



TAKE A
STAND
AGAINST
SITTING
BEFORE IT
KILLS YOU

VISUAL EXPLANATION

JENNIFER HAUN | GWDA 103 | WINTER 2015

Client

Women's Health Magazine (website/app)

Background

The average American is sedentary for about 21 hours per day. Whether its at the office, driving, watching TV, or countless other activities, sitting has become the norm in modern culture. This sedentary lifestyle has been shown to cause health problems over time that shorten life-spans. Recent studies have found that sedentary behavior increases the chance of death from cardiovascular issues, and cancer; and cause conditions like Type 2 diabetes. According to the World Health Organization, regular physical inactivity has been identified as the 4th leading cause of death in the world. The scary part is that these studies have also shown that exercise does not significatnly offset the risk.

The purpose behind this visual explanation is to bring awareness to the damage being done on a daily basis by highlighting the areas of the body that are affected.

Target Audiences

Broadly, the target audience is anyone who spends their day sitting at a desk. Even if these people exercise, those who sit more 8 or more hours day remain at a high risk for health issues. Specifically, it is the readers of Women's Health Magazine. These readers want to maintain optimal health and care about their bodies, but may not be aware of the hazards caused by their daily habits.

Objectives

The intent of this visual communication is to get the audience to literally take a stand against all this sitting by finding ways to make a change in their daily lives. Even just remembering to get up for a couple minutes each hour makes a difference. A larger goal is to inspire the viewer change the social norm of sitting. For instance, standing during meetings or requesting a standing desk.

Obstacles

The main obstacle is the fact that sitting is the cultural norm. Many people do not realize the long-term damage that their inactive lifestyles are causing. Corporate offices may also not be on board to make any changes.

Key Benefit

The main benefit is increased health and longevity in individuals.

Support Statements

Health conditions brought about by sedentary habits are preventable. The obstacle can be overcome if people are made aware of the hazards and decide to put forth a conscious effort to change up their routines. Habits can be contagious, so those who spend more time standing could also benefit those around them by inspiring them to do the same.

Tone

The tone should be fairly straightforward. Although it should it should be visually stimulating, it should not be overly decorated and be more fact and information driven.

Media

Since it is interactive, the main medium would be a website or a mobile device app.

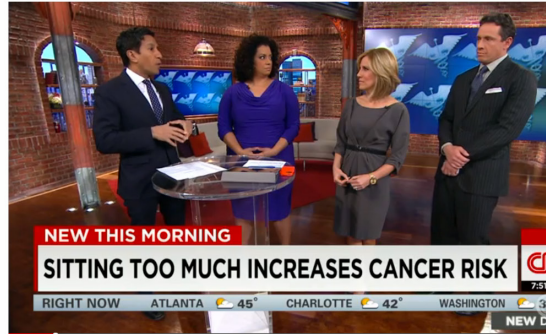
Creative Considerations

The image should represent the targeted inner body parts in an accurate way without being too graphic.



Sitting will kill you, even if you exercise

By Jen Christensen, CNN
 Updated 8:03 AM ET, Wed January 21, 2015



Your Health

- Now Playing: Stand up, put your phone down
- 01:36: Two big flu myths debunked
- 02:24: How to tell if your child is sick
- 06:33: Unvaccinated kids pose health threat?

Story highlights (CNN)—One of your favorite activities may act

February 26, 2015

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Dangers of Sitting

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Stand Up or Die Trying

Mark Morford | Posted 06.22.2014 | Healthy Living

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FITNESS & EXERCISE

Sitting Too Much: How Bad Is It?

By Kathleen Doheny, Reviewed by Michael W. Smith, MD on April 07, 2014

Excess Sitting Has Been Linked to a Host of Health Problems. Here's How to Reduce Your Sitting Time.

April 7, 2014 -- The studies just keep coming. Sitting our life away, it seems, may be very bad for our health and even our life expectancy.

Just since January, researchers have reported that sitting for long hours is linked to:

- Worse mental health
- A higher risk of death from heart disease and other causes
- A higher risk of being disabled

The new studies add even more weight to earlier research suggesting that too much sitting is bad -- even if you get regular exercise.

Experts say they still don't know for sure which comes first. Does too much sitting trigger poor health, or is it the other way around?

They also say we may need to think about sitting and exercise as two separate behaviors, each contributing on its own to our health. So while that 1-hour jog is great for you, it may not undo the 8 hours sitting at your desk.

WebMD asked three experts to weigh in on what we know about sitting and how we can

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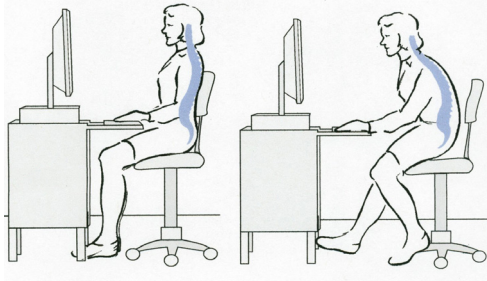
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Cold & Pain Drugs

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9 Ways Excessive Sitting Can Harm You.

