

OUR KITCHEN

INGREDIENTS FOR YOUR CHILD'S SUCCESS

WHO ARE WE?

RASCAL

S T U D I O

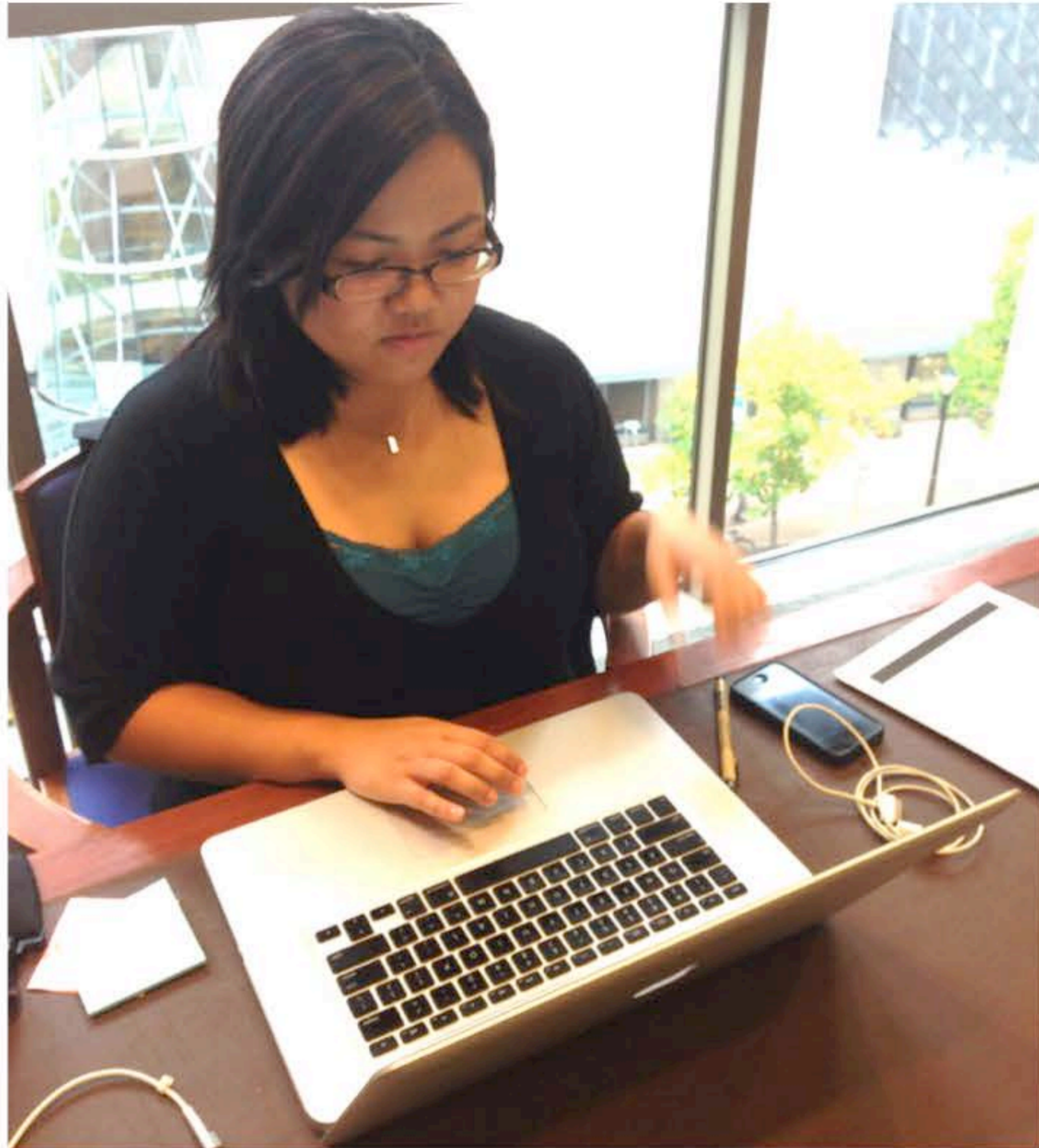
Rascal Studio is made up of four Vancouver-based creative rascals who believe in bringing clever ideas to drive social change in the community and around the globe.

RASCAL STUDIO TEAM



L to R: Jen Yamasaki, Leanne Padgett, Amelia Sutjiadi, Susan Seto

WORKSHOP PHOTOS





How to help
the parenting side
of the job?

