



Hunger

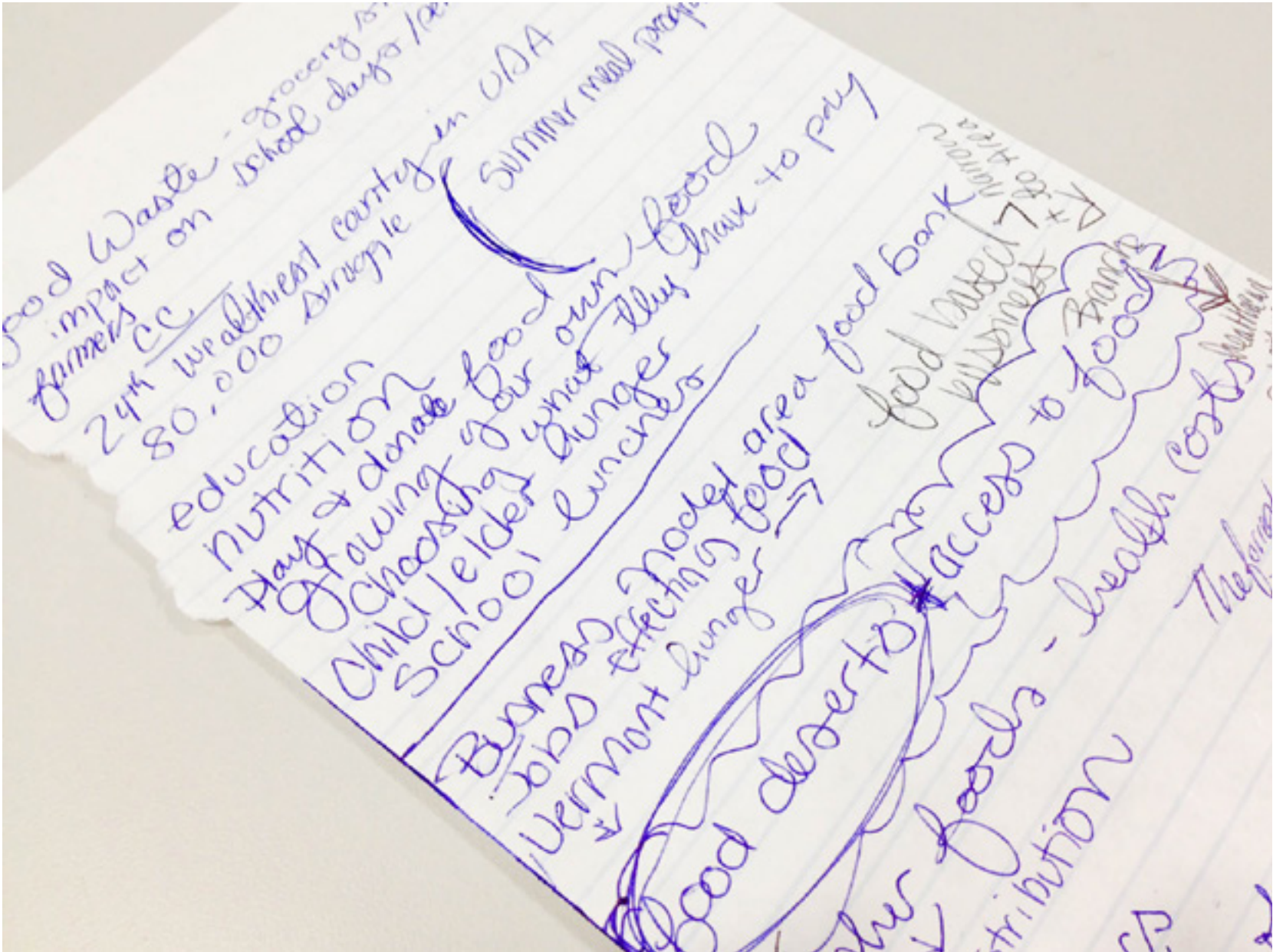
Coatesville,
Pennsylvania

What is Hunger?

During class we all used singular words to describe what hunger is and is not, we also were able to come up with questions related to the subject. The exercise helped us to think in various ways by dissecting different view points.

