



18th Canadian Collaborative Mental Health Care Conference (2017)

Connecting People in Need with Care

June 2 and 3, 2017 | Delta City Centre, Ottawa, Ontario

Healthy Heroes: Promoting healthy behaviour change for
weight-related body issues in Canadian families

Jessica Baratta MDes.

PRESENTER DISCLOSURE

- **Presenter:** Jessica Baratta MDes.
- **Relationships with commercial interests:**
 - **Grants/Research Support:** N/A
 - **Speakers Bureau/Honoraria:** N/A
 - **Consulting Fees:** N/A
 - **Other:** N/A



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Professional Development



LEARNING OBJECTIVES

- 1) Examine the pursuit for idealistic body traits in contemporary culture and its association to various mental health outcomes, with research focusing on its connection to body dissatisfaction and emergence in young children
- 2) Analyze the impact of the parent child relationship and its importance in promoting positive body awareness during their child's development; skills that may help children to develop lifelong resiliency in dealing with quintessential body types.
- 3) Evaluate the direct designed intervention and identify how a collaborative practise of primary care may further affect the knowledge, perspectives and behaviours of families struggling with body image dissatisfaction.



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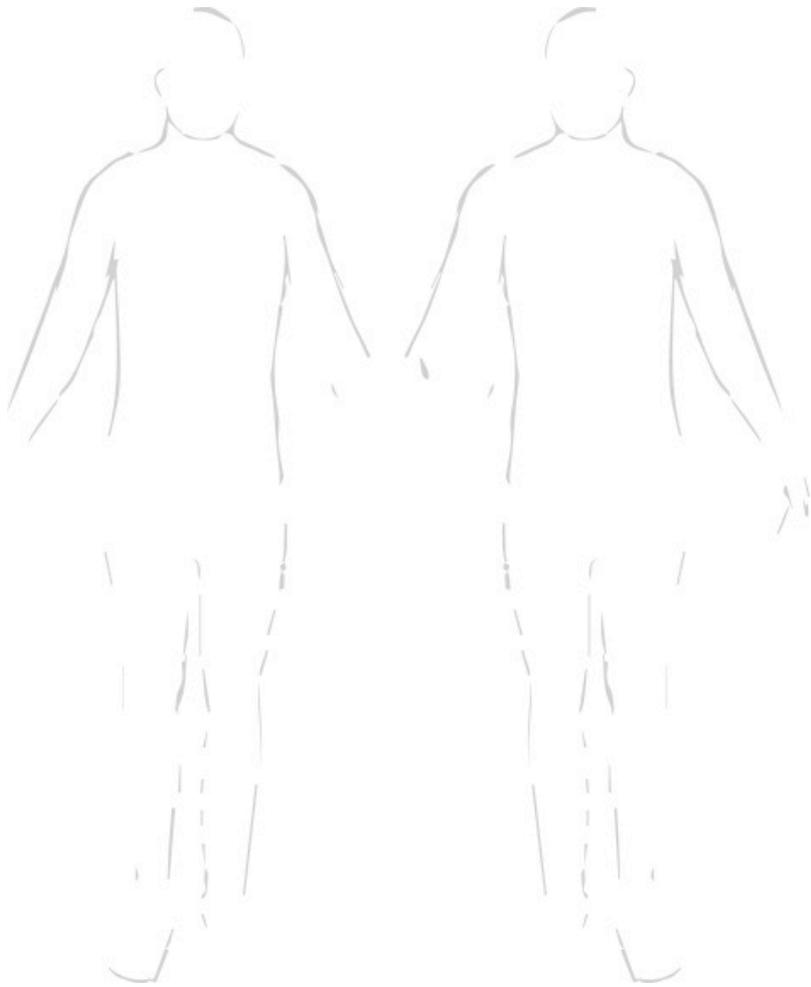
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of ART + DESIGN

