

DISCUSSION / VIEWER GUIDE



“Big” is a comprehensive campaign to help youth, parents and educators throughout New Mexico understand the lifelong effects of nutrition and exercise habits on New Mexico’s youth. In addition to highlighting how eating healthy with daily exercise can increase lifetime health and decrease spending on health issues in later life, the program examines the various ways that small changes in shopping and daily activity by parents and youth can turn in to very BIG results.

Underwriters for the project include: **Presbyterian Healthcare Services** in association with CHI St. Joseph’s Children, The City of Albuquerque / Family and Community Services, Cooperative Educational Services, New Mexico Department of Health, Family Health Bureau Title V Maternal and Child Health Block Grant, from the Health Resources and Services Administration (HRSA), United States Department of Health and Human Services, Blue Cross Blue Shield of New Mexico, NM Pediatric Society, NM School Boards Association, Bernalillo County Substance Abuse Prevention Program and State Farm Insurance

Thank you for your interest in the **BIG: Healthy Life** Discussion/Viewing Guide. We are excited to present this program to ignite discussion among youth, parents and teachers. We want to empower and support young people to discover how to make healthy eating and exercise decisions in a variety of situations. We also want parents, educators and youth to fully understand how nutrition and exercise can affect brain development, growth and long term health outcomes.

Enclosed are some ideas for discussion and activities for students and adults. Feel free to alter any of these suggestions for a better fit with your particular group. This is intended as a guide and starting point.

You may find it helpful to visit our website:

www.ChristopherProductions.org

for further information on this and other issues of concern for young people including dangers of illegal use of prescription drugs, mental health issues, alcohol and drug issues, date violence, bullying and distracted driving.

RESPONSE REQUESTED:

We supply these materials to you free of charge, in the hope that they support your efforts in reaching students with enlivened discussions about everyday health decisions and adolescent curiosity, insecurity and empowerment.

We ask in return that you let us know how you are using these materials so we can track the number of participants and the lives affected. A response page can be found at the end of this guide.

On behalf of Christopher Productions we want to thank you for working with young people and helping youth make healthy decisions.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Schueler". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Chris Schueler
Producer / Director
BIG: Healthy Life

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PROJECT OVERVIEW

The “Big: Healthy Life” campaign highlights how eating healthy with daily exercise can increase lifetime health and decrease spending on health issues in later life. With the incidence of diabetes, heart disease and other lifelong health risks continuing to increase due to various issues including poverty and education, citizens may not be aware of how early habits develop and how important it is to role model healthy behavior. This program will not only educate youth and parents but also help them make those simple lifestyle changes to lead long healthy lives.

The project has involved teens extensively in the production process. As youth helped to create the program and the social marketing aspects of the campaign, they have learned about their own body and health.

The project is centered on the creation of a half hour documentary as well as a series of short video projects and other marketing tools. In addition to information and research around nutrition, exercise and our bodies, we have included some of the healthy programs that exist here in New Mexico to help families and particularly youth, create a healthy long term lifestyle. We hope this will help communities understand this issue and discover ways to discuss this issue in a thoughtful and helpful manner.

A years worth of research went into selecting the information in the program including “think tanks” with experts in all areas related to obesity. We encourage you to research this issue on your own for further and more updated information. Please be aware that information regarding being overweight or obese, how it occurs and how to address it is fairly complex. We highly suggest that you explore all the various issues around this to find your particular solution.

This show is meant to be a catalyst for discussion. The purpose is to encourage discourse so young people can discover, for themselves, how nutrition and exercise can affect their lives and future. Young people should be encouraged to actively participate in exchanging ideas and researching related topics of interest.

GENERAL INFO

A COMPLEX INTERACTION.

Much research has been done regarding changing youth behavior in relation to food and exercise to affect their weight and Body Mass Index. The long-term value of eating healthy and exercising is a difficult concept for adolescents to embrace. This program very powerfully shows the amount of sugar in foods and the “empty” calories in snacks and sodas. It also demonstrates how food affects brain development and academic endeavors. Viewers see exactly what happens with bad habits and how they can be changed to good and healthy habits as well as the results.