**Parental
Involvement**

Parents are often
not involved
Parents are often
not involved
Parents are often
not involved

**Extracurricular
Activities**

**Parent
Needs**

Parents need
support
Parents need
support
Parents need
support

**Parent
Outlets**

Parents need
outlets
Parents need
outlets
Parents need
outlets

**Community
Support**

Community support
Community support
Community support

**Healthy
Lifestyles**

Healthy lifestyles
Healthy lifestyles
Healthy lifestyles

**Existing
Programs**

Existing programs
Existing programs
Existing programs

**SMALL GROUP
FOR
PARENTS**

Small group
for parents
Small group
for parents

**OTHER PROGRAMS
NOTICE TO
SINGLE PARENT
FAMILY CENTER**

**COMMUNITY
SUPPORT
PROGRAMS**

Community
support
programs
Community
support
programs

**LOCAL
VS
DISTRICT
PROGRAMS**

Local vs
district
programs
Local vs
district
programs

**HOW TO
REMOVE
BARRIERS
TO HELP**

How to
remove
barriers
to help
How to
remove
barriers

**Barriers to
receiving
Help**

Barriers to
receiving
help
Barriers to
receiving
help

**Low
Income
Issues**

Low income
issues
Low income
issues

**ISSUES
PARENTS
FACE RAISING
CHILDREN**

Issues
parents
face
raising
children
Issues
parents
face

**NEW PARENT
TRENDS**

New parent
trends
New parent
trends

**Literature
Behind First
5 years of
Development**

Literature
behind
first 5
years of
development
Literature
behind

**HOW TO HELP
LOW INCOME
PARENTS w/
EMOTIONAL
REGULATION**

How to
help
low income
parents
with
emotional
regulation
How to
help

VFP is
parenting 12



CHALLENGE

GLOBAL DESIGN CHALLENGE

How might parents in low-income communities ensure children thrive in their first five years?



LOCAL DESIGN CHALLENGE

To increase awareness of best parenting practices amongst low-income communities in Downtown Eastside through engaging workshops and leadership initiatives.






**WHAT WE
LEARNED**

CHALLENGES FACED BY THE COMMUNITY

1. Emotional Support

- Low-income parents are often overworked and don't have adequate time for their children
 - Parents may have own health, mental, psychological issues
 - Parents may be afraid of stigma associated with being low-income
- 


CHALLENGES FACED BY THE COMMUNITY

2. Parenting Education

- Educational materials often available at higher reading level
- Language barriers amongst immigrants
- Parents do not have access to parenting resources or do not know what to do with resources even if available

CHALLENGES FACED BY THE COMMUNITY

3. Time & Resources For Children

- Limited time due to working multiple jobs to support children financially
 - Single parents and young parents
 - Unable to afford child support or child care i.e. daycare, nanny etc.
 - No extra fund for extra-curricular activities
- 

IDEATION

INSIGHT: EMOTIONAL SUPPORT

How might we have someone in the community reach out to members of the low-income parenting group?



INSIGHT: PARENTING EDUCATION

How might we design education materials that will be well received by the community, that is easy-to-use, approachable, flexible and immigrant-friendly?



INSIGHT: TIME FOR CHILDREN

How might we design a method to incorporate our strategies into the busy lives of low-income parents?



**PROPOSED
SOLUTION**



Our

KITCHEN



OUR TAGLINE

**Ingredients for your
child's success.**



OUR MISSION

To provide educational guidance on best nutritional practices to low-income families in the Downtown Eastside.

OUR GOAL



BECAUSE...



