

Campaign Pitch Script

Calvin

Hook

- Hi I'm xxxx
- Students: Does your back hurt? Are you unorganized???
- Parents: Do you have a young student?
- Teachers: Are you suffering from the paper shortage?
- If you answered yes to any of these questions, that's where we come in!

What, Who, Why, and How

- What:
 - BadBack Comeback is your source for paperless resources in the classroom
- Who:
 - Students: Tired of having an unorganized backpack? Tired of carrying all of your textbooks?
 - Parents: You know your child damages stuff anyways! Also child back development....
 - Educators: Tired of getting crumpled assignments turned in?
- Why:
 - Good back development
 - Save paper (we love the environment)
 - Organization
- How:
 - Through our awesome website!!!!

Research

Multicenter Study > Arch Dis Child. 2012 Aug;97(8):730-2.

doi: 10.1136/archdischild-2011-301253. Epub 2012 Mar 10.

School children's backpacks, back pain and back pathologies

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Affiliations + expand

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Abstract

Objective: To investigate whether backpack weight is associated with back pain and back pathology in school children.

Design: Cross-sectional study.

Setting: Schools in Northern Galicia, Spain.

Patients: All children aged 12-17.

Interventions: Backpack weight along with body mass index, age and gender.

Main outcome measures: Back pain and back pathology.

Results: 1403 school children were analysed. Of these, 61.4% had backpacks exceeding 10% of their body weight. Those carrying the heaviest backpacks had a 50% higher risk of back pain (OR 1.50 CI 95% 1.06 to 2.12) and a 42% higher risk of back pathology, although this last result was not statistically significant (OR 1.42 CI 95% 0.86 to 2.32). Girls presented a higher risk of back pain compared with boys.

Conclusions: Carrying backpacks increases the risk of back pain and possibly the risk of back pathology. The prevalence of school children carrying heavy backpacks is extremely high. Preventive and educational activities should be implemented in this age group.

Cost of Paper for Schools

Schools use a lot of paper in just one day—a single teacher typically uses between 25–75 pages every day for handing out tests, homework, and resources to students.

Besides the high paper consumption numbers, the cost of the paper itself is also steep, making it important to know just how much money is required to maintain the needed paper supply.



The average amount of paper used in an entire school per day is around 2,000 pages, and when examining the yearly totals this number skyrockets. In a year, a school can use around 360,000 pieces of paper (with 180 school days). If you were to expand the search nationwide, the number would be around 34 billion papers being used in schools every year.

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Research/Polling

Polled 100 Participants

	Yes	No	Comments
Does the website provide adequate resources for promoting healthy backs?	75	25	
Is the website aesthetically pleasing?	85	15	10 from "No" column mentioned they don't like the colors
Is the website easy to navigate?	93	7	No search bar option
Will you consider purchasing an item highlighted on our website after looking through?	62	38	<ul style="list-style-type: none">• All of the products are too pricey• Not for my class• My child would not understand how to use these products

Storyboard: Hook Images



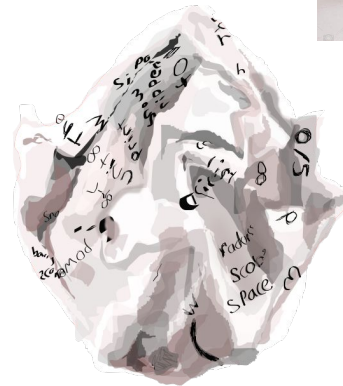
Storyboard: What



Bad Back Comeback

Build a good BACKground

Storyboard: Who



Storyboard: Why

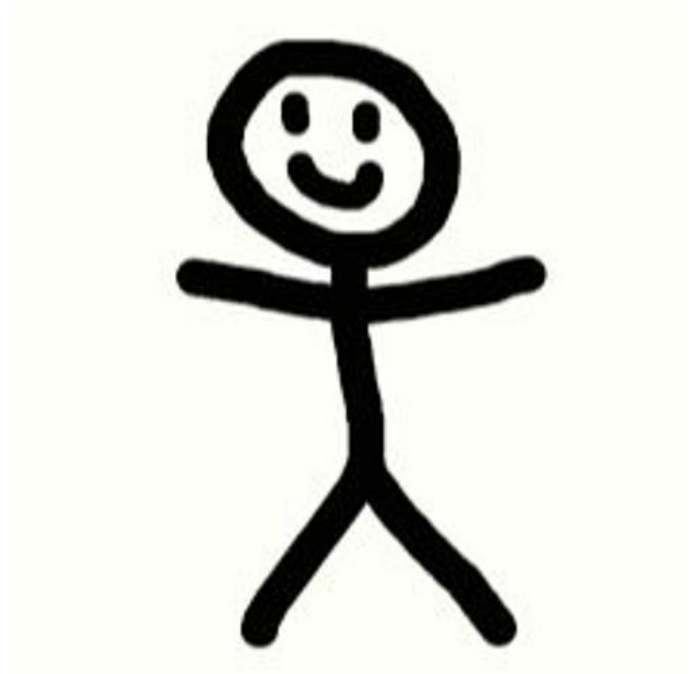


Storyboard: How

- Show a scroll down of the BadBack website
- Explained that there are curated products, blogs, and resources to help students, parents, and educators learn about paper substitutes and how awesome they are

Storyboard: Story

- Talk about my own experiences with heavy book bags
 - Textbooks and textbooks
 - My notebooks always got beat up
 - It was hard to organize everything
 - If this sounds like you, check out our website!!!



My Story

- Really, really bad with organizing papers
- Folders, textbooks, and papers were crumpled and destroyed
- My back hurt from carrying all of my textbooks during the day
- If someone pushed me forward, I would've fallen on my face
- Making the swap to paper alternatives makes my bookbag feel empty
- All of my notebooks and textbooks are streamlined in the cloud
- All in one place for me

Sources

[Girl with head on computer](#)

[Two students working together](#)

[Students and teachers](#)

[Messy notebook](#)

[Crumpled paper](#)

[Child on chair](#)

[Kids with balloons](#)

[Paper icon](#)

[People working](#)