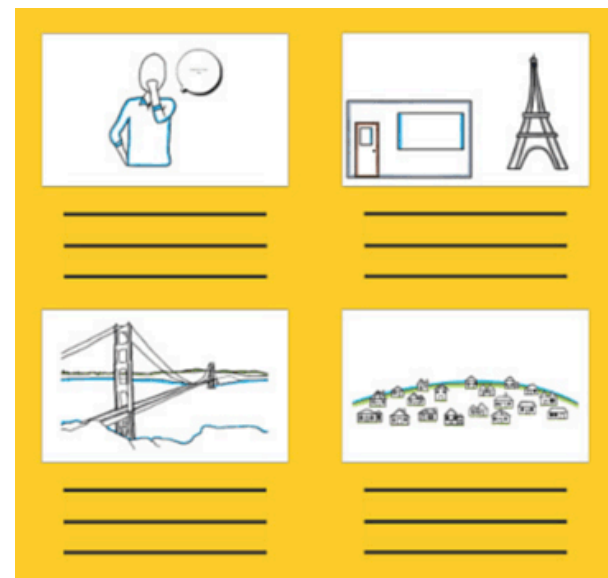
- Is this a visual medium or audio?
- How long should your content be?
- Do you need to film vertically, horizontally, or something else?
- Live or pre-recorded and edited?



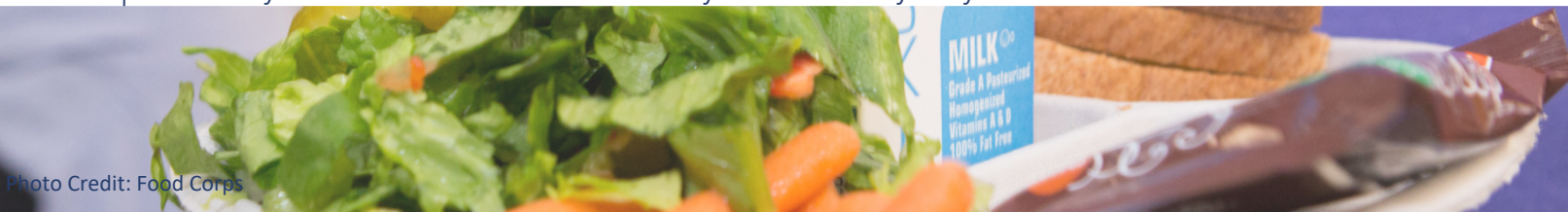


# Producing Videos

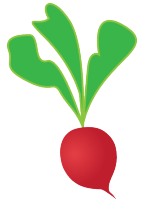
- The first step is to always write a script.
- Use a storyboard - a visual representation of how you will film your video, shot-by-shot.
  - Provides a visual guide for the filming process.
- A storyboard includes the shots you need to film, the order they should be filmed in, and how the visual will align with the script.



<https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/>

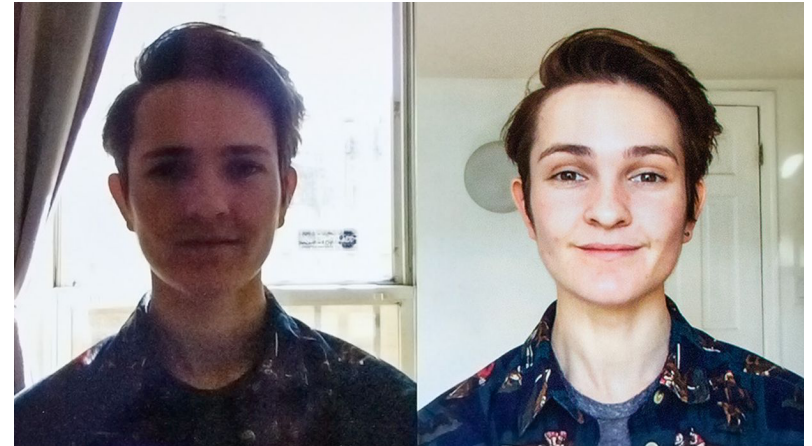






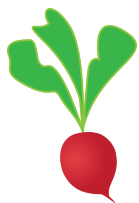
# Light it Up

- Film in a brightly lit area.
- Do not point the camera into a light source.
  - Avoid filming into a window.
  - Take advantage of natural light.
  - Subjects should face windows for optimal lighting when possible.



