

**Organization Name:** Small Bites Adventure Club

**Organization Contact Person:** Erin Croom

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**Organization Mission:** Our mission is to help children discover, eat and love fruits and vegetables

**Social Innovation Statement:** Nine out of 10 children don't eat enough fruits and vegetable. This is a problem because children with poor diets can lead to adults with poor health, which results in preventable, but deadly diseases. To combat this, Small Bites Adventure Club provides evidence and standards-based solution to increase children's fruit and vegetable consumption. We will expose the intern to how we create our hands-on kits that are shipped nationally, and how we communicate with our end-users to measure impact. Intern will have opportunities to deep dive into areas where we can better create chance.

**Internship Semester:** Summer 2021

**Project Title #1:** Small Bites Adventure Club: Consumer Research on Nutrition Education Tech products

**Keywords:** Consumer, Marketing, Tech

**SLS Priority Issue Areas:** Community Health

**Priority SDGs:** Good Health and Well-being (3), Quality Education (4)

**Project Background:** Small Bites Adventure Club has reached over 15,000 children and shipped over 3,000 hands-on food education boxes. These hands-on food experiences could be greatly expanded with tech products. This internship will help us research appropriate tech products and identify what we need to add to our line of products. For example, when hands-on food kits are shipped to schools, what other online experience should be included? Virtual farm field trips? Interactive projects with the Promethean board? Apps that incentives health eating? Online surveys that help track data? The student will conduct a thorough survey of existing Digital resources for nutrition education products, research effectiveness and make recommendations for products we should consider adding.

**Project Timeline:** This project will begin and conclude during the internship period. We may implement what the student recommends, and we can discuss if the student would like to continue working on implementation process.

**Desired skills and qualifications:** Research, Technology, Marketing

**Deliverables:** Research existing technology products that support nutrition education, and their effectiveness; Make recommendations for appropriate tech products to add to Small Bites product line

**Project Title #2:** Small Bites Adventure Club: Consumer Research Deep Dive into "Picky Eaters"

**Keywords:** Marketing, Research, Nutrition

**SLS Priority Issue Areas:** Community Health

**Priority SDGs:** Good Health and Well-being (3), Quality Education (4)

**Project Background:** Small Bites Adventure Club recently launched Farm to Home Explorer Kits shipped directly to homes. These kits provide children hands-on experience with fruits and vegetables and introduce them to farmers. Parents have suggested that we should provide more resources to help them with their children who are “picky eaters.” This internship would focus on researching evidence-based practices to address picky eaters, and what products we need to add to our line to address this “pain point.” Activities include: research, interview with current or potential consumers, and designing potential content.

**Project Timeline:** This summer

**Desired skills and qualifications:** Research and Analysis, Writing Skills, Nutrition Background (desired no required)

**Deliverables:** Research and design potential content