HEAD

Sitting for long periods of time can cause blood clots to form which can travel to the brain causing a stroke.

LUNGS

You are twice as likely to develop a pulmonary embolism, or blood clot, if you sit most of your day.

ARMS

The reduction of physical activity leads to hypertension or high blood pressure.

STOMACH

Excessive sitting contributes to obesity & colon cancer. Enzymes in the blood vessels of muscles responsible for burning fat shut down leading to the disruption of the body's method of metabolizing fuels.

FEET

Numbness in the feet can be caused by poor circulation. It can also cause nerve damage or pressure on nerves when you sit for long periods.

NECK

Fluid retained in the legs during the day moves to the neck at night & contributes to sleep apnea. Neck muscles are stressed leading to pain.

HEART

People who live a sedentary lifestyle are up to twice as likely to die or develop diabetes and heart disease than those who move frequently.

LEGS

Fluid collects in the legs during sitting. Standing & walking helps pump it through your body.

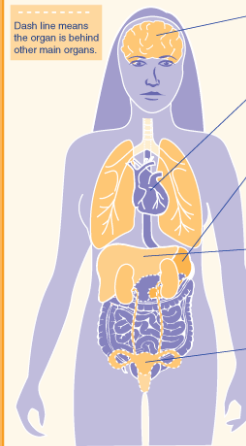
BACK

Sitting for long periods of time place a high amount on the spine. Over time, sitting can result in compression of the spinal disks. Because muscles are tight from pressure, sudden movements can lead to injury.



How Alcohol Affects Your Body

Dash line means the organ is behind other main organs.



Brain

Drinking alcohol leads to a loss of coordination, poor judgment, slowed reflexes, distorted vision, loss of memory, and even blackouts.

Heart

Drinking alcohol could cause your blood pressure to rise, increase your heart rate, cause your heart to beat abnormally, and can increase the size of your heart.

Stomach

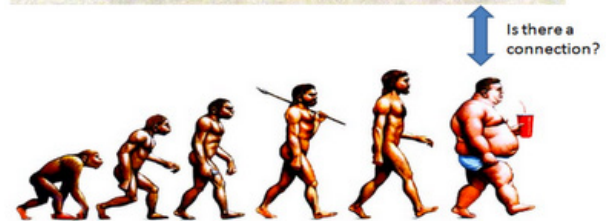
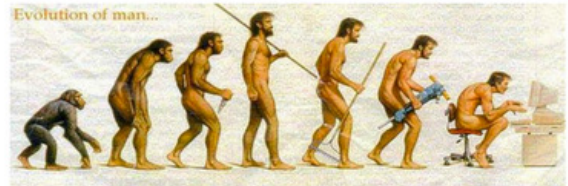
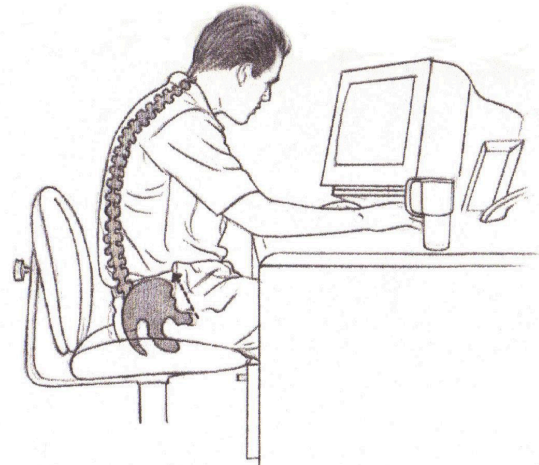
You're putting empty calories into your body, which could cause weight gain. If you drink too much, you may vomit because alcohol is toxic. Drinking alcohol can also cause stomach ulcers and cancer.

Liver

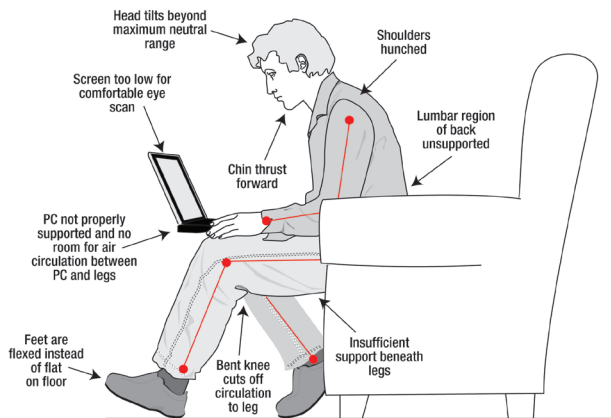
Drinking alcohol could cause diseases such as cirrhosis (sir-o-sis). It also can cause hepatitis (inflamed liver) or even liver cancer, which weakens the liver's ability to clot and keep our blood free from poisons and bacteria.