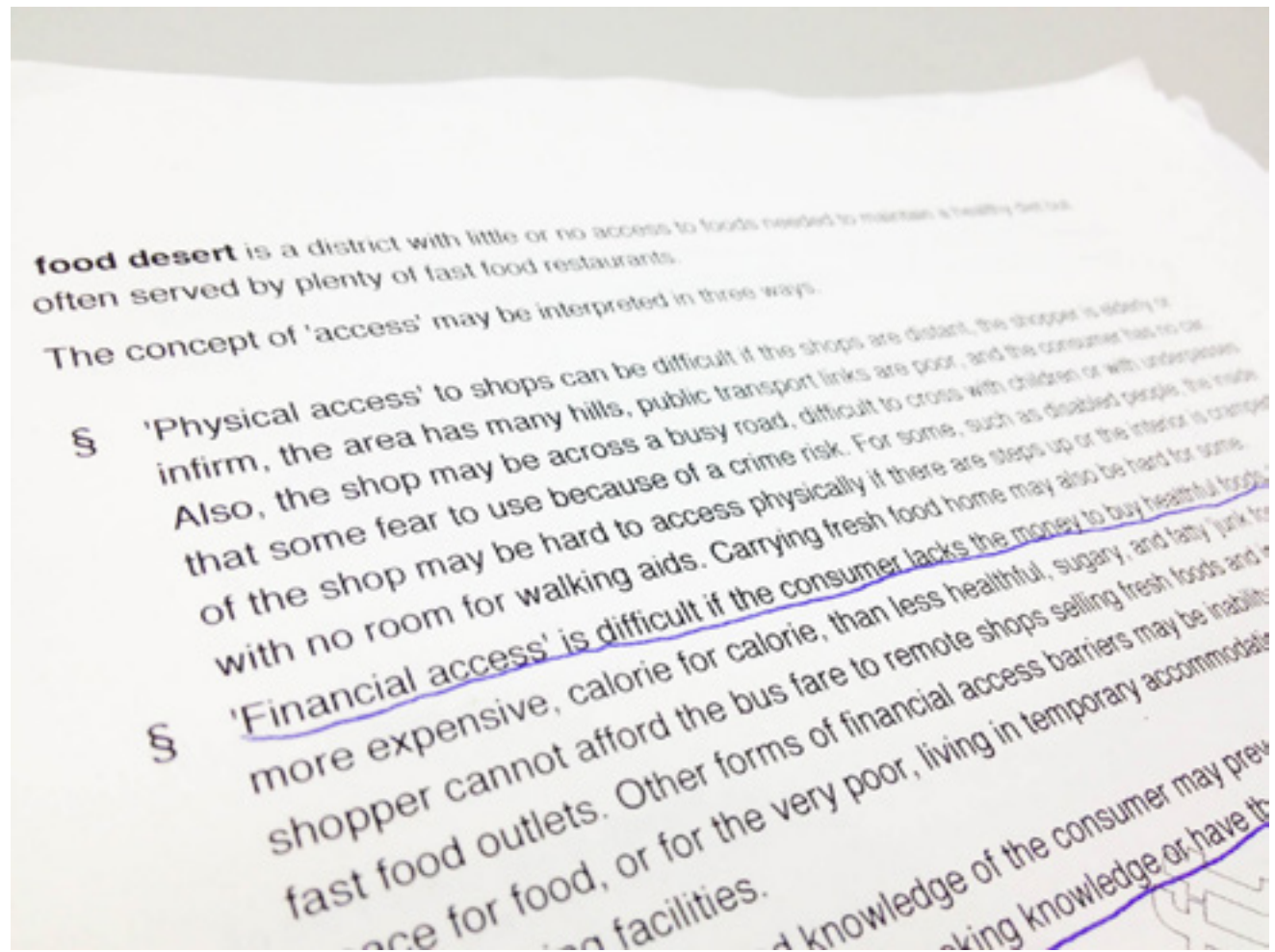


Brainstorming



Topic Decision

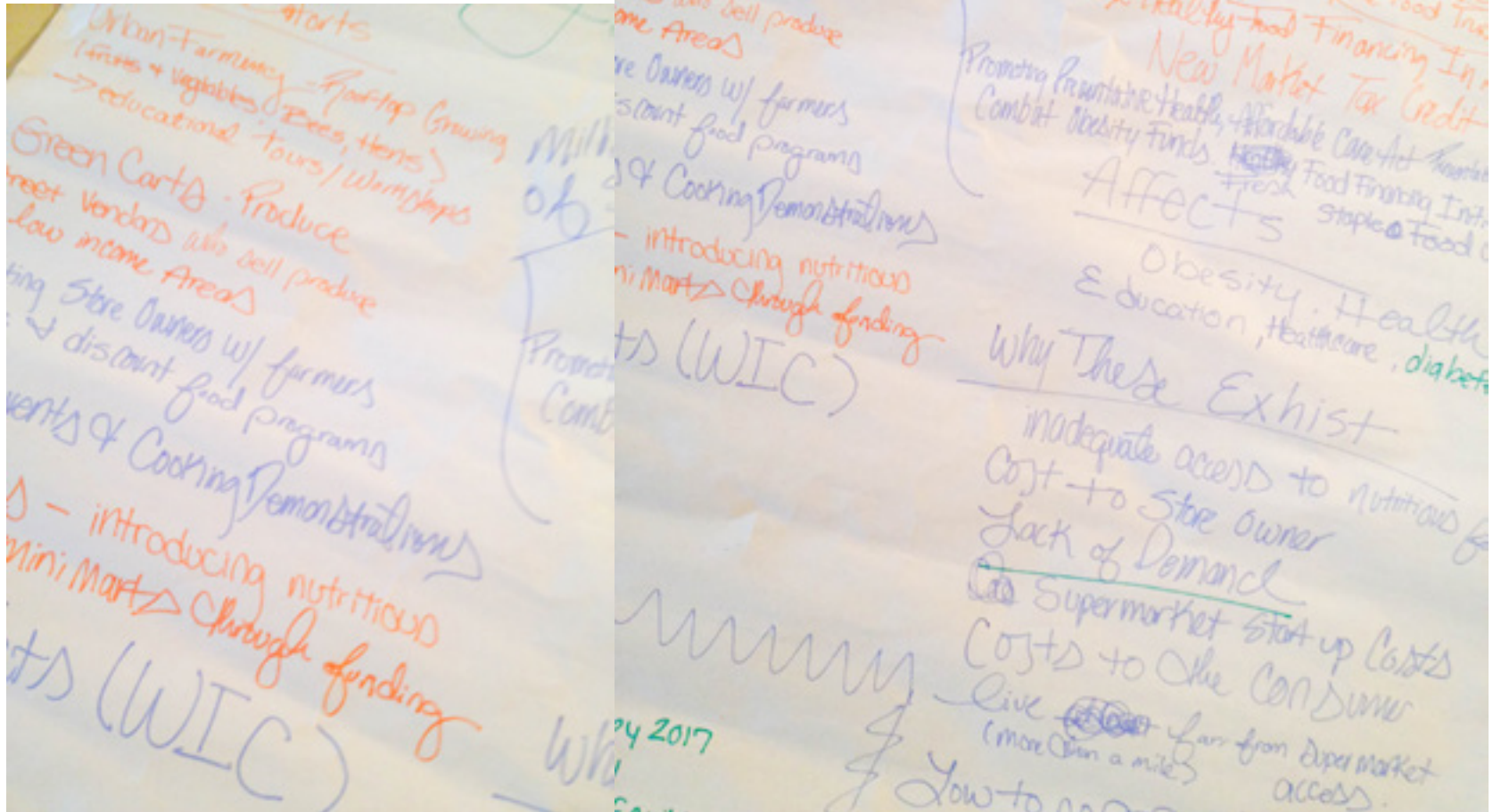
The access to local produce and healthy foods is detrimental for our food system. Because of certain locations and income levels many do not have access to proper nutritious foods such as fruits and vegetables. Food deserts are made up of either no food access or limited access within such avenues as mini-marts.



What is Important?

Research of current efforts, causes, organizations that try to help this problem and the why is what was discovered through researching.

The affects of the food desert problem is what helped to make my decision. It is not the actual act of hunger that is effected but rather the health problems that occur from eating at inadequate sources such as mini- marts.



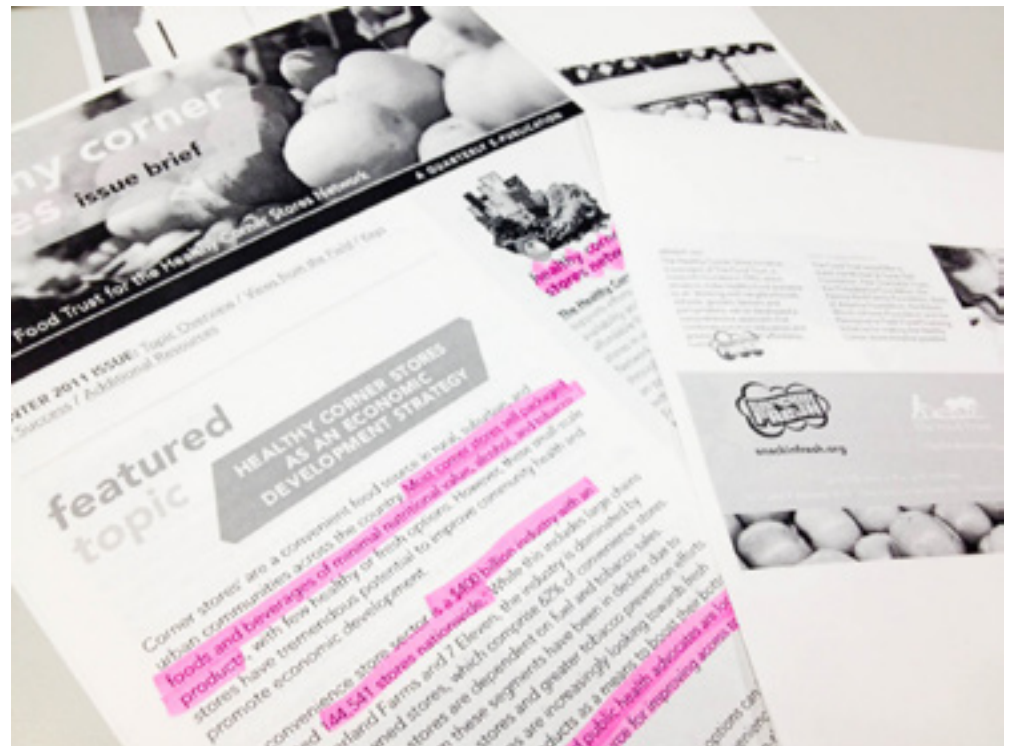
Research

The FoodTrust had some of the best articles and research done on attacking the corner stores in low income communities. Case studies were featured with current efforts of placing healthier food options within, and also trying to help educate consumers as they shop in grocery stores in these same areas.

The HFFI working group defines a food desert as a low-income census tract where a substantial number or share of residents has low access to a supermarket or large grocery store:

To qualify as a “low-income community,” a census tract must have either: 1) a poverty rate of 20 percent or higher, OR 2) a median family income at or below 80 percent of the area’s median family income; To qualify as a “low-access community,” at least 500 people and/or at least 33 percent of the census tract’s population must reside more than one mile from a supermarket or large grocery store (for rural census tracts, the distance is more than 10 miles).

source: USDA.gov



The Problem

Across the country there are pockets of unserved food regions that lack access to fresh produce and nutritious options. Although, in a lot of areas there is access to these items but lack of knowledge of them and how to consume them. The convenience store sector is a 400 billion dollar industry with 144,541 stores nationwide. Many of those who live in impoverished neighborhoods rely on these stores for their daily food purchases, developing food education within these resources is an investment in economic and public health.

“More than 23 million Americans live in food deserts and are at greater risk for obesity and obesity-related diseases.”

The problem is not that there is a lack of resources, the problem is that there is a lack of education to better use the resources that are available in these areas.

Finding ways to educate these consumers in ways that could help support a healthy diet with what is available to them is the best way to solve this problem of obesity and disease in lower income areas.

Geographic Scope

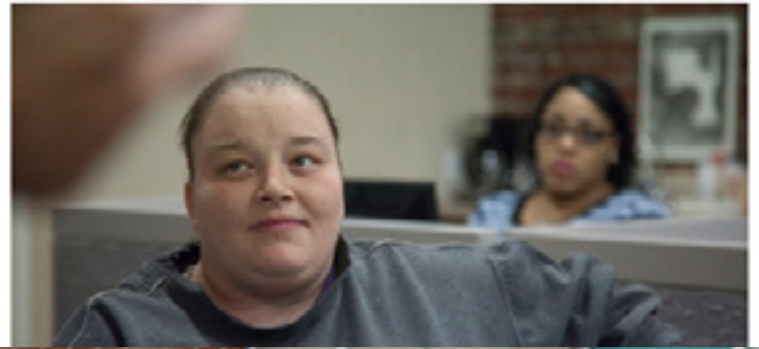
Coatesville, Pennsylvania

Chester County Community Need: Our target population is the low-income residents of Coatesville, PA. Per the 2010 Census, 25% of the community falls below the federal poverty level (13,000 people)! Many do not have sufficient incomes to afford even their basic needs. In fact, some residents find themselves having to choose between purchasing food and obtaining medical care. These residents also often experience economic, linguistic and cultural barriers to healthcare, such as lack of medical, dental and prescription health insurance coverage, the inability to afford out-of-pocket medical costs and the shortage of bilingual staff at health provider's offices. These demographics are supported by the Community Needs Assessment conducted by the Philadelphia Health Management Corporation in 2002 for the Brandywine Health and Wellness Foundation and the recent Making Poverty History study.



