Using Participatory Design to Improve Large-Scale Food Literacy

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3 Ideas to Advance Food Literacy:

1. Set a big goal
2. Use participatory design
3. Focus on parents and young children
A very brief career...
Mauritania vaccination program: 20 years of failure
“Educated Incapacity”

The more expertise one has in a given field, the less likely that person will be to see a solution outside of that framework.
Health Research for Action
University of California, Berkeley

♦ Research ↔ interventions
♦ Our team: researchers & practitioners
♦ User-centered design
♦ Public and private partners
♦ Multi-media communication relevant to literacy, language & culture
♦ Local, state, national, international
Participatory Design is

“An active process in which users transform current conditions into an improved future”

-Adapted from: Herbert Simon, *Sciences of the Artificial*, 1996
Design (Artificial) Sciences

- Study of “what might be”—not “what is”
- Originated in 1963: architecture, engineering, informatics, etc.
- Study of human-created “artifacts”: symbols, material objects, activities, services, learning environments
- Goal: solve problems vs. test theories
The Participatory Design Process

From: Roschuni C, 2012
: design thinking
David Kelley
Founder: Stanford d.school and IDEO
Steve Jobs
Design Thinking is:

Fearless, radical collaboration to create a vision and make it happen
Design Thinking Process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
Design thinking exercise
“A vision for a student-centered, financially stable system that engages kids in eating good food”
Students Design SF School Lunch
Prototyping: SF School Lunch

A vision for a student-centered, financially-stable system that engages kids in eating good food.
Elementary school: enjoying food together
Technology means no lunch lines!
Participatory Design & Parenting Education
Young Children: The Best Investment

First 5 California Kit for New Parents

Goals:

1. Reach diverse 500,000 new parents in CA yearly with effective, low-cost materials

2. Document program success and sustain it long-term

3. Expand program to other places
First 5 California Kit for New Parents
Parents Help Design the Kit
Training and Kit Delivery to Parents

- Hospitals and clinics
- Home visits
- Public health
- Schools
- Father’s programs
- Childcare
- Prisons
- Military
Statewide CA Kit Evaluation

- 3 year longitudinal study
- 87% usage rate (95% for Spanish-speakers)
- Parents improved knowledge & practices
- Revisions to Kit and its distribution strategies
Kit Distribution in Arizona
National Parenting Education Needs

• Big US gaps in parenting information especially for low-income, lower-educated and immigrant parents

• Our recent national study found that parents & providers want more information about early brain development, prenatal care, nutrition, discipline, stress, self-care, local resources, etc.

• Want short videos via Internet, phone app, YouTube, social media, texting, DVDs + hard copy and electronic materials.
Our New Initiative: “Going National”

• **Goal:** develop high-quality, engaging, easy-to-understand parenting videos/other resources to reach 10 million parents of children 0-3

• **We are setting up a collaborative:** parents, providers, experts, mass media, digital providers, advocacy groups, Hollywood, academia, government, philanthropy & private industry

• **Expected launch:** 2016
References about participatory design and design science:


References related to Stanford d.school and IDEO:

Information about IDEO:
http://www.ideo.org

60 minutes interview with David Kelley about design thinking:
https://mail.google.com/mail/u/0/#inbox/14f872d53d004651?projector=1

IDEO San Francisco School Lunch Project:
http://www.ideo.com/stories/a-cafeteria-designed-for-me
Thanks

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