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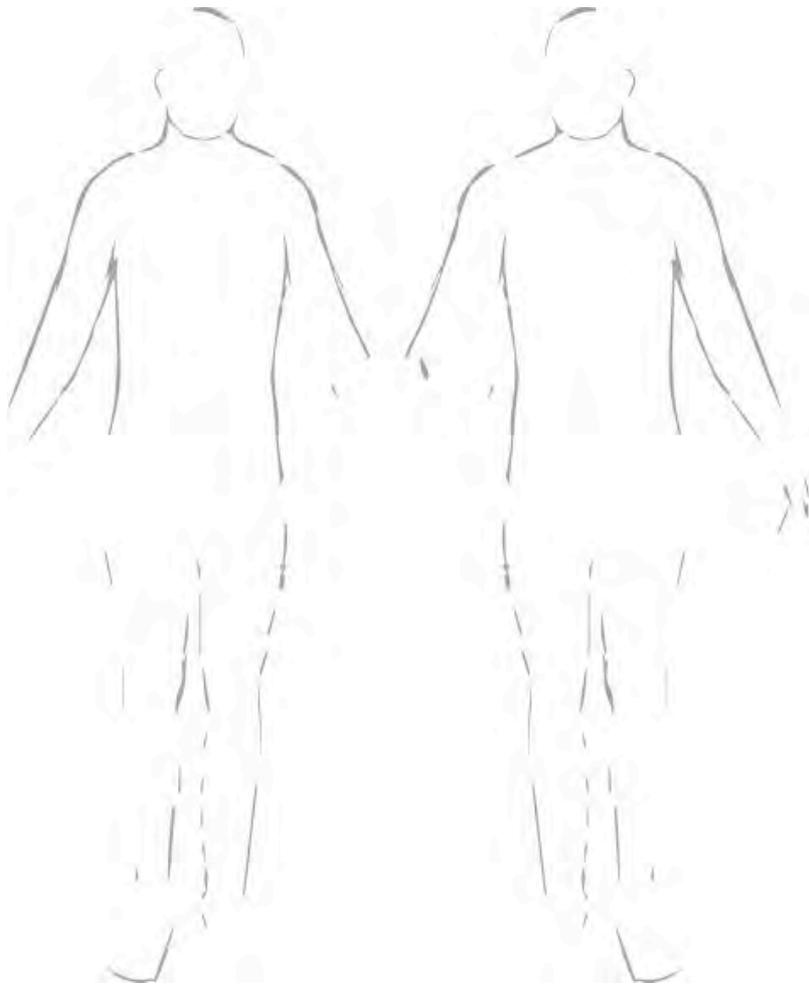
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CONTEXT

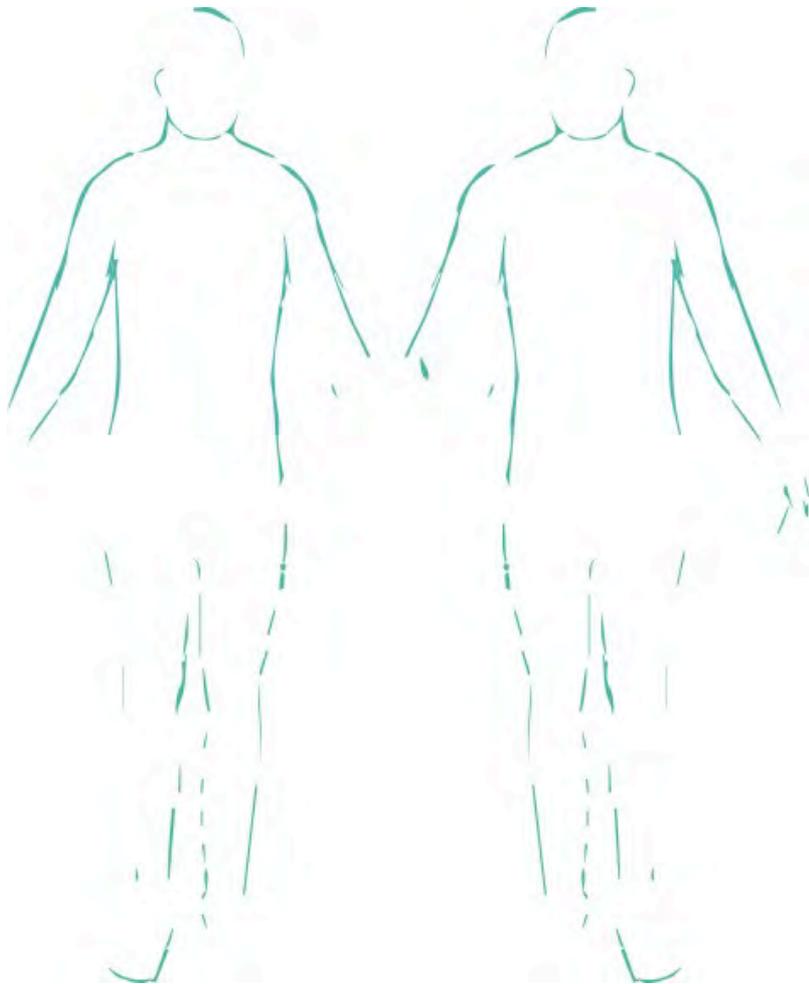
Studies have reported that children as young as five have restricted their eating, had dissatisfaction with their own body weight, and were aware of their peers' own body dissatisfaction (Lowe & Tiggemann, 2003; Dohnt & Tiggemann, 2005).



