



**ACTIVE FOR LIFE:
A COMMUNITY-BASED APPROACH
TO OBESITY PREVENTION IN
ADULTS AGED 30-50**

BACKGROUND

According to Brown and colleagues, obesity affects a substantial number of individuals worldwide, impacting not just physical health but also overall well-being and life satisfaction (Brown, et al, 2012). Through this intervention, my goal is to empower each and every one of you to take charge of your health and make positive lifestyle changes.

Let's create a nurturing and supportive environment that fosters healthier choices and cultivates a community of well-being. With insights into the root causes and contributing factors specific to our local population – such as sedentary lifestyles, unhealthy dietary habits, environmental influences, and psychological factors – I have designed this health intervention to bring about meaningful behaviour change (Mayoral, et al, 2020).

Join me on this exciting journey as we work together to combat obesity, embrace healthier lives, and unlock the path to happiness and vitality.

Let's step into a future filled with health, joy, and empowerment!





CONTEXT OF THE INTERVENTION

This intervention will encourage physical activity in adults aged 30 to 50. This population faces unique challenges in this fast-paced world. Sedentary lifestyles, unhealthy eating habits, and skyrocketing stress levels due to work and responsibilities can weigh us down. But together, we're going to soar to new heights! By targeting this age group, we are all set to tackle these challenges head-on and provide the personalized support they truly deserve (Australian Bureau of Statistics, 2018).

Through community engagement and collaboration with local organisations, we're on a mission to create an environment that sparks healthier choices, ignites our passion for wellness, and celebrates the joy of movement! (Mayoral, et al, 2020).

And here's a fun fact about me – I've been a dancer for 10 years and dance teacher for 5 years, so movement is my life. I know firsthand the powerful outcomes, both physical and mental, that come with embracing an active lifestyle. So, let's move our way to a brighter future of health, happiness, and boundless possibilities! (Brown, et al, 2012).

ENERGIZING OUR COMMUNITY!

Promoting Physical Activity!

- ☑ Encouraging Active Living
- ☑ Creating Safe Spaces
- ☑ Stress Management & Self-Care
- ☑ Community-Based Workshops and Seminars
- ☑ Workplace Wellness
- ☑ Social Support Networks



(Australian Government Department of Health, n.d).

WHY IS PHYSICAL ACTIVITY SO IMPORTANT?

Today, we dive into the heart of the "Make Your Move – Sit Less, Be Active for Life" initiative, where physical activity takes centre stage as a game-changer for preventing chronic diseases and enhancing mental well-being (Australian Government Department of Health, n.d).

Surprisingly, statistics from the Australian Institute of Health and Welfare (AIHW) reveal that only 19% of adults between 30 to 50 met both physical activity and strength guidelines in 2014–15. It's time to break free from the chains of sedentary behaviour and rediscover the joy of movement! Let's ditch the powered transportation and step into a world of active living (Australian Bureau of Statistics, 2018).

Physical activity is our secret weapon, recognized as a powerful preventive behaviour that bestows countless benefits: improved fitness, stronger bones, and a reduced risk of various diseases like hypertension, cardiovascular disease, diabetes, stroke, depression, cancer, and falls (Williams, et al, 2019).