Target Audience

Males and females of diverse backgrounds located in the city of Coatesville, Pennsylvania ages 20-35 with a low family income level.





Employment Opportunities



How Might We?



Research Methodology

1. Research and interview Kathryn about her healthy living class she teaches to local residents.
2. Research current efforts within grocery stores/ mini marts.
3. Understand where the loopholds are within educating residents.
4. Gather what information everyday people know about this issue.

The Experts

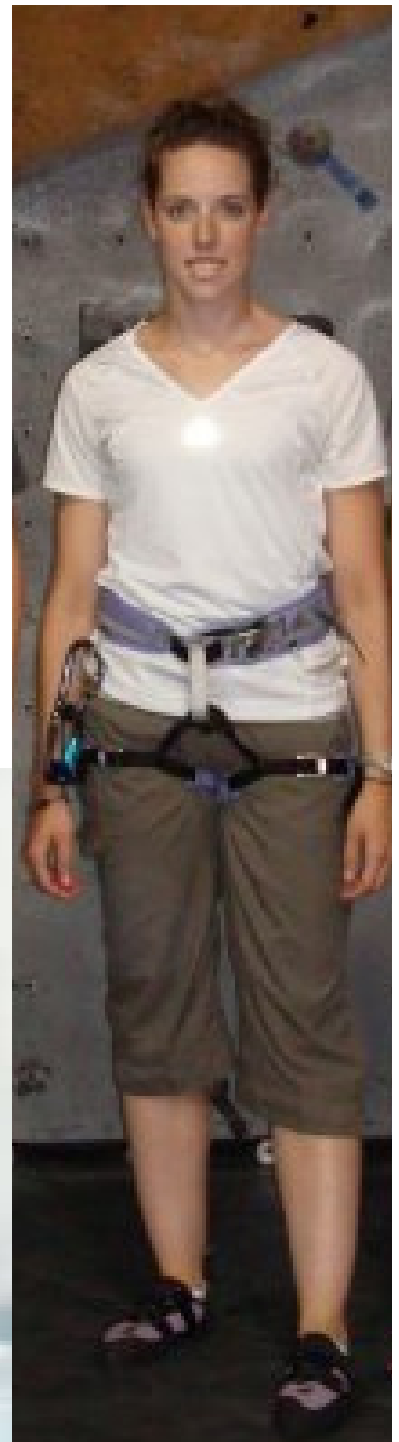
Non-SME

Ashley Spurlock

A recent college graduate with dual degrees in Biology and Geography, she is a current part-time park ranger.

She volunteers and helps to organize community events held within Coatesville.

An avid researcher of the environment, she loves to do outdoor sports such as kayaking and hiking.



SME

Kathryn Spurlock

A buisness degree graduate, Kathryn is currently the community coordinator of the Coatesville Center for Community Health.

CCCH is the towns main resource for government funded programs and resources.

She teaches healthy living classes to residents within the community along with other health and wellness programs.

In her spare time she enjoys gardening and sewing.



Who is CCCH?

All the help you need under one roof.

The Coatesville Center for Community Health is home to six agencies dedicated to the health and wellbeing of families and individuals.

Located at 1001 E. Lincoln Highway (map), our agencies provide essential and confidential services, workshops, and fun family events.

This organization is the main hub for all of the communities needs since the vast majority rely on government programs.



Chester County WIC Program

Food vouchers, nutrition education, health screenings, and breastfeeding education and support for eligible pregnant, post partum, or breastfeeding women, infants, and children to the age of 5.

Domestic Violence Center

Rapid response and 24-hour hotline for victims of domestic violence. Support groups, legal advocacy, emergency shelter services, and much more.

Family Service of Chester County

Income-based counseling for families, couples and individuals. HIV/AIDS case management, prevention education, and referrals.

Healthy Start

A program of the Maternal and Child Health Consortium. For pregnant and parenting women: home visiting, health insurance and food stamp enrollment, health education, prenatal and parenting classes, support groups, and connections to community resources.

Open Hearth

Rent assistance, financial counseling, transportation assistance, workshops, and numerous support services to help low income, near homeless, and other vulnerable men and women to secure stable housing, develop financial viability, and prepare for a lifetime of independence.

Planned Parenthood

General GYN services for well woman and problem visits, annual exams, STI screenings and treatments, pregnancy test and options, birth control, male services, and emergency contraception.

Who is Coatesville?

A former thriving steel town, Coatesville, Pennsylvania is one of the lower income cities in Chester County, Pennsylvania. Section 8 housing and lower middle class families inhabit the area. Today there is gang activity, drug violence, and lack of resources available. The closest grocery store is 15 minutes away by car. The area is affluent with mini-marts and small grocery inhabitants.





Coatesville Landmarks

Coatesville is an old steel city that is now impoverished. The main bridge that connects the city is a popular landmark and recognizable item of the city. The Coatesville Red Raiders is an important part of Coatesville history as well.



What is available?

The main stop would have to be Turkey Hill, a convenience store downtown that offers unhealthy options.



Locate a store near you **FIND!**
Enter ZIP Code

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- New Products
- Coffee Central
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- Ice Cream
- Real Time Cafe
- Fresh To Go
- Lottery
- Gift Cards
- Redbox Movie Rentals
- Car Wash
- Ticket Deals



Good things are waiting at the Hill!

Good things are waiting for you at Turkey Hill Mini Markets. It's the place where variety meets convenience. We know your life is busy, so when you want to make a quick stop, pull into Turkey Hill. We've designed our markets to offer you a great variety of what you're looking for without taking a lot of your time.

You'll find your favorite Turkey Hill beverages in our coolers, you can grab a great cup of fresh brewed coffee at [Coffee Central](#), or enjoy a fountain drink or slushey from [Soda Central](#).



Satisfy your cravings with a sweet or salty snack at Turkey Hill. Looking for something more or need a meal on-the-go? Check out our terrific selection of sandwiches, pizzas, subs, wraps, and grilled options ... we have great choices for breakfast, lunch, and dinner.

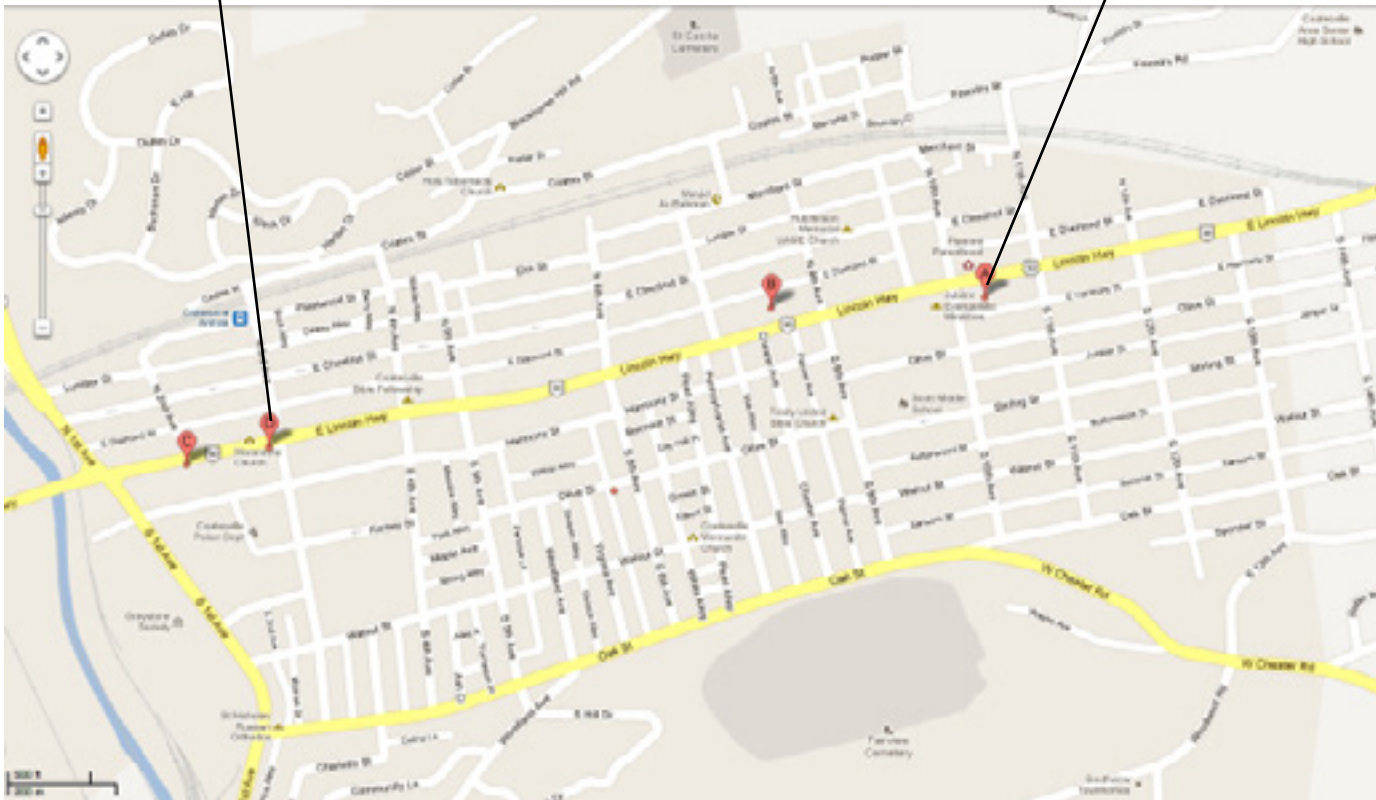
And don't forget, our freezer is packed with your [favorite flavors of fresh, delicious Turkey Hill Ice Cream](#) made with the freshest natural ingredients around.