CONTEXT

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It is during early childhood that a child begins to correlate a healthy body image to healthy living, and they begin to making positive choices that enhance personal, physical, mental and spiritual health” (Government of Canada, 2013).



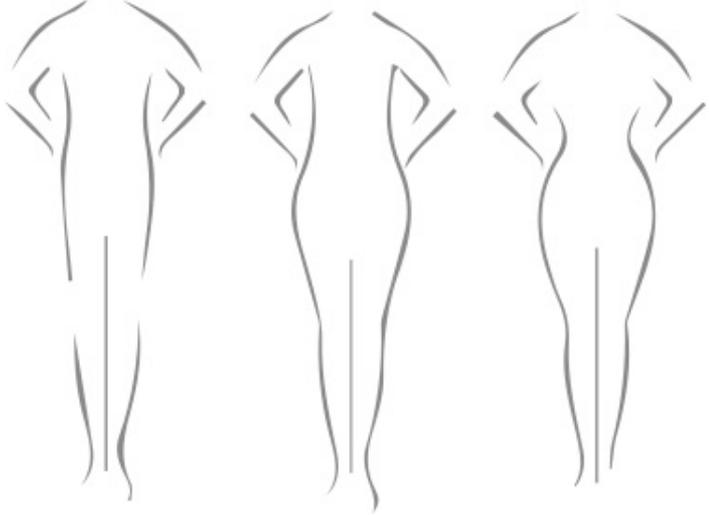
CONTEXT

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A parent’s role has been recognized to have the “greatest influence on a child’s belief about himself or herself” (HealthLink BC, 2016).





