

"Stephen Ritz Visits Maples Elementary" is a short video that was uploaded to YouTube, Facebook and Instagram, which also was cablecast in Dearborn on Comcast and WOW. The video highlights speaker, author, educator, innovator and urban farmer Stephen Ritz's visit to Maples Elementary. At Maples, Ritz spoke to a group of students, who were all being honored as Students of the Month, about his love of vegetables and the importance of healthy eating. He also, along with District Chefs and Maples Principal Donna Jakubik, helped the students prepare a hummus/vegetable cup. The video was created to show one of the ways that students are rewarded for demonstrating the district's core values: kindness, respect, empathy and integrity, with a secondary purpose to promote healthy eating/living. For students, highlighting the fun, energy and excitement connects following our core values to that fun, energy and excitement. Secondly it allows students and their parents to think about healthy eating in a new way. Our students are the primary demographic for this video, but the messaging (reinforced by Ritz's star power) is applicable to a wider audience.