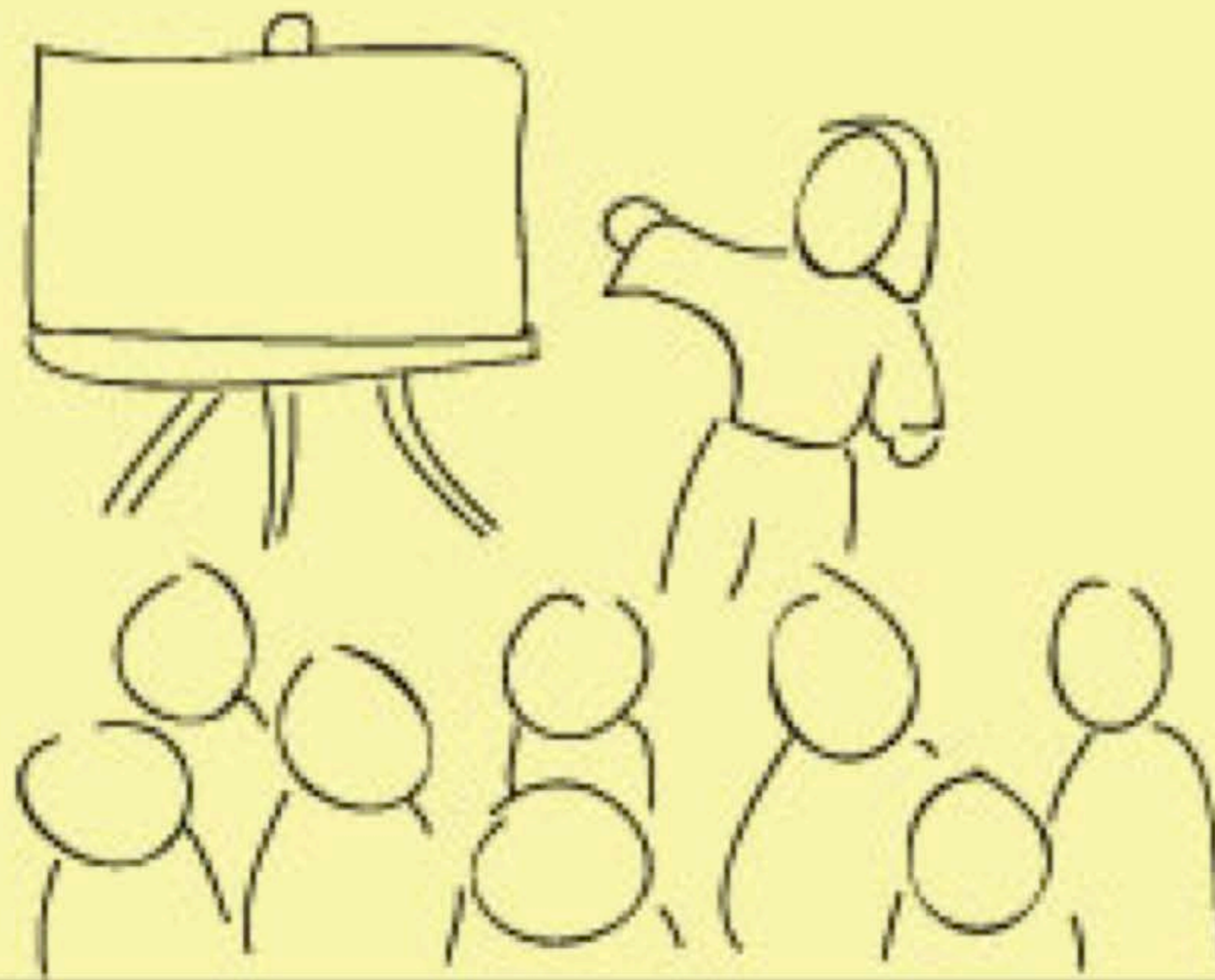
**TARGET
MARKET**

Female
Age 16 - 35
Single Mom
Immigrant



PROGRAM STRUCTURE

Educational Workshops



PROGRAM SCHEDULE

- 6:00 to 6:15 p.m.
 - Connecting over appetizers
- 6:15 to 7:15 p.m.
 - Parenting talks and tips by experts, followed by group discussions or workshop
- 7:15 to 8:15 p.m.
 - Dinner and further networking



