

WELLNESS EDUCATION: A JOURNALISTIC APPROACH

A CREATIVE PROJECT

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INTRODUCTION

Background

More than 100 years ago, most people maintained healthy lifestyles (Sen, 2010). Adults walked to work, to visit neighbors, or to town; and kids walked to and from school every day. Chores typically involved manual labor, and when children had time between chores and dinner, they actively engaged in play. Meals were home-cooked with reasonable portion sizes and a variety of fruits and vegetables. Fast food was non-existent, and treats between meals were rare. Today, individuals claim to be busier than ever, yet they spend more time sedentary – behind the wheel of a car, sitting at a desk, watching TV, playing video games, and surfing the Internet (Lowry, Wechsler, Galuska, Fulton and Kann, 2002, 413). Americans are consuming more of their calories from full-service and fast-food restaurants, according to research by Stewart, Blisard and Jolliffe (2006). Their research finds that “The away-from-home market grew to account for half of the total food expenditures in 2004, up from 34 percent in 1974.” The reason for this is convenience. Stewart, et. al., reported that “consumers are 17 percent more likely to purchase fast food if convenience is a main factor.”

According to Lowry, et., al., wellness in general has declined. Poor nutrition and lack of physical activity, among other contributing factors, have led to concerns about obesity among Americans, specifically among children.

Problem

Most resources focus on obesity prevention, weight and Body Mass Index (BMI) measurements, which is problematic (Danielsdottir, Burgard, and Oliver-Pyatt, 2009). Instead, eating disorder professionals recommend concentrating on “overall wellness and health at any size,” (Danielsdottir, Burgard, and Oliver-Pyatt, 2009). According to their article, posted on the Academy for Eating Disorders website, Danielsdottir, Burgard, and Oliver-Pyatt recommend caution when implementing “obesity prevention” (sic) programs. They advise against putting the focus “on health, not weight, so as not to contribute to the overvaluation of weight and shape and negative attitudes about fatness that are common among children and have harmful effects on their physical, social and psychological well-being.”

They also suggest weight-neutral programs that do not have “specific goals for weight change but aim to increase healthy living at any size” and assert that it is “unrealistic to expect all children to fit into the ‘normal weight’ category. Thus, interventions should not be marketed as “obesity prevention.” Rather, interventions should be referred to as “health promotion,” as the ultimate goal is the health and well-being of all children, and health encompasses many factors besides weight.”

In fact, focusing on obesity prevention is what letsmove.gov and other similar government related sites, like Alliance for a Healthier Generation, do: promote obesity prevention programs. For example, letsmove.gov, which was launched by First Lady Michelle Obama in 2010, is a “comprehensive initiative ... dedicated to solving the problem of obesity within a generation.”

Danielsdottir, Burgard, and Oliver-Pyatt (2009) suggest “avoiding the language of ‘overweight’ and ‘obesity’ since these terms may promote a weight-based stigma,” as well as avoiding language “that has implicit or explicit anti-fat messages.” Let’s Move falls short of these recommendations. Take the statement “Letsmove.gov ... is dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams.” This sentence implies obese individuals cannot pursue their dreams, or that obese individuals are unhealthy, which research indicates is not always true based on the imperfection of the Body Mass Index (BMI) tool (Cogan, Maine and Smith, 2008, 5).

BMI is a measurement based on the ratio of weight in kilograms to height in meters. It is widely used as an indicator of obesity because it takes height, not just weight, into consideration. Cogan, Maine and Smith claim, “BMI has limits as an accurate measurement of obesity (5)” based on growth spurts in children that can sometimes cause weight gain before a gain in height. For an active child who would tend to be more muscular, this type of uneven growth would place his or her BMI in the “obese” range. Inaccuracies also arise when the measurements are taken in schools or at home. Errors can result from incomprehensive analysis in determining whether someone is overweight or obese, such as medical and family history, dietary assessment, physical activity assessment and a physical examination that looks at body frame and muscularity (Cogan, Maine and Smith, 2008, 6).

Although the obesity prevention programs are often positive resources and efforts to improve health in America, at times they lack original news stories and information, as well as consistency with their presentation of the facts.

For example, information provided on the letsmove.gov “Learn the Facts” page is contradictory to information they use from the site: choosemyplate.gov. Addressing possible contributors to childhood obesity, letsmove.gov states, “Thirty years ago, kids ate just one snack a day, whereas now they are trending toward three snacks, resulting in an additional 200 calories a day. And one in five school-age children has up to six snacks a day.”

This sentence gives a negative connotation to the word snack. This contradicts MyPyramid information on wise snacking tips to which letsmove.org refers. The document¹ suggests that, “most young children need a snack or two in addition to three regular daily meals” and that “snacks should be planned and offer foods from the five food groups.” The contradiction surfaces again on letsmove.gov² when the site promotes snacking by suggesting ways to incorporate “fruits or veggies” by stating “grab an apple for a quick snack” or “snack on veggies like baby carrots.”