In addition to understanding how food and exercise works in the body the program also explores the differences we face individually regarding our weight.

We have been extremely careful in our presentation to not shame or use fear tactics but to explain as clearly as possible the information in a forthright manner.

Please read the script and watch the program prior to sharing it with students. This will make discussion with your students easier and more effective.

THE SCRIPT IS AVAILABLE THROUGH
www.ChristopherProductions.org

Please download, read and have available prior to viewing program.

This guide includes discussion and activity ideas for involving students at various levels of development. **Further information and a complete list of additional resources are included at the end of this guide.** We hope this is just the beginning, and that together we can make an important difference in our communities and in the lives of our children.

V I E W I N G S U G G E S T I O N S

- **Provide additional information and instruction.**

The information and stories in “BIG: Healthy Life” are presented in a style that serves as a catalyst for thoughtful discussion. It is assumed by the creators of the program that more in-depth information and instruction will be provided by the group leader or teacher. Some of this information can be found in the resource section of this guide.

- **Discuss the content before watching the show.**

Many young people today are exposed regularly to situations in which they must make decisions about their own behavior. Most likely, they’re struggling to balance personal beliefs and social pressures in order to make good decisions. Briefly discuss the content before watching the show in order to make the discussion after the show more effective. Discuss the difference between a documentary (real people) and a scripted, fictional movie (created script) and how this is the former, not the latter.

- **Set ground rules prior to viewing.**

Teachers or group leaders need to be prepared to offset disruptions in order to guarantee respect for those students wanting to see the show. Talk to students ahead of time and agree on appropriate behavior during the viewing. This should include **no talking or asking questions** until the show is concluded. You should also supply or **have available paper and pens or pencils** so that students can **jot down ideas and questions during the viewing for later discussion**.

- **Use “Discussion and Activities” for your grade level.**

There are many ways to encourage open discussion. Since the need for facilitation and supervision will vary among ages, more age-specific suggestions are given on the following pages.

P R I O R T O V I E W I N G

Instructors: Please keep in mind that this guide contains discussion questions that may be sensitive in nature and may cause uncomfortable feelings and emotions to surface for some students due to personal situations or other reasons.

Have resource information readily accessible to students and discuss only those questions that you feel comfortable handling.

PRIOR TO SHOWING THE DOCUMENTARY:

1. Be certain to preview the video and read through this guide.
2. Gather and have available print resources (reference resources list at the end of this guide).
3. Download and read the script of the video.
4. Determine how much time you will have and what the discussion goal will be.
5. If you can, ask a trained expert to assist with the discussion (perhaps your school counselor or health teacher).
6. Use clear guidelines. Avoid general, unstructured discussion.
7. Allow enough time to discuss the topics after the viewing.
8. Discuss only those questions that you feel comfortable handling

Go over the following with your group **prior to viewing**:

1. Explain that this is about making healthy decisions.
2. Be certain all cell phones and pagers are turned off.
3. Be sure everyone has pen and paper and encourage them to jot down notes, ideas, and questions. (perhaps review questions you'll be asking after the show – see "Discussion" Section.)
4. Explain the program is 35 minutes long and then a discussion about the program will follow.
5. Explain that the video was created with the help of teenagers and that all the **interviews and scenes are real**. You might explain the difference between a documentary (real stories and people) and a scripted, fictional film (written and "acted").
6. Tell your group that if they feel uncomfortable at any point they may choose not to watch (be sure to arrange for a place where they can go in advance).
7. Explain that the program is serious and to respect everyone's personal feelings.

AFTER VIEWING

Because it is important to protect everyone during the discussion, ask the group **not to use any names or refer to anyone in the school during the discussion**, and set ground rules that include not using anyone's name but REFERRING TO THE PEOPLE IN THE VIDEO each time. This will allow a more open discussion for everyone.