When you need convenience, come on in to a Turkey Hill Mini Market. Great service. Great selection. That's what you'll find at the Hill. Turkey Hill.



Turkey Hill Mini Mart

Coatesville Community Store



These are the two generic options available in downtown Coatesville others available are specific ethnic markets.

Current Efforts

A lot of the current solutions to healthier options in food deserts are currently conducted in large scale grocery stores, not in mini-marts. Although there has been a greater trial in expanding to these venues in city locations.

Although the food is being provided there is no supplemental education to change peoples eating habits.

Snackin' Fresh is a marketing campaign developed to encourage healthy snacking in thses mini-marts. Fruit salad and water are packaged together to encourage children to pick these items over others.



Jamie Oliver is the only person who has decided to take over America's food problem.

He has helped to educate and teach people about healthier choices and lifestyle attributes through cooking and exercise.






Fruits and Veggies Matter More

They help with shopping, children education, recipes, and have a frequent blog.

CCCH Events


They do a lot of parent and child education in relation to healthy snacks and meal ideas. They help residents to be dependent on themselves and develop their own skills.

Celebrate National Nutrition Month at Coatesville Center for Community Health




**Attend a Nutrition Workshop for Parents
On Wednesday, March 30, 2011 from 10am-12noon**

Eating right improves health, reduces risk for chronic disease, and provides the energy and nutrients a body needs to grow and thrive. Learn from a Chester County Health Department WIC Nutritionist how eating a rainbow of foods can provide a variety of nutrients for you and your children.



- Learn how to provide a nutrient rich diet for you and your children
- Sample a variety of fruits and vegetables
- Learn healthy snack ideas for children
- Receive a gift bag of nutrition information
- Have a chance to win a \$50 gift card to Giant Food Stores

Then, save money by learning to grow your own healthy food! You don't need a big back yard or large garden to grow your own vegetables. Learn from the Chester County Food Bank's Community Gardens Program how easy and fun it can be to grow your own food in a container or a garden bed.



- Learn how, when, and what to plant
- Learn the best ways to make plants grow
- Actually plant a small container garden to take home with you



American Cancer Institute

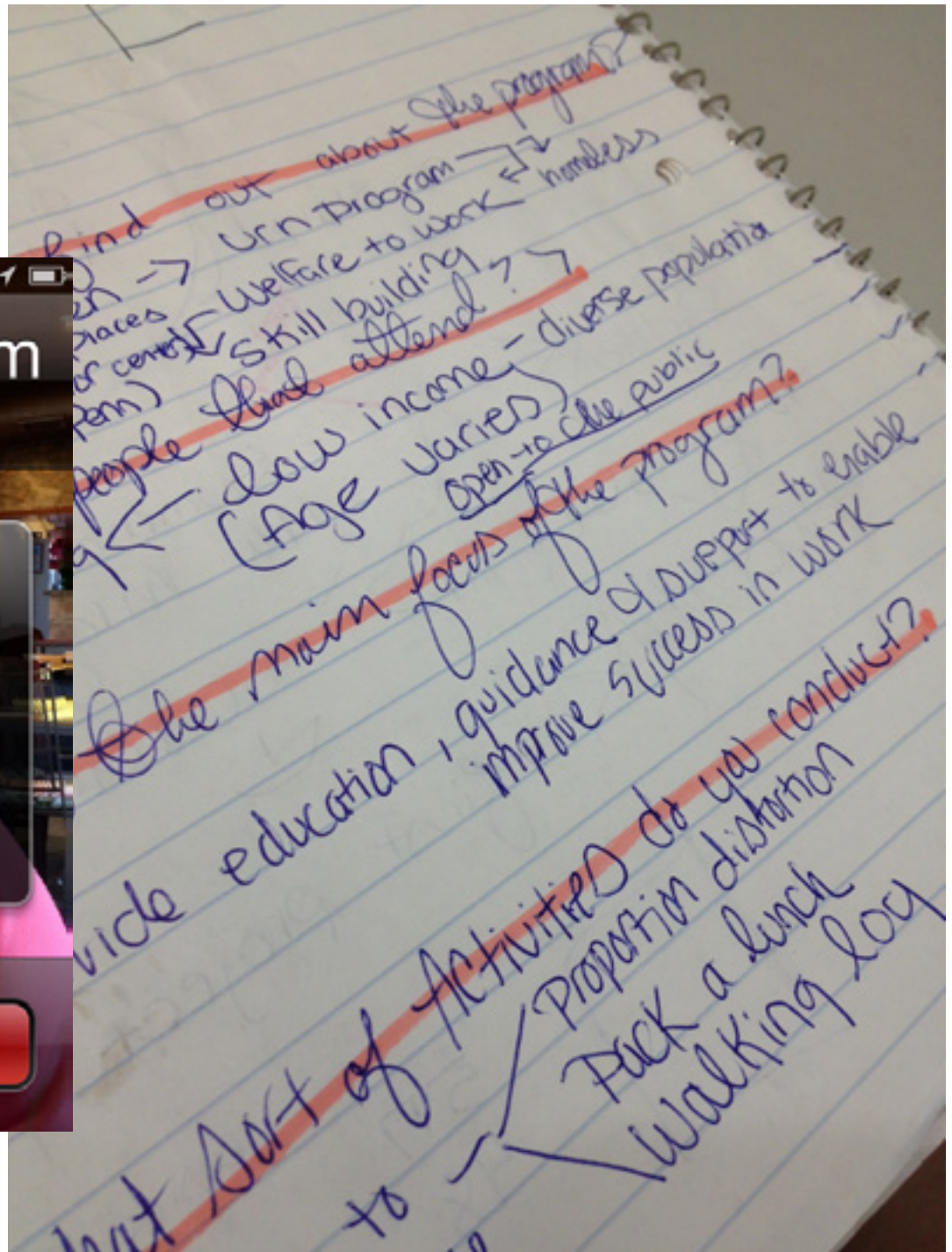
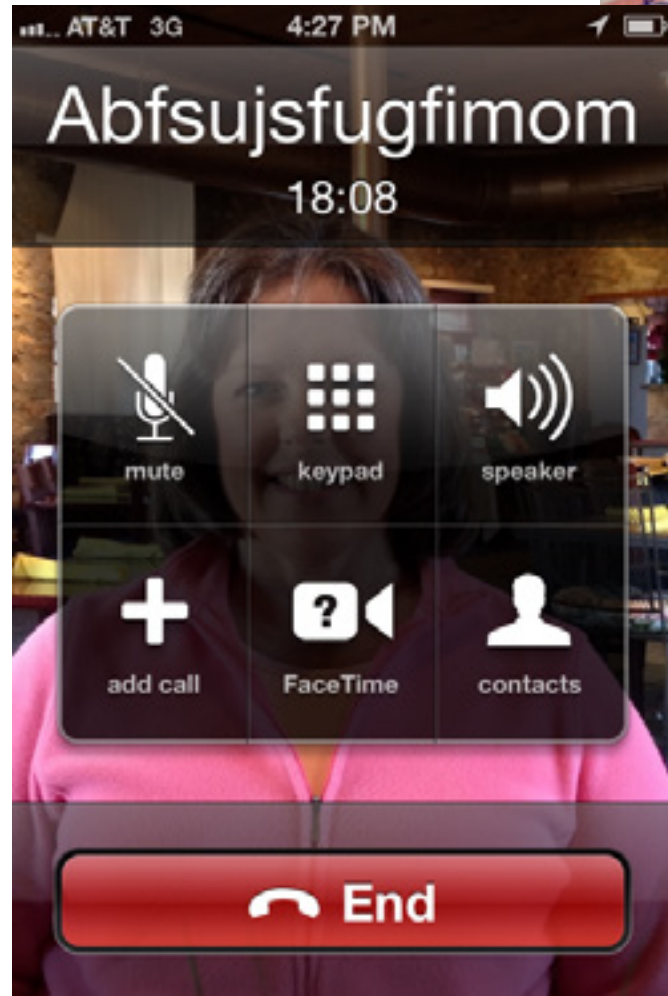
They teach a lot of preventative measures in relation to healthy diets and understanding food that is out on the market.

