

Category 4
Resource Development

Group 4-17
Project KFC

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1 Abstract

Project KFC is an online resource that will educate children about the harmful effects of sugar on our physical and mental health, and also educate children on how to make healthier choices. It consists of 3 key components, a website, Instagram account and a game created using Scratch. The K.F.C. website contains a number of pages with information and videos corresponding attributions. The Instagram account is used to provide weekly updates to our account followers sharing short snippets of facts. Information were curated from reliable online sources and simplified for children's understanding. The Scratch Game was designed to reinforce knowledge. Our website has sourced videos from YouTube.

2 Introduction

2.1 Background

It has been reported that 1 in 3 people above the age of 65 in Singapore suffers from diabetes. Based on a 2014 report, 440,000 Singaporeans suffer from Type 2 Diabetes. 3 in 10 diabetic patients in Singapore are under 30 years old. Singapore also has the second highest proportion of diabetic patients in developed nations, just behind the US. If the trend continues, 1 million Singaporeans will have diabetes by 2050. Type 2 diabetes can lead to many long term complications, such as blindness, kidney failure, heart attack, stroke and even amputation. Singapore is also at risk of becoming a "fat nation", as obesity is to hit 15% in Singapore by 2024, and there is a worrying trend of obese children staying obese till adulthood. During the National Day Rally 2017, Prime Minister Lee Hsien Loong highlighted the above concerns and cautioned that with medical bills on the rise, this would be a liability for the Nation.

2.2 Rationale

Children staying obese till adulthood is mainly due to them having a bad diet, doing little exercise and parents giving their children too much sugary food. Most parents probably feels that having a sweet treat once in a while it fine, however all this adds up. Once a child has acquired a sweet tooth, it will be very hard to change his or her eating habits. CNA reported that 50% of children having tooth cavities by the age of seven. Project K.F.C. therefore aims to educate children about the risks of consuming too much sugar and to make health choices in their food options so as not to suffer from diabetes later on in their adult life.

2.3 Literature Review

Many campaigns that advocate consuming less sugar target elderly and not the young. The same goes for diabetes campaigns. In our research of websites containing information of our daily intake of sugar or the amount of sugar in different types of food, we found that majority of the information focusing on adults. Most children probably are turned off by the seriousness of the content or may not understand the use of some of the scientific terms mentioned in those website. We decided that our target audience had to be Primary School children as most habits start developing from young. Although there are talks from HPB in schools, many children do not practise what they learnt. Hence, we decided to share facts and interesting information related to sugar and its harmful effects on our body to children, so that they will have a deeper understanding of the negative effects of consuming too much sugar. This is done by creating a website to educate them, having a game to reinforce the information that they learnt and posting facts and interesting information about sugar on Instagram. Hopefully this allow children to apply what they have learnt on their diets and reduce their sugar intake and risk of diabetes in future.

2.4 Objectives (AMOP)

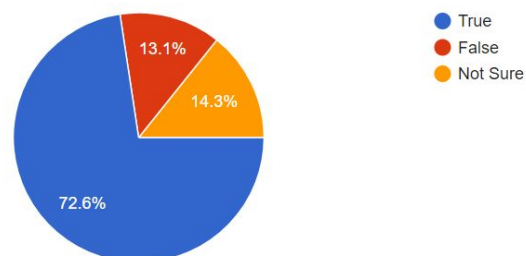
- Target Audience: Young Children in Primary School
- Method: Sharing of facts and interesting information through online portal and continuous engagement via Instagram
- Outcome:
 - Target audience able to read nutritional information label and aware of healthier choices of food and beverages
 - Target audience understand negative effects of sugar on our body and why it is addictive
 - Target audience able to apply these concepts to daily life and prevent further addiction and harmful eating habits from developing.
- Product:
 - A website that shares knowledge
 - A simple game to reinforce knowledge
 - Weekly sharing on sugar facts and useful health information via infographics and Instagram

3 Methodology

3.1 Needs Analysis

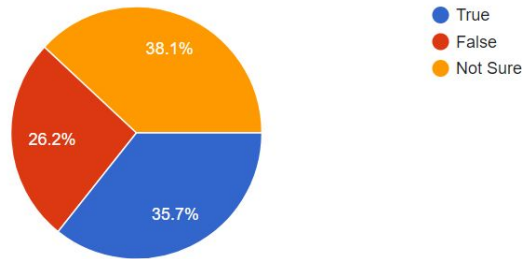
1. Ice cream has more sugar than low-fat yogurt, true or false?