- 1. Give everyone a few moments to jot down ideas and questions they may have about the information in the documentary.**
- 2. Explain that this is not a shaming session and that weight is a result of several elements, many times not within our own control.**
- 3. Say that this will be a discussion about the facts from the film and ways that EVERYONE can be healthier in our lives.**
- 4. Follow some of the ideas for discussion in this guide or other information you may have already gathered as group leader.**
- 5. Be sure to leave enough time for adequate discussion. If time is short after the viewing (30 minutes or less), you may want to take just one of the discussion topics and leave the rest for later.**

DISCUSSION

Middle School Students

One of the best ways to help youth make healthy decisions is to provide them with tools to make smart decisions on their own. All discussions should be conducted with this in mind. Young people will make better decisions if they understand that their actions will have short and long term consequences. **BE SURE TO ADDRESS THE INFORMATION ON PG. 5** regarding protecting everyone and how this is about all of us being healthy.

Discuss what the experts in the video said about

- 1) nutrition in general and sugar in foods,
- 2) how exercise affects long term health and
- 3) how calories relate to weight (calories in and calories out).
- 4) “empty calories” and how sugar is in many foods and drinks.
- 5) set point” for weight, eating and exercise habits formed in youth.
- 6) likelihood of adult obesity if you are overweight when young.
- 7) Discuss how weight may affect our memory (Hippocampus).

REVIEW PARTS OF THE VIDEO “ACTION”

Discuss what the youth scientists said about “calories in and calories out”. Ask how to find the amount of calories on food labels and discuss the “servings” issue (calories X amount PER SERVING)?

ACTIVITIES

Middle School Students

- Create a “Movie Premiere” for the ACTION video segments.
- Create a BIG Healthy Life “What’s Your Recipe” marketing campaign.
Download the overall logo and
 - Create Posters emphasizing healthy nutrition
 - Create Posters emphasizing healthy activity and exercise
(you can use the information from the ACTIVE video to highlight the small steps you can take)
- Create a schoolwide contest that allows classes to create their own “healthy recipe” and highlight those for the community.

DISCUSSION

High School Students

One of the best ways to help youth make healthy decisions is to provide them with tools to make smart decisions on their own. All discussions should be conducted with this in mind. Young people will make better decisions if they understand that their actions will have short and long term consequences.

Initiate a discussion and then let the students direct its course. This will allow them to reach their own conclusions. However, ground rules will need to be set regarding respecting each other. **BE SURE TO ADDRESS THE INFORMATION ON PG. 5** regarding protecting everyone and how this is about all of us being healthy. Have everyone just refer to the people in the video.

Discuss what the experts in the video said about

- 1) nutrition in general and sugar in foods,
- 2) how exercise affects long term health and
- 3) how calories relate to weight (calories in and calories out).
- 4) “empty calories” and how sugar is in many foods and drinks.
- 5) set point” for weight, eating and exercise habits formed in youth.
- 6) likelihood of adult obesity if you are overweight when young.
- 7) Discuss how weight may affect our memory (Hippocampus).

- Ask the students the following:
 - What are the biggest roadblocks to exercising regularly?
 - How can we overcome those roadblocks (list 4 ways)?
 - Why is it so difficult to eat healthy foods? (go over access, cost, time)
 - How can we overcome those roadblocks (list 4 ways)?
 - How can we avoid “empty calories”?
 - How can we support our friends and family to eat right?
 - How can we support our friends and family to exercise regularly?
 - What are three things you learned about exercise from the film?
 - What are three things you learned about food from the film?
 - How can we change our unhealthy eating habits?

How can we change our unhealthy exercise habits?

CREATE A HEALTHY CAMPAIGN AT SCHOOL

Create a BIG: Healthy Life campaign at the school or at the feeder middle schools that focuses on “What’s Your Recipe”.

- Part 1 of the campaign will be “What is healthy food?”
- Part 2 of the campaign will be “How can we all eat healthier?”
- Part 3 of the campaign will be “Why do we need to exercise?”
- Part 4 of the campaign will be “How can we all move more?”