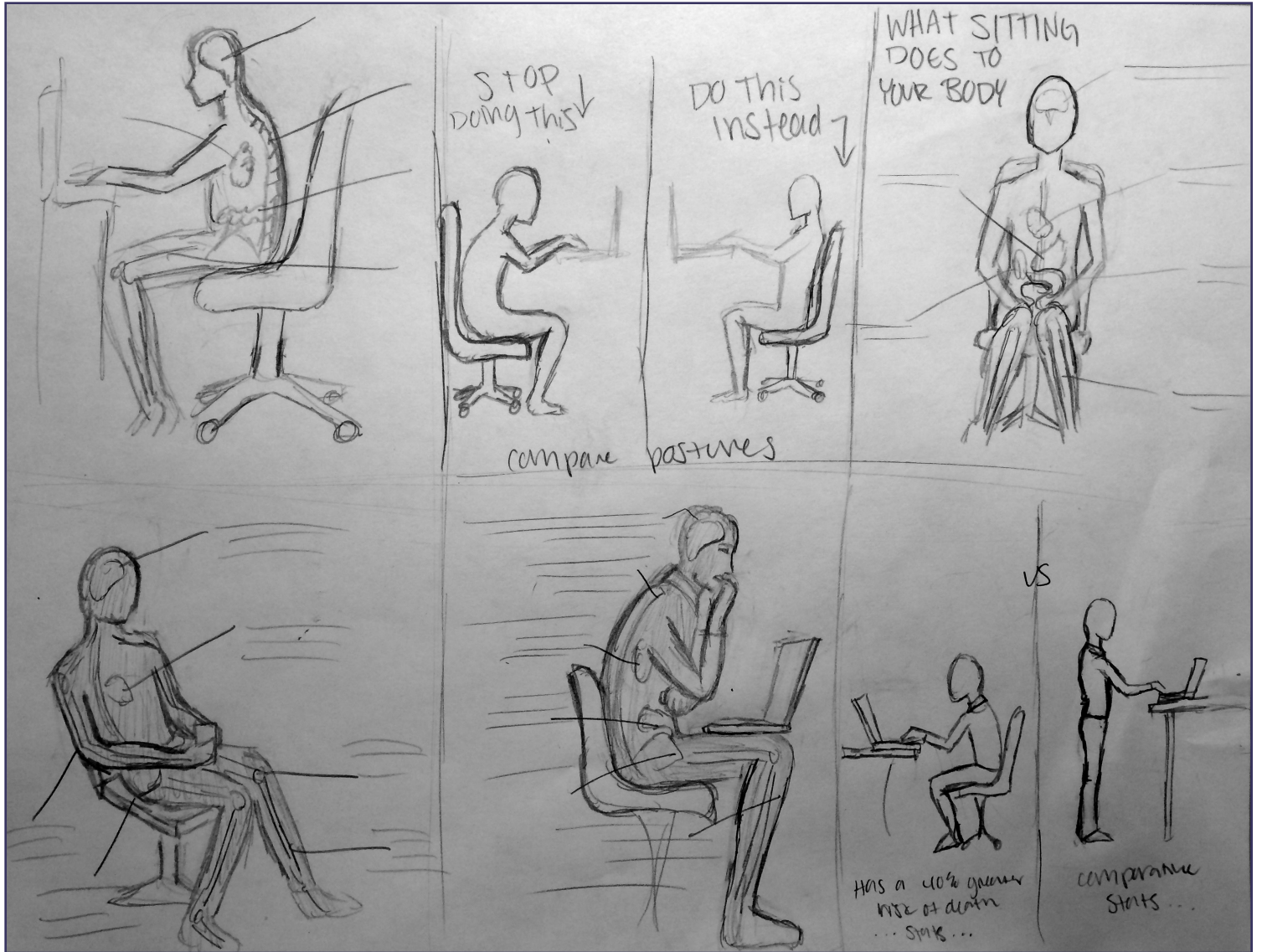
Reproductive System

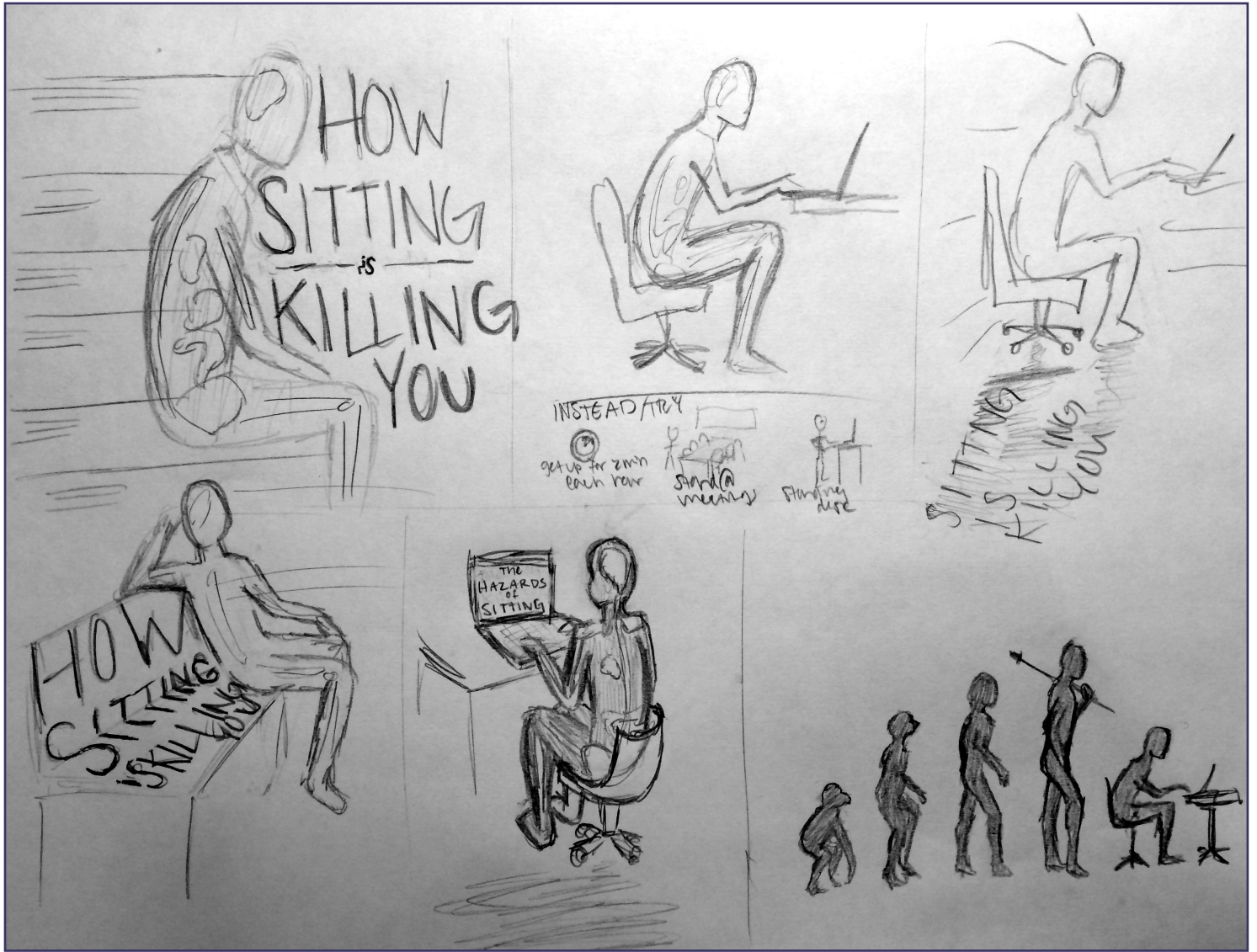
Heavy drinking can cause painful periods, heavy flow, discomfort before your period (PMS), and irregular periods (not getting your period when you're supposed to). Drinking also raises the risk of getting sexually assaulted and having unsafe sex.