RESEARCH OVERVIEW

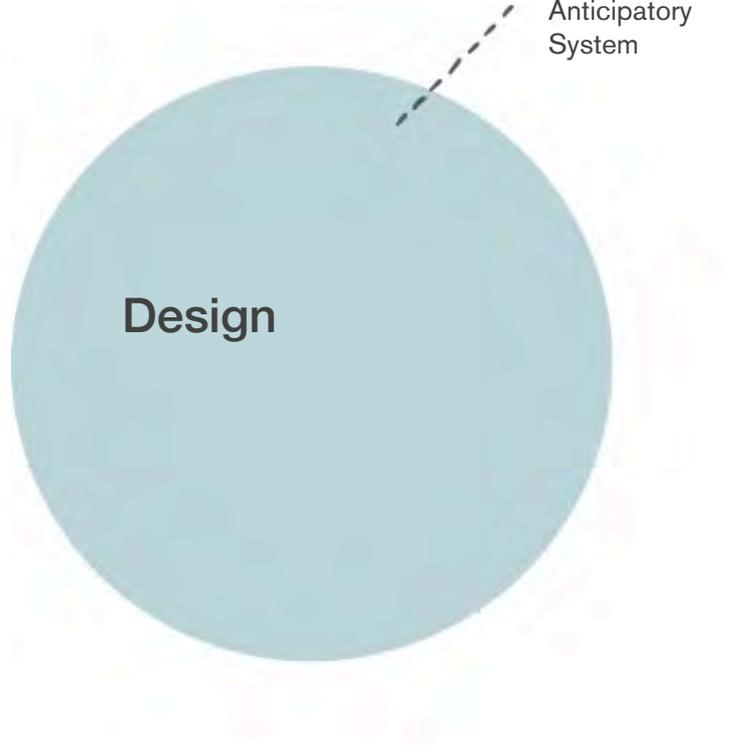
Secondary research

Primary research

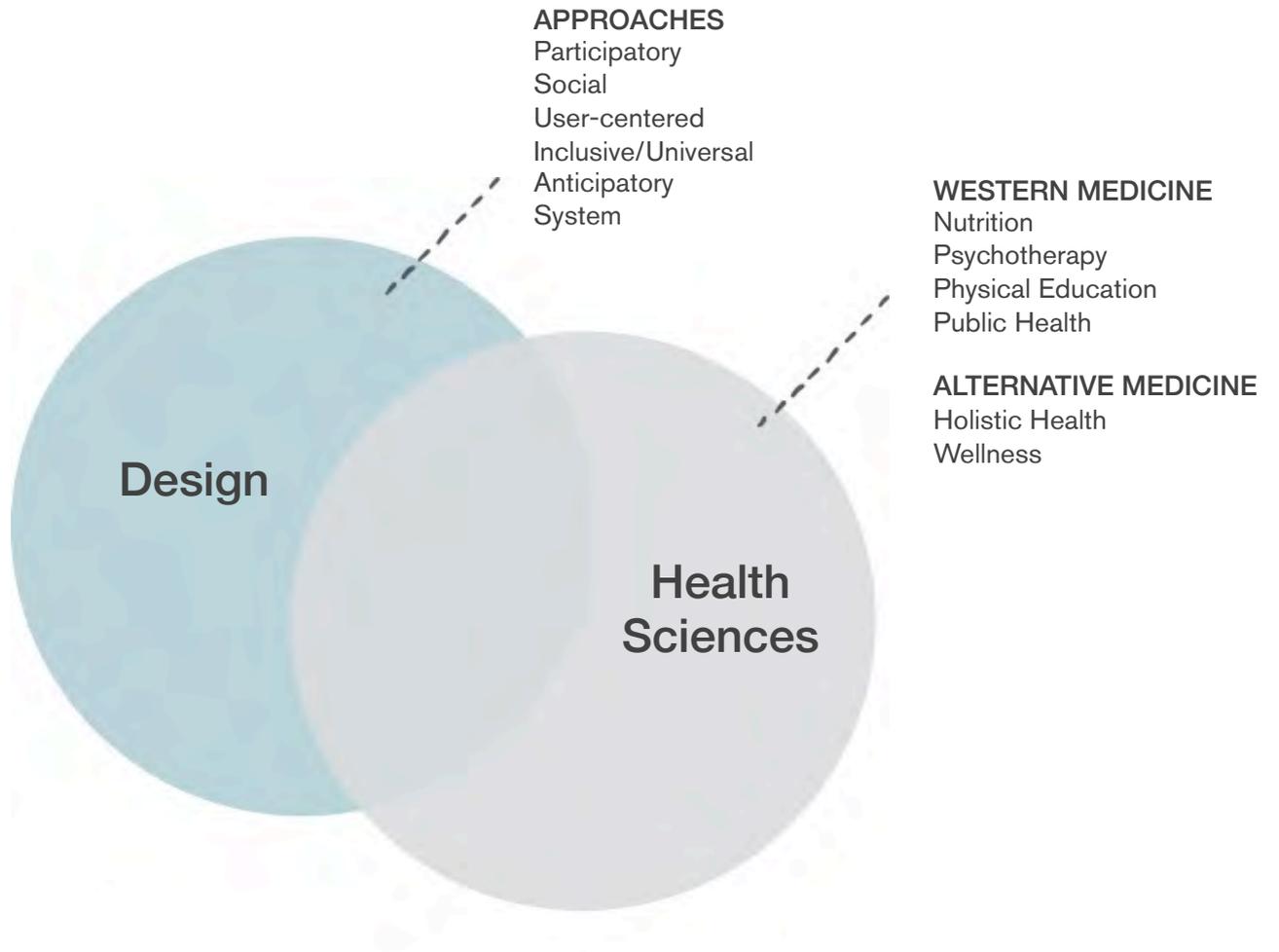
Field work

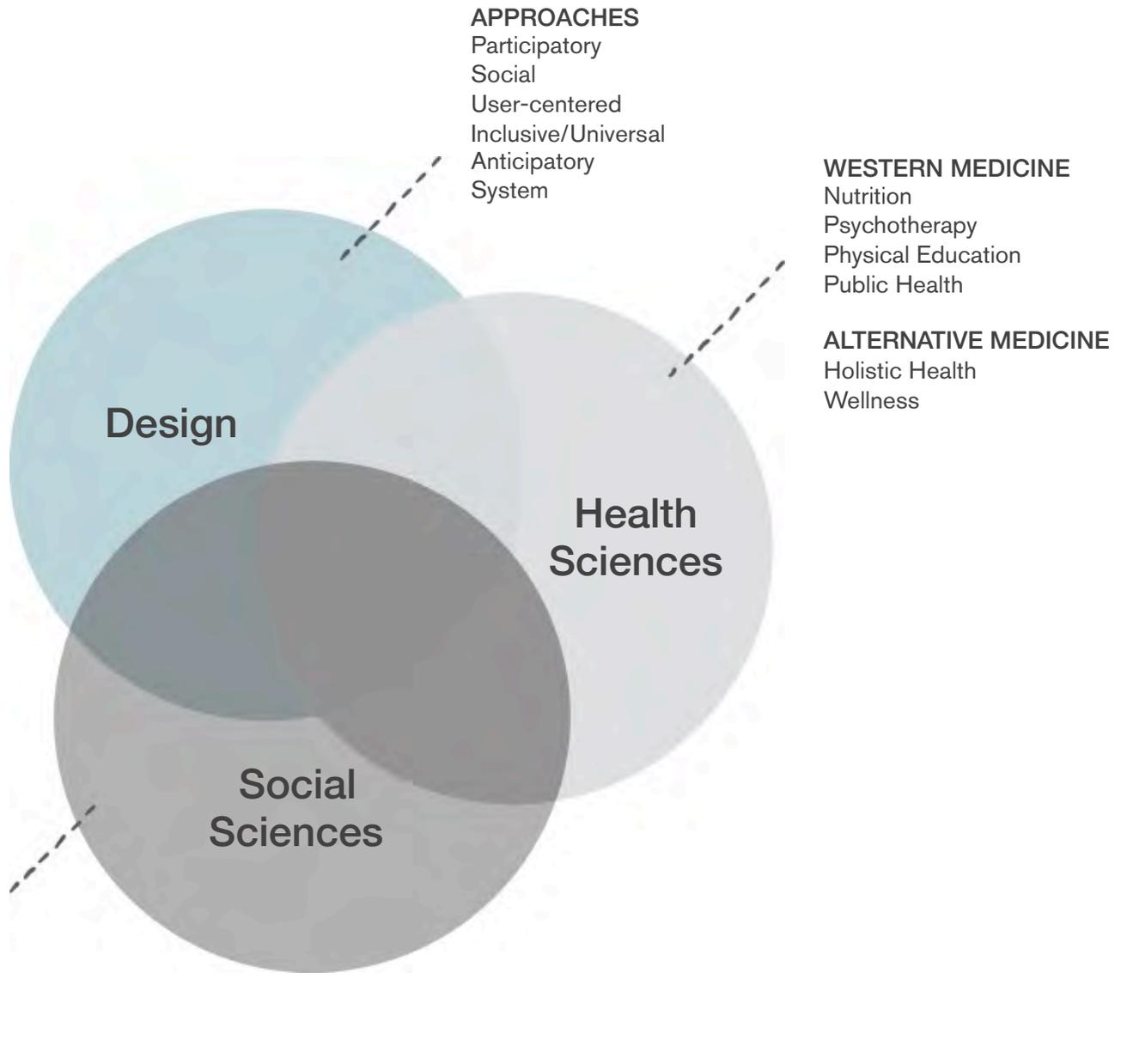
APPROACHES

- Participatory
- Social
- User-centered
- Inclusive/Universal
- Anticipatory
- System



Design







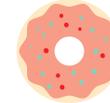
SOCIAL
WORKER
[RSW]



CLINICAL
COUNSELLOR
[RCC]



REGISTERED
DIETITIAN
[RD]



DIABETES
SPECIALIST



GENERAL
PRACTITIONER
[GP]



EXECUTIVE DIRECTOR
YR Eating Disorder
Awareness Clinic



FAMILY
COUNSELLOR



PRIMARY
TEACHERS



EARLY
CHILDHOOD
EDUCATOR



SickKids[®]







HEALTHY HEROES