Campaign elements can include:

- Posters created by the students for each of the elements.
- Videos or digital pictures that are created for a social media outreach or for use on in school video newscasts.
- Radio advertisements for each of the elements that can be used during morning announcements.

SUGGESTIONS FOR A SUCCESSFUL CAMPAIGN:

- Have a lead teacher or organization at the school that is the LEAD
- Have at least 4 lead students that will oversee each part of the campaign.
- Set up committees of students who will work with the lead students to create the materials for each part of the campaign.
- Determine a specific timeline for the project (ie. one month that will be designated the BIG Healthy Life campaign month – one week for each of the four parts to the campaign).
- Create a reward system for those that participate (perhaps class rewards or student rewards for helping with the campaign – best poster, etc.)
- Enlist local businesses to help with the rewards (healthy food stores - coupons, exercise gyms - free memberships, sporting goods stores – discounts or free gear, etc).
- Enlist support from in school activities and organizations (physical education teachers, cafeteria personnel, home economics classes, etc)

Initiate a discussion using the information below. As with all discussion, set ground rules regarding respecting each other and each other's children. As with the students say up front that you DO NOT want personal stories or names during the discussion and to ALWAYS REFER TO PEOPLE IN THE VIDEO.

Discuss what the experts in the video said about

- 1) nutrition in general and sugar in foods,
- 2) how exercise affects long term health and
- 3) how calories relate to weight (calories in and calories out).
- 4) "empty calories" and how sugar is in many foods and drinks.
- 5) set point" for weight, eating and exercise habits formed in youth.
- 6) likelihood of adult obesity if you are overweight when young.
- 7) Discuss how weight may affect our memory (Hippocampus).

DISCUSS:

How the above information makes it extremely important to help our youth eat healthy and set up regular exercise habits.

Why it's difficult to have conversations about these things with your kids.

How focusing on weight may not be the answer but to focus on health of the entire family. Go over how Running Medicine and Live Fit Family Challenge address the whole family and its health in the video.

Why parents need to become better role models for their children regarding healthy food and exercise.

The roadblocks to the family having meals together, eating healthy food and creating a regular exercise regime.

OPTIONS FOR ACTION

- Pick a date and time to talk with your children about this program or a time to watch it with them. Use the Facts section of this guide to discuss nutrition and exercise.
- Meet with school officials and discuss showing the video in health classes or for a school assembly.
- Create an event for youth in your neighborhood that brings families together to exercise (or find and sign up for one already in existence).
- Make a list of roadblocks to your family eating healthy and then at least one way to overcome each roadblock.
- Make a list of roadblocks to your family exercising together and then at least one way to overcome each roadblock.

COOK A MEAL TOGETHER:

Based on a healthy meal, decide one day to have the whole family participate in creating a meal. You can find options for recipes at www.delish.com or one of the other websites in the resources listed at the end of this guide.

Ideally, set up a once a week date for the above get together. Research has shown that eating together as a family is one of the best things you can do to affect positive change and support for your children.

EXERCISE TOGETHER:

Start by setting up a one time, family event to exercise together based on your family interests. There is no need to call it exercise. It could be a family basketball game or jogging to the mailbox or bike riding to the park for a picnic.

Ideally, set up a once a week date for the above and then to two times or three times a week.

F A C T S t o D I S C U S S

New Mexico Obesity Related

Heart Disease: 123,330 people in 2010 / projected 559,598 in 2030.

Hypertension: 419,506 people in 2010 / projected 510,457 in 2030.

Diabetes: 173,054 people in 2010 / projected 252,907 in 2030.

Trust for America's Health / Robert Wood Johnson Foundation 2015

“Added sugar intake increases (for children) almost linearly. From zero to 2 months, it's virtually nothing, but by 9 to 12 months, it is the equivalent of 2.4 teaspoons, and by 21 to 23 months, the equivalent of 9.2 teaspoons of sugar per day. “

The Washington Post, April 2016

26.8% of high school students in New Mexico are overweight or obese.