The inconsistencies might be a result of using content published by other sources. letsmove.gov sources choosemyplate.gov as a source for many of the facts presented on the site. Updates on both sites may not occur on the same day, or even in the same week, which would cause information on one site to be outdated. Generating original content instead of relying on other sources is one solution to this problem and a feature of oneyouonline.org. As a journalistic site, oneyouonline.org will subscribe to the Society of Professional Journalists Code of Ethics, which “are to seek truth and report it; minimize harm; act independently, and be accountable” (www.spj.org). According to its

¹ *Tips for Using the Food Guide Pyramid for children 2 to 6 years old*. Link no longer available on letsmove.gov or mypyramid.gov.

² Path to page: letsmove.gov/try-new-fruit-or-veggie

website, “Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice” (<http://www.spj.org/ethicscode.asp>).

Significance of problem

As stated previously, a majority of obesity prevention programs focus on weight. By doing so, they alienate overweight and obese adults as well as children. This weight focus adds to the shame and stigma already attached to overweight and obese individuals and can actually be harmful instead of motivating. Research also shows that a focus on weight can have other negative effects, such as in athletics. For example, when “body weight is emphasized as a criteria for determining success in sports (such as wrestling, gymnastics or ballet), those sports are more likely to have a high prevalence of people with eating disordered behaviors and performance is adversely impacted” (Thompson and Heinberg, 1999, 339). Cogan, Maine and Smith (2008) suggest that when BMI reporting is used as a motivator to decrease the rates of obesity, it is done with the assumption that “at-risk individuals will begin to diet and will then lose weight (7).” But according to Field, Austin, Taylor, Malspeis, Rosner and Rockett (2003, 902), dieting is often associated with weight gain due to the incidence of binge-eating, which can occur

“secondary to restrictive eating and as a result of starvation”

(www.aedweb.org/ED_Glossary).

Websites that promote obesity prevention programs, specifically letsmove.gov, healthiergeneration.org and heart.org, use statistical data to help support their claims that obesity is a problem that needs to be solved.

For example, as stated on Letsmove.gov: “Over the past three decades, childhood obesity

rates in America have tripled, and today, nearly one in three children in America are overweight or obese. The numbers are even higher in African American and Hispanic communities, where nearly 40% of the children are overweight or obese. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma.”

According to the home page of ahealthiergeneration.gov:

“Today about 25 million kids and teens in the U.S. are overweight or at risk of becoming overweight. That’s nearly one in every three young people.”

(link from above statement) “Today about 1 in 3 children and youth (ages 2-19) in the United States are already overweight or obese. Overweight kids are more likely to become overweight adults. Some experts believe that if obesity among kids continues to increase at this rate, our current generation could become the FIRST in American history to live shorter lives than their parents.”

And on heart.gov:

“Today, about one of three American kids and teens are overweight or obese, nearly triple the rate in 1963. Among children today, obesity is causing a broad range of health problems that previously weren’t seen until adulthood.”

The information in these examples is used and presented in ways that are intended to scare people into action. For example, the word “epidemic” is a common term.

According to researcher and author Linda Bacon PhD (2007), the “catastrophic consequences predicted to result from the ‘obesity epidemic’” are not there.

“Why do these faulty assumptions continue to proliferate and why isn’t the reality more widely known? There can only be one explanation when science so blatantly contradicts popular thought: economics. There is a huge industry that benefits from widening the boundaries of what is considered a problematic weight, including weight loss centers, supplement makers, drug companies, physicians, and purveyors of diet books, foods and programs. Even scientists benefit by getting research grants and serving as consultants, or by running weight loss centers at universities. Convincing us of a crisis can also aid government agencies in obtaining congressional funding.”

While the 2007-2008 National Health and Nutrition Examination Survey (NHANES) shows an increase in weight overall among Americans since 1976, it concludes that, “between 1999-2000 and 2007-2008 there was no significant trend in obesity prevalence.” Bacon (2007) concedes there has been a modest increase in weight over the past three decades, but she doesn’t see this increase as the “epidemic proportions” current obesity prevention programs claim.

“The Centers for Disease Control did a slick job of presenting this collective weight gain. Instead of noting the small increase in weight, they dramatized it by showing the percentage increase in the number of people labeled overweight and obese. Weight among populations always resembles a bell curve. Since the overweight category coincided with our average weight (the height of the bell curve), just a few pounds’ difference pushed a large number of people over the edge from “normal” to “overweight.” That the overweight category is meaningless as a health risk predictor reinforces the uselessness of this information. Sure, we’re moderately fatter than we used to be, but life expectancy has also increased dramatically during the same time period in which our weight rose (from 70.8 years in 1970 to 77.3 years in 2003). Meanwhile, heart disease rates have plummeted and many common diseases emerge at older ages and are less severe.”