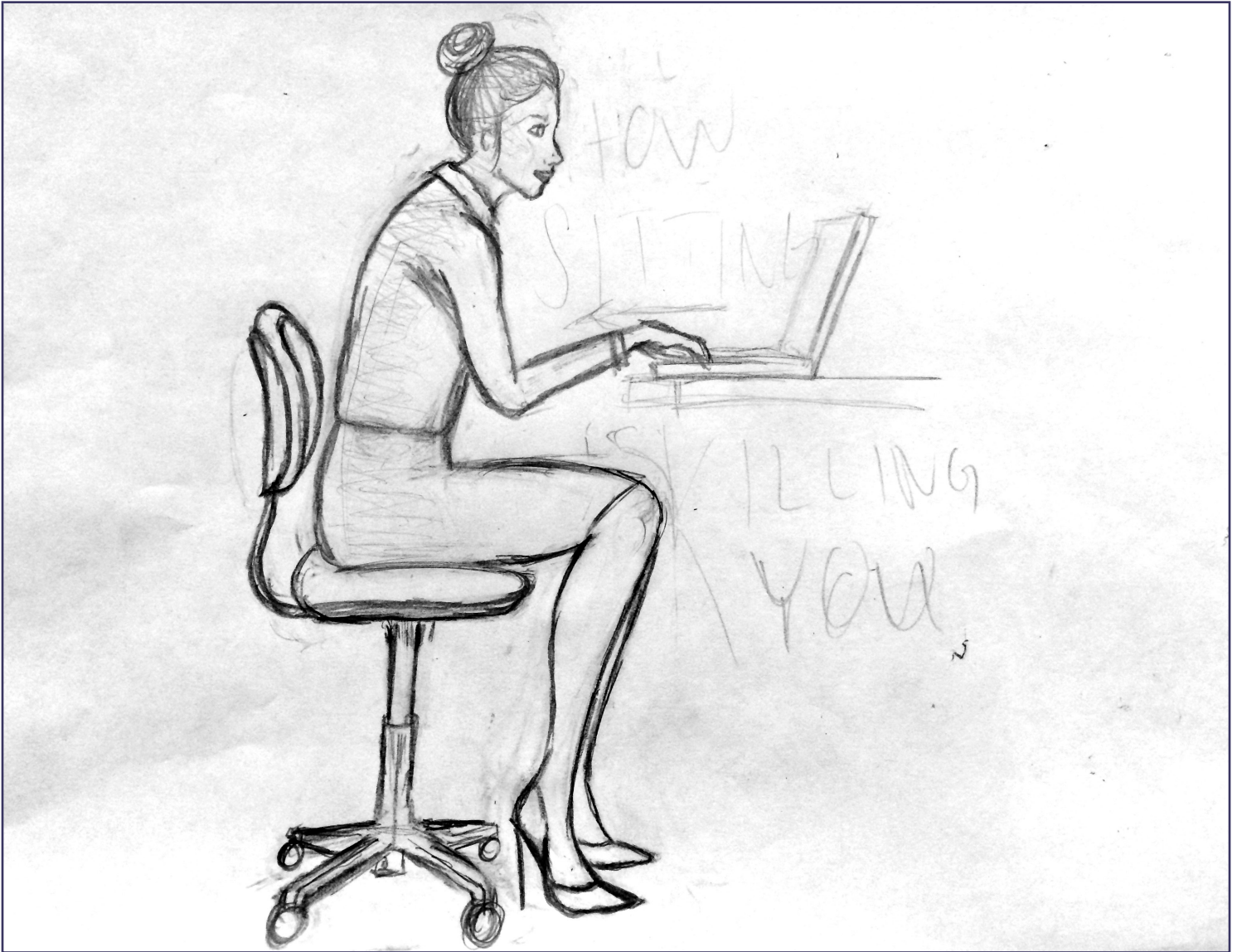
Is there a connection?



