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Assignment title: MACS 110 assignment 1

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Date: Feb 22 2018

Recognizing that the social context of many public health issues is important, the social nature of the solution is implicitly recognized as an important step towards making real improvements in health. In fact, marketing is trying to manage individual behavior by providing enhanced incentives and consequences in a context of voluntary exchange (Resnick & Siegel, 2013). Focusing on the viewer is a fundamental principle of social marketing; therefore, the individual's attitude toward the product, its preferences and behavior, and its differences in location, will be designed with my target audience.

Core Product or Value: Based on the category weights of Lea (2013), in the 5 week frame, the core product equals the core audience value discussed by Resnick and Siegel (2013) in this week's reading. The products I'm trying to sell will improve the health of individual members of the community

When it comes to weight control, it's important to balance the amount of calories people consume with the amount of calories they burn. To lose weight, people need to burn more calories or consume less calories, or both (The Coca-Cola Company, 2012).

According to Coca-Cola, drinks are unique because they provide good mouthfeel and refreshing, with or without calories. Individuals have the opportunity to choose the beverage of their choice, including those with low or no calories. Not everyone knows how much calories he or she needs. As a result, Coca-Cola has now reduced or even eliminated the calories in the beverage to reduce obesity. They promote their calorie intake through television, radio, newspapers and many websites.

With fast food restaurants, public health practitioners can only advocate to incorporate fruits and vegetables in their food menu instead of asking restaurants owners to close or stop creating fast food restaurants to reduce obesity. Now some restaurants are trying to make their food much healthier. One can also obtain fast, healthy food from home. Before one goes to work in the morning, he or she can cook or prepare a healthy food and use it when on his or her break. It takes only a couple of minutes to warm food in the microwave and eat. Thus, this is one option. Another option is to learn how to read food menu and

pick healthy food. If and only if restaurants can add how much calories we have in a meal, individuals would be benefit from it. Some restaurants in California State have started including calories intake in their food menus and I think the whole nation should adopt the same system in order to decrease not only childhood obesity, but the obesity and overweight as well of each individual.

With fast food restaurants, public health practitioners can only promote the inclusion of fruits and vegetables in their food menus rather than requiring restaurant owners to shut down or stop creating fast food restaurants to reduce obesity. Now some restaurants try to make their food healthier. People can also get fast and healthy food from home. Before going to work in the morning he or she can cook or prepare healthy food and use it at rest. It takes only a few minutes to heat the food in the microwave and eat it. So this is an option. Another option is to learn how to read the food menu and choose healthy food. An individual can benefit from it if and only if the restaurant can increase our calorie in the meal. Some restaurants in California have begun to include calorie intake in their food menus, and I think the same system should be used throughout the country so as to not only reduce childhood obesity but also reduce everyone's obesity and overweight.

We hope parents and schools will see that lower or no-calorie drinks are contributing to a reduction in childhood obesity than low-calorie drinks. For those parents, lower or no-calorie drinks, increased consumption of vegetables and fruits, and increased physical activity can reduce the risk of cancer, DVT, PE and heart disease. We hope fat or overweight parents and children will see reducing their consumption of foods high in fat, cholesterol and calories as a way to stay healthy and maintain or lose weight. This prevents them from being exposed to many heart conditions. Given the fact that children are the most affected by obesity, we expect them to see cycling, walking, physical activity at school or some free fitness center, healthy eating habits and the use of stairs instead of elevators to help them maintain their

weight And grow healthier and stronger. We want the whole families to get involve in healthy eating habits in order to gradually change their previous sedentary lifestyle. Families also should take time to cook healthy meals and avoid giving sweeten beverages to their children to reduce diabetes and any other health issues.

We want parents to sit and eat their meals together with their children and also use the food guide pyramid that will tell them how much calories they should use per meal (Empowering Parents and Caregivers, 2012).

According to our class power point by professor Lea, we want parents or caregivers to see that preparing and eating meals at home as a family as being a good parent by contributing to their children's mental and emotional development and more important and beneficial than them going through the drive-thru.

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