

Achieving Overall Fitness

HEA 356: Health Promotion Programming Photovoice Research Project – Fall Semester 2016

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The Problem:

- Obesity
- Incredibly large issue
- Poor education on importance and availability of healthy food
- Everyone is impacted
- An obese population is a burden on the community by over using resources such as medical treatment, because of their greater risk of health issues, and in some extreme cases not contributing back to society because they have become too obese or unhealthy to work.
 - For example, according to the CDC, medical costs linked to obesity were estimate to be \$147 billion in 2008
 - In 2006, annual medical costs for people who are obese were \$1,429 higher than people who are of normal weight

Research Methodology:

Photovoice is a research method that “employs a participatory action technique that allows individuals to photograph their everyday realities and highlight factors that may enhance or diminish their individual health status or that of the community” (Doyle, Ward, Oomen-Early, 2010)

Photovoice Pictures and Descriptions:

A muffin represents the unhealthy food available and promoted on campus.

The picture of me represents a personal trainer in the community that can work to help you reach your fitness goals.



Resources Available:

Personal trainers, dieticians, supportive friends, research online for tips and motivation, and preparing healthy meals ahead of time and bringing them to class with you. As well as other community resources such as:

- Grocery stores
- Community walking trails
- Murray State Wellness Center
- Murray-Calloway County Center for Health and Wellness
- Medical clinics
- Farmers' Market

Conclusions & Recommendations:

A two front challenge is in front of us in changing our societal view of fitness.

- First, we must promote a healthier diet and promote the affordable sale and availability of those foods.
- Second, we must stress the importance of being physically active amongst the community, working out or just taking the stairs, every little bit is a step in the right direction.
- Third, raise awareness about the community resources available

References:

CDC (2016).Chronic Disease Overview. Retrieved from <http://www.cdc.gov/chronicdisease/overview/index.htm>

Doyle, E. I., Ward, S. E., & Oomen-Early, J. (2010). *The Process of Community Health Education and Promotion* (2nd ed.). Long Grove, IL: Waveland Press, Inc.

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