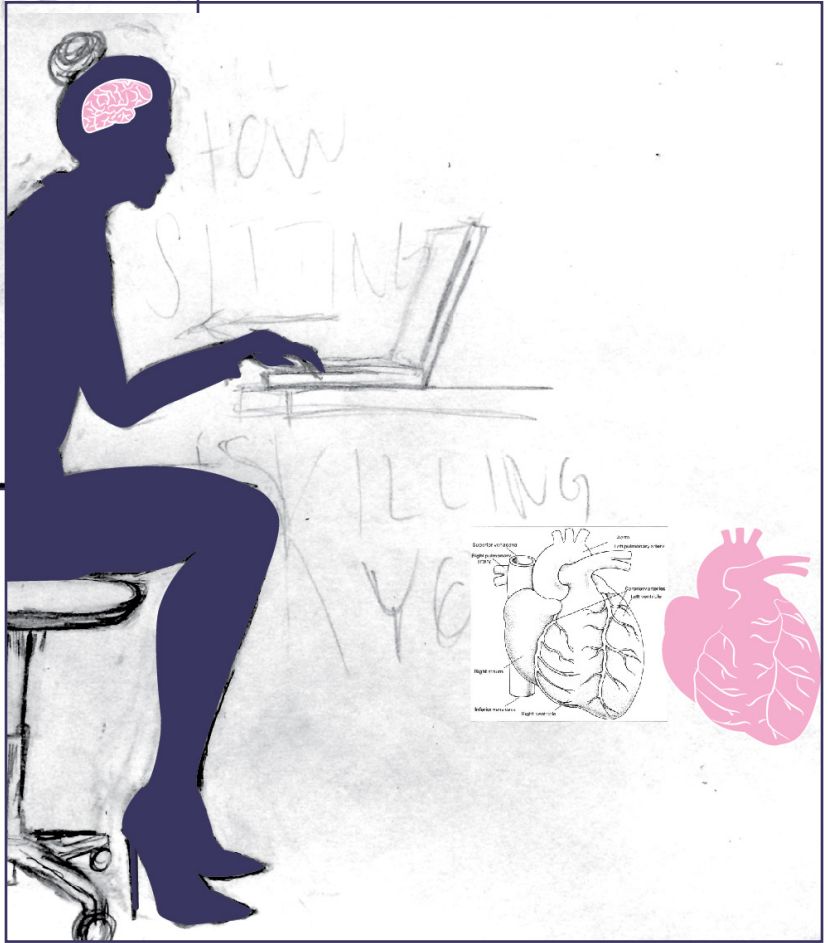


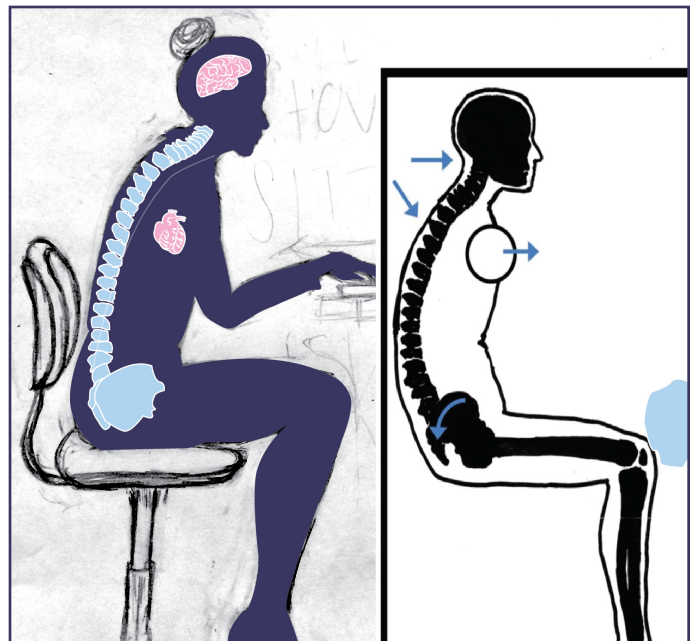