Solution

Ideally, teaching today’s children health and activity fundamentals will empower them with the knowledge they need to maintain that balance throughout their lives. According to research conducted by Lau, Quadrel and Hartman (1990, 240), “the direct modeling of behavior appears to be the most important avenue of influence for both parents and peers. These data suggest a pattern of gradually increasing parental influence on their children’s health beliefs and behavior while the children are living at home and the persistence of the influence at least through the college years.” Providing a wellness

website such as oneyouonline.org as a resource for parents, families and individuals will help accomplish this.

On the site, individuals can find sound, common sense information that will help educate and empower families and empower them to make informed decisions regarding their health and wellness. Onyouonline.org strives to be like other reputable news websites, such as cnn.com, nytimes.com, time.com and circleofblue.org in the way they are formatted and present information. Oneyouonline.org will provide concise news reported in a straightforward manner on a clean site that is easy to navigate. One difference between oneyouonline.org and the health sites previously referred to is that oneyouonline.org will focus specifically on nutrition and physical activity as a part of family and overall wellness.

MARKET ANALYSIS

One can become overwhelmed by the numerous sources and “expert” wellness information available to them. For example, a Google search (on June 1, 2011) on the word “health” returned more than 2.8 billion results, while “physical activity” returned more than 31 million.

To determine whether the focus of oneyouonline.org is unique it is important to examine potential competing websites. Initially, sites focusing on family wellness were chosen for this comparison. Then, a search for the top-ranked family wellness site on alexa.com³ turned up kidshealth.org. A search for sites similar to kidshealth.org returned

³ According to alexa.com, sites are ranked by country “using a combination of average daily visitors to kidshealth.org and page-views on kidshealth.org from users from that country over the past three months. The site with the highest combination of visitors and page-views is ranked #1 in that country.”

letsmove.gov. Both sites frequently cited mypyramid.gov⁴, which became the third site used in this comparison. Oneyouonline.org currently exists in prototype form. Ideally, user survey and tests will contribute to the full development of the site.

Overall, the sites most similar to oneyouonline.org have balanced wellness content. They focus on physical and psychological dimensions of various health, nutrition and physical activity topics. These sites also contain more in-depth features that include multiple professional sources in addition to data. They also offer supplemental information through video, podcasts and/or interactive features. The least similar sites have content that focuses on obesity first, and general wellness second.

A comparison of existing wellness websites

Website: kidshealth.org

Purpose: Kids Health is sponsored by Nemours, a pediatric health system established in 1940 in Delaware. Kidshealth.org was founded in 1992 as part of the Nemours Center for Children's Health Media, with the mission to work with "health providers, insurers, media groups, and corporations to provide family-friendly health information and materials specifically for parents, kids, and teens."

Content: This site addresses three distinct audiences: parents, kids and teens. Information regarding weight, nutrition and physical activity can be found in the section "Staying Healthy" in the "kids" category. "Cooking and Recipes" also addresses nutrition. Other topics in this category address feelings, illness and injuries, health

⁴ Mypyramid.gov was used as a resource for this paper, which was started in January 2011. ChooseMyPlate.gov was introduced June 2011.

problems, how the body works, staying safe and general health and wellbeing information. Content contains facts and advice from medical professionals, and includes interactive quizzes and games for kids. Video, printable worksheets and audio are also available on this site. Finally, obesity prevention information resides in the “parents” category under the section “Nutrition and Fitness,” which breaks down into subtopics ranging from “healthy eating and your family” and “staying fit” to “weight and eating problems” and “BMI Calculator and tools.”

Analysis: While kidshealth.org addresses adults, teens and kids as individual categories, oneyouonline.org focuses on the individual and family. Kidshealth.org touches on childhood obesity, which is not a focus of oneyouonline.org. Another difference is the range of topics. Kids Health includes issues related to feelings, illness and injuries, and staying safe issues among many other specific topics that fall under wellness.

Oneyouonline.org focuses on nutrition and physical activity as a part of wellness. Both sites use supplemental information in different forms. Both use videos and podcasts, while oneyouonline.org includes information graphics and interactive information graphics.

Website: choosemyplate.gov (formerly mypyramid.gov)

Purpose: This government site is part of the United States Department of Agriculture (USDA), which is part of Center for Nutrition Policy and Promotion founded in 1994. According to the mission statement, the site’s goal is to “improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers.”

Content: TheMyPyramid food guidance system was launched in 2005 and was replaced by ChooseMyPlate in June 2011. The site includes guidelines for preschoolers, kids, pregnant and breastfeeding women, the general population and weight loss. Educational content is provided as resources, such as printable activity and worksheets. Additional information includes MyPyramid tips via Twitter, personalized daily food plans, a food tracker to track food intake and physical activity, and a space-themed interactive game for kids.