<https://www.theverge.com/2020/4/8/21202907/zoom-tips-video-call-lighting-audio-look-your-best>



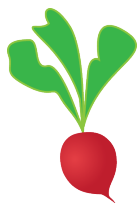


# Sound Check



- Find a quiet place to shoot your video.
- Avoid background noise as much as possible, including fans or heaters.
- Check your sound before filming by recording a quick test video.
- Lavalier microphones can improve the quality of your audio.
  - Can be used with a smartphone.
  - Should be clipped to speaker's shirt with the cord hidden under a shirt or jacket.
  - Available for purchase online for \$20 - \$50.

[https://media.gamestop.com/i/gamestop/10133486\\_SCR04/IK-Multimedia-iRig-Mic-Lav-lavalier-microphone?screen\\$](https://media.gamestop.com/i/gamestop/10133486_SCR04/IK-Multimedia-iRig-Mic-Lav-lavalier-microphone?screen$)



# Keep it Steady

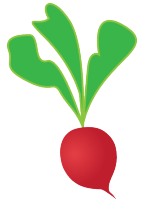


- A tripod is a great tool for filming when using a smartphone.
- Tripods keep your shot steady and allow you to better frame your shot.
- Tripods can be purchased online for \$10 - \$40.

[https://joby.com/us-en/griptight-one-gp-stand-jb01491-0ww/?gclid=Cj0KCQjwzZj2BRDVARIsABs3l9IDAqT8zVfxDGHN\\_BsE x3vJzL1hjlfOsO2wRD-xmzpvm6uNPNa5hVwaAsToEALw\\_wcB](https://joby.com/us-en/griptight-one-gp-stand-jb01491-0ww/?gclid=Cj0KCQjwzZj2BRDVARIsABs3l9IDAqT8zVfxDGHN_BsE x3vJzL1hjlfOsO2wRD-xmzpvm6uNPNa5hVwaAsToEALw_wcB)







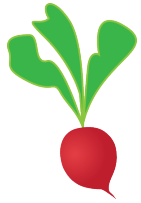
# Frame the Shot

- When filming interviews, the camera should be placed at the subject's at eye level.
- Film videos horizontally, except when filming for Instagram stories.
- Avoid filming the subject directly in front of a wall.
- Use the rule of "thirds", position the subject to the right or left of the center of the camera.



<https://www.premiumbeat.com/blog/rule-of-thirds-filmmaking/>





# Selecting a Webinar Platform f

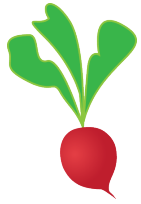
Select an appropriate webinar platform. Consider the following:

- Can you record (i.e., Zoom, Google Chat)?
- What is the quality of the recording?
- Is there a live-streaming option to sync with Facebook or Instagram?
- Can you easily manage and track participants?
- Does it meet your company's security requirements?

<https://copyblogger.com/better-webinars/>

<https://resources.mojomedialabs.com/blog/10-essential-tips-for-recording-a-webinar>





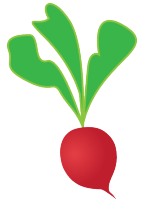
# Filming Using a Webinar Platform

- Test your audio, video, slides, and demonstrations in advance.
- Headsets and webcams can be purchased to improve video and audio quality.
- Record from the person's device who is doing most of the talking.
- Close all other applications that you will not be using in the presentation to improve performance and reduce lag in the video.
  - Turn off all notifications, including those from news, emails, and social networking sites.
- Provide relevant social sharing info, including a #hashtag, and promote sharing on social media.