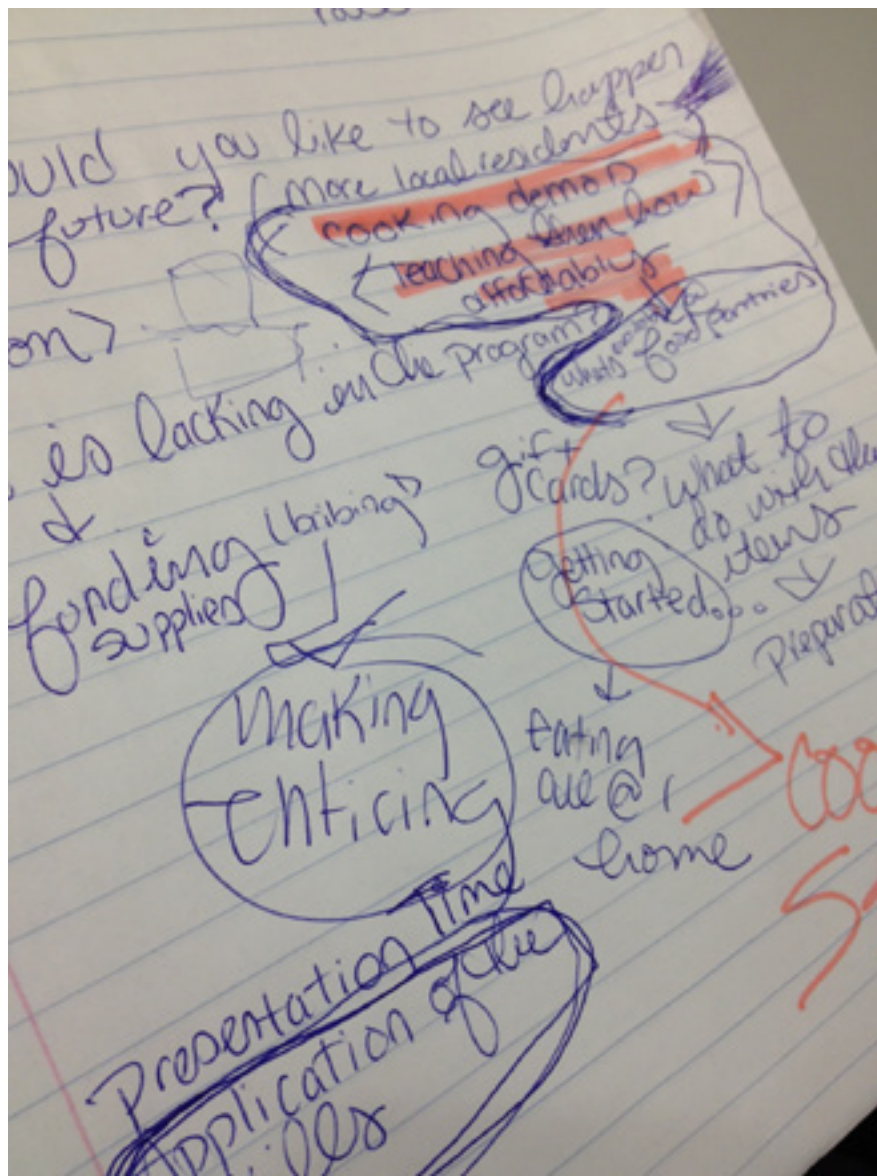
NRG Balance

This program is run through Penn-State University in Pennsylvania, sponsored by Kohls. They hold various activities and events throughout their area to educate about healthy eating and lifestyles.



SME Conversation





I had a discussion with my SME on her healthy living program that she runs in the community. Finding out different information such as who attends these meetings and what you would like to do next with the program.

Some interesting discoveries were found in this indepth conversation.

The lack of funding for this low income based project somewhat effects what would be next. Kathryn stated that she wishes she could bring the healthy cooking to life through demos and how to use what is being offered at the food pantry; the main source of food for these residents. This would also include teaching cooking skills and teaching those who are lacking this fundamental knowledge.

The application of the skills being taught within the program is what is lacking currently.

Another problem with the program is getting people to attend. Supplies that may entice people to attend are scarce and something that would benefit them for free is missed out on.

Overall the idea is changing peoples behavior, and how we could do this. It may be with different tools, or ways of delivering this healthy lifestyle knowledge.

Currently Used

Kathryn uses self created pages along with universal government guidelines to teach her healthy living class that helps residents to understand how and what will help them lead a better lifestyle.



Fruits and Veggies Are The Best

Fruits and Veggies – More Matters!

5-9 Servings A Day! Make them half your plate! Eat a rainbow of colors! Different colored vegetables provide varying amounts of vitamins, minerals and phytonutrients that provide unique health benefits. The phytonutrients are responsible for the colors of vegetables.



Disease Prevention

Compared to people who eat only small amounts of fruits and vegetables, those who eat more generous amounts – as part of a healthy diet – are likely to have reduced risk of chronic diseases. These diseases include stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure.

Nutrition Packed

Fruits and Veggies are high in fiber, low in fat, and are packed with nutrients! Vegetables fill you up due to the high fiber and water content. They are naturally lower in calories and fat than other foods and therefore important in weight management. They are an important source of the following nutrients:

- **POTASSIUM** – helps maintain healthy blood pressure. Found in sweet potatoes, tomato paste, dark greens, white potatoes, bananas
- **MAGNESIUM** – Necessary for healthy bones, muscles and for healthy blood pressure. Found in bananas, prune juice, peas, beans, soybeans, spinach, broccoli
- **FIBER** – As part of an overall healthy diet, helps reduce cholesterol levels and helps maintain digestive health. Found in beans, peas, lentils, artichokes, apples, blueberries, carrots, grapefruit
- **FOLATE** – Helps the body form healthy red blood cells & reduces birth defects. Found in asparagus, cooked spinach, black-eyed peas
- **VITAMIN A** – Keeps eyes and skin healthy and helps protect against infections. Found in sweet potatoes, pumpkin, spinach, greens, squash, red peppers, cantaloupe
- **VITAMIN C** – Helps heal cuts and wounds, keeps teeth and gums healthy and aids in iron absorption. Found in red and green peppers, kiwi, strawberries, broccoli, pineapple, oranges, mangoes, Brussels sprouts



Incorporate More In To Your Day

Include fruits and vegetables in each meal of the day and two snacks.
Breakfast – add berries to your cereal or veggies to your eggs
Snack – have a baggie of cut up veggies or a piece of fruit
Lunch – include lettuce and tomato on your sandwich, or have a salad
Snack – have a piece of fruit
Dinner – make half your plate a salad and/or cooked vegetables



Colors	Foods	Colorful Protective Substances and Possible Actions
Red	Tomatoes and tomato products, watermelon, guava	Lycopene: antioxidant; cuts prostate cancer risk
Orange	Carrots, yams, sweet potatoes, mangos, pumpkins	Beta-carotenes supports immune system; powerful antioxidant
Yellow-orange	Oranges, lemons, grapefruits, papayas, peaches	Vitamin C, flavonoids: inhibit tumor cell growth, detoxify harmful substances
Green	Spinach, kale, collards, and other greens	Folate: builds healthy cells and genetic material
White	Broccoli, Brussels sprouts, cabbage, cauliflower	Indoles, lutein: eliminate excess estrogen and carcinogens
Light green	Garlic, onions, chives, asparagus	Allyl sulfides: destroy cancer cells, reduce cell division, support immune systems
Purple	Blueberries, purple grapes, plums	Anthocyanins: destroy free radicals
Purple	Grapes, berries, plums	Resveratrol: may decrease estrogen production
Whole grains, legumes		Fiber: carcinogen removal



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The program is currently taken to different organizations such as the Urn Program which runs the welfare to work program. This program teaches those who receive welfare assistance skills that will help them to live their lives better in relation to getting jobs, and living healthier. The local senior center has also taken part, as well as employees at the local ChesPenn center. Education is also taken to local community events such as the local Rip City day which various community members attend.

Coatesville on the Move is an exercise initiative within the community that the program is accompanied by.



Walking Challenge

If participating in this challenge, you commit to trying to walk for exercise as often as you can over the next week, on your own or with a group, for 5 minutes or an hour. It's up to you!

Using your pedometer, record how many steps you take each day on the calendar below.

Be sure to turn this calendar in at the Healthy Living Today in the Workplace meeting at 1:00pm on Tuesday, May 29, 2012 to be a part of the gift basket raffle.

Name: _____ Group Name: EARN Program

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Total Steps: _____

*Tips for beginners...

- If 10 or 15 minutes is all you are ready for, it's still a good start.
- Take Baby Steps- increase a few minutes each week
- Listen to your body - The Talk Test
- Be Safe, pay attention to traffic and tripping hazards

*Check with your physician before starting exercise



Healthy food shopping

How Do I Eat Healthy On A Budget?