Analysis: Choosemyplate.gov and oneyouonline.org both use research data on their sites. Choosemyplate.gov uses short paragraphs or bulleted lists to present the information while oneyouonline.org uses feature articles. Similar to Kids Health, ChooseMyPlate covers a wide range of subtopics within wellness, whereas oneyouonline.org focuses on physical activity and nutrition. Both sites use video and podcasts and have links to multimedia. The multimedia content differs on each site, with choosemyplate.gov listing print materials, videos, podcasts, and print/audio/video public service announcements. Multimedia content on oneyouonline.org is listed as video, podcasts and information graphics.

Website: letsmove.gov

Purpose: Letsmove.gov was launched in February 2010 by First Lady Michelle Obama as “a comprehensive initiative, dedicated to solving the problem of obesity within a generation.”

Content: Letsmove.gov bases its content on five pillars: creating a healthy start for children; empowering parents and caregivers; providing healthy food in schools;

improving access to health, affordable foods, and increasing physical activity. The site is an advertisement for the Let's Move! Initiative, which is to “solve the problem of obesity.” Information provided is fact-based and can also be found at cdc.gov, usda.gov and choosemyplate.gov. Videos featured on letsmove.gov offer some tips, but are mainly public service announcements that use celebrities to promote the program.

Analysis: Both letsmove.gov and oneyouonline.org promote family wellness and the importance of teaching kids good habits at a young age. Both sites use research data and statistics in their content, though presentation of content differs. The tone of letsmove.gov is informal and more conversational, while oneyouonline.org strives to be news-driven. Another difference is in the use of supplemental information. Both sites use video and interactive information graphics, but the interactive graphics on oneyouonline.org use more animation and have more options than simply clicking to go to a new page. Only oneyouonline.org uses podcasts.

ELEMENTS OF A BUSINESS PLAN

As the section title indicates, only specific elements of a business plan are addressed here. The site is a prototype and will most likely go through a number of user tests and revisions before a final site is developed and an extensive business plan can be completed. For the purpose of this prototype site, information on the make-up of the site, general content information, an executive summary, a mission statement, and financing information are addressed.

Site Information

The name of this wellness news site is One You, with the full name appearing on the site banner as ‘One life. One You.’ The name of the site is based on the premise that every human has only one life, and one body in which to live that life. It takes one step at a time to adapt new habits and make lifelong changes. The site is registered at: www.oneyouonline.org.

The idea for oneyouonline.org came from the nonprofit water news site, Circle of Blue (circleofblue.org). The site is described as, “an international network of leading journalists, scientists and communications design experts that reports and presents the information necessary to respond to the global freshwater crisis. ...Circle of Blue reports and collects information and data, and presents it in coherent, accessible and connected forms” (circleofblue.org/about). Circle of Blue accomplishes this by “executing front-line journalism, existing and new science and data, and innovative communications design.” Like Circle of Blue, oneyouonline.org will serve as a leading journalistic effort to provide fair and balanced coverage of a single, specific topic of great interest and impact among the general population.

[Oneyouonline.org](http://oneyouonline.org) is also similar in style and type of content presentation of most news websites in that it presents in-depth reporting and multimedia storytelling. Video, photo slideshows and information graphics are common formats for online news. And the main goal for oneyouonline.org is to achieve the depth of multimedia storytelling that that exists on sites like cnn.com and nytimes.com.

Executive Summary

Oneyouonline.org is a nonprofit online community focused on educating and providing resources for families and individuals as they seek to become healthier as individuals and as a family unit. The site founder hopes that millions of individuals visit www.oneyouonline.org each month to access nutrition, physical activity and wellness information; search for wellness activities for the entire family, and interact with others who have similar interests. Information provided on oneyouonline.org will help parents educate their children about wellness, empower them, and help them gain confidence about making healthy choices.

Types of content

General content on oneyouonline.org will include journalistic storytelling and multimedia elements. The purpose of the site is to inform, to go into the field as researchers and explore topics at a deeper level.

The site is structured as follows:

Multimedia storytelling elements:

Video

- Instructional/how-to segments
- Short (one to three minutes) informative or documentary-like segments that correspond with feature stories
- Longer (three to seven minutes) documentary-like segments that correspond with features

Interactive information graphics

- Detailed informative illustrations, such as a look inside the body to explain how it uses calories
- Charts and graphs to help explain facts and figures, or to give supplemental information
- Interactive graphics that visualize complex topics

Journalistic storytelling elements:

- In-depth and investigative reporting through field research
- A variety of sources, such as Registered Dietitians, Pediatricians, Psychologists, Sports Medicine Professionals and medical professionals with experience treating eating disorders
- Writing that is informative and neutral, allowing the information presented to speak for itself. Similar to content on nytimes.com, time.com and circleofblue.org, where the opinion of the reporter, editor and publisher are not apparent in the content

Other possible website elements:

- Message board for users to discuss topical issues
- Blogs posted by expert contributors (health and medical professionals).
- List of suggested readings (books, journal articles, newspaper articles) for those who seek alternative resources.
- Links to other health and wellness sites.

