

YUMiTRITION—Mid-Term Progress Report

Student Experience Enhancement Fund (SEEF)

Faculty of Agricultural and Environmental Sciences

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1. PROJECT OVERVIEW

Yumitrition's original project proposal

Yumitrition was created as a Diabetes Support Program for the Montreal Community is an interactive community project aims to integrate the talent and knowledge of dietetics and nutrition students at McGill to raise awareness and provide support for the growing diabetic community in Montreal.

Our objective is to form a diabetes ecosystem through two platforms:

- **Social Platform:** to connect the students and the local community through website, forums, social medias and community meetup social events
- **Knowledge Platform:** to encourage students to share the latest diabetic knowledge by posting articles on the website and to host cooking workshops/classes in the Food Labs on campus to help the local diabetic community

Since the project application in November, our project has grown far beyond just a social and knowledge platform.

Workshops:

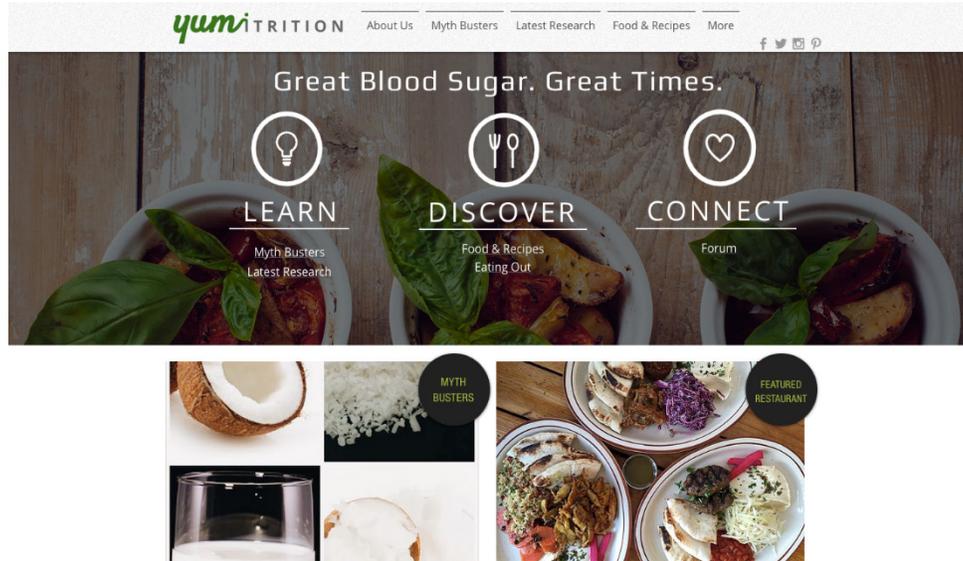
With the SEEF funding we were able to finance our initial workshops for nutrition and dietetic students to better understand blogging on social media. We invited professional food bloggers to explain the importance of the visual world online to grab peoples' attention. Our 5 workshops in 1 semester was able to provide students with knowledge that they currently do not experience in school. We constantly focus on different topics with our workshops. Topic include, writing style development, food photography, professionalism, ethics and more.



Website Platform:

We have launched our website and currently have 34 student authors interested in participation. With 8 core authors who write constantly every month and a new editor for the site, we are gaining a lot of traction and views for our articles. Currently, we are able to post an article every 2-3 days. Here is our website knowledge platform, fully designed and functioning:

www.yumitrition.com



Core Authors recognition:

Our core authors page features students who have shown commitment and interest in our vision. It provides an amazing opportunity for students to show-off their knowledge and professionalism as a Launchpad towards their future careers right out of university.



Ariana Rodriguez
BHSc, MSc (C)
Nutrition

Ariana is best known for her love of nutrition and passion for making evidence-based nutrition knowledge accessible to everyone. She believes that incorporating healthy nutritional choices in each and every meal is fun and easy, and can be adapted to anyone's lifestyle. Whilst eating fresh and wholesomely is the bottom line, with a touch of creativity, food can be jam-packed with flavour!

I love food and I've always been curious by the human anatomy so being a nutritionist fits me like a glove. I'm always on the lookout to learn more about how food affects us from the inside out, after all we are what we eat.
Motto: moderation is THE key.



Meryem Talbo
McGill University
Dietetics Student

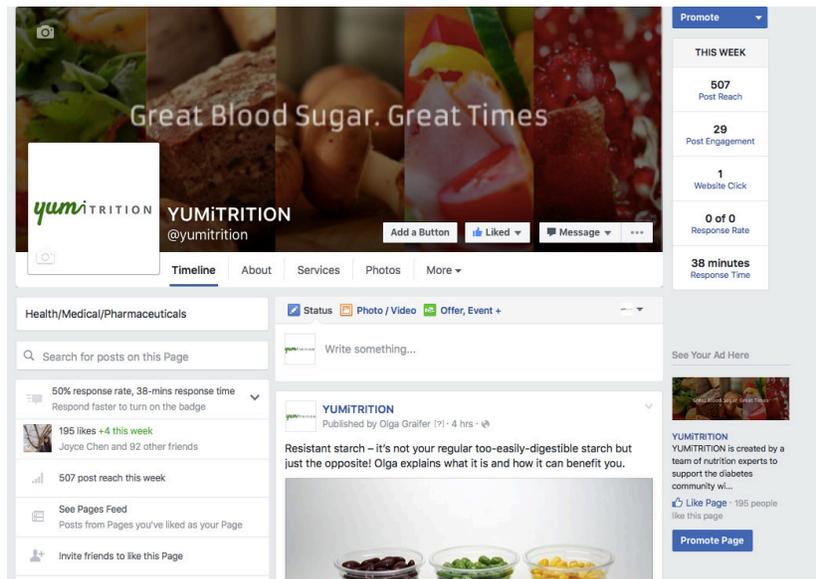


Isabelle Scantland Lebel
MSc (C) Nutrition

Isabelle is a self-proclaimed gym rat, animal lover, science junkie, and health-food enthusiast (oh and she also has a relentless sweet tooth!) She has a passion for creating recipes that are both nutritious and quench cravings for otherwise nutritionally-void foods (cakes, brownies, ice cream, etc.) While completing her Master's in Human Nutrition at McGill, she hopes to share her baking talents on the yumitrition blog, educate readers about nutrition and health, and encourage people to be creative and have fun while following a healthy, varied, and delicious diet!