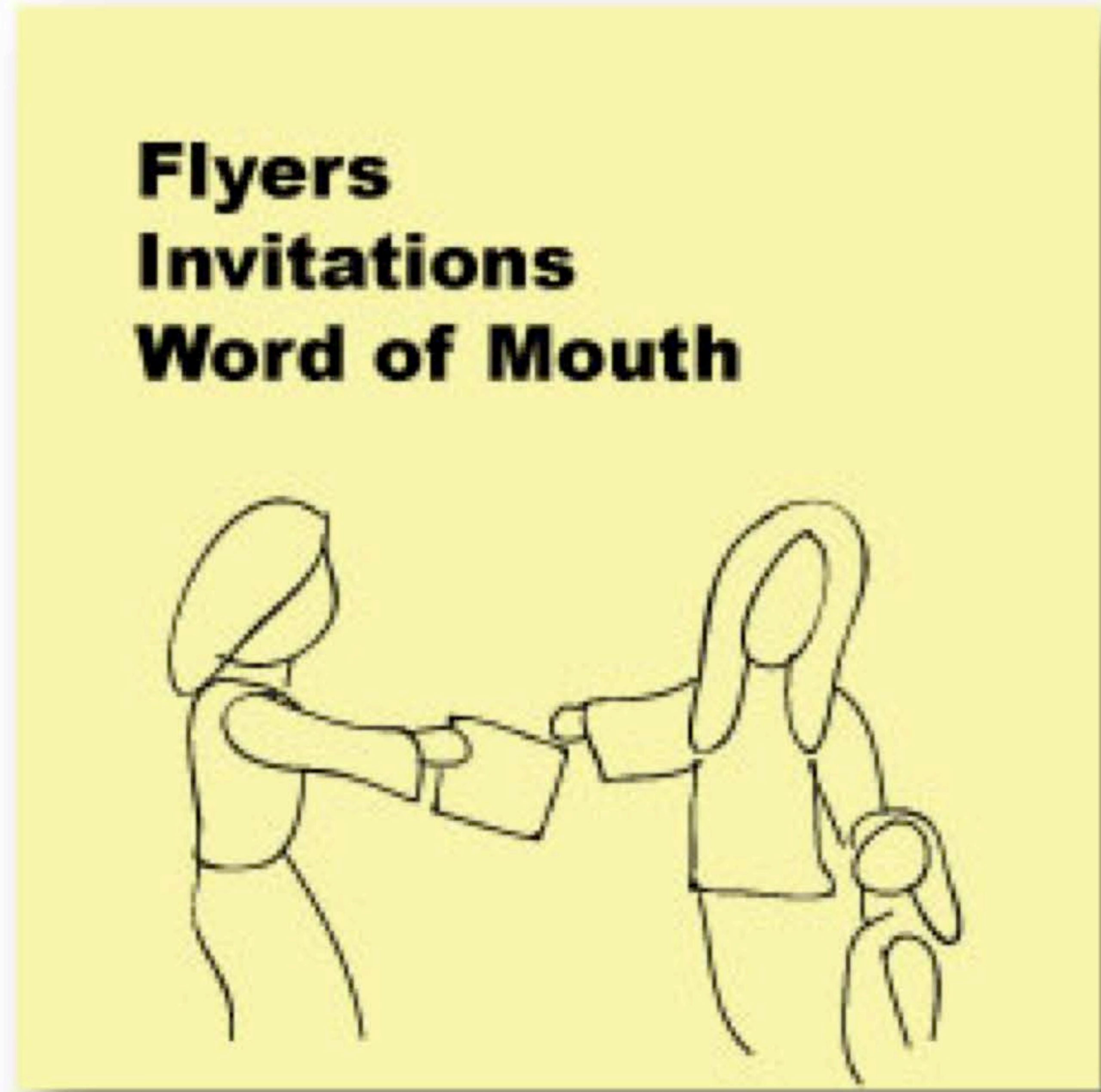
TARGET SPONSORS



ACTION PLAN

PROMOTION & MARKETING

HOW WILL WE MARKET OUR KITCHEN?



OUR STYLE GUIDE

STYLE TILE V.1



COLOR PALETTE:



ADJECTIVES:

HOPEFUL
VIBRANT
ENERGETIC
TIMELESS
GENERATIONAL

TYPOGRAPHIC TREATMENT:

Headline - Avenir Black

Ingredients for your child's success!

Body Copy - Adobe Garamond Pro

Our mission is to increase awareness of best parenting practices through engaging workshops and leadership initiatives. Musamusc imollacepra cuptasp eruntecte quosam, et eos cus volo tet, ut hil ipsam simusam quis dolorio blandae dolum f

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TEXTURES:



PHOTOGRAPHIC STYLE:



FLYERS



What is this all about?
 Our Kitchen is a safe and friendly monthly educational gathering where we provide guidance on best parenting practices and nutritional knowledge for parents, children and families in various areas in Vancouver.

Why is this important?

We understand that life can be very hectic and frustrating, juggling multiple jobs and responsibilities in and out of your homes. Often enough, children miss out on important developmental milestones in the first five years of their lives, which may lead to future difficulties in adjusting to the society and finding the right career.

