

IN BLOOM – Final Report



Student Experience Enhancement Fund (SEEF)

Faculty of Agricultural and Environmental Sciences



Alyssa Martel, RD – alyssa.martel@mail.mcgill.ca

Laura Nguyen, RD – laura.nguyen@mail.mcgill.ca

Project overview

The In Bloom project began during the summer of 2018 when co-founders set out to create an educational platform aimed to educate and inspire the future generation by creating healthy lifestyle habits early on in life. By implementing their teaching programs in summer camps and other educational environments (e.g. schools, community centers, sport centers, etc.), Alyssa & Laura aim to educate the youth about food and nutrition to equip them with basic culinary skills as a means to inspire them to lead a lifetime of healthier eating habits.

With the help of the SEEF funding, the program objectives were the following:

- 1) Social engagement: raising awareness of the In Bloom project through the creation of its very own website, the management of social media platforms, and the collaboration with school boards, stores and other local businesses.
- 2) Educational programs: sharing knowledge of food and nutrition through the development of interactive workshops, teaching programs, in-session teaching materials/props and take-home resources.

Social Engagement

Website Launch

Over the course of the last couple months, we launched our very own website to help increase the project's outreach online and allow campers as well as parents to catch a glimpse of our work and get to know a little bit more about the programs offered by In Bloom, share pictures and gather testimonials outlining the campers' experiences.

Here is our website, fully built to portray our values and our passion:

<https://www.inbloomeducation.com/> ... We invite you to check it out!