Facebook platform:

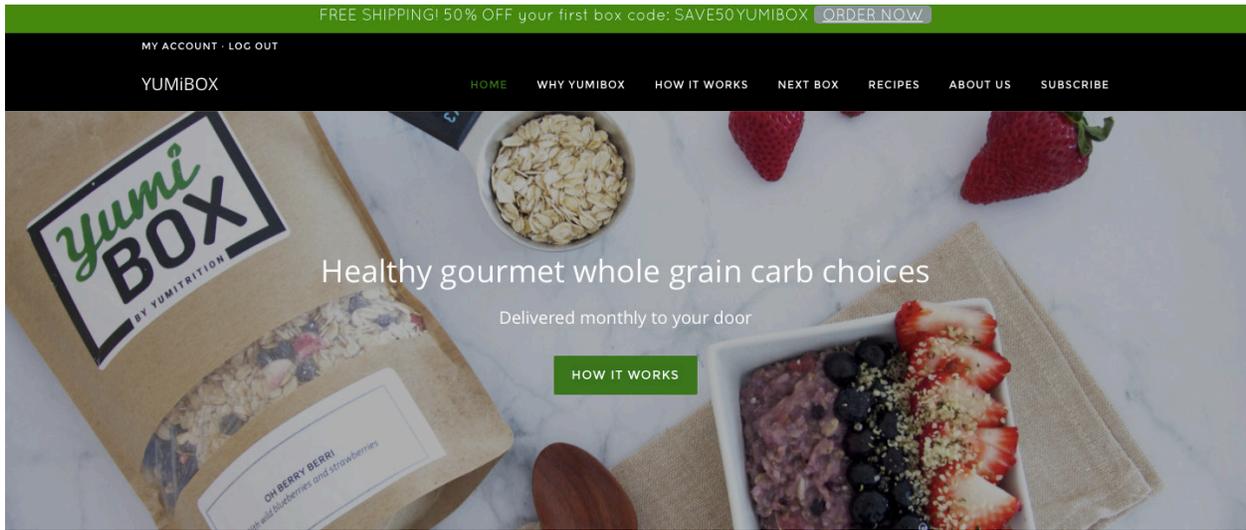
We have created a Facebook page for our articles to receive further social media buzz. As we grow, we would like to use the rest of the SEEF funding for paying ads to attract more readers for these amazing articles students have written. Our current post reach organically is from 500-1000 views. We want to increase this by at least 10 times in the next 6 months.



YUMiBOX:

To create an even more practical solution for blood sugar management for those living with diabetes, we wanted to create something more than just an online social platform. We created the YUMiBOX, a monthly subscription box of healthier carbohydrates to help manage blood sugar levels. Each month a different box is delivered to people's doors featuring a mix of whole grains and flavours that is unique. We want to use this method of surprise and self-discovery to help motivate behavioural change. After months of discussion and planning, we were able to create a mock-up box and send it to 35 people living with diabetes across Canada. The response was amazing and people loved our concept. YUMiBOX and our online YUMiTRITION platform was the obvious connection for support in both the physical and online world. Please visit www.yumibox.com to see our vision and development.

YUMiBOX Website and packaging:



Photos of a few people who loved our idea from the start!



MoMMii Project:

Working with a dietitian from Concordia and her project to education nutritionally gestational diabetic mothers (mothers who experienced diabetes during pregnancy), we had an amazing experience. Partnering with their project, the mothers now have a source of solid knowledge from nutrition students through YUMiTRITION, even after their project term at Concordia is over.



Dobson Cup:

After rigorous rounds of judges, we were humbled to have been one of the winners of the Dobson Cup Entrepreneurship Competition 2016 of the Small Medium Enterprise Track.

Article on Dobson: <http://publications.mcgill.ca/reporter/2016/06/dobson-cup-runeth-over/>

From there, we were extremely honoured to have been featured on McGill's front page.



Conclusion:

We never imagined just a small idea of creating a more supportive community for people living with diabetes from a nutrition perspective turned out to receive more recognition than we anticipated. The journey was hard, and took a lot of twists and turns—who knew we would be starting our own company! With the support from SEEF we were able to experience a new world and be a part of the entrepreneurship community that was fairly new to us. Our goal to create better support for diabetes will not be deterred.

Future Endeavors:

With the continued support from SEEF, we want to use this money to create more workshops for new students in the Fall and Winter semesters to become creative writers on YUMiTRITION. More students should have access to a professional platform for them to express their creative ideas and knowledge. We currently have an editor for the site who is gaining a lot of experience from this program. Furthermore, with our mentors in social media, we want to really create a bigger audience for the student authors. We will do this through two main channels: 1. Facebook advertisements, creating content ads. 2. Our push and potential growth with YUMiBOX users.

It was an amazing experience of leadership and hard-work, and with continued support from SEEF we want to invite more students to take on a leadership role on both our Online knowledge platform, and our entrepreneurship endeavours.