<https://copyblogger.com/better-webinars/>

<https://resources.mojimedialabs.com/blog/10-essential-tips-for-recording-a-webinar>





# Recording A Webinar With or Without a Live Audience

## Pros of Pre-Recording

- Edit out mistakes.
- Re-record sections that didn't quite work.
- Add effects, graphics, and more in post-production.
- Feel less "stage fright."
- Fewer interruptions from participants' background noise.

## Cons of Pre-Recording

- Less audience engagement.
- No live feedback or input from viewers.
- Less emotional reaction.
- No live Q&A sessions.

<https://copyblogger.com/better-webinars/>

# SOCIAL MEDIA TIPS

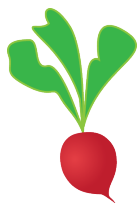
Photo Credit: The Sylvia Center



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# Social Media Tips

You Retweeted



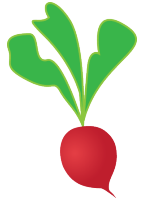
**NYCDOE Office of School Wellness Programs** @NYCD... · May 20  
#NYCSchoolWellness Councils can help schools with cooking, gardening & nutrition ed programs that teach students how to eat healthy throughout their lives. 🍎🥦 Check out @tischfoodcenter's E-Learning Hub for free nutrition activities to do at home. [bit.ly/3ga32Ok](https://bit.ly/3ga32Ok) @TheDSCW



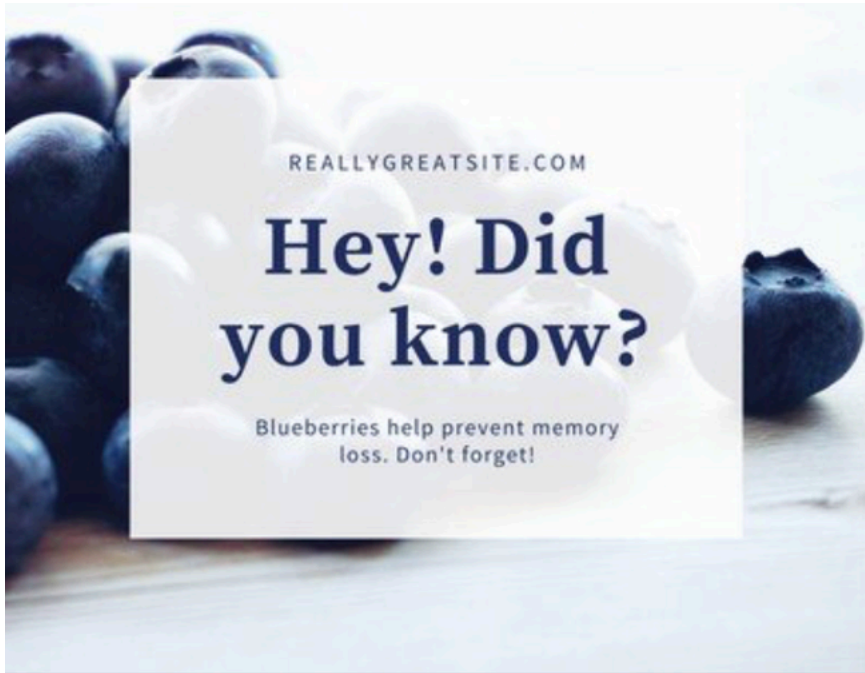
- Include high-quality visuals.
- Tailor language to your audience.
- Tag them if you can!
- Share positive news and updates.
- React to relevant news stories in a timely manner.
- Ask for a specific action.