27.4% watch TV three or more hours daily.

37.5% use the computer or video games daily.

Only 1 in 4 (26.3%) have daily physical activity.

New Mexico Youth Risk and Resiliency Survey

“Though nutrition-facts labeling has been around for over 25 years, people still don't really know how to read it or use it in meaningful ways.”

Esther Cepeda, Washington Post Writers Group

Q U E S T I O N S t o A S K

START BY SAYING: “I need your help on this. See what you come up with.”

- Is this video a fair representation of weight issues?
- Are the people who made this video or the people who are concerned about this issue making much ado about nothing?
- Is this issue as important as the video indicates?
- Is excessive weight really a problem in our (school, community, state)?
- Whose problem is it?
- Is it a teenage problem?
- Is it a parent problem?
- Is it a health industry problem?
- How does being overweight affect us and why?
- Is it possible for youth to make healthy decisions about this? How? What are the roadblocks to healthy decisions (regarding exercise / regarding nutrition) ?
- What role do parents play in helping kids make good decisions regarding nutrition and exercise?
- How does knowing the brain risks of weight help us help others?
- Can you eat healthy at a teenage party realistically? How?
- Is it really possible to talk to friends about weight and the risks? Is it worth it to try? How can we do it without embarrassing someone?

CONTINUE TO ASK “why?” and “why not?” and “can you explain that?”
THEN ASK

- Can this problem be solved?
- Who can solve it?
- How can it be solved?

RESOURCES

Live Fit Family Challenge / Albuquerque See Healthy and Fit Children's Clinic below

Sandoval Health Collaborative 10 X 10 program <http://sandovalhealth.com>

New Mexico Health resources www.EnvisionNM.org

CLN Kids Homeless Family Outreach www.info@clnkids.org

School Nutrition Resources www.changelabsolutions.org

NUTRITION

Eat Right website www.eatright.org

Government nutrition guidelines www.choosemyplate.gov

Food labels and how to read them www.kidshealth.org

Healthy Recipes www.delish.com

Native American traditional food www.whitewolfpack.com

Child focused health information www.organwiseguys.com

EXERCISE

Running Medicine Facebook Running Medicine Albuquerque
(health support through walking, jogging, running)

Native Health Initiative www.loving-service.us

Native American focused information www.justmoveit.org

Healthy and Fit Children's Clinic <http://hsc.unm.edu/health/patient-care/pediatrics/primary-care/index.html>

PARENT TOOLS

Parenting Skills Website www.parentingteens.about.com

Parenting Adolescents Wisely, Ohio University www.familyworksinc.com

Christopher Productions Social Issues Information www.ChristopherProductions.org

ARTICLES

10 ways to exercise as a family
<http://www.parents.com/fun/sports/exercise/10-ways-to-exercise-as-a-family/>



christopher productions
Television to Touch the Heart

BIG: Healthy Life

Order Form Please allow 3-4 weeks for delivery.

PLEASE PRINT CLEARLY OR TYPE

Name: _____

Address: _____

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E-mail: _____

Documentary 35 minutes, Shortened Version, Educational Segments

Number of DVD's X \$15 _____

TOTAL COST: _____

Note: To Keep Costs Down WE DO NOT ACCEPT PO'S or CREDIT CARDS
Your payment includes shipping costs (call 505-837-1770 for expedited service fees).
Send this form along with a **check or money order** for the total cost, to:

Christopher Productions, LLC
12301 Oakland Ave. NE
Albuquerque, New Mexico 87122

BIG: Healthy Life:

RESPONSE FORM:

Please take a moment to fill out the information below and then EMAIL to us as a word doc: Chris@ChristopherProductions.org

Thanks for letting us know how you're using the materials.

Name:

Organization:

Address:

Email:

Phone:

Which materials were used (documentary, curriculum):

Date(s) materials used:

Group(s) using materials (i.e. Class, Club, Group – what kind?)

Number of people using the materials:

Youth:

Adults:

Other comments about the materials and your discussion: