2019

Youth Opportunities Unlimited Fiti Plan 2019

Bob Gough  
*Western University*

Toby Le  
*Western University*

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Youth Opportunities Unlimited Fiti Plan 2019
Bob Gough, Toby Le

Introduction

About Youth Opportunities Unlimited (YOU)
YOU is a non-profit organization whose mission supports youth to build skills, confidence and independence to reach their potential. YOU currently operates youth employment training social enterprises, one of which is the YOU Made it Café.

About Western Heads East (WHE)
Western Heads East – a program operated by Western University whose mission supports using probiotic food to contribute to health and sustainable development and is an innovative and multidisciplinary initiative. The WHE program engages students in applying pioneering research with a nutrition program based on probiotic yogurt to build immune response, improve nutrition and health of under-nourished individuals, and improve general health. The program implements social enterprise as a vehicle for knowledge translation and empowerment of women and youth who own and operate the kitchens.

Intent of the Collaboration
To establish and operate a Fiti probiotic yogurt social enterprise in London Ontario. Many studies, including by Western’s Geography Professor Gilliland, have shown that schools and homes in the poorest part of London, are surrounded by 40 or more fast food outlets. The data correlates with malnutrition, obesity, and diabetes. By bringing highly nutritious food with added health benefits at an affordable price, it will encourage families to include Fiti as a substitute for those ‘harmful foods. One of the key aims of the program is to provide probiotic foods to vulnerable populations through youth engagement and leadership.

Goals
1. To engage youth leadership in the distribution of probiotic foods in London
2. To engage Western student interns to collaborate with youth on marketing, nutrition/health education, and development of new product lines
3. To incorporate regular consumption of probiotic foods in the diets of local target markets (support centres, café, meals on wheels, etc.)
4. Provide public education on the Fiti health benefits and the YOU/Western collaboration

Objectives
1. To determine a product line/menu of viable Fiti products
2. To identify clear markets and determine production targets (per month)
3. To identify appropriate approach for public education on probiotics
4. Description of YOU’s youth Fiti program
5. Description of Western Heads/YOU Internship Program
Fiti Product Lines

Current Products
(1) Fruit Flavoured Yogurt (i.e. Strawberry/Vanilla)
(2) Yogurt parfait
(3) Plain Yogurt

Product Ideas:
(1) Smoothies
(2) Sundaes
(3) Tzatziki
(4) Fruit Juices (i.e. Apple Juice, Orange Juice, Mango juice, and more)*
(5) Vegetable Juices (carrot, tomato)*
(6) Yogurt dip
(7) Yogurt puff pastries
(8) Probiotic millet/cereals (future development)*

Potential Products/Untested:
(1) ‘Mushed’ spreading (i.e. Cranberry, Apple butter)*
(2) Applesauce*

*items require training and complete production in the Café as opposed to Fiti Yogurt produced by external supplier.

The ‘Fiti Youth Council’ will work with Toby and Western student interns to experiment with new product ideas and employ quality assurance practices. New and untested ideas (e.g. apple sauce, millet) would be tested in the Brescia University College Food Lab and protocol provided to YOU Café to make the food. YOU Café and Youth group would experiment with various flavourings and presentations to incorporate the food item into the menu plan. It is recommended to develop 2 – 3 menu cycles for production planning purposes and to diversity meal planning for a pleasant variety for consumers. The increased probiotic foods would be gradually introduced as new menu items to increase consumption over the targeted ‘Projected Growth’ periods (see growth projections below). Customer satisfaction and sensory evaluation will be conducted to evaluate new products and to monitor the saturation point of yogurt consumption on a monthly basis. We want to know if consumers are liking the Fiti food products and that they are satisfied with the variety so that the menu is not overly repetitive.

Public Education/Marketing Plan
(1) Label all probiotic products (Appendix 1.1)
(2) Attach information card advertisement onto each product that outlines the Fiti story and the science/health benefits. The required minimum of quantity that will confer the maximal amount of health benefits will also be displayed (Appendix 1.2)
(3) Develop the ‘Opt In’ Program option for Meals on Wheels clients who wish to consume the probiotics on a daily basis for health benefits (nutrition by prescription)
(4) Display Table Toppers at the YOU Made it Café and other locations as appropriate (Appendix 1.3)

(5) In addition to displaying the video at the YOU Made it Café, we should post it onto social media platforms (i.e. Facebook/Instagram)

(6) Make social media postings about Fiti and the collaboration with Western Heads East (Appendix 1.4 & 1.6)

(7) Meet Our Mamas campaign – put the real faces to the program and share stories of Fiti has empowered these women on info cards, table tops and posters (Appendix 1.5)

(8) Situate posters around the YOU Make It Café and target market centres (Appendix 1.6)

(9) Once product is established, and consumers educated on the health benefits, a formal media launch including local politicians, researchers, community leaders and health professionals. Consider youth on television and radio segments and mall displays, etc.

