



Columbia University
Native American Youth Website
Columbia University School of Social Work

<http://nativehealthchallenge.com/demo.php>
ID Code: fv1000

Columbia University's School of Social Work needed to create an engaging pilot program to encourage and empower Native American youth to improve their dietary habits. Success could mean a huge grant and a nationwide rollout. Unfortunately, experience and focus group data indicated this audience was disenfranchised with school, family, and life in general. The target audience's only common interest was surfing MySpace.com. FableVision was asked to create a program that showcased nutritional information in a framework that will appeal to 9–16 year old girls and boys.

FableVision created an all-Native American OurSpace website where users create their own page and explore the pages of various "friends." Instead of moving linearly through dry, academic content, users click through a non-linear environment of age-appropriate MySpace-like pages.

Using avatars representing four members of the user's peer group, each with a unique style and personality, we embedded nutrition content in blogs, pictures, forums, e-mail, animated videos, visitor comments, slide shows, and IM—using the voice of the target age group. Non-nutritional information intended to enhance pride in Native American culture was also included.