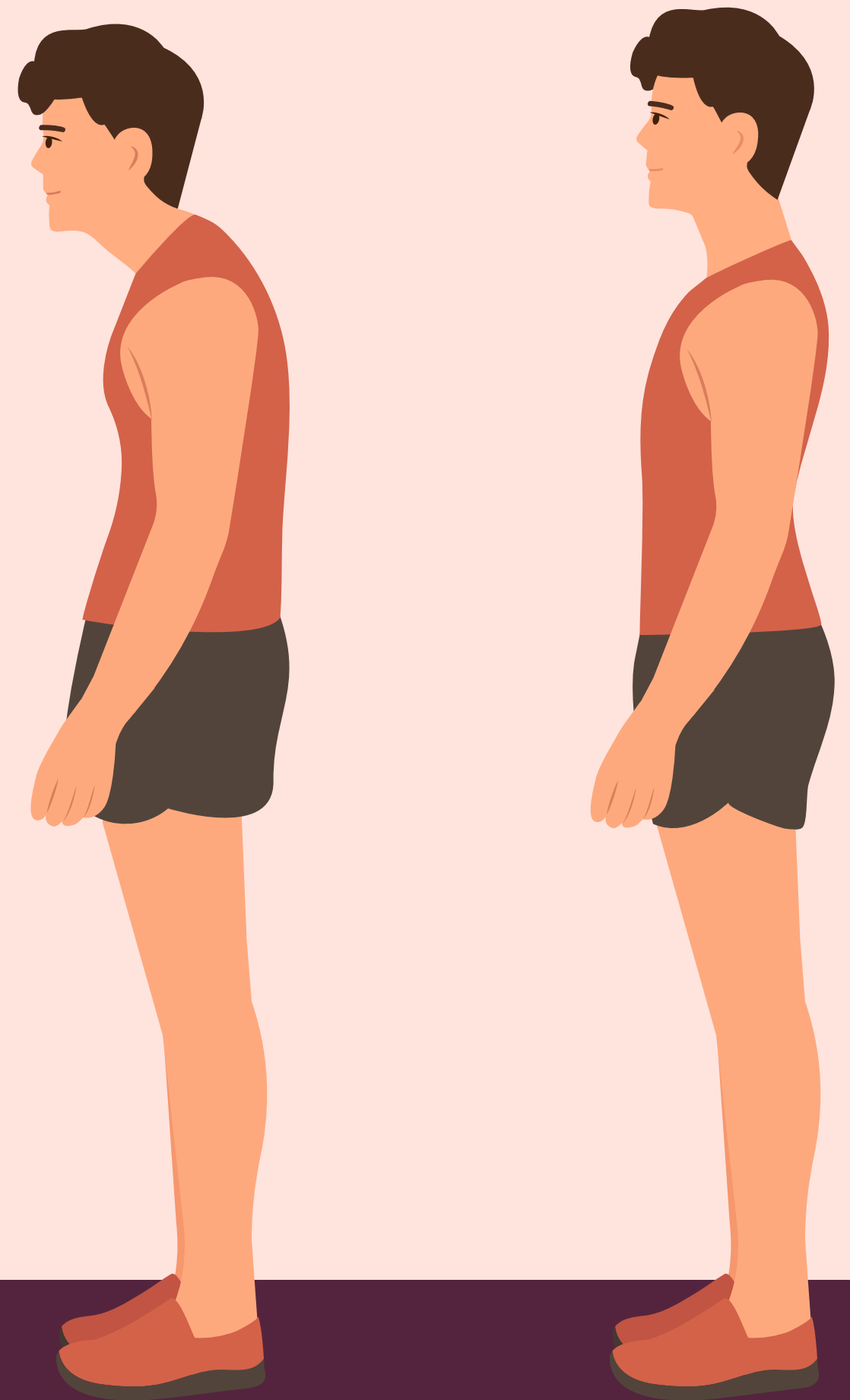
PRACTICAL EXERCISE: POSTURE

A technique that can be easily incorporated into your daily routine, whether you are at your desk or on the move. To begin, I invite you to engage in a visualization exercise with me. Please consider the lower lumbar region, the base of your spine, and visualize its strength and stability akin to the sturdy trunk of a tree supporting you.

Now, in this visualization, imagine planting a seed at the base of your spine - you can envision any type of seed you prefer. Instead of watering it, we will facilitate its growth by taking a deep breath in, which will prompt the seed to sprout and its stem to ascend through your spine to the very top of your head. Simultaneously, the roots of this imaginary plant will extend downward into your legs and feet, creating a sense of grounding and solidity.

As you completed this visualization, you might have noticed a change in your posture. I appreciate your participation in this exercise. You may now open your eyes.

The connection between the body and breath is remarkably dynamic, making the "shoulders back" approach somewhat rigid. True strength, on the other hand, embraces flexibility. So, rather than adhering to a fixed posture, I encourage you to nurture that metaphorical seed in your back and allow the breath to foster its growth, enabling a more natural and adaptable form of strength.



WHY ARE PEOPLE SEDENTARY?

The answer to that question is a labyrinth of individual, social, environmental, and cultural factors that come together to create the sedentary puzzle. From those desk-bound jobs to fast-paced lifestyles, the lack of time and perceived barriers, we'll shine a light on the diverse reasons that may be holding us back (Williams, et al, 2019).



And let's not forget about the powerful impact of social norms, the allure of technology screen time, and the struggle with motivation – all playing a role in this grand story (Williams, et al, 2019).

FASCIA & PHYSICAL HEALTH

Fascia is a type of connective tissue found throughout the human body. It is a dense, fibrous, and flexible material that surrounds and separates muscles, bones, organs, and other structures. Fascia provides support and protection to various body parts while allowing them to move and function together smoothly (Wilke, et al, 2019).