Purchase Fewer Extras - such as soft drinks, chips, baked goods and other high-calorie items. Snacks and Cakes cost more than apples and water.

Plan Meals Around Weekly Staples & Seasonings - Plan the food portion of your newspaper each week to suit the best buys and then plan your family's meals around them. By going to the supermarket with a well-organized grocery list based on the ingredients you'll need for your meals that week, you're more likely to fill your cart with the best items you want to eat while avoiding impulse buys such as processed foods, which tend to be more pricey.

Buy Produce in Season - Produce at its peak is a smelly thing! Take time for season. Purchase in the supermarket, can save a lot less than buying out of season - instead of a better buy. Another way to save on fruits and veggies is buying only the amount you want to eat. There's nothing worse than throwing away spoiled produce.

Go Easy On Protein - Consider the usual protein levels of chicken, beef, pork, and seafood. By eating less expensive vegetable sources of protein, which includes soy and legumes such as beans and lentils. A can of protein-rich beans can cost as little as 50 cents, and their versatility can't be beat. Eggs and yogurt are also inexpensive protein options.

Cook From Scratch - It's often tempting to pick up a pizza or drive-by your local fast food, but when it's hot, it's hot, and your taste buds are back. By planning ahead though, you can avoid those empty traps.

Make Your Own Snacks - There's been an explosion in single-serving snacks from chips to cookies to cereal. Many are available in miniature portions. While portion control is a good thing, you don't need to pay for it. Buy some snacks and use reusable plastic bags, and make your own single-serving packets.

Go Green - Frozen vegetables are usually fresher and cheaper than anything that can be found in the produce and canned sections of the store. Choose from the frozen fruit section and you'll find lots of options at bargain prices - sometimes as little as \$1 a bag.

Shop Weekly - Your local produce store or farmer's market can be a great source for healthy bargains. For the best deals, shop often and look for reduced produce at end-of-the-day specials.

Grow Your Own - Wash your produce even further by growing your own healthy eats. Start a plan in your backyard or a container garden on your patio, and enjoy homegrown fruits and vegetables all season long.

Inexpensive Ways to Buy Produce

- Buy apples, oranges, grapefruit, pomegranates, onions, etc., by the bag, not by the pound. It's cheaper and will fill more lunch bags and freeze more meals.
- Always shop for produce that's in season, for the best flavor and prices. Compare prices and look for sales. Buy the cheaper variety that are equally nutritious.
- When buying canned foods, choose those that are packed in juice and low sodium.
- Avoid the temptation of buying sugarcorned, vitamin-enriched, and candy, it costs more than you get for less quality.

Best Ways to Buy grains to Keep Within Your Budget

- Choose plain brown rice and whole wheat flours. Refined white rice and white flour contain less than 4 grams of fat per 100 calories.
- Choose a nutritious, unseasoned and can be dressed up with brown sugar, tomatoes, etc.
- Check out the size of the package (a good value and will last).
- Whole wheat pasta is healthier but more expensive than white, so use it in a mix.

Most Economical Way to Buy Meat/Seafood Substitutes

- Ready-to-eat meats are most expensive (e.g., roasted ham, deli meats, etc.). Buy plain and season yourself.
- Buy 90% lean ground beef instead of 80% lean, but make sure to drain the extra fat after cooking.
- Use canned fish and protein for sandwiches, casseroles, and salads.
- Extend your protein dollars by eating less or more meatless meals weekly.
- Beans, lentils, chick, and soybeans with sauce stretch your food dollars further and make filling meals (more veggies and protein, too, less meat).

How to Save when Buying Dairy Products

- Use low-fat milk powder for recipes. Use low-fat milk for drinking.
- Buy loose cheese and shred it yourself for recipes (unless pre-shredded).



Portion Distortion



1) Americans love to eat BIG!

It's the American Way - we love everything BIG! That's why WE are BIG!

- Americans are the heaviest of people in developed countries.
- Consuming an extra 100 calories daily for a year, without using them up, can lead to a weight gain of 10 pounds.
- 10 calories a day (2 hard candies) of unexpended energy puts on an extra pound a year.
- Keeping our portions under control is a way to keep our weight under control.



2) What is a proper portion size?

Proper portion sizes are smaller than you think! LOOK at what you eat. The USDA established standard serving sizes in 1982 - before the obesity epidemic.

3) What strategies can I use to keep my portions under control?

- **Read Your Food Label** - Check what a portion size is before you consume.
- **Break Leftovers Down Before Storing** - Instead of using one large container, separate food in to individually-sized containers.
- **Single Out Trigger Foods** - Buy snack foods in single serving sizes or divvy up full size packages into smaller, individual bags. Don't eat out of the package.
- **Master Mini Meals** - Make sure your blood sugar stays at an even keel and keep hunger at bay by eating 5 healthful, small meals each day.
- **Keep Seconds Out of Sight** - Don't serve family meals family-style. Keep pots and dishes away from the table where it's all too easy to go for seconds. It takes 20 minutes to feel satiated, so take a break at the table, and make it difficult to get to those seconds.
- **Be A Kid at Heart (or Tummy)** - Order a kid's size meal when you go out to control portions and save money.
- **Treat Yourself** - Indulge on occasion! Just have a smaller portion, eat slowly, and enjoy.



You are what you eat

Things To Avoid In Your Diet

Sugar - Raises your blood sugar and therefore insulin production. Excess sugar is turned in to fat as a stored energy source for your body. Sugar sources include many forms such as high fructose corn syrup, sucrose, dextrose, fructose, and lactose.

Trans Fat - Increases the risk of coronary heart disease by raising levels of LDL cholesterol and lowering levels of "good" HDL cholesterol. Hydrogenated or partially hydrogenated oil found in cookies, crackers, cake mixes, canned frosting, soups, frozen foods, fast foods and baked goods.

Saturated Fat - Artery clogging animal fat found in meat and dairy products. Red meat, whole milk products, and processed meat products such as lunch meat and bacon are high in saturated fat. Choose lean meats such as chicken, turkey, and fish, and low or no fat dairy products.

Salt - Excess consumption can lead to fluid retention and increased blood pressure. If this becomes chronic, it can lead to heart disease, stroke, kidney disease and congestive heart failure. The recommended daily total is less than 2300 mg or about one teaspoon. Reduce your use of condiments and canned foods, eat more fresh foods, and use herbs, spices, and other flavorings to enhance foods.



Things You Should Eat To Live Healthier

Whole Grains - Whole grain foods include the entire grain kernel which includes iron and B vitamins. They also contain soluble fiber which appears to reduce the absorption of cholesterol in your intestines. Look for WHOLE grain products and not just wheat or multigrain products. Oats and popcorn are also whole grains.

Lean Protein - Lower fat protein sources include chicken, fish, low-fat dairy, beans and legumes.

Fruits and Vegetables - Contain fiber, vitamins and minerals, and antioxidants, which are compounds in plant-based foods that fight free radicals in your body and can help to prevent heart disease and some cancers. Find the most benefit in deeply colored fruits and vegetables like tomatoes, broccoli, blueberries, and dark leafy greens.

Healthy Oils - Contain omega-3 fatty acids which may help lower blood cholesterol, keep your heart, brain, and eyes healthy, and help fight some cancers. Find them in olive oil, canola oil, fatty fish, flaxseeds, soybeans and almonds and walnuts.



Move it – move it more

Every step you take during the day can help to improve your health – Literally



Any type of physical activity, at any age, gets extra oxygen pumping through the bloodstream and helps to regulate blood sugar. It doesn't matter what activities you choose, what matters most is that you choose to be active.

Research keeps revealing new benefits. Exercise can help your body to:

- Lose Weight
- Gain strength
- Reduce Stress
- Improve circulation
- Reduce body fat
- Fight mild depression
- Improve cholesterol levels
- Build healthy bones, muscles, and joints
- Boost your immune system
- Increase stamina
- Lower your blood pressure
- Lower your risk of developing diabetes
- Make your heart and brain more efficient
- Reduce your risk of developing cancer
- Slow the aging process of the DNA inside our cells



So get out and MOVE IT! Your body can't thank you enough!



The problem with all of this information is the lack of access to it, to receive these you have to be enrolled in the class. There is no public knowledge of this information within the community.



Pack A Lunch Challenge

The Lunch Challenge



For the next week, pack a lunch and bring it from home. This will help save money, allow you to control your portion sizes, and give you an opportunity to make healthy food choices. Try to include the following foods in your lunch:

Lean Protein – chicken, tuna, turkey, cheese, yogurt, peanut butter, hardboiled egg, nuts, beans

Whole Grain – whole wheat bread or tortilla, granola, popcorn, oatmeal

Fruits and Vegetables – carrots, cucumbers, tomatoes, spinach, peppers, lettuce, grapes, apple, orange, berries, banana

Beverage – water (free and what your body needs to live)



Lunch Ideas

Pasta Lover's Lunch Salad. Pack a cold pasta salad and a plastic fork, and your pasta lover will love you, too! Make the salad with lean meat or low-fat cheese (so it has some protein), lots of vegetables to boost fiber and nutrition, and whole wheat or whole-grain pasta. Toss everything together with light bottled vinaigrette made with extra virgin olive oil or canola oil.