Mission Statement

Oneyouonline.org is intended to help individuals develop the lifelong habits necessary to promote a healthy lifestyle. As a resource in that journey, it is the mission of oneyouonline.org to:

- Provide tools that will help educate and change behaviors. This will be done through research and in-depth investigative reporting;
- Engage individuals, families, schools and communities in mindful actions that promote balanced nutrition and physical activity;
- Nurture potential. Anyone can alter his or her lifestyle through mindful nutrition and physical activity, regardless of gender, shape, size, ability or age;
- Supply information from experts addressing real issues at the core of living a healthy lifestyle;
- Support all individuals in their efforts to adapt and live a healthy lifestyle.

Financing

According to New World Encyclopedia, “a nonprofit organization is an organization whose primary objective is to support an issue or matter of private interest or public concern for non-commercial purposes, without concern for monetary profit.” Funding for a nonprofit can be obtained through donations, which “can be presented as a gift, grant, or contribution” (newworldencyclopedia.com). For example, the nonprofit site circleofblue.org solicits donations on its site with a pop-up that appears when the site first loads. There is also a “donations” link on the right side of the page. Circle of Blue, which operates as an affiliate of the Pacific Institute, reviews all donations by staff to

“ensur(e) the donation will not adversely affect the company’s reputation for independence.” It is the policy of Circle of Blue “not permit any donor to influence or determine the content of any project or activity undertaken by the Institute.”

Advertising on oneyouonline.org will be limited to static ads smaller than 2”x2”. Oneyouonline.org will be strict in choosing advertisers, selecting those that focus on nutrition and physical activity and have similar values to those of oneyouonline.org. Examples of advertisers on oneyouonline.org would be Milk (gotmilk.com), DelMonte (fruits.com), The Whole Grains Council (wholegrainscouncil.org), and the YMCA (ymca.net).

The section that follows identifies potential grants.

Grant: Ball Brothers Foundation⁵

About: The Foundation prefers to provide funding for organizations that fall within their core values of legacy, philanthropy, stewardship, leadership, integrity, communication, and effectiveness.

Award: Varies

Past Recipients: \$4.6 million was awarded in 2010 to 59 recipients, including \$50,000 to Indiana Youth Institute, \$10,000 to McMillen Center for Health Education and \$45,000 to the Muncie YMCA.

⁵ Items 6-15 refer to websites for which grant information was found. The sites contain more detailed information about grant requirements, application procedures and deadlines that were not included in this paper. Ball Brothers Foundation; <http://www.ballfdn.org/>

Grant: Central Indiana Community Foundation (CICF)⁶

About: CICF was established in 1997 as a partnership between The Indianapolis Foundation and Legacy Fund. With \$550 million in assets, CICF’s mission is “to inspire, support, and practice philanthropy, leadership, and service in our community.”

According to the website, “CICF is a public charitable foundation transforming central Indiana in three ways:

- By supporting donors, family foundations and their professional advisors on charitable giving
- Awarding grants to effective not-for-profit organizations
- Providing leadership to address community needs and seize opportunities

Award: Varies

Past Recipients: \$5.6 million was awarded in 2010 across five categories: Health and Human Service, Civic and Community Improvement, Education, Arts and Culture, and Environment.

Grant: The Community Foundation of Muncie and Delaware County⁷

About: According to the website, the mission of The Community Foundation of Muncie & Delaware County, Inc. is to encourage philanthropy, assist donors in building an enduring source of charitable assets, and exercise leadership in directing resources to enhance the quality of life of the residents of Muncie and Delaware County, Indiana.

Award: Varies

⁶ Central Indiana Community Foundation (CICF); <http://www.cicf.org/>

⁷ The Community Foundation of Muncie and Delaware County; <http://www.cfmdin.org/>

Past Recipients: In the second quarter of 2011, recipients include \$15,000 to Animal Rescue Fund, \$25,000 to Gateway Health Clinic, and \$5,000 to Muncie Symphony Orchestra.

Grant: Education and Health and Human Services Grants from Wells Fargo⁸

About: Supports organizations working to strengthen communities

Award: Varies by state

Past Recipients: \$991,000 was awarded to nonprofits and schools in Indiana and Ohio through corporate and foundation giving.

Grant: Healthy Generation Grants: Signature Program from WellPoint Foundation & Blue Cross and Blue Shield Association⁹

About: According to the website, funding is available to address key health issues including childhood obesity, diabetes prevention, and adult physical activity. Sites are required to demonstrate measurable, sustainable impacts by the end of the one-year grant period.