Peighton

Protection



Sarah

Strength



Eli

Energy



Bradley

Balance



HEALTHY HEROES



Parent
Guidebook



HEALTHY HEROES

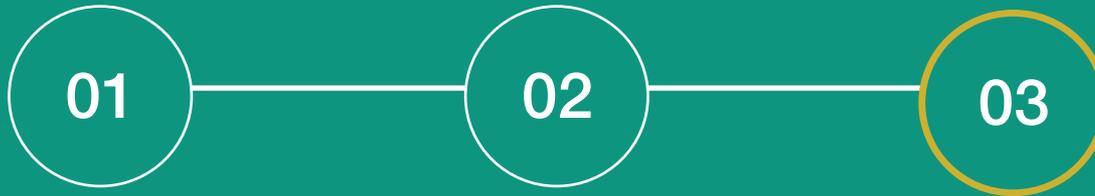


Parent
Guidebook

Physical Tools
for the Home



HEALTHY HEROES



Parent
Guidebook

Physical Tools
for the Home

Online Tool
For Parents

POWER PLAN ACTIVITY

THE POWER PLAN ACTIVITIES ARE DESIGNED TO ASSIST YOU IN TEACHING YOUR CHILD THE BENEFIT OF ESTABLISHING HEALTHY HABITS.



POWER HABITS ARE IMPORTANT FOR DEVELOPING OUR PHYSICAL AND EMOTIONAL HEALTH. WHEN ENGAGING IN THESE HABITS, WE ARE TAKING CARE OF OUR BODIES AND DEVELOPING OUR INNER STRENGTH, OR RESILIENCE.

WASH YOUR FACE

BRUSH YOUR TEETH

COMB YOUR HAIR



THIS RESILIENCE WORKS TO STRENGTHEN SELF-IMAGE, BUILDING A HEALTHY TRUST AND CONFIDENCE WITHIN OURSELVES. IT HAS BEEN IDENTIFIED THAT CHILDREN WHO DEVELOP THIS INNER STRENGTH ARE MORE LIKELY TO GROW INTO HEALTHY, HAPPY ADULTS.

THE ACTIVITIES ENGAGE YOUR CHILD IN DEVELOPING A POWER PLAN OR A SET SEQUENCE OF TASKS, TO BE COMPLETED EACH MORNING WHEN WAKING, AND IN THE EVENING BEFORE BEDTIME.





THE NARRATIVE FOCUSES ON THE NEEDS OF THE HEALTHY HEROES, AND THEIR SEARCH IN SELECTING A FIFTH HERO TO JOIN THEIR TEAM (YOUR CHILD!).

???

BY PROVIDING YOUR CHILD WITH THE RESPONSIBILITY IN CREATING THEIR POWER PLAN, THEY WILL HAVE GREATER AGENCY IN PRACTISING THEIR SELECTED HABITS. HERE ARE SOME WAYS YOU CAN ASSIST YOUR CHILD WITH THE ACTIVITIES:

HELP YOUR CHILD TO READ (IF NECESSARY) AND STICK EACH HABIT ON THE POWER PLAN BOARD.

ENCOURAGE YOUR CHILD TO LOOK AT THE PICTURES AND TALK ABOUT WHY EACH HABIT IS IMPORTANT.

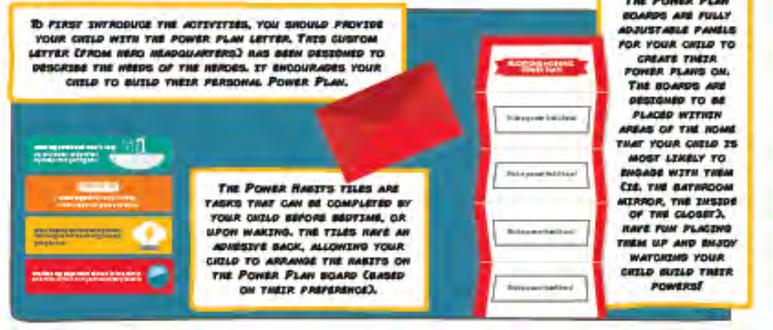
MOTIVATE YOUR CHILD TO BUILD A ROUTINE THEY WILL ENJOY DOING. IT MAY HELP TO PLACE ALL OF THE HABITS ON A FLAT SURFACE.

PROVIDE FEEDBACK OR PRAISE WHEN ACCOMPLISHING THE ACTIVITIES. THIS WILL MOTIVATE YOUR CHILD AND ENCOURAGE A SENSE OF RESPONSIBILITY AND INDEPENDENCE.