Action Plan

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<th>ARCI Model</th>
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Event/Project/Program Details

<table>
<thead>
<tr>
<th>Event/Project/Program: WHE/YOU Collaboration</th>
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<tbody>
<tr>
<td>Outcomes: To establish and operate a Fiti probiotic yogurt social enterprise in London Ontario To provide probiotic foods to vulnerable populations through youth engagement and leadership.</td>
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<tr>
<td>Target Audience: London Community, Support Centers, Western University Students</td>
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<tr>
<td>A - Accountable: Jacqui Deleeuw, Mark Beacock</td>
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<td>Task</td>
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<tr>
<td>Develop 2-3 menu cycles with probiotic products to gradually increase servings per week of the various products.</td>
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<tr>
<td>Note: Pilot these menus with Meals on Wheels to increase frequency of probiotic consumption before expanding to other programs (i.e. Dale Services, Youth Action Centre, etc.)</td>
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<tr>
<td>Assess the viability of probiotic growth for (1) quality check (2) development of new probiotic foods</td>
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<td>Staff and youth training on Fiti probiotics (i.e. Health benefits, consumption requirements, production questions, etc.)</td>
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<tr>
<td>Design and revise marketing materials for YOU’s Fiti products (i.e. label, information card, posters, table toppers)</td>
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<tr>
<td>Label all probiotic products (Appendix 1.1)</td>
</tr>
<tr>
<td>Attach information card advertisement onto each product (Appendix 1.2)</td>
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<td>Initiate the WHE/YOU Internship &amp; Youth Program (Refer to Appendix 2.0)</td>
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<tr>
<td>Social media postings will not be used to direct more people to the products until after they are well-established. However, postings can be developed in preparation for promotions.</td>
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<td>Meet Our Mamas campaign – put the real faces to the program and share stories of Fiti has empowered these women on info cards, table toppers and posters (Appendix 1.5)</td>
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<td>Situate posters around the YOU Make It Café and target market centres (Appendix 1.6)</td>
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<tr>
<td>Complete plan on the Fiti Launch Event</td>
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<tr>
<td>Product must first be established, and consumers educated on the health benefit before the launch event. May include a formal media launch with local politicians, researchers, community leaders and health professionals. Consider</td>
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Develop the ‘Opt In’ Program option for Meals on Wheels clients who wish to consume the probiotics on a daily basis for health benefits (nutrition by prescription)

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<thead>
<tr>
<th></th>
<th>October</th>
<th>Mark, Toby, Fiti-Youth Council</th>
<th>Jacqui Bob</th>
<th>Toby will help with the design of the ‘opt-in’ cards</th>
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</table>

Current Production and Consumption

(1) Café Grab-and-go: 2L/week
(2) Meals on Wheels: 3L/month
(3) Café Events: ?L/month

Total Rate: ~ 8.75L/month

Growth Projections

The following growth projections for each target market are based on increasing the product line and frequency of consumption as discussed above. The plan, over the course of the next year and a half, seeks to gradually introduce probiotic foods in a variety of forms to increase consumption from once a week to 4 times a week.

| Meals on Wheels |
|-----------------|-----------------|-----------------|-----------------|
|                 | 3-Month         | 6-Month         | 12-Month        | 18-Month        |
| Total Production(L)/Month | 32    | 48             | 48             | 64             |

| Explanation |
|-------------|-----------------|-----------------|-----------------|
| Consumers   | 20              | 20              | 20              | 20              |
| Amount per Serving(mL) | 200          | 200             | 200             | 200             |
| Intake Frequency/week | 2           | 3               | 3               | 4               |
| Total Production (L)/Week | 8            | 12              | 12              | 16              |
| Total Production(L)/Month | 32          | 48              | 48              | 64              |
### Centre for Lifelong Learning

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<td>Total Production(L)/Month</td>
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<td>19.2</td>
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**Explanation**

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<td>Intake Frequency/week</td>
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<td>Total Production (L)/Week</td>
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### Café-Grab-and-Go

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<td>Production(L)/ Week</td>
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### Youth for Action Centre

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### Growth Projection

![Growth Projection](image-url)

- **3-Month**: 50
- **6-Months**: 100
- **12-Months**: 150
- **18-Months**: 200
Appendix 1.0 – Marketing & Public Education Materials

1.1 – Label

Revisions Required:
- Does not provide the narrative behind the WHE’s story
- Colours do not seem compatible
- “Manufacturer/Production Date/Expiration Date” could be made smaller to allow space for more creativity

1.2 – Information Card (In-progress)

Revisions Required:
- Explain health benefits
- Explain what are probiotics
- Does it have to be 125mL everyday?
- Missing Logos
- Too much blank space
1.3 – Table Topper

Introducing Africa’s First Probiotic Yogurt From Tanzania to London
A Western Heads East and Youth Opportunities Unlimited Collaboration

Discovery Research
- In 2002, staff, students and faculty take action and establish WHE as response to the AIDS crisis.
- Fit probiotic yogurt was developed at Western by Dr. Gregor Reid and Dr. Shahid Hulemat and has been shown to build immune response and improve health among many other benefits.
- Vermont fiti was brought to women’s groups in Tanzania through a women’s rights organization.