The structure of the connective tissue might have a significant role in the mechanics of movement. Recent studies have identified a link between increased fascia thickness and decreased joint flexibility in patients with chronic pain. In this study, we aimed to investigate this relationship in healthy individuals (Wilke, et al, 2019).

Fascia is an essential component of the musculoskeletal system, and its health and flexibility play a crucial role in maintaining proper movement and posture. In recent years, fascia has gained attention in the fields of physical therapy, sports medicine, and bodywork due to its potential implications in conditions like chronic pain and movement dysfunction (Wilke, et al, 2019).

When fascia isn't moved enough, it forms adhesions, affectionately known as "fuzz." Now, it's time to delve into our second practical exercise, designed to maintain healthy and flexible fascia (Wilke, et al, 2019).



PRACTICAL EXERCISE: FASCIA

To bid farewell to that fuzzy fascia, we have a couple of powerful strategies at our disposal. The first is to keep our bodies in motion, generating heat that effectively melts away those pesky adhesions. Physical activity is the key here, as it gets the blood flowing and nourishes our fascia (Wilke, et al, 2019).

The second approach involves the magic of massage. Whether you treat yourself or enlist someone else's helping hands, a soothing massage can stimulate blood flow, enhancing fascial health and relieving any soreness caused by adhesions due to lack of movement. Think of it as melting away clumps of cold, hard chocolate with the warmth of movement (Wilke, et al, 2019).

Imagine for a second that the fuzz are clusters of cold hard chocolate, how do we melt chocolate? With heat! And what is heat? Movement! Movement is heat and the most powerful and accessible resource at our disposal.

AUDIENCE ENGAGEMENT & COMMUNICATIONS



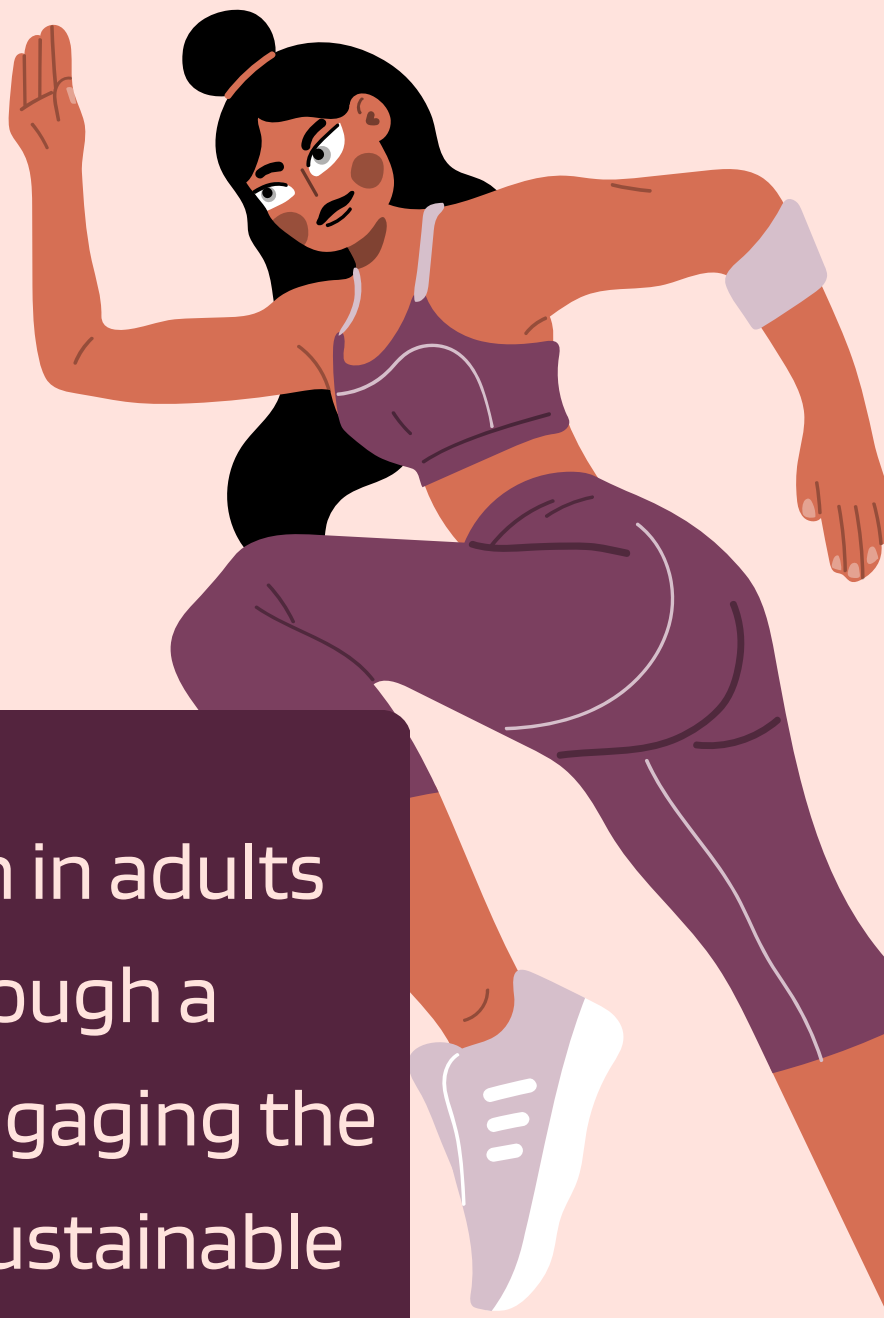
- **Interactive Workshops:** Engage participants through group discussions and Q&A sessions.
- **Social Support Networks:** Foster peer support and accountability through online forums, group activities, and shared experiences.
- **Personalized Health Coaching:** Provide one-on-one coaching sessions to individuals who need additional support and guidance.
- **Informational Materials and Resources:** Develop practical resources, fact sheets, and online tools to support behaviour change.
- **Communication Channels:** Utilize face-to-face interactions, social media platforms, and mass media channels to disseminate key messages and encourage participation.

(Beebe, et al, 2021).



LET'S WRAP IT UP!

CONCLUSION



In conclusion, our physical activity intervention for obesity prevention in adults aims to address the causes and contributing factors of obesity through a comprehensive and evidence-based approach (Brown, et al, 2012). By engaging the community, and fostering supportive environments, we believe that sustainable behaviour change is achievable (Beebe, et al, 2021). With our intervention we aim to empower individuals to make positive changes in their lifestyle, promote healthier choices, and ultimately reduce the prevalence of obesity in our community.

**SO, ARE YOU READY TO BE PART
OF THE MOVEMENT?**

References

- Australian Bureau of Statistics. (2018). Overweight and Obesity. <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/overweight-and-obesity/latest-release>
- Australian Government Department of Health. Make your move – sit less be active for life! <https://www.health.gov.au/sites/default/files/documents/2021/03/make-your-move-sit-less-be-active-for-life-adults-18-to-64-years.pdf>
- Beebe, S., Beebe, S., & Ivy, D. (2021). Communication: Principles for a Lifetime, Global Edition. Pearson Education. <https://ebookcentral.proquest.com/lib/think/reader.action?docID=6689941&ppg=32>
- Brown, W., Bauman, A., Bull, F., Burton, N. (2012). Development of Evidence-based Physical Activity Recommendations for Adults (18-64 years). Australian Government Department of Health. <https://www.health.gov.au/sites/default/files/documents/2021/03/development-of-evidence-based-physical-activity-for-adults-18-to-64-years.pdf>
- Mayoral, L., Andrade, G., Mayoral, E., Huerta, T., Canseco, S., Canales, F., Cabrera-Fuentes, H., Cruz, M., Santiago, A., Alpuche, J., Zenteno, E., Ruíz, H., Cruz, R., Jeronimo, J., & Perez-Campos, E. (2020). Obesity subtypes, related biomarkers & heterogeneity. The Indian Journal of Medical Research, 151(1), 11-21. doi: 10.4103/ijmr.IJMR_1768_17.
- Williams, J., Saken, M., Gough, S., & Hing, W. (2019). The effects of message framing characteristics on physical activity education: A systematic review. Cogent Medicine, 6(1)1-21. <https://doi.org/10.1080/2331205X.2019.1666619>
- Wilke, J., Macchi, V., Caro, R., Stecco, C. (2019). Fascia thickness, aging and flexibility: is there an association? Journal of Anatomy, 234(1), 43-49. doi: 10.1111/joa.12902
- World Health Organization. (2017). WHO Strategic Communications Framework for effective communications. https://cdn.who.int/media/docs/default-source/documents/communicating-for-health/framework-at-a-glance-slides.pdf?sfvrsn=436f459c_2