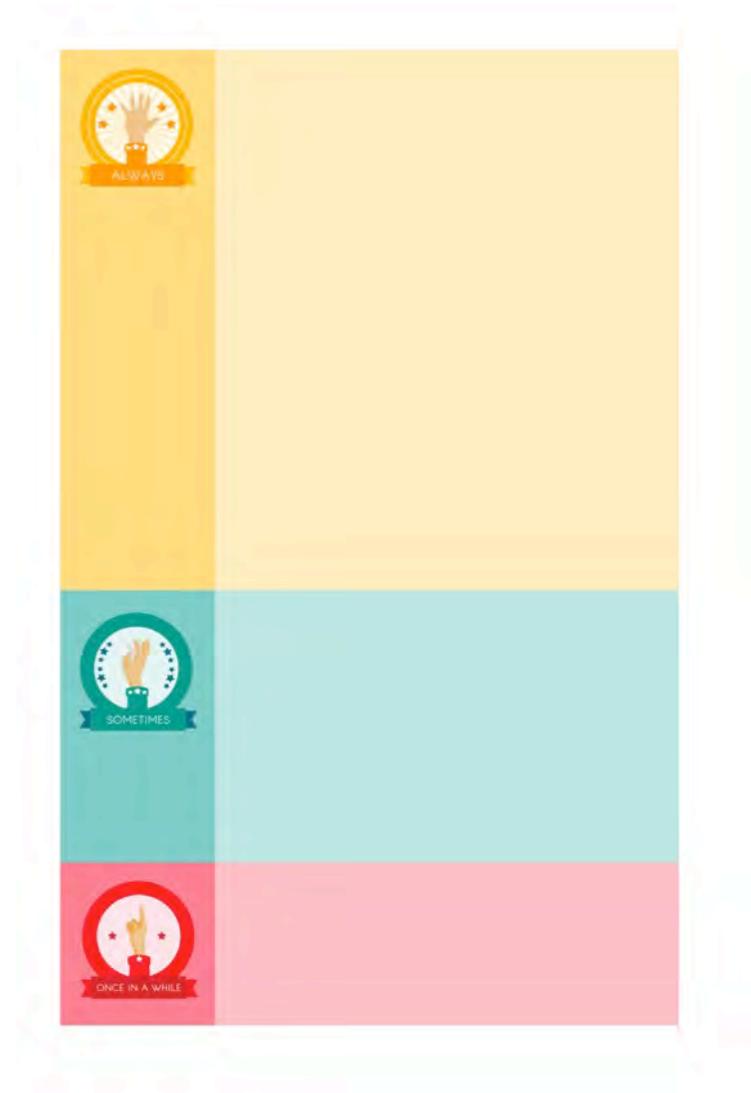


TO FIRST INTRODUCE THE ACTIVITIES, YOU SHOULD PROVIDE YOUR CHILD WITH THE POWER PLAN LETTER. THIS CUSTOM LETTER (FROM HERO HEADQUARTERS) HAS BEEN DESIGNED TO DESCRIBE THE NEEDS OF THE HEROES. IT ENCOURAGES YOUR CHILD TO BUILD THEIR PERSONAL POWER PLAN.

THE POWER PLAN BOARDS ARE FULLY ADJUSTABLE PANELS FOR YOUR CHILD TO CREATE THEIR POWER PLANS ON. THE BOARDS ARE DESIGNED TO BE PLACED WITHIN AREAS OF THE HOME THAT YOUR CHILD IS MOST LIKELY TO ENGAGE WITH THEM (E.G. THE BATHROOM MIRROR, THE INSIDE OF THE CLOSET). HAVE FUN PLACING THEM UP AND ENJOY WATCHING YOUR CHILD BUILD THEIR POWER!



02 Physical Tools for the Home– Kitchen



02 Physical Tools for the Home– Kitchen



02 Physical Tools for the Home– Kitchen



Carrots help us to see better at night.

Yay for night vision!



Sunny side, hardboiled or over easy,
eggs comes in all shapes and sizes
and are friendly with all foods.

*They are your perfect partner
in building a strong body.*

02 Physical Tools for the Home– Family Room

CHALLENGE

Olivia was getting ready for school and noticed her jeans were extremely tight. She felt very sad and called herself fat.

How can the Healthy Heroes help?

SUPPORT

PEIGHTON

would emphasize that size does not matter and many professional athletes have an average height.

ELI

would emphasize that size does not matter and many professional athletes have an average height.

BRADLEY

would explain to David that sports are not purely physical, and it takes many qualities to be part of a team.

SARAH

would suggest to try out a game with friends and see how David feels!

02 Physical Tools for the Home– Child’s Bedroom



You have been selected for a **TOP SECRET CHALLENGE** to become the next superhero for Healthy Heroes.

Joseph, you were chosen for this journey because of how honest and determined you are. Your challenge, should you choose to accept it, will need you to *build your bodies superpowers*.

To participate, you must select a Parent Partner to help you with your name and build your **POWER PLAN**. The top-secret package will give you directions on how to do this.

*Good luck,
Hero Headquarters*

PS. We will be in touch with you as your powers grow.

02 Physical Tools for the Home– Child’s Bedroom

JOSEPH’S EVENING POWER PLAN

Stick a power builder activity here!

Wash my hands and face to keep my skin clean, and protect my body from getting sick.



Brush my hair to keep it strong, which helps it to grow and shine.

Make healthy choices for my lunch that will give me the energy to keep going all day.



Get lots of sleep to help my body balance and give it the energy I need to grow.



Practise my superhero stance in the mirror and think of two of my extraordinary talents.



Dress in comfortable clothes that make me feel confident and protect me from the weather.



Brush my teeth to make them very strong and to make my smile happier.