84 responses



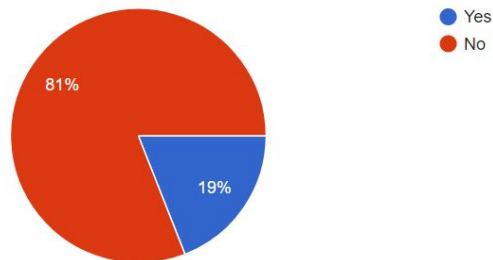
6. The Health Promotion Board recommends that we eat not more than 15 teaspoons of sugar a day, true or false?

84 responses



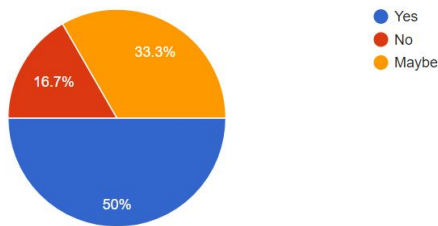
8. Do you know how much sugar you consume daily?

84 responses



10. Would you like to know more about the sugar content in your daily diet?

84 responses



As shown in the results, the project was feasible as most respondents did not know how much sugar they were consuming or how to read nutritional labels when purchasing food items. However, they wanted to learn more about their daily sugar intake, which also shows that Project K.F.C. would be useful to them.

3.2 Construction of Resource

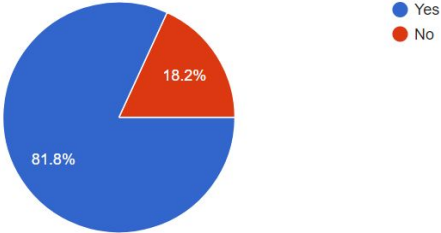
We visited many websites online and gathered a lot of information from there. We then compiled all the information that might interest children, and edited the content before

posting them on our website. We also visited the Healthhub website to get healthy recipes that are easy for children to make.

3.3 Pilot Test Findings

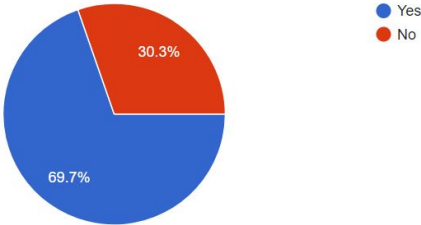
Have you learned more about your daily sugar intake?

66 responses



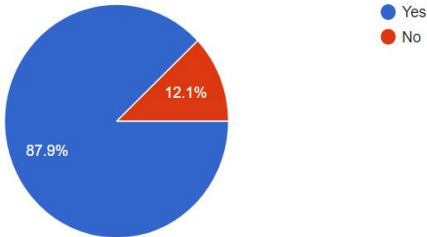
Does our website have any information that you found useful or benefitted from?

66 responses



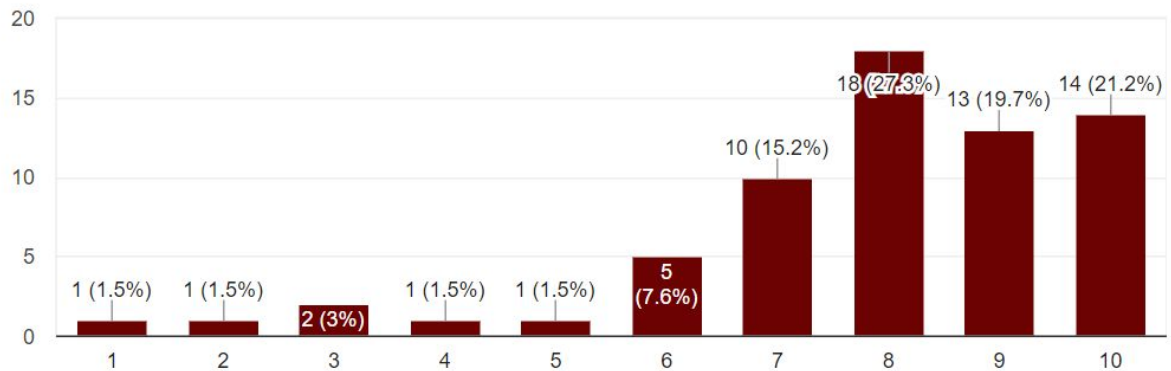
Has our website provided information to enable you to eat more healthily?

66 responses



On a scale of 1-10, how much would you rate our website?