ABOUT

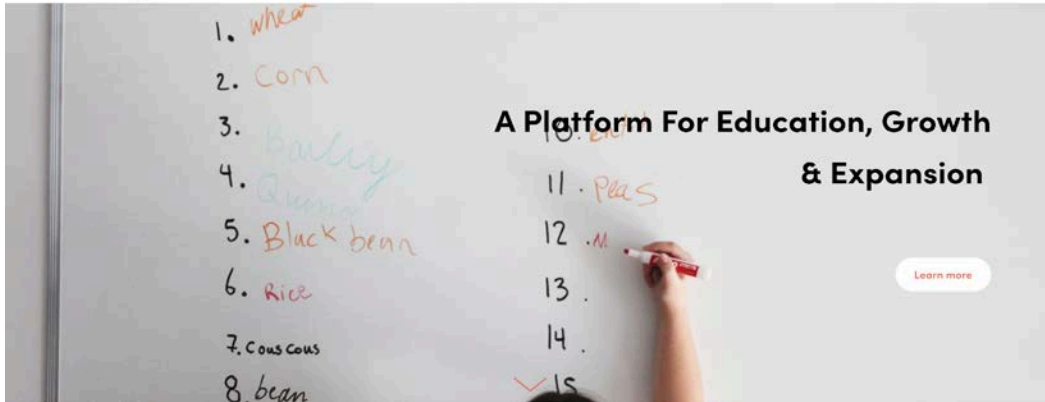
OUR PROGRAMS

OUR INITIATIVES

PRESS

CONTACT

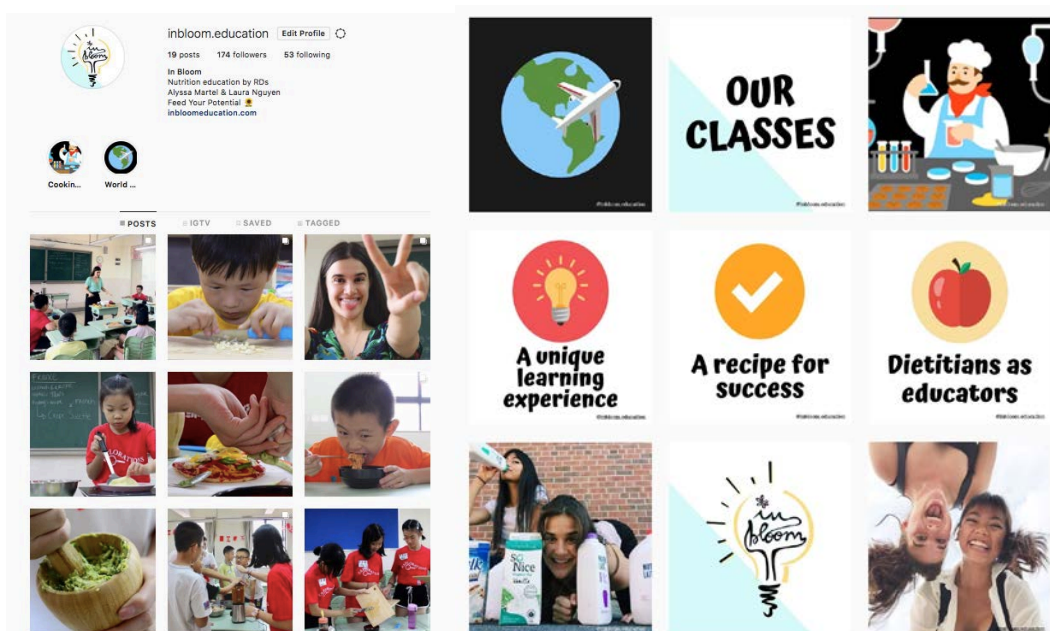
SEARCH



Instagram

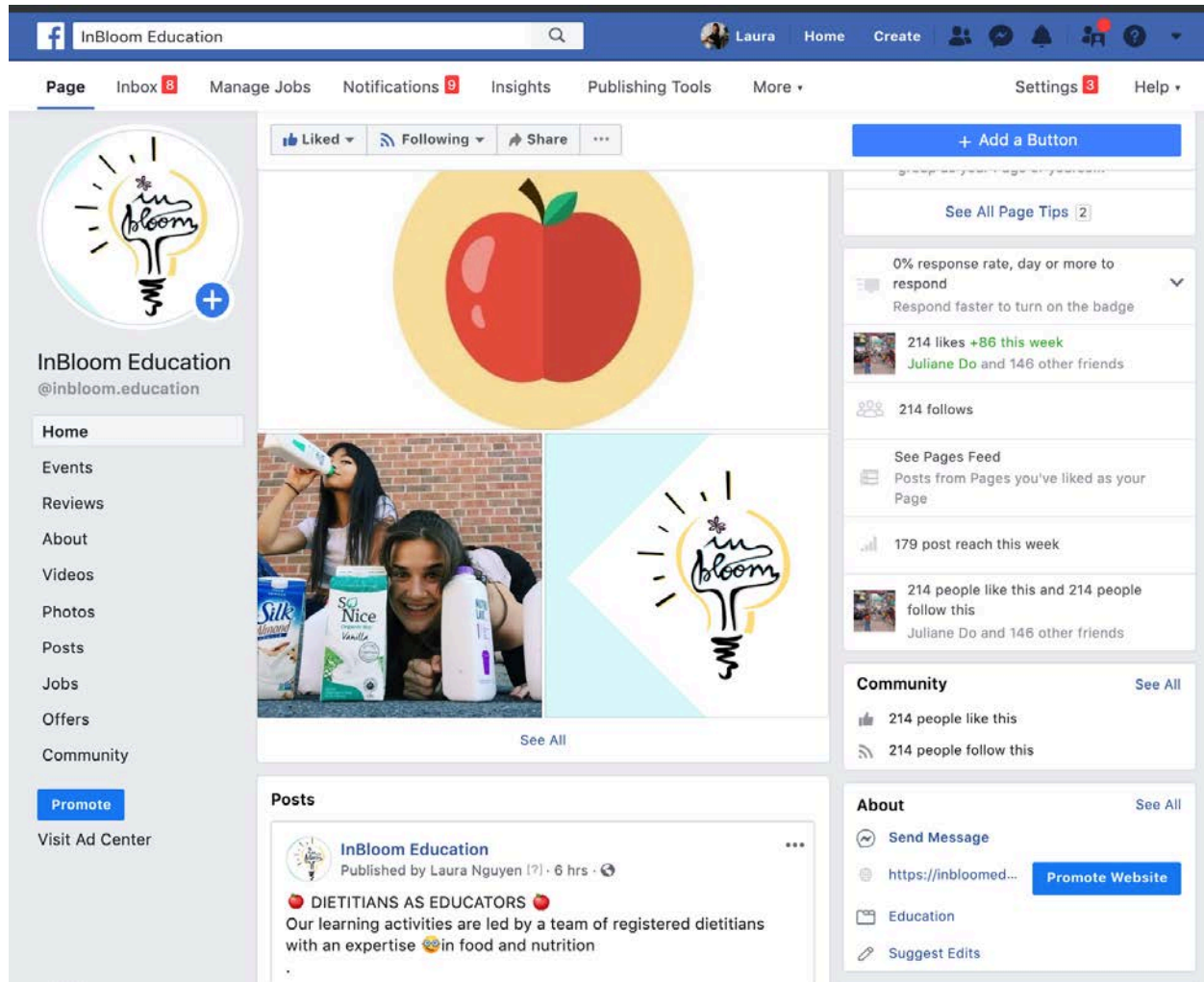
We have also created an Instagram page for In Bloom in order to help increase social awareness and engagement towards our work by sharing our experiences & teachings online. This platform also gives a chance for fellow students and parents to connect with each other and us. Our reach presently varies between 220 to 450 views per posts. By paying for ads with the SEEF fund we aim to continue to increase our online presence and reach.