East Africa Women-Led Social Enterprises
- Yogurt Mamas are the cornerstone of the Western Meads East program. Through their hard work, yogurt kitchens have become an integral part of the community acting as hubs of health information.
- Yogurt kitchens have empowered Yogurt Mamas to foster change in their communities by helping them to contribute to the health of their communities and drawing an income for their families.
- There are now more than 250 community production units serving more than 200,000 people in East Africa.

Coming Back to London
- Following the lead of the entrepreneurs in East Africa who run Fit probiotic social enterprises, in London Fit Yogurt will also be a part of a social enterprise model at YOU. This model promises the following:
  - Reaching vulnerable populations
  - Youth empowerment
  - Enhanced community health

Revisions Required:
- Too wordy
- Should be more visually-focused
- Graphics lack engagement

1.4 – Social Media Postings (Includes, but not limited to the following suggestions)

Example of posting #1

Many people don't know the extent to which bacterial environment can influence a person's health. Your body contains trillions of bacteria cells, more than there are human cells! In a sense, you are more bacteria than human.

Thus, ensuring that your bacterial flora is in good shape is a crucial element of a healthy lifestyle. Many bacteria perform essential functions while others are detrimental to your health.
Including healthy probiotic goods in your diet is the best day-to-day method of introducing good bacteria into your system.

A wide host of health benefits are associated with a diet that includes healthy probiotic goods. These benefits include a stronger immune systems, reductions in bacterial infections and even some anti-cancer properties have been highlighted in recent years. So come and enjoy our new probiotic product – Fiti!
1.5 Meet Our Mamas – an example would include the following:

**Name:** Cecilia John  
**Nationality:** Tanzanian  
**Current Position at Yogurt Kitchen:** Secretary, Bookkeeper, General Duties  
Outside of work I spend a lot of time with my family. I am trying to make sure that all of my children go to school and get an education. I also help council other people who are living with HIV/AIDS in the community. Before the yogurt project I sold herbal remedies to people and helped council people living with HIV. I also helped the children of Y.W.K.M.H. with their small business and acted as a mentor. I studied business practices through Kivalini. I also learned about diary production. I also motivated people in the community give them legal advice through Kivalini.

Now I help with processing the yogurt and I help with any activities around the kitchen. I schedule all of the project activities and jobs. I write notes and take care of project records. I also help prepare meals for the group. This project allows me to get to know people from other cultures as well as people in the community. I also get to help make better the health of the community especially people living with HIV/AIDS like myself. I am thankful to be able to help improve the health and well-being of my family.

I am also able to raise the income of my family a little. This income has helped me pay for school for some of my children and help expand my home so that we can all live there. I am very happy to be working at the Jiko La Jamil. I am happy to be helping other people like me who have HIV/AIDS. People who have HIV/AIDS should not be ashamed. They are people just like anybody else. This project is so good for the health of all people, especially people living with HIV/AIDS. This project is good for me, for my family and for the community.

**Name:** Elizabeth Gabriel Bubele  
**Nationality:** Tanzanian  
**Current Position at Yogurt Kitchen:** Accounts, Finance, General Duties  
Outside of work I usually do chores and cook for my family and spend time with them. I used to sell dagaa (small fish) and tomatoes at the market near my home before I worked with Tukwamuene.

Now I am working with the Jiko La Jamil (Community Kitchen) Yogurt project in Mabati. I help produce and distribute the yogurt and I am also keeping track of all accounts, sales of the yogurt and expenses of the project. We use these records for our business and our recordkeeping to send back to Canada.

I am happy to be involved in this project because I am able to gain skills and lots of experience. I also get to help my family and others in the community. I like that I am able to share my ideas and thoughts and that we can make the decisions for our business. I am very happy with the project and I never want to stop working here!

1.6 – Wall posters (Could also be posted onto social media)
THE BENEFITS OF PROBIOTIC YOGHURT

BOOMS YOUR IMMUNE SYSTEM
Good bacteria in the yoghurt improves gut function and overall health

HELPS LOWER CHOLESTEROL
Promotes heart health and overall cholesterol levels

PROVIDES ENERGY
Boosts immune system and is a healthy and nutritious food choice

REGULATES DIGESTIVE SYSTEM
Reduces symptoms of diarrhea, nausea, and vomiting

FIGHTS INFECTIOUS DISEASE
Helps reduce symptoms of disease and can even prevent certain cancers

IMPROVES LUNG HEALTH
May reduce risk of respiratory infections and improve function
WHAT IS PROBIOTIC YOGHURT?