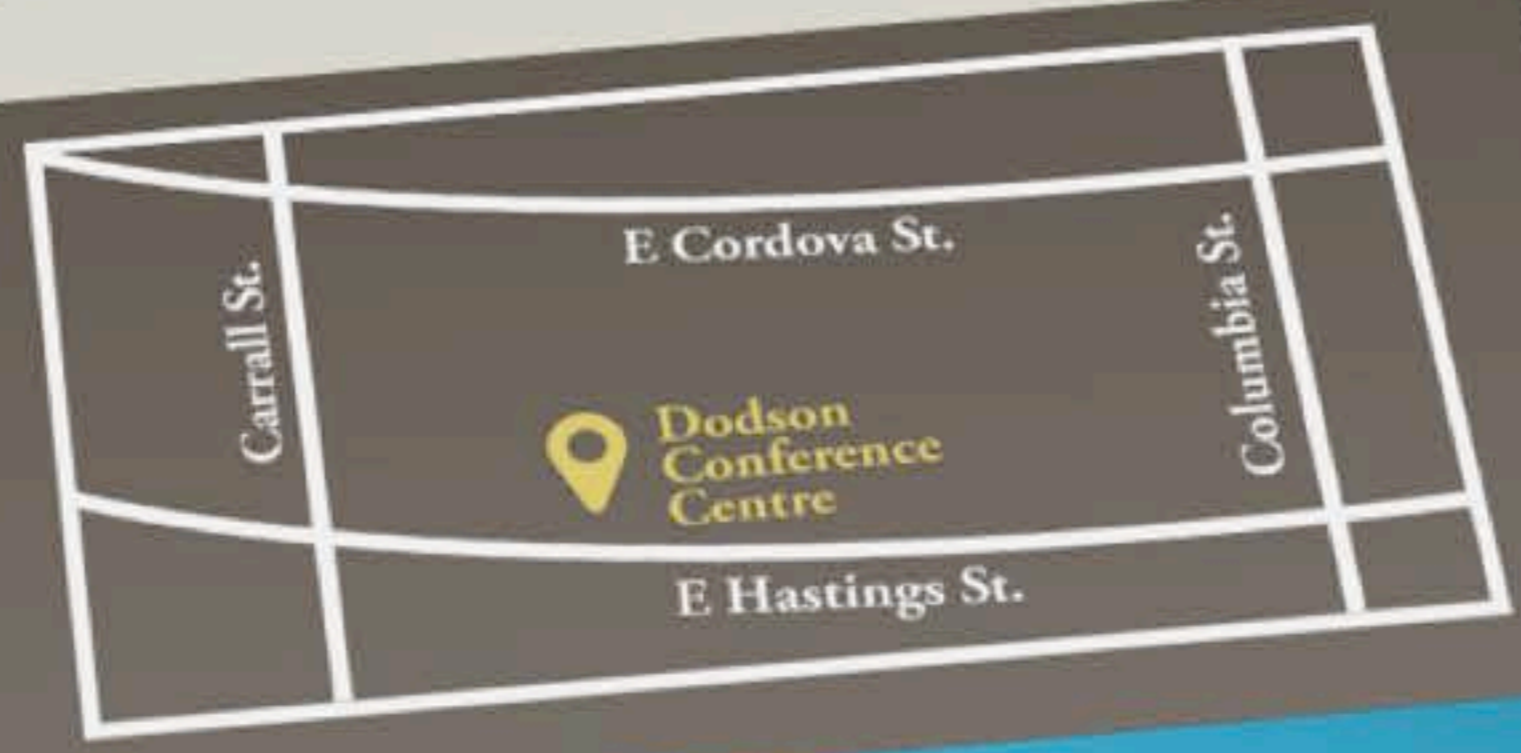
What's in it for me?

- ★ Free hot meal and beverage on us
- ★ Free childcare during the program
- ★ Free helpful educational talks and tips for better parenting
- ★ Safe community to learn from other parents, share your experiences, and ask questions.
- ★ Free take home gifts and fun materials for your child
- ★ Win door prizes from our generous sponsors



When & Where

December 27, 2014 at 7 – 9 p.m.
 Dodson Conference Centre
 25 East Hastings St.
 Tickets available at eventbrite.com



What is this all about?
 Our Kitchen is an educational program aiming to increase awareness of best parenting practices amongst low-income communities, starting from Downtown East Side (DTES) through engaging workshops and leadership initiatives.

Why & How?

Our main focus is on single parents between the ages 16 to 35 earning less than an annual income of \$24,000 annually. Many of these are immigrants with lack of English language skills and are employed in multiple jobs to make ends meet. Our Kitchen brings guidance, tools and resources on best parenting and nutritional practices monthly to these parents. Our leadership program will ensure continuity and real application of these practices in their homes.

Ways you can help

- ★ Sponsor our program by donating online at our website. Donation tax receipts are available upon request.
- ★ Donate take-home gifts, door prizes, nutritional meals, even fresh fruits while building brand recognition of your local products and services.
- ★ Speak in one our workshops or ask us about being a community leader.