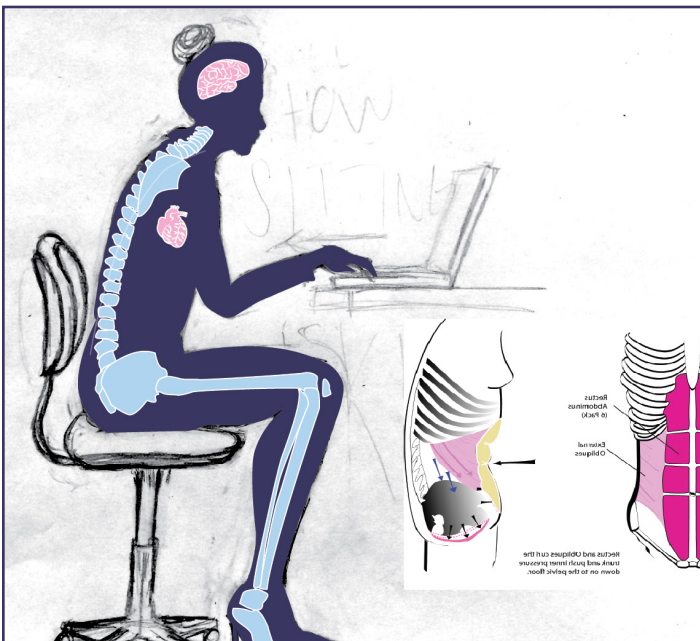
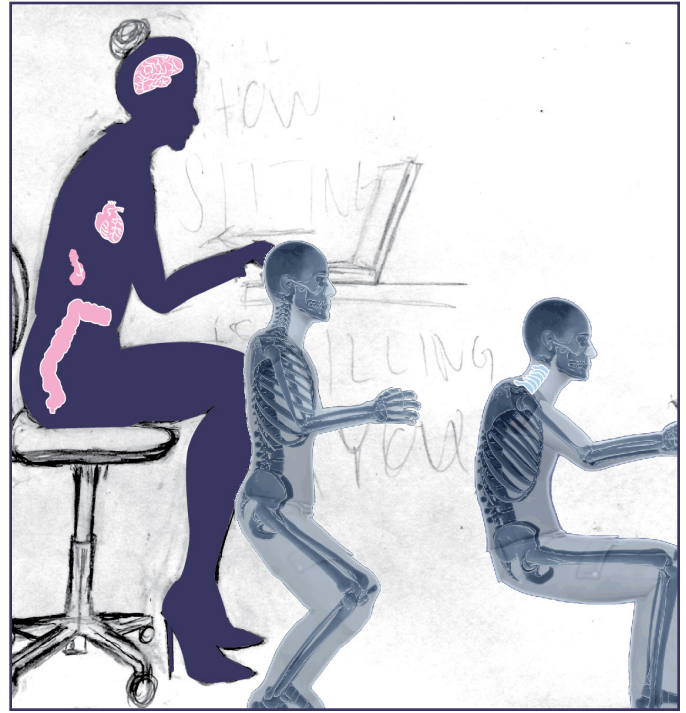
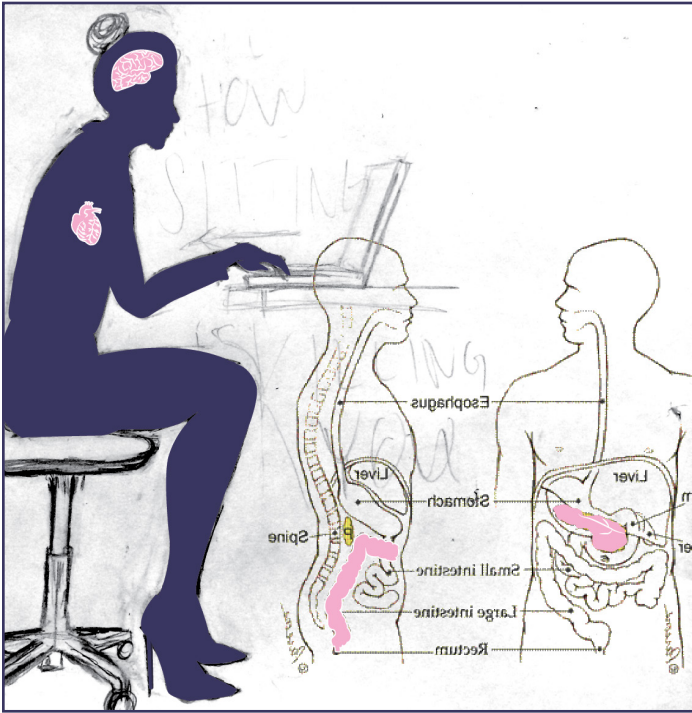


Concept Sketches

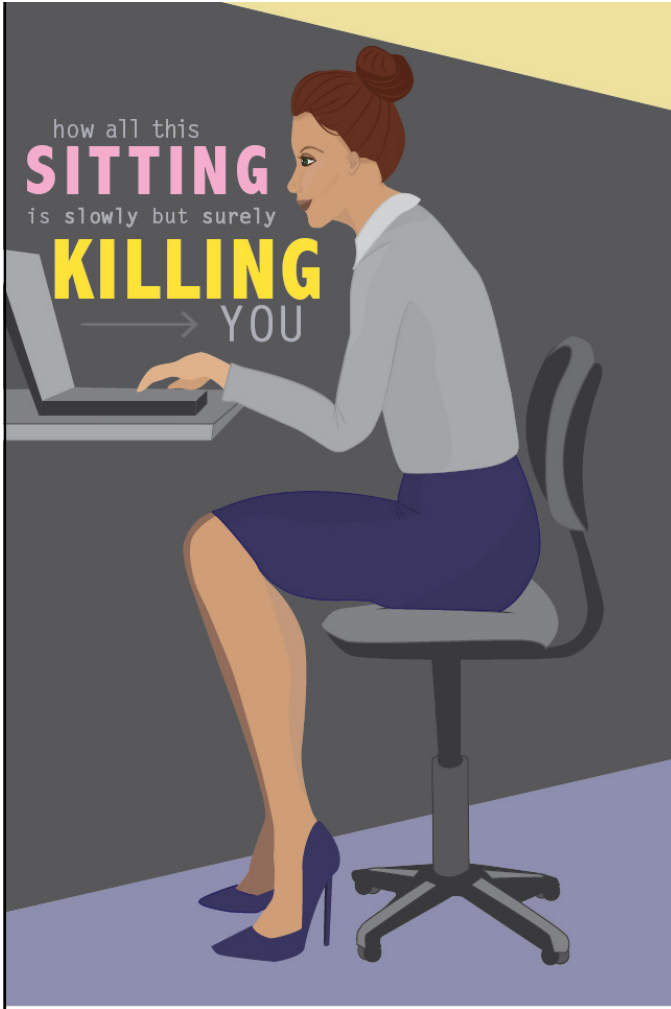


Final Sketch

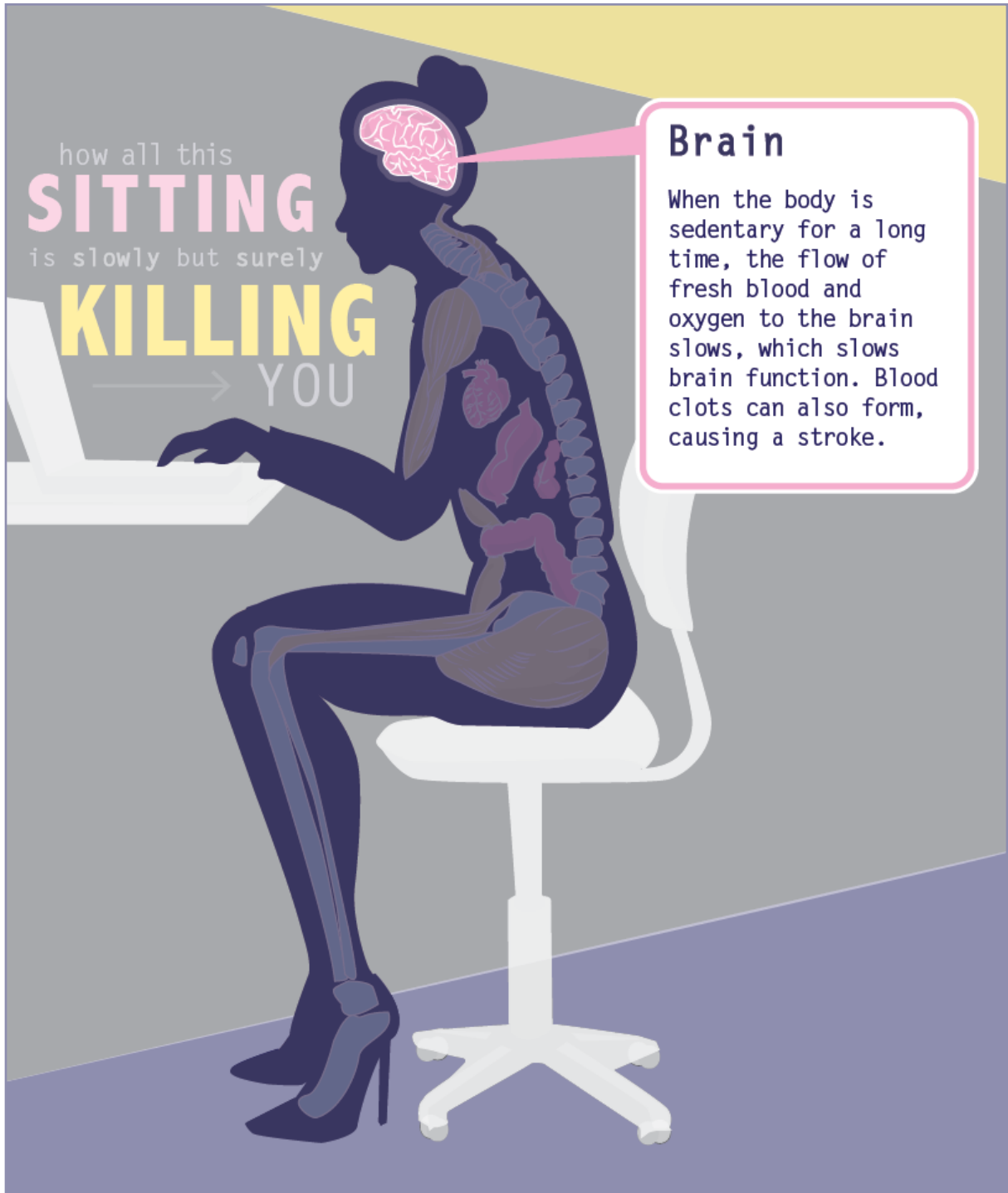














Research

- <http://www.cnn.com/2015/01/21/health/sitting-will-kill-you/>
- <http://www.huffingtonpost.com/news/dangers-of-sitting/>
- <http://www.webmd.com/fitness-exercise/20140407/sitting-disease-faq?page=3>

Inspiration

- <http://apps.washingtonpost.com/g/page/national/the-health-hazards-of-sitting/750/>
- <http://images.onset.freedom.com/ocregister//ly06tc-ly06t4sitting2.gif>
- http://www.clinicalcorrelations.org/wp-content/uploads/2012/07/Alcohol_diagram.png
- http://www.magicalrobot.org/BeingHuman/wpcontent/uploads/2011/04/bad_sitting.jpg
- <http://www.nextdesks.com/img/evolution-of-sitting.jpg>
- <http://www.coalcreekpt.com/wp-content/uploads/2015/01/sit-down.jpg>

Resource Images

- **Brain:**

<http://www.c3nl.com/wp-content/gallery/brains/Brain-image.jpg>

- **Heart:**

<http://www.heart-health-weightwatcher.com/images/DiagramoftheHeart.jpg>

- **Colon/Pancreas/Stomach**

<http://aloveforlife.us/tha-pancreas/>

- **Abs**

<https://incostress1.files.wordpress.com/2010/09/pelvic-floor-diagram.jpg>

- **Shoulder/Arm**

http://s1240.photobucket.com/user/kmtruesdell/media/Arm-Muscle-Diagram-500x337_zps40a304ab.jpg.html

- **Glutes/ Hip Flexor**

<http://media-cache--ec0.pinimg.com/originals/52/7a/a7/527aa7979c9b7831eaf483ac54ead7ac.jpg>

- **Neck**

<http://ginamccafferty.massagetherapy.com/sternocleidomastoid2.jpg>

- **Spine/Leg/Feet Bones**

<http://ww.italianjournalsportsrehabilitation.com/wp-content/uploads/jpg/post/23/12/2014/posturology/5234/20142312/SITTING-POSTURE.jpg>

<http://ullmandynamics.com/wp-content/uploads/2010/09/Posture-on-Suspension-Jockey-seat-vs-Standard-Seats-1440x1440.gif>