# Canva as a Tool for Social Content Creation



- Canva is a free, online tool that can be used to develop well-designed social media content.
- Short videos are available on the following topics:
  - [Intro to Canva](#)
  - [Using Canva to develop social media content](#)





# GOOGLE CLASSROOM

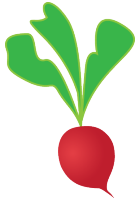


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Photo Credit: The WELL Campaign



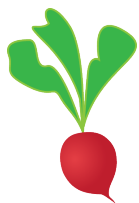
# Google Classroom 101

- Google Classroom allows educators to organize digital content and share it with participants.
- It's free with a personal Google account or for organizations using G Suite for Education or Nonprofits.
- Accessible to teachers/students via school's Google account.
- While teachers and students in schools are the primary users of Google Classroom, there are also features that administrators, families, and home-schoolers can use.
- The [Google Teacher Center](https://www.google.com/edu/classroom/) offers tutorials on how to use the platform.

<https://www.common sense.org/education/articles/teachers-essential-guide-to-google-classroom>







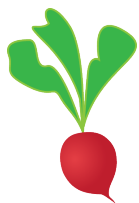
# Features of Google Classroom

- Use multiple formats for sharing information.
  - Materials can be shared via Google Docs, Sheets, and Slides. Images, links to websites, YouTube videos, and screencasts can also be shared.
- If you're looking to create an interactive hub for students, you can use Google Classroom's Stream page.
  - Within Google Classroom, the Stream is a feed where everyone in the class can find announcements and assignments, and it's the first thing students see when they log in.
- For more ideas, visit Teach from Home, a Google platform developed to share best practices.

<https://www.commonsense.org/education/articles/teachers-essential-guide-to-google-classroom>







# Google Classroom Sharing

Due to privacy laws, schools need permission from parents to share student information.

- Some school districts have interpreted this to mean they cannot link outside organizations to the school's Google account without express parental permission.
- Some districts recommend that external organizations work with individual schools or principals to link their Google classroom.





PUBLISH YOUR CONTENT



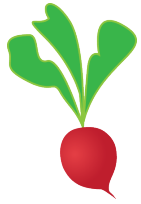
Photo Credit: Pilot Light



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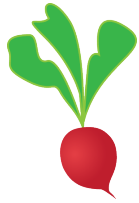


# Sharing Strategy

Create a sharing strategy informed by the following questions:

- How often? What time of day? Be as consistent as possible given your organization's current resources and capacity.
- How many platforms will you publish to and if so, how will the content differ across these platforms?
- Who will respond to comments on your posts? How timely can you be in your responses?





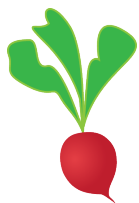
# Engage With Your Audience

Good content strategy does not stop when you hit post – engaging with your audience on the platform is just as important. Try:

- Asking people to leave comments or questions.
- Creating online polls.
- Utilizing tools to engage and communicate directly with your audience.
- Featuring audience questions in your follow-up content, or other types of feedback loops that make your audience feel like they are part of the conversation.