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PUBLIC FLYER

- General flyer to distribute to:
 - Low-income parents
 - Community leaders
 - Teachers
 - Healthcare workers

brought to you by

RASCAL
STUDIO



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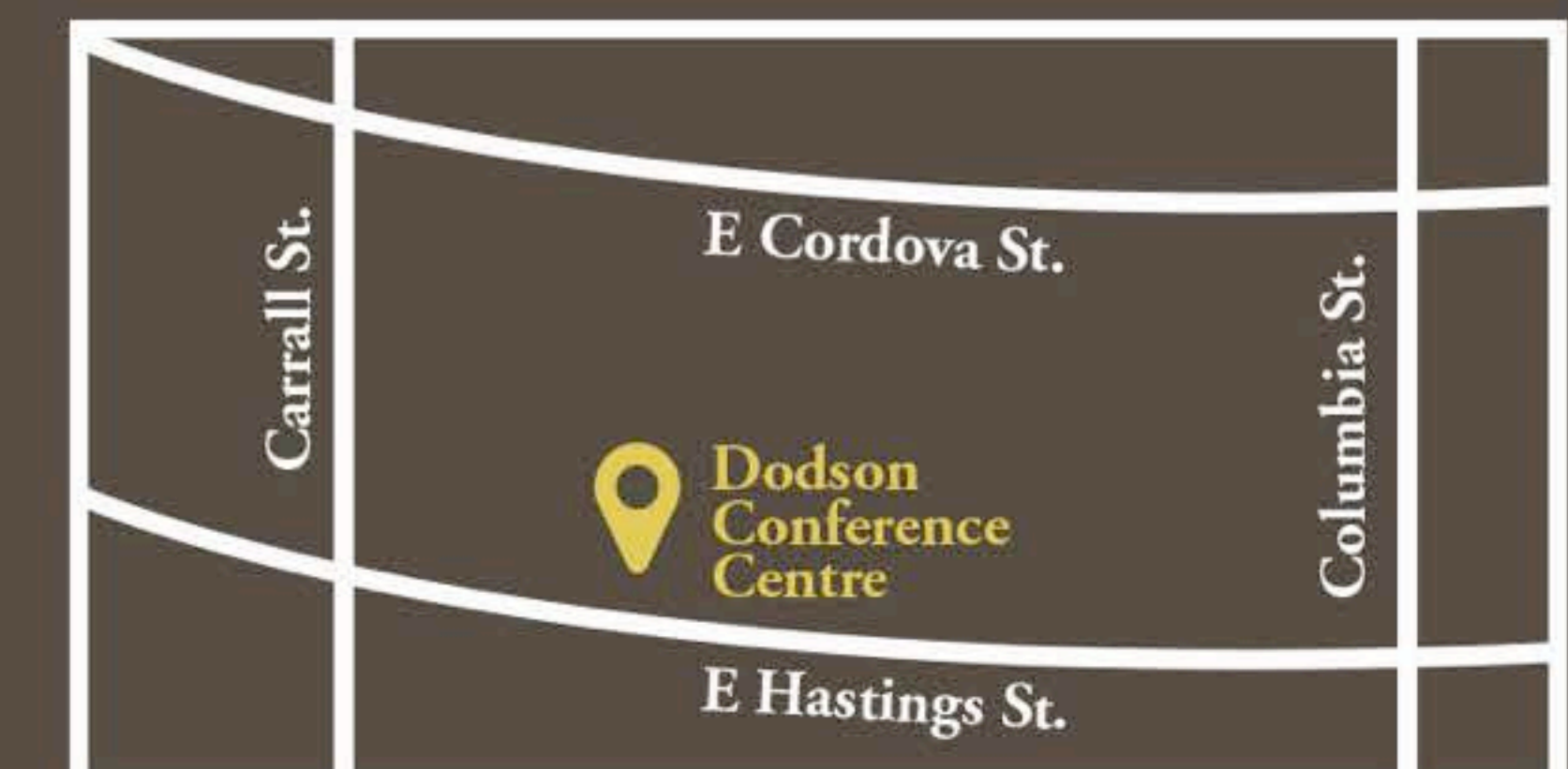
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SPONSOR FLYER

- Flyer to recruit sponsors and supporters:
 - Whole Foods
 - Safeway
 - No Frills
 - Buy Low Foods
 - Nestle Market
 - IGA
 - Superstore
 - General public