02 Physical Tools for the Home– Child's Bedroom



03 Online Tool for Parents



Parenting
Boost



Family
Activities

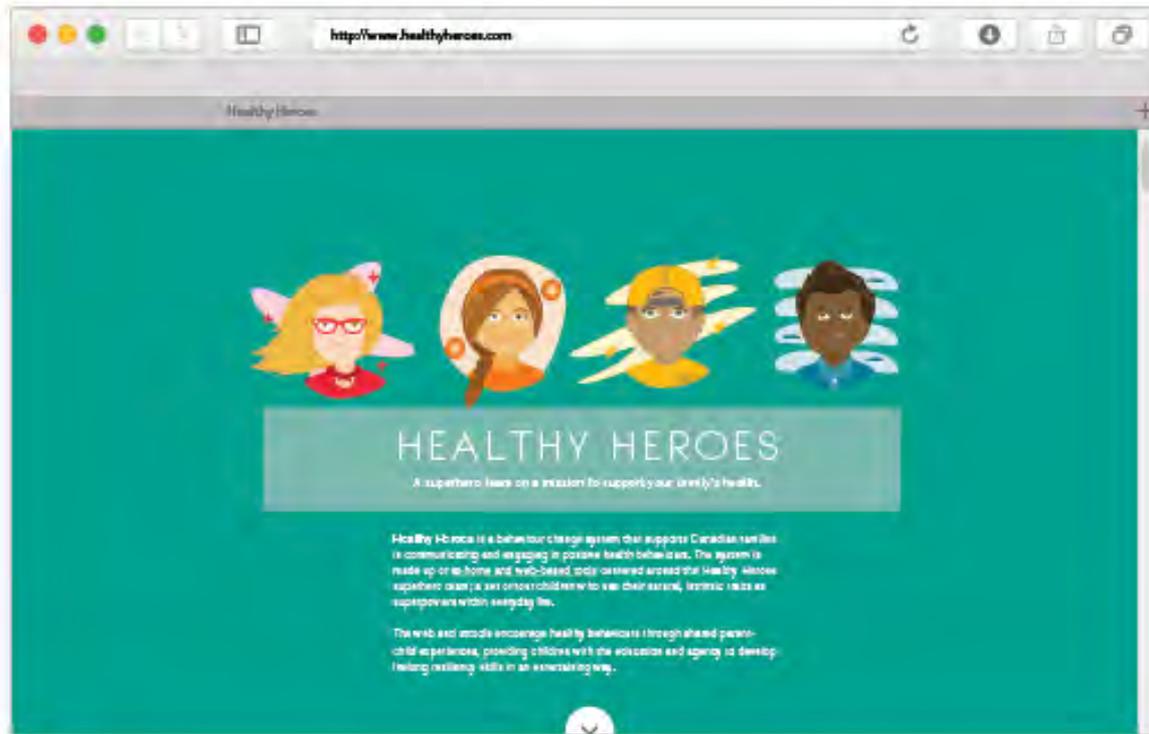


Learn +
Connect



Purchase
Tools

03 Online Tool for Parents





Building the System

Building the System

Project Leader

Develop and follow through on implementation plan; act as the main point of contact between team members.

Primary Health Care Team

A team of first-contact primary health care members to support the development of project content and integrate access to existing resources and services.

Content Manager

Responsible for ensuring tool content is updated/delivered on a weekly basis.

Design Strategist

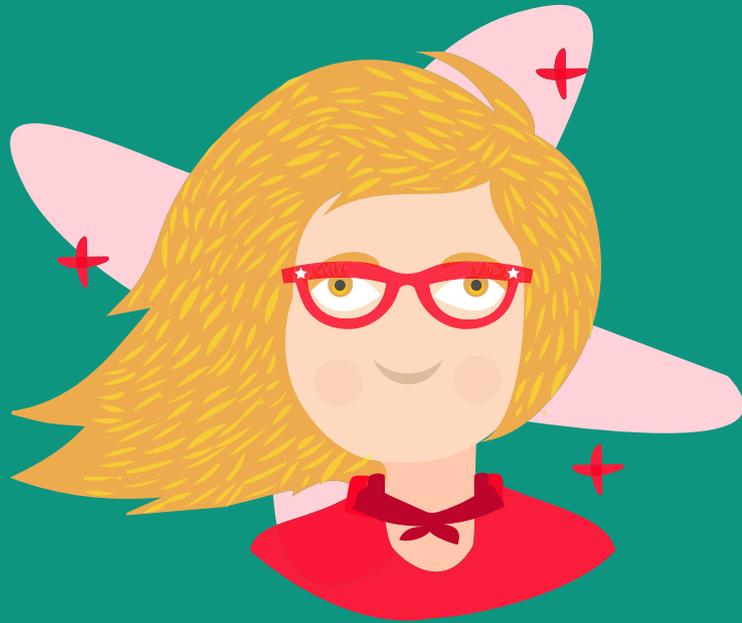
Shape the Healthy Heroes narrative to create compelling experiences that delight and inform users of content.

Front-End Developer

Produce and update the online tool.

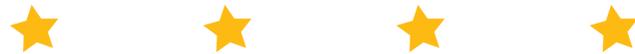
Illustrator

Craft images that coincide with tool content.



Keep an eye out for Peighton's story...

THANK YOU



Jessica Baratta MDes.
jessica.baratta@live.ca