Award: Award amounts vary

Past Recipients: In January 2011, The Albert Schweitzer Fellowship (ASF) received a \$669,784, multi-year grant from the Anthem Blue Cross and Blue Shield Foundation,

⁸ Education and Health and Human Services Grants from Wells Fargo;

<https://www.wellsfargo.com/donations>;

<https://www.wellsfargo.com/downloads/pdf/about/corporate/IndianaOhioFactSheet.pdf>

⁹ Healthy Generation Grants: Signature Program from WellPoint Foundation & Blue Cross and Blue Shield Association; <http://www.wellpointfoundation.org>

which will be used to implement ASF's childhood obesity prevention programs, in Indiana, Ohio, California and New Hampshire.

Grant: Finish Line Youth Foundation Grants¹⁰

About: The Finish Line Youth Foundation “supports youth programs that are effective and inclusive, funding opportunities for participation in youth programs that place an importance on youth development and an active lifestyle. Grants generally range from \$1,000 to \$5,000, although the Foundation may occasionally make significant, larger grants to maximize funding impact in its interest areas.”

Award: \$1,000 - \$5,000

Past Recipients: Back 2 Basics Kids Foundation, Decatur, GA; Center for Autism and Related Disabilities New England, York, ME; Camp Sunshine, Casco, ME; Bogalusa YMCA, Bogalusa, LA; City of Lakes Nordic Ski Foundation, Minneapolis, MN; Fiver Children's Foundation, New York, NY.

Grant: Healthy Habits from MetLife Foundation¹¹

About: According to the website, MetLife Foundation supports projects to empower people to lead healthy, productive lives and strengthen communities. The Foundation makes grants in health, education, civic affairs and culture. Underlying the Foundation's programs is a focus on education at all ages and a commitment to increasing access and

¹⁰ Finish Line Youth Foundation Grants; <http://www.finishline.com/store/youthfoundation/news.jsp>

¹¹ Healthy Habits from MetLife Foundation;
<http://www.metlife.com/about/corporate-profile/citizenship/metlifefoundation/index.html>

opportunity. The Healthy Habits program seeks to promote healthy habits and physical fitness for illness prevention, especially among children. Requests are accepted and reviewed throughout the year.

Award: Award amounts vary

Past Recipients: MetLife Foundation and the National Guild for Community Arts Education (National Guild) have announced that 12 community arts education organizations in eight states have been awarded technical assistance and grants totaling more than \$80,000 through the 2011 MetLife Foundation Creative Aging Program.

Grant: Charles Lafitte Foundation Healthy Living Grants¹²

About: The Charles Lafitte Foundation “supports innovative and effective ways for people to help themselves and others around them lead healthy and satisfying lives. The Foundation’s areas of interests are education, youth advocacy, and medical research. They prefer projects and programs that provide a permanent solution rather than a temporary bandage. Eligible applicants are nonprofit organizations with 501(c) (3) status.”

Award: Varies

Past Recipients: American Diabetes Foundation, American Heart Association, Barnabas Medical Center Foundation, Boys and Girls Clubs of Newark, Brielle Elementary School.

Grant: The Sara Lee Foundation¹³

¹² Charles Lafitte Foundation Healthy Living Grants; http://www.charleslafitte.org/recent_grants.html

¹³ The Sara Lee Foundation; http://www.saraleefoundation.org/funding/focus_food_related.cfm

About: The Foundation “supports nonprofit organizations with clearly defined missions and programs addressing the following areas: food related programs (including food insecurity, nutrition education, and healthy and active lifestyles), women's self-sufficiency programs, and diversity through highly visible cultural programs.”

Award: Varies

Past Recipients: Common Threads, Feeding America, Food Research and Action Center, Girl Scouts of Chicago, Growing Home, Howard Area Community Center, People's Resource Center, Robert Crown Center for Health Education, Second Harvest Food Bank of Greater St. Joseph.

Grant: A.L. Mailman Family Foundation¹⁴

About: The Mailman Family Foundation is a “small national foundation with a broad vision of quality early care and education.” They promote: the building of sustainable systems that provide access to high quality early learning experiences for all children; effecting system-wide change by encouraging responsive public policies, and the creation and dissemination of curricula, materials or tools that promote quality. They fund advocacy and strategic communication to inform and build public will, and applied research designed to inform policy and improve practice. And they support funder collaboratives to expand learning and broaden their sphere of influence.

Award: The Foundation has assets of just over \$20 million and awards grants totaling approximately \$1 million yearly.

¹⁴ A.L. Mailman Family Foundation; <http://www.mailman.org/grants/>

Past Recipients: Zero To Three (ZTT) received awards of \$50,000 in 2007, 2008 and 2009. The award in 2008 was for the development of a toolkit and other web-based and print resources to support the policy work of ZTT, including Early Experiences Matter: A Guide to Improved Policies for Infants and Toddlers. The 2009 grant supported the work of ZTT's Policy Center.