Fruit and Cheese Plate. Fill a divided plastic container with assorted cubes or slices of reduced fat cheese, easy-to-eat fruit such as apple and pear slices, grapes, berries or melon and whole-wheat crackers.

Celebrate Lunch Salads. A plastic container can hold the makings of a delicious salad lunch. For a Cobb salad, fill it with spinach or chopped dark green lettuce, chopped hard-boiled egg, light cheese, and/or lean ham. Or toss in the ingredients for a Chinese chicken salad: dark salad greens, shredded chicken, shredded carrots, sliced green onion, and toasted sliced almonds.

It's a Wrap! Wraps are a nice change of pace from the usual sandwich. Use a high-fiber multigrain flour tortilla, available in most supermarkets. Spread on mustard, hummus, light salad dressing, or green or sundried tomato pesto. Then fill 'er up with chicken Caesar salad or assorted lean meats, cheese, tomato, sliced onion, and shredded Romaine lettuce. Just roll it up and wrap in foil.



Healthy living TODAY In the workplace

WELCOME!

The mission of Healthy Living Today is to help participants overcome the challenges faced in adopting and maintaining a healthy lifestyle in today's hectic world.

The goal of Healthy Living Today In The Workplace is to provide education, guidance, and support to enable participants to work towards and establish a healthier lifestyle to improve success in the workplace.

JOIN US ON THE PATH TO A HEALTHIER LIFESTYLE...

Learn practical problem solving skills and receive actual tools to implement that will help you improve the quality of your life.

1) Improve Your Performance

- ☐ Choose To Be Healthy
- ☐ You Are What You Eat
- ☐ Pack A Lunch Challenge

2) Fit To Work

- ☐ Exercise Has Benefits
- ☐ Move More at Work
- ☐ Walking Challenge

3) Low-Budget Health

- ☐ Fruits and Veggies Are The Best
- ☐ Portion Distortion
- ☐ Healthy Food Shopping Skills
- ☐ Certificate of Completion



Healthy Living Today

Is a Community Health Education Program
Developed and Presented In Collaboration By:



Choose To Be Healthy

Why Choose Health?

Every day of your life, you make choices. You choose how much sleep you will get, you choose what you will eat and drink, and you choose how active you will be.

So...you can choose health!

1. Studies have shown that health factors significantly impact employee work performance.
2. Overall, the use of penalties in health insurance will increase this year to almost 40% in mid to large size companies.
3. In 2012, Walmart will charge smokers more for their health insurance.
4. Employers face higher health care costs since they are:
 - a. Hiring fewer young and healthy workers
 - b. Keeping older costlier employees
 - c. Poor job market means employers don't have to be generous with their benefits.
5. Employees will pay more if they don't engage in behaviors to improve their health!

Healthy Employees

Healthy Employees are beneficial to their employer.

1. Reduces chronic disease and the costs associated with them
2. More productive
3. Call out sick less
4. Have long term vitality as an employee
5. Don't face automatic bias of obesity



Understanding what you eat

Sample label for
Macaroni & Cheese

1 Start Here →

2 Check Calories

3 Limit these
Nutrients

4 Get Enough
of these
Nutrients

5 Footnote

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%

Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a diet of other people's secrets. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

6

Quick Guide
to % DV

• 5% or less
is Low

• 20% or more
is High

Total Fat – Try to keep your total fat intake under 60 grams per day. Most of that should come from the healthier monounsaturated and polyunsaturated types of fat. Limit trans fats to 2 grams per day and saturated fats to 14 grams per day.

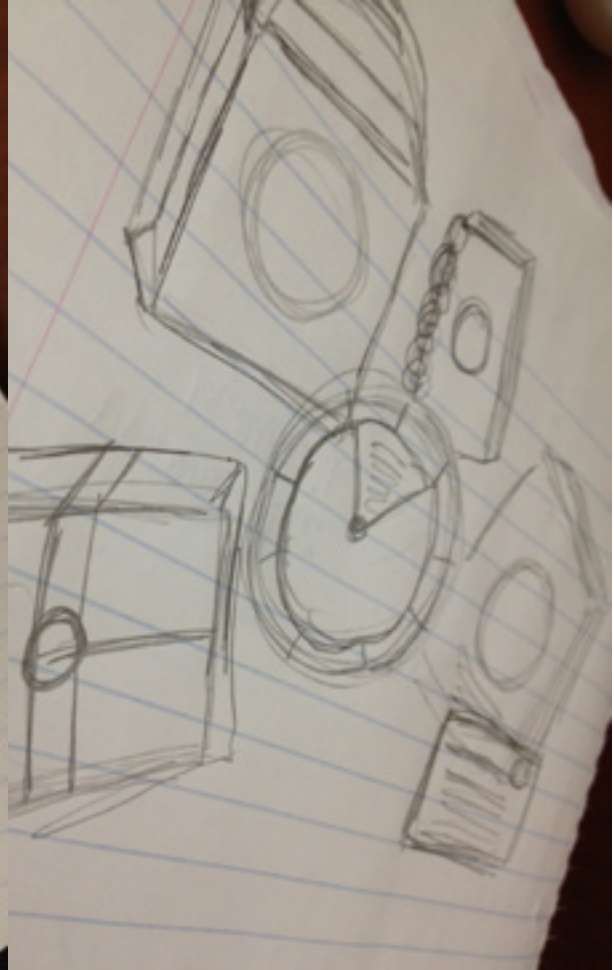
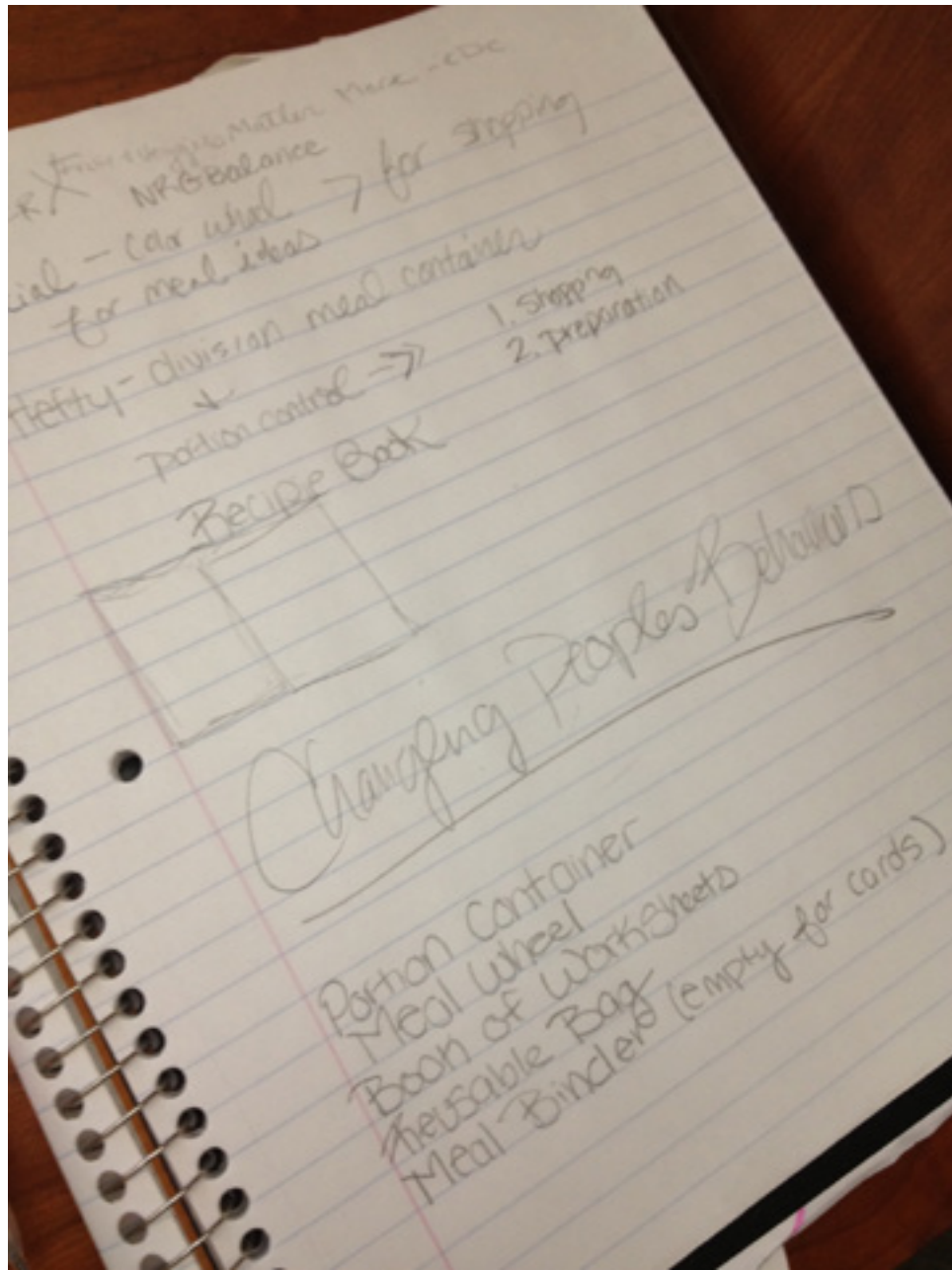
Cholesterol – A waxy fat found primarily in animal products. Also found naturally in the blood. The body can't dissolve cholesterol, so too much of the LDL or "bad" kind can increase your risk of heart disease. HDL, or "good" cholesterol, seems to protect against heart attacks. Recommended daily total is less than 300 mg.

