

# BEYOND THE STARS

**Beyond the Stars (BTS)** is a world-first health and education program that uses innovative technology, play-based learning and storytelling mediums to inspire children across the Pacific Islands to adopt healthy living habits, self-educate on subjects from the school curriculum and consider the impact their actions have on the environment.

In the story, children embark on an exciting adventure to reclaim the lost magic of the land, in the process learning about healthy living, nutrition, physical activity, traditional produce, local culture and more. Through this experience, each and every child is empowered to decide their own future, and the future of people around them.

## HOW DID IT START?

A technology hackathon was held at the Australian Department of Foreign Affairs and Trade (DFAT) innovationXchange in October 2016. The hackathon brought together over 40 food and nutrition experts, VR and AR practitioners, and creative designers to discuss how new technologies could be used to address the issues of malnutrition and non-communicable diseases (NCDs) in the Pacific Islands. Building on ideas that emerged from the hack, a global call for submissions was made. In response, creative technology company [S1T2 \(Story 1st, Technology 2nd\)](#) put forward a solution titled 'Beyond the Stars'.

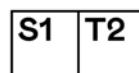
"It is great to see the emergence of new approaches to help us tackle some of our most persistent development challenges, not only in Fiji, but in the Pacific region as a whole. I'm very confident through the work led by the LAUNCH Food initiative, we will soon start to see improvements in our diets, which in turn, will flow through to better health outcomes."

**Rosy Akbar**

*Minister for Health and Medical Services, Fiji*

## WHAT PROBLEM IS IT ADDRESSING?

Across the Pacific, NCDs account for around 70% of all deaths.\* Cheap, imported, nutrition-poor foods including instant noodles and sugary drinks are impacting traditional diets, and are linked to devastating levels of diabetes, hypertension, and heart disease in the regional population. Many of these NCD related deaths are premature (occurring before 60 years of age) and preventable. Alarming, the percentage of people affected by NCDs is expected to rise in the coming years causing significant health burden and economic strain on individuals, households, communities and governments.



STORY 1ST  
TECHNOLOGY 2ND

SECONDMUSE

\*NCD Roadmap Report, circulated June 2014 for consideration by the Joint Forum Economic Pacific Health Ministers' Meeting, 89305.



Students at a school in Fiji enjoy learning curriculum from the educational storybook.

## PHASE 1 OF THE PROGRAM

2018 - 2020

In partnership with Fiji's Ministry of Education, Heritage and Arts, the pilot phase of the program focused on selected Year-4 primary school students across urban, rural and remote areas of Fiji's main island, Viti Levu, delivering the following initiatives:

- ◇ Animated short film introducing the story;
- ◇ VR experience introducing the narrative in first-person;
- ◇ Educational storybook incorporating local curriculum, national policies and international development goals;
- ◇ Interactive game played on mobile and tablet devices;
- ◇ Teacher training and workshops with supply of handbooks to all participating teachers; and
- ◇ In-school engagement and capacity building with students, teachers, and the wider community.

Phase 1 was funded by DFAT Australia and involved 9 schools, 300 students, 18 teachers and head teachers from the selected schools, as well as engagement with over 2,000 family and community members.

## PHASE 2 OF THE PROGRAM

2020 - 2021

In partnership with the Pacific Community (SPC), the program is being expanded into the French Pacific Islands including French Polynesia, New Caledonia and Wallis and Futuna. Phase 2 is funded by SPC with additional support from Unreal Engine through the Epic MegaGrants program.

## PROGRAM EXPANSION

The program has been designed to be expanded and scaled to other schools and school years across the Pacific Islands region. In this way, the greater story is unveiled over time to coincide with its expected expansion to additional countries, allowing the program to have a longer-term impact through a sustained storyline.

**Estimated funding for Program Expansion: \$1.97m (AUD)**

## GLOBAL PARTNERS

**S1T2** stands for Story 1st, Technology 2nd. We are a creative technology company that believes technology can enrich the way we tell and experience stories. This belief has driven us to work with some of the world's most famous brands, storytellers and artists posing creative endeavours and challenges.

**SecondMuse** is an innovation agency designed to tackle complex problems. They work with clients and partners to create solutions that have lasting social and environmental impact.

## PROGRAM SUPPORT

**KPMG** is a global network of professional firms providing audit, tax and advisory services. The Fiji firm comprises of 140 staff and services the Pacific Island Region from their offices in Suva and Nadi.



A student at Nabaitavo District School tries virtual reality.



The interactive storytelling game is used at Waiqanake District School to teach children about healthy living.

## PRESS AND MEDIA

[https://www.huffingtonpost.com/entry/launchfood-new-paradigm-for-healthy-eating-in-the\\_us\\_598e3409e4b0caa1687a6019](https://www.huffingtonpost.com/entry/launchfood-new-paradigm-for-healthy-eating-in-the_us_598e3409e4b0caa1687a6019)

<http://www.campaignbrief.com/2017/02/creative-technology-agency-s1t.html>

<https://www.smartcompany.com.au/entrepreneurs/influencers-profiles/s1t2-co-founder-tash-tan-takes-build-million-dollar-business-industry-no-one-expert-yet/>

## CONTACT

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