Overall, the sources selected award grants to help new business start, to support nonprofits, and to support nonprofits or programs that have a health/wellness/community improvement focus. As a new nonprofit that focuses on wellness, oneyouonline.org has a chance to qualify for any of these grants.

Site map and organization

See Appendix 1.

Other content

Currently on the prototype site, "other content" falls under the Community and Toolbox sections of the site. In the Community section are links to a Daily Blog, which will feature a medical health professional responding to a news topic; Healthy Home, which groups site content that pertains specifically to families, and Social Media, which will include links to Facebook and Twitter. Social media will help disseminate news, generate discussions about wellness issues and tease out potential newsworthy topics.

The Toolbox line-up will rotate on a month-to-month schedule. This section offers quick links to content provided by experts that has appeared on oneyouonline.org, as well as information graphics that relate to new topics featured in Toolbox, or on the

site's homepage. In an ideal world, user surveys will help filter out content that is most important to site users.

ONEYOUONLINE.ORG

The prototype site is: www.oneyouonline.org/DW/oneyou/index.html. It is populated with content by individuals who have studied, researched and reported on wellness topics. For example, Diane Neumark-Sztainer was chosen because of her research on how the family and home environment of adolescents impact their weight, body image, weight control practices, food intake, and level of physical activity. Brian Wansink was selected because of his award-winning academic research on changing eating behaviors that been published in the world's top marketing, medical, nutrition and obesity journals. Results of his research include the introduction of smaller "100 calorie" packages to prevent overeating, and the use of taller glasses in some bars to prevent the over-pouring of alcohol. Wansink brings knowledge of mindful eating and how it applies to disordered and emotional eating, two factors in poor nutrition and weight gain. In general, experts presented on oneyouonline.org focus on the role foods plays in living a healthy lifestyle, on emotional and psychological factors of wellness, and on the role the economy plays in affordability and accessibility of foods with a high nutritional value.

As this is a prototype site, content was gathered based on what was found on the Internet. When the site is fully developed, video content will include documentary-style shorts based on topics similar to in-depth stories used in the prototype. Issues of weight and obesity will be addressed but from an overall health and wellness perspective that

examines individual behaviors, food quality and affordability and making sustainable changes.

CONCLUSION

According to Circle of Blue, “In most cases, the solutions to solve the global freshwater crisis exist. What’s lacking is the awareness and will to respond.” The same can be said for the poor state of health and wellness among Americans; there are solutions to poor nutrition, lack of physical activity and the overall decline in wellness. Narrowing the focus to two main components of wellness, as oneyouonline.org does, might help individuals find the information they seek to maintain a healthy lifestyle.

User testing becomes very important as site is developed. From the name, to colors, to content, user testing will help tease out works and does not work with the site and allow for revisions and more testing to help make the site the best it can be. Testing will also help determine if a news approach is appropriate, compared to the informal content presentation on the sites examined in the market analysis. For example, the use of multimedia on oneyouonline.org is most similar to the news sites circleofblue.org, nytimes.com and cnn.com. Yet under the umbrella of family wellness, Kids Health ranked number one. Multimedia on that site is limited and what is included is geared toward kids and teens both in design and content.

As the site moves forward, one limitation to consider is financing. Financing is important for any nonprofit as it can sustain it or kill it. With appropriate funding, a staff of journalists experienced in multimedia storytelling, and access to experts like those

referenced on the prototype site, oneyouonline.org will be able to successfully function as a wellness news site.

Another limitation is specifying the targeted demographics as the site is developed through user testing. Finally, acceptance of what the site offers: wellness news and education, as opposed to a quick-fix.

OUTSIDE EVALUATIONS

Evaluation I

Bob Meister is an entrepreneur in his mid-60s who owns various small businesses and manages websites for those companies. Meister is a former supervisor and was chosen because of his background in starting small businesses and his knowledge of website design and development. Responses have not been edited.

1. What are your credentials (knowledge and experience of the subject area)?

I'm pretty experienced in web page development. My experience in selecting healthy food is limited to reading about nutrition ala Atkins (Diet) and frequenting the Prather labs in Carmel (Ind.)...He's an alternative medicine chiropractor that seems to have a degree of success, including a weekly radio show.

2. What is your relationship to the subject matter?

I have a casual interest in this type of site, looking for ideas.

3. Evaluate the topic as appropriate for this creative endeavor?

This category of information benefits from using multi media. Folks don't want to read long articles, but would rather listen or watch. Shorter articles, with links

to other short articles are great. Frequently updated materials are mandatory, as older articles seem worthless.

4. Evaluate the student's approach.

Great use of colors...subdued. Great use of columns to present a greater diversity of information for reader to select from. Site loaded quickly. Lots of links and that's good. Use of audio and video is positioned correctly.