66 responses



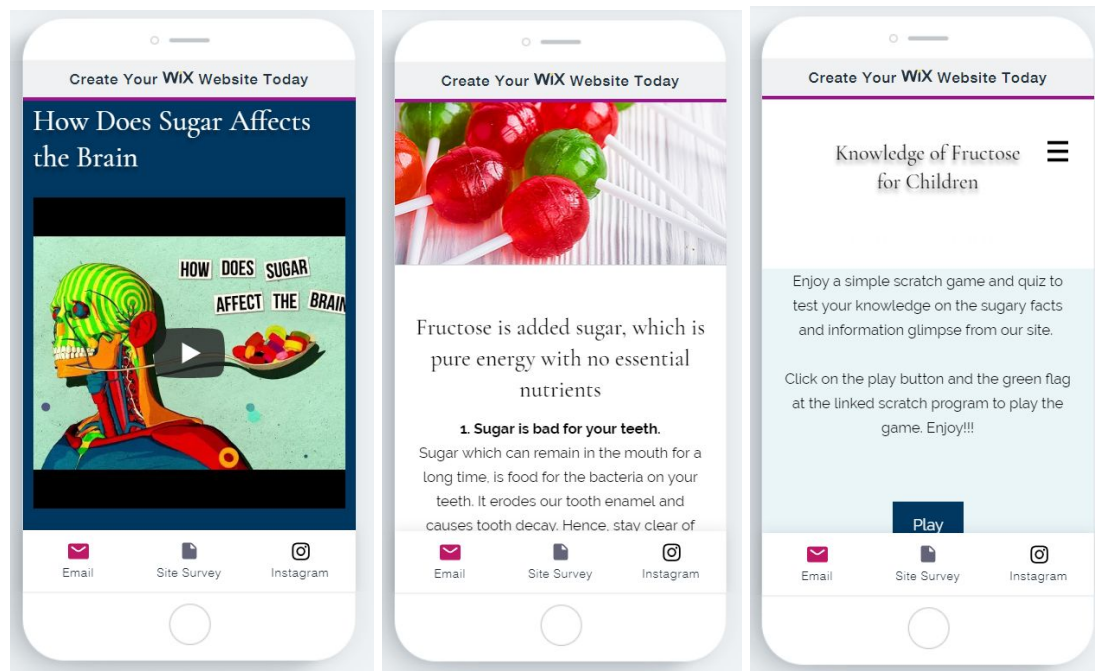
We had 66 responses for our pilot test published during the June Holidays. The results show that most of our respondents not only enjoyed the website, but also found the facts useful. However, we also received bad feedback regarding our website being not mobile friendly. Hence, we discussed ways to amend our website to suit the needs of our audience more.

4 Outcome and Discussion

4.1 Final Product

Our website includes a Home Page which provides a short overview on the purpose of the project. The About page introduces our team and the rationale behind our project. Key features of our site includes a Weekly Dose Of Sugar section, where we post and blog about interesting science facts and infographics related to sugar and other healthy habits or food knowledge. Under the Anti Sugary Videos section, interesting and easy to understand video on the harmful effects of sugar are shared, along with featured articles providing useful information that would be of interest to young children. Other fun elements include Yummylicious where we shared healthy simple recipes which contain low sugar content that children can make themselves. Lastly we included a simple game with questions and answers component designed to make it fun for children to

reinforce knowledge gained from our site. Besides that, we created an Instagram Account to provide snippets of information to entice more people to visit our website.



4.2 Limitation

We could not test the website by going to a Primary School and finding out if the website was useful. Hence, we could not confirm if all respondents for our survey were Primary School students. Despite these limitations, our resources are targeted at children as we included contents perceived to be of interest to Primary School children. We also encountered problem embedding our Scratch Game into the Wix Website via html iframe. Instead, we had to link the game via hyperlink by clicking on the play button on the page. Furthermore, we felt that with better adoption of search engine optimisation techniques such as use of selective keywords in our website associated with popular food and beverages well liked by majority of children, we may be able to draw more children to our website. Lastly, a point brought up by one of the respondents of our survey highlighted that information in our website was not original. This was not true, as we adapted the used online information by simplifying the original content for our targeted audience.

4.3 Further Work

If the website continues to be well received, we would continue to add more information to the website and Instagram account, as well as update the quiz in the game to incorporate additional questions and answers from new content added to the site. Possible enhancements to the website include finding other ways to publicise the website and Project K.F.C instagram account to a larger audience, and incorporate more interactive and attractive games that would draw more children to revisit our website.

5 Conclusion

Even though our website only managed to solicit feedback from 66 respondents, the responds does shows that Primary School students are interested in their health, especially when some elements of gaming and social media engagements are incorporated to reinforce the message to adopt healthier food and beverage choices.

We have also concluded from feedback received through our online survey that respondents perceived our website to contain useful and interesting information which are well suited for Primary School children, and helps them to understand the long term complications that would result from over consumption of sugar. We therefore believe that the K.F.C. information package created have met our project objectives, and most importantly we ourselves have come to learn much more about diabetes and other related health information and interesting scientific facts while researching and putting together the information packages. Moreover, we also picked up new skills and technical knowledge in terms of web page editing and use of google analytics solution.

6 References

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