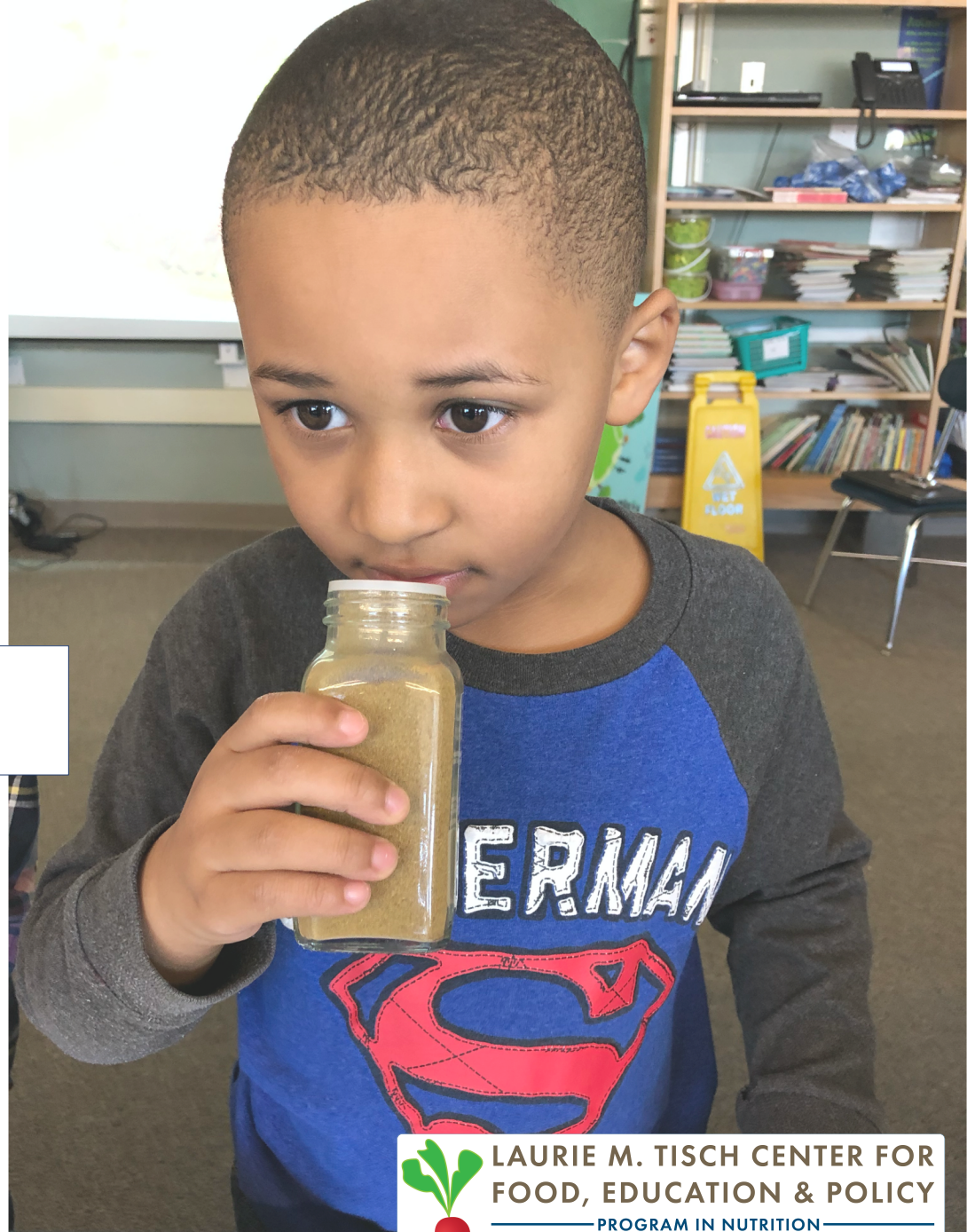
# Monitor Your Progress

Creating successful content is all about learning and improving.

- What worked? What didn't? Be patient, content creation is not easy.
- Watch your content as an audience member would and ask friends and colleagues to do the same.
- Repeat these steps, enjoy the process, and watch your online presence grow!



# SUMMARY

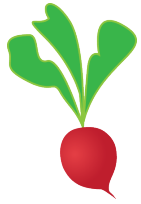


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Photo Credit: Coalition for Healthy Schools

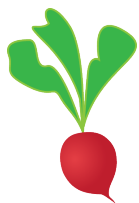


# Key Takeaways for Delivering Content During COVID-19

- Focus on a COVID-19 specific topic (e.g., cooking with pantry staples).
- Keep it simple.
- Keep it short (5 minutes or less).
- Provide content on a regular basis.
- Provide a stress-relieving activity.
- Keep it positive.
  - Many news outlets are looking for positive stories to share.







# Share Your Resources

- Via Food Ed Hub's E-Learning Center (featured on the NYC DOE Website!)
- We're looking for content:
  - Available in multiple languages;
  - Free and easy to use;
  - Requires only resources that families have available; &
  - Simple and short in length
- For submissions and instructions, visit:  
<https://www.tc.columbia.edu/tisch/food-ed-hub/e-learning-hub/>







# Thank you!

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For updates from the Tisch Food Center, subscribe to the Tisch Dish on our website: <http://tc.edu/tisch>



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