<https://www.instagram.com/inbloom.education> ... Feel free to give us a follow!



Facebook

Similarly, to Instagram, this social media platform was created in order to gain a bigger reach and spread the good word! The same images of our teaching experiences are shared on both platforms.



The screenshot shows the Facebook profile page for InBloom Education. The page header includes the name "InBloom Education" and a search bar. The navigation bar shows "Page", "Inbox 8", "Manage Jobs", "Notifications 9", "Insights", "Publishing Tools", "More", "Settings 8", and "Help". The profile picture is a lightbulb with the text "in bloom" inside. The cover photo is a large red apple. The main content area features a photo of two women with milk cartons and a lightbulb graphic. The right sidebar contains a "Community" section with 214 follows and 214 people who like this, and an "About" section with a "Promote Website" button. The "Posts" section shows a post from InBloom Education published by Laura Nguyen 6 hours ago, titled "DIETITIANS AS EDUCATORS" with the text "Our learning activities are led by a team of registered dietitians with an expertise in food and nutrition".

Education Programs

With the help of the SEEF funding, we were able to further perfect our two educational programs: *Cooking Chemistry* held here in Montreal and *Cooking Around the World* held in China. Additionally, we created a third program named *Food Explorers*.

Food Explorers

This new initiative began as a series of 3 workshops (as seen bellow) given to kids over their March 2019 school break. It now features 3 additional workshops which offer a wide variety of flexible learning opportunities outside of our two other structured classes.

FOOD EXPLORERS

Learn to be an explorer of the world!



DIGESTION – FROM YOUR HEAD TO YOUR TOES

Ever wonder what happens to an apple once you've swallowed it? In this class, you will find out what digestion is, how it works and explore your insides through a fun, interactive and visual workshop.

Length: 1h30
Number of participants: 10-15



THE SCIENCE OF BAKING

Join your team of food chemists to learn all about the key players involved in creating the perfect cookie. Get yourself ready for a series of science experiments to help you understand their different roles followed by a kitchen face-off to put you up to the ultimate test!

Length: 1h30
Number of participants: 10-15



TASTE & FLAVORS – YUUUUUM!

Become the master of your own senses by exploring why food looks a certain way, why it smells so good and why it tastes even better. Get your senses ready for a series of fun challenges!

Length: 1h30
Number of participants: 10-15

Here are some pictures taken during the March break *Food Explorers* workshops:



Cooking Chemistry

We held the 2nd edition of our *Cooking Chemistry* workshop series this June 2019 once again in collaboration with our partners at McGill Explorations Camp. This program was executed twice over a period of 4 weeks. Each 2 week period featured 10 workshops for campers in grades 4-6 and another 10 workshops for campers in grades 7-9. Throughout this class, campers were able to understand how the composition of food affects its purpose, taste & appearance, learn about the founding principles of food and apply scientific knowledge in a culinary setting.



COOKING CHEMISTRY

Don't play with your food? Not in this class! Learn all about where food comes from, how it grows, how we use it and best of all, how we make it. Bust the science behind the creation of some of your favorite foods in our experimental kitchen, where you and your team of Food Chemists will be challenged to a series of food face-offs. Every class features new food components and science-filled lessons through fun & educational workshops - be prepared to unleash your inner food scientist!



The SEEF funding allowed us to spend more time improving the workshops as well as designing teaching resources and take-home resources. Teaching props were created as a means to help make the teaching experience more interactive, educational and most importantly fun! To help supplement the campers' learning, visual take-home resources summarizing our workshops were created and sent out at the end of the camp session. This would allow campers to retain the information taught, test out the recipes learned in this class and share their knowledge and findings with their parents and peers.

Here's a glimpse at the take-home resources:



Take a look at some photos of our *Cooking Chemistry* class from June 2019: `



Cooking Around the World

The SEEF funding also had a great impact on our international platform by allowing us to host our 2nd edition of *Cooking Around the World* in partnership with McGill Explorations Camp. This summer, one of the Co-Founders had the opportunity to fly overseas to the city of Foshan, China. There, she taught *Cooking Around the World* to two different age groups of Chinese campers over a period of 10 days. Through this program, kids not only learn how to autonomously prepare a series of cultural dishes, but also gain cultural sensitivity and awareness and broaden their cultural horizons through new ingredients and flavours. Many improvements were made from the 1st edition to alleviate the logistical efforts of this overseas class and workshops were designed with age-adjusted content. Take-home resources were also further developed.



COOKING AROUND THE WORLD

Buckle up as you begin your culinary journey across the globe. Experiment with diverse cooking utensils, develop your sense of creativity and build your teamwork skills in the kitchen. Let your taste buds guide you through a world of new flavours, textures and smells. With your team of cooks, you will prepare, assemble, cook and taste recipes from all continents. Get your bellies ready for a feast!



This teaching experience was pivotal in shaping the future of our workshops in China as it created a demand for our classes in the South of China. During our workshops, multiple school executives from schools in and around the city had the chance to drop in and experience for themselves this hands-on, experiential method of teaching. Within the Chinese market, education is very book heavy and academically oriented, there is not a lot of focus on soft skill, kinetic, failure-based or hands-on learning, which opens doors to increase the outreach of the In Bloom project. We will be returning to China as soon as this upcoming February 2020.

Here are some photos from our time teaching abroad:



Business Cards

With the SEEF funds we also developed business cards which we have been able to hand out to continue spreading the word.



Conclusion

The SEEF funding has helped to transform an idea into a concrete educational platform with tremendous growth potential and for that we are beyond thankful for the support. This winter, In Bloom plans on participating in the Dobson Cup in order to further expand its reach and potential. With the remaining SEEF funding, we have begun designing a 3-month program which will be given as an after school and weekend activity in China and Montreal. We aim to begin training dietitians and teachers to teach our classes as soon as this upcoming winter. As we continue to grow our social media platforms we hope to use these platforms to create an online following and provide online nutrition education for our viewers.

Together we hope to inspire and inform.

FEED YOUR POTENTIAL.