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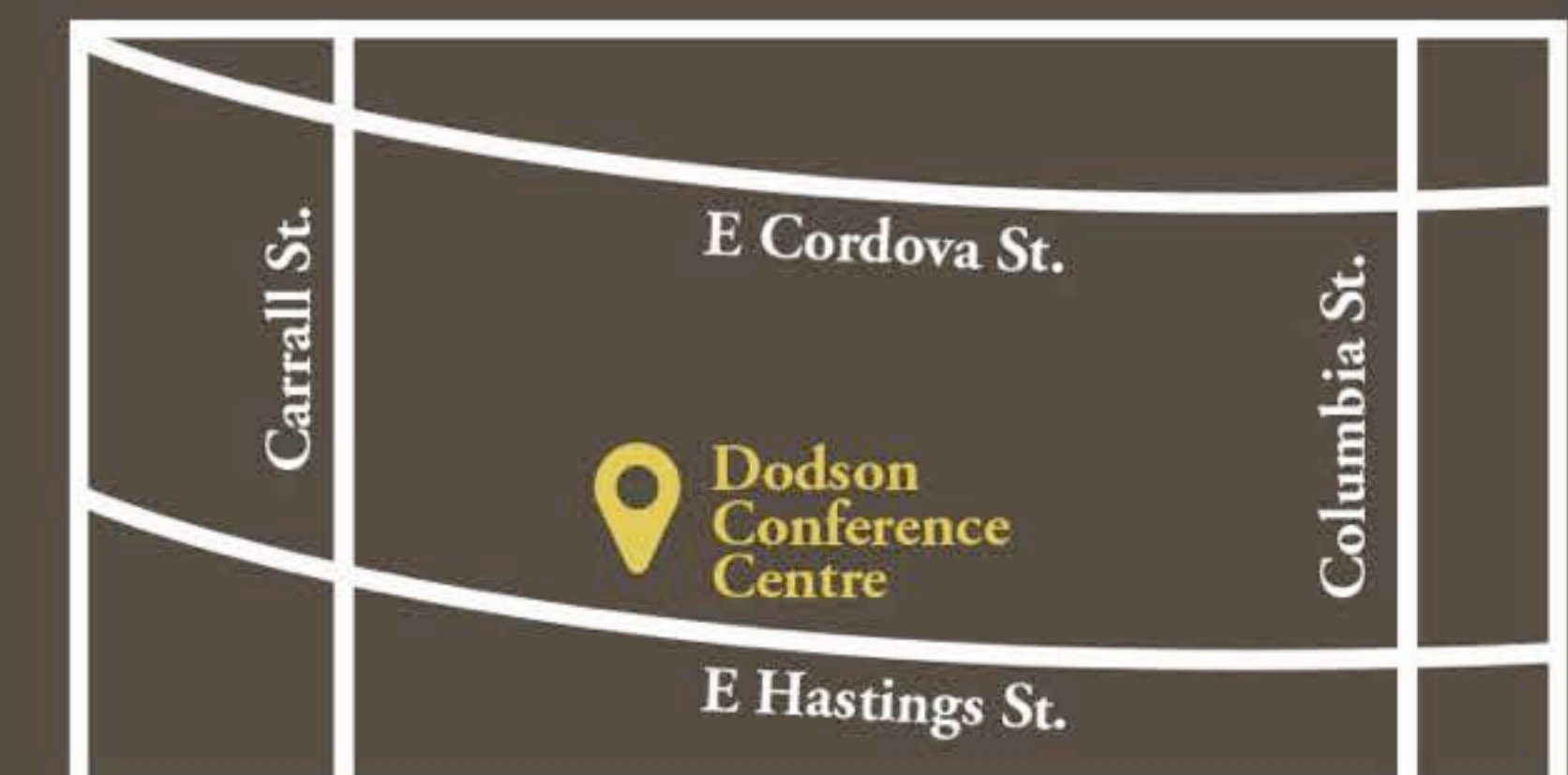
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WEB & SOCIAL MEDIA