5. Evaluate the body of the project based on: a) quality; b) depth of treatment; c) coverage

Quality is very good and very professional. Yet the reader isn't over whelmed. By using complimentary colors I was encouraged to read the links on the right side. Tons of info available by selecting top menu options...kind of hidden...perhaps a drop down would encourage further page searching. Depth of treatment is quite overwhelming. Index page isn't too long, but I'm not too sure if readers would know to select the top menu items to find all the info. Having the 'return' links at the bottom of some of the pages is really a good idea. This is a very comprehensive site and it would be easy for the casual reader to get lost without that guidance.

6. Evaluate the student's contribution to the field (e.g., body of knowledge)

This site has the caliber of sites by major pharmacies, fitness magazines and professionals like Dr. Mercola. From my background, I would expect to see some call to action...e.g., capturing a reader's email, or making an offer for purchase, or some type of headline that changes daily or weekly. Perhaps some syndication

links whereby each new headline is displayed automatically. Other than that, this is a very elegant site that keeps a viewer's interest.

Evaluation II:

Kathy Smith is journalist in her late 40s and has been my acquaintance for over a year.

1. What are your credentials (knowledge and experience of the subject area?)

I have been a journalist for more than 35 years at The Star Press in Muncie, Ind., having been a writer, editor and page designer with some experience writing for and posting to the Web product and have been a Web surfer for 15 years.

2. What is your relationship to the subject matter?

I have worked with Vicki Rosenberger, first when she was an intern at The Star Press, and now as a part-time employee.

3. What is your evaluation of the topic as appropriate for this creative endeavor?

More and more people are turning to the Web for health information and help making their lives and the lives of their families healthier. A website that is a one-stop shop with information and tips for busy parents is an excellent and timely idea.

4. Evaluate the student's approach.

I like that it is geared toward getting factual and scientific information about obesity and healthy habits into the hands of parents. I think parents today are bombarded with information, much of it inaccurate or unhelpful (fluff) and have a difficult time determining what they need to take away for themselves and their

children. I think this site does a good job presenting information that is not only factual, but actually useful, in a straightforward, easy to use design.

5. Evaluate the body of the project based on: a) quality; b) depth of treatment; c) coverage

I think the quality of the information here is excellent, from reputable sources, as is the depth of treatment. The fact that viewers can choose from in-depth articles, videos and flip-through tips provides options for a wide variety of web surfers and will appeal to both those who have a lot of time to spend exploring a site and those whose time is limited and just want quick hits.

6. Evaluate the student's contribution to the field (e.g., body of knowledge)

I think this site would be bookmarked by many, as it offers a good balance between a strictly science-based information site and a chatty, strictly community site. I liked the balance of in-depth backgrounding science articles and the quick, how-to and tips pieces that allow users to translate the science into action, the simple-to-use info graphics , videos and podcasts. Paired with the blogs and community options, I think the site has a lot to offer for a wide variety of users. I would return to this site.

Summary

Three site users evaluated oneyouonline.org according to criteria from the Ball State Graduate School. Only two were required, and those selected were individuals who claimed to have little knowledge in nutrition and physical activity. The user evaluations helped me see that multimedia storytelling is appealing to users. Short videos, interactive

information graphics and podcasts can help break down dense information into digestible parts. The results also support the importance of user testing. A few site reviews are not enough to draw conclusions and make changes. More information is necessary to determine how to best improve oneyouonline.org.

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Ball Brothers Foundation. <http://www.ballfdn.org/> ball foundation

Brain Wansink. <http://mindlesseating.org/about.php>

Central Indiana Community Foundation (CICF); <http://www.cicf.org/>

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YMCA. <http://ymca.net>

APPENDIX I

NEWSLETTER | GET INVOLVED | RESOURCES | CAREERS

HOME | FEATURES | MULTIMEDIA | COMMUNITY | ABOUT | CONTACT

SITE MAP

Home	About	Contact	Multimedia	Features	Community	Toolbox
<ul style="list-style-type: none"> About Contact Multimedia Video Podcasts Infographics Features Community Daily Blog Healthy Home Social Media Toolbox Newsletter Links Books Expert Advice - Mark Bittman Expert Advice - Linda Bacon Real Food Action program The Center for Mindful Eating Nutrition - infographic Wellness - infographic Physical Activity - infographic 	<ul style="list-style-type: none"> Company Bio Mission Statement 	<ul style="list-style-type: none"> Mail E-mail Phone Fax 	<ul style="list-style-type: none"> Video Podcasts Infographics 	<ul style="list-style-type: none"> Articles Related Media Video Podcasts Infographics 	<ul style="list-style-type: none"> Daily Blog Healthy Home Articles Podcasts Infographics Video Discussion Boards Social Media Facebook Twitter RSS Phone Apps 	<ul style="list-style-type: none"> Newsletter Links Books Expert Advice - Mark Bittman Expert Advice - Linda Bacon Real Food Action program The Center for Mindful Eating Nutrition - infographic Wellness - infographic Physical Activity - infographic