Sodium – Salt. Recommended daily total is less than 2300 mg.

Total Carbohydrate – Refined sugars and starches. Keeping consumption low can help to control blood sugar or diabetes. Go easy on foods that have more than 4 grams of sugar per serving.

Dietary Fiber – Plant nutrients found in good carbohydrates such as grains, oats, bran, whole wheat, fruits, and vegetables. Fiber plays an important role in reducing cholesterol. Aim for 25-30 grams per day. Fiber keeps your digestive tract young and makes it easier to absorb the nutrients you need.

Proposed Deliverables



Meal Wheel

The wheel would be created like a portable color wheel and would be able to rotate to show different sections of proposed foods for each category such as whole grains.

Portion Container

A portable, reusable container that is in different sections to teach about portions of food such as vegetables and protein.

Book of Worksheets

I would be taking the existing knowledge that is used within the classroom and placing it within a booklet for those who are unable to take the class or for those who take the worksheets with them.

Meal Binder

A binder with clear sheets for meal cards would be developed. They could bring the binder with them to meetings or events and receive recipe cards to add to their book to create healthy meals at home.

Reusable Bag

All items would be placed within the bag for easy carrying and also the use of being able to take the bag of items possibly to the market with them to better help them shop.

“It’s all about changing peoples habits.”

Emergency People's Plan



Mood Experience

When approaching my mood experience I thought a lot about what Coatesville means to its residences. I am targeting residents of the area who are struggling and typically on welfare. I did not want to be influenced by the times they are experiencing in their lives now but rather the times when the area was affluent. Coatesville is a struggling city but I would like to use the pride they have for their town to help people not see themselves as a burden but those who are proud to be trying to better themselves.

Some of my choices were based on my own understandings of the Coatesville community and the residents who inhabit it. My SME stated that a conscious effort of her program is to uplift and change the mood of those who complete it. The design understanding seems to be a bold graphic style yet with a focus on handmade qualities such as type and illustration. The mood for this project is a sense of passion for community while addressing health concerns.

The pages that follow are full of modern typography and vintage aesthetics that combined create a relateable package for attention getting and impactful impression on the resident. The overall theme of the pictures creates a theme for my target audience that they may not be expecting.

Vintage qualities I decided to focus on include packaging, various labels and color influences, typography although still retro to remind people of good times but yet it has a modern flair that brings it into today's market.

I hope to portray a modern vintage aesthetic that brings those who view this are able to relate to their pride of the area but also a transition in their life.



Main Design Inspiration



This design suite is a main focus for my design inspiration. Incorporating a city feel for pride, and the colors actually represent the local high school/ CCCH. Residents of Coatesville are very proud of where they are from, and incorporating that pride into something that would help them would be ideal.

Hand Done/ Home Feel



Black and white with small color influences





Illustrative / Hand Made







Health





City Pride



Type Studies



Augie

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Beth Hand

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Blok Letters

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Babel Sans

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Bil l i e B a r r e d

**L o r e m i p s u m d o l o r
s i t a m e t , c o n s e c t e -
t u r a d i p i s c i n g e l i t .
N a m v e s t i b u l u m i p -
s u m a c e s t c o n s e q u a t
c o n g u e . S u s p e n d i s s e
e l e i f e n d r h o n c u s**

Bondoni Town

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Bell Gothic

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Black Boy

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Bud Hand

*L o r e m i p s u m d o l o r s i t a m e t , c o n s e c t e -
t u r a d i p i s c i n g e l i t . N a m v e s t i b u l u m i p s u m
a c e s t c o n s e q u a t c o n g u e . S u s p e n d i s s e
e l e i f e n d r h o n c u s q u a m , f e u g i a t l a c i n i a
i p s u m i m p e r d i e t v i t a e . C r a s c o n s e c t e t u r
n e q u e v e l m a u r i s r h o n c u s i n v u l p u t a t e
n i b h c o n s e q u a t . I n t e g e r d u i t e l l u s , s u s -*

FLUX ARCHITECT

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NAM VESTIBULUM IPSUM AC EST CONSEQUAT CONGUE. SUSPENDISSE ELEIFEND RHONCUS QUAM, FEUGIAT LACINIA IPSUM IMPERDIET VITAE. CRAS CON-

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Full House

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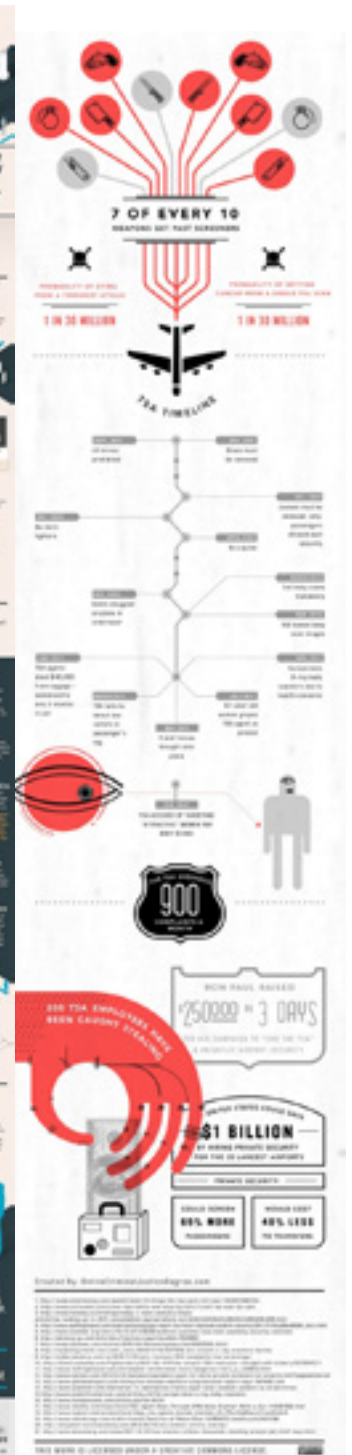
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Infographic Inspiration



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graph TD
    Start([Joint Possible Move]) --> P1((P))
    Start --> C1((C))
    P1 --> P1Box[ANY JOINT MOVE CANNOT BE MADE UNLESS THE JOINTLY HELD RIGHTS ARE REJECTED]
    C1 --> C1Box[ANY JOINT MOVE CANNOT BE MADE UNLESS THE MOVE IS THE RESULT OF AN AGREEMENT]
    P1Box --> P2((P))
    P1Box --> C2((C))
    C1Box --> P3((P))
    C1Box --> C3((C))
    P2 --> P2Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C2 --> C2Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P3 --> P3Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C3 --> C3Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P2Box --> P4((P))
    P2Box --> C4((C))
    C2Box --> C5((C))
    C2Box --> P5((P))
    P3Box --> P6((P))
    P3Box --> C6((C))
    C3Box --> C7((C))
    C3Box --> P7((P))
    P4 --> P4Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    C4 --> C4Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    P5 --> P5Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    C5 --> C5Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    P6 --> P6Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    C6 --> C6Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    P7 --> P7Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    C7 --> C7Box[IF THERE IS A CHANGE IN C'S MOVE IN THE JOINTLY HELD BOARD]
    P4Box --> P8((P))
    P4Box --> C8((C))
    C4Box --> C9((C))
    C4Box --> P9((P))
    P5Box --> P10((P))
    P5Box --> C10((C))
    C5Box --> C11((C))
    C5Box --> P11((P))
    P6Box --> P12((P))
    P6Box --> C12((C))
    C6Box --> C13((C))
    C6Box --> P13((P))
    P7Box --> P14((P))
    P7Box --> C14((C))
    C7Box --> C15((C))
    C7Box --> P15((P))
    P8 --> P8Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C8 --> C8Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P9 --> P9Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C9 --> C9Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P10 --> P10Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C10 --> C10Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P11 --> P11Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C11 --> C11Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P12 --> P12Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C12 --> C12Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P13 --> P13Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C13 --> C13Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P14 --> P14Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C14 --> C14Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    P15 --> P15Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    C15 --> C15Box[WE'LL ASK THEM TO RECONSIDER CONSIDERING WHAT THEIR REACTION]
    
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the 1990s, according to a 1994 study.