www.ourkitchen.org



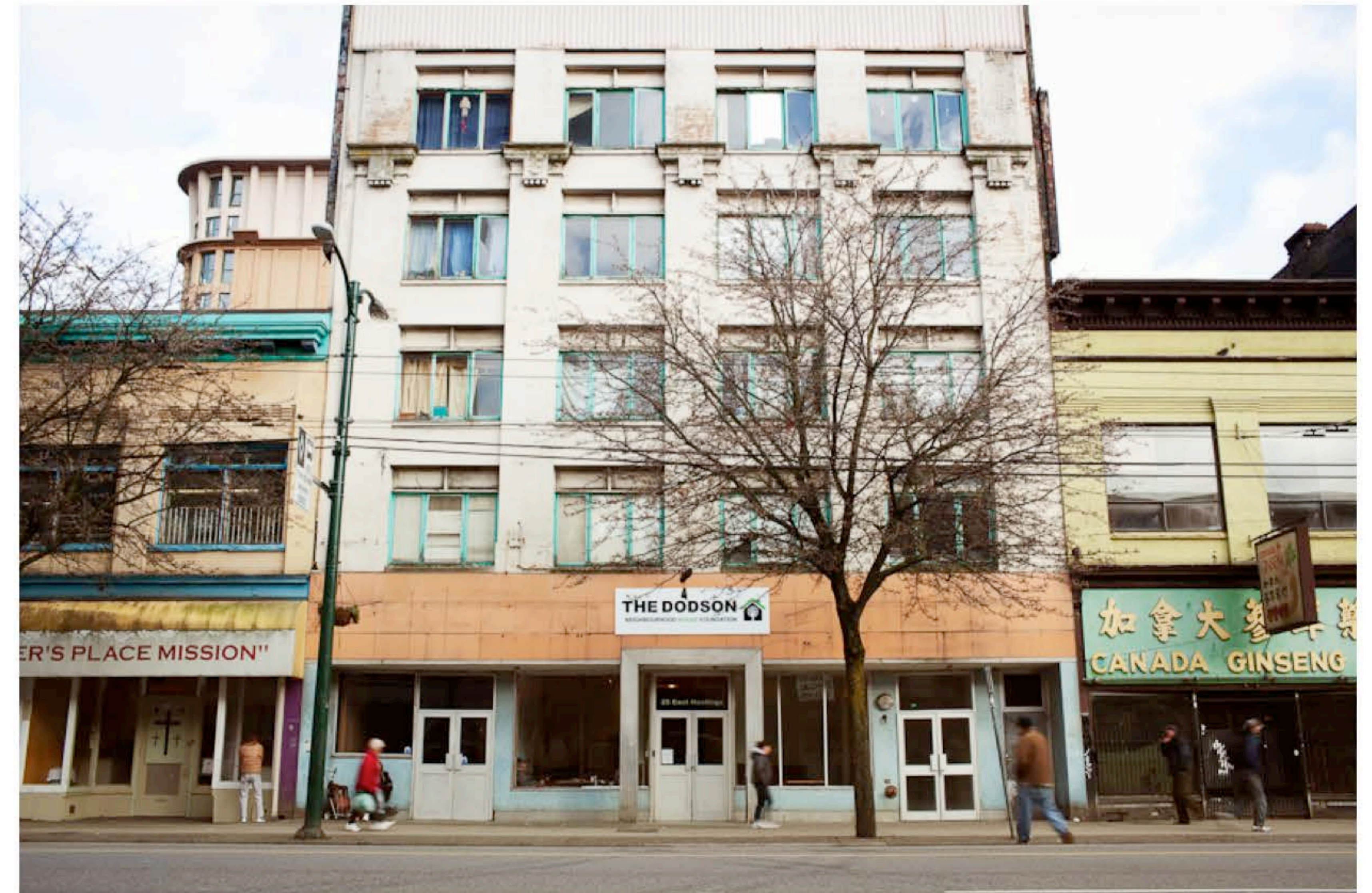
www.facebook.com/ourkitchen























www.twitter.com/ourkitchen

WORKSHOP VENUE

- Dodson House in the Downtown Eastside
- Two hours (15 minutes of mingling, 1 hour of lecture, 1 hour of eating)



HOW ARE YOU FEELING?

			
HAPPY	SAD	EXCITED	ANGRY
			
GRATEFUL	DISAPPOINTED	TIRED	REMORSEFUL
			
SILLY	LOVESTRUCK	SATISFIED	CURIOUS
			
MISCHEVIOUS	CONCERNED	SHOCKED	BLISSFUL
			
DISGUSTED	DISINTERESTED	HORRIFIED	SURPRISED

EXAMPLE WORKSHOP & TAKE-HOME MATERIAL

- Teaching parents and children how to identify and understand different human emotions
- Facilitates interaction between parents and kids at home

OUR KITCHEN

Ingredients for your child's success.

MEETINGS ON THE LAST THURSDAY OF EVERY MONTH

Location: The place that will have us

Time: 6:00pm

Come Hungry! Hot meals will be served at every meeting.

Sponsored By:



TIMELINE

January 2015

Securing sponsors
Program promotion

Host workshop at Dodson House

Follow up with participants

February 2015



CONTACT US

CONNECT WITH US



www.ourkitchen.org



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This project was exclusively designed for Acumen NovoEd Human-Centered Design Course and has not officially been implemented.