Probiotic yoghurts contain a balanced source of protein, fats, carbohydrates, vitamins, minerals, and probiotics. Probiotics are good bacteria that, when consumed in sufficient amount, provide health benefits by fighting off bad bacteria. Probiotics support the digestive system and boost the immune system.
Appendix 2.0 – WHE/YOU Internship Program & YOU’s Youth Program

2.1 – About WHE/YOU Internship Program

Mission Statement: Western Heads East is a collaboration between Western staff, students, faculty and African partners using probiotic food to contribute to health and sustainable development.

(1) Position: Business and Marketing Intern
Term: 8 months
Time Commitment: 5hr./week
Responsibilities:
- Develop and implement community outreach strategies
- Collaborate with YOU-WHE Youth to Plan special events throughout the community including the media launch
- Assist with event planning and promotions
- Develop and utilize spreadsheets for production/sales records
- Produce monthly reports on the production and sale of probiotic products

Qualifications:
- Strong written and verbal communication skills
- Team building and group facilitation skills
- Innovative and creative thinking
- Capable of working independently and as part of a team
- Strong critical thinking and problem-solving skills
- Can handle multiple priorities, problem solve, and meet deadlines/targets

(2) Position: Food and Nutrition Intern
Term: 8 months
Time Commitment: 5hr./week
Responsibilities:
- Assist with public education on probiotics
- Ensuring starter culture viability at YOU and quality control related to Fiti production
- Experimentation with probiotic yogurt, juice and cereals for new product lines
- Periodic quality control testing including sensory testing and Fiti bacteria viability
- Assist with sensory evaluations of different probiotics products
- Collaborate with YOU-WHE Youth to Plan special events throughout the community including the media launch

Qualifications:
- Food and Nutrition Lab Experience/Wet lab experience
- Strong written and verbal communication skills
- Team building and group facilitation skills
- Innovative and creative thinking
• Capable of handling multiple priorities, problem solve, and meet deadlines/targets

(3) Position: Social Media & Marketing
Term: 8 months
Time Commitment: 5hr./week

Responsibilities:
• Collaborate with YOU/WHE Youth group to develop media engagement strategies that provide public education on the health benefits of probiotics
• Foster brand growth by developing marketing materials for YOU’s probiotic products
• Brainstorm strategic marketing tactics to create more awareness about probiotics
• Write/edit engaging press releases and other social marketing content
• Grow and expand brand presence onto existing social media platforms including Facebook, Twitter, and Instagram

Qualifications:
• Strong written and verbal communication skills
• Team building and group facilitation skills
• Innovative and creative thinking
• Attention to detail
• Aesthetic sensibility
• Proficiency with Photoshop and Adobe (optional)
• Capable of working independently and as part of a team
• Proficiency with social media platforms like Facebook, Instagram, and Twitter

2.2 – YOU’s Youth Program

Constitution

Article 1: Name of the Association

i. YOU’s Fiti Youth Council

Article 2: Objectives

i. Fiti Youth Council is a youth leadership group that will work with Western Heads East Interns to promote and expand YOU’s probiotic product to the London community

ii. The organization has several objectives including the following:

   a. Have students be advocates for healthy living
   b. Provide public education to the London community on the health benefits of Fiti
   c. Develop and expand new Fiti products with Food and Nutrition Interns
   d. Create marketing strategies that engages the community to consume and learn about Fiti
Article 3: Membership

i. All individuals in the council are selected by YOU
ii. Individuals interested in applying for an executive position on the council will have to follow the procedures instructed by the outgoing executive committee; otherwise instructed by a governing body.

Article 4: Office Bearers

i. The Fiti Youth Council will consist of the following positions (number of candidates per position indicated within the parentheses):
   a. Co-President (2)
   b. Communications Director (2)
   c. Awareness Director (2)

Article 5: Duties of Officials

i. Duties and responsibilities of respective executive positions are indicated below:
   a. Co-President
      i. Organize bi-weekly (or as frequent as required) group meetings with association members.
      ii. Oversee other positions within the association
      iii. Responsible for future recruitment
   b. Communications Director
      i. Manage social media sites for this association (Facebook page)
      ii. Volunteer must maintain frequent contact with the co-presidents to receive up to date
   c. Awareness Director
      i. Develop strategies for public education about the science of Fiti and its current impact in East Africa
      ii. Plan community events that raises awareness about the health benefits of Fiti