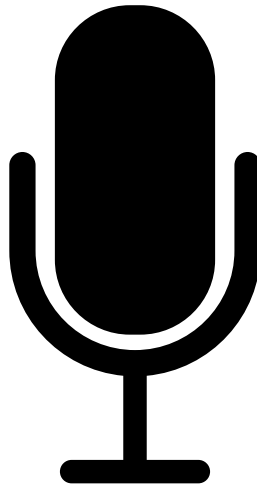


PARENTING YOURSELF PODCAST:

A Stealth Public Health Approach to Enhance the Health and Longevity for Transitioning College Seniors and Recent College Graduates Through Increasing Healthy Lifestyle Behavioral Habits



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Important Notice:

For the purpose of this document, the “20-something” demographic is defined as those born between 1993-1998.

RATIONALE

According to the World Health Organization (2018), the top three causes of death are heart disease, stroke, and chronic obstructive pulmonary disease, with lung cancers and diabetes following in sixth and seventh places. These noncommunicable diseases totaled about 16 million deaths in 2016 alone. This is mimicked in the Centers for Disease Control and Prevention's 2017 findings with heart disease, cancer, stroke, and diabetes coming in at first, second, fifth and seven, with a total of about 1.5 million deaths in the United States in 2017.

These noncommunicable diseases (NCD) share common risk factors. Besides socioeconomic status and one's access to health care, lifestyle plays a huge role in the development of these diseases. Risk factors include: high rates of alcohol consumption, high blood glucose, high blood pressure, high cholesterol, physical inactivity, tobacco use, an unhealthy diet, and being overweight or obese (World Health Organization, 2019). Overweight/Obesity is a common precursor for the five leading causes of death listed above.

Obesity does not only affect all areas of one's health, but also can decrease one's productivity levels, sense of well being, and overall quality of life. Obesity as a medical issue costs the nation more than \$150 billion in healthcare costs annually, and ranging from \$279-\$768 per person a year (State of Obesity, 2017). To put this in perspective, a professional football jersey sells for \$100 to \$250 a piece.

There are also social and cultural ramifications associated with being overweight/obese that could lead to mental health issues such as anxiety and depression in these patients (Caprio, 2008). Healthy lifestyle habits of moderated alcohol consumption, little-to-no tobacco, and most importantly regular physical activity and a healthy and nutritious diet, are key to averting the affects of obesity and all noncommunicable diseases.

Obesity in America has been rising over the years, especially in college students.

According to the American College of Health Association's National College Health Assessment (ACHA-NCHA), the percentage of overweight and obese students rose from 21.9% and 9.5%, respectively, in spring 2006, to 22.9% and 13.9% in spring 2016.

College students are not currently seeing the economic burden of obesity and NCDs in their pockets, but they will appreciate them when they turn 30-50 years old and have a one of the diagnoses listed above, all of which point towards causes of rapid health decline. The morbidity of college students with obesity becomes a domino effect when they enter the workforce and continue to neglect their obesity (Sahoo, 2015). If a current college graduate is able to avoid the annual medical costs associated with obesity, and saves that money instead, they have enough saved to attend the Super Bowl in four years.

Social media and mass marketing is always changing in today's digital age, and college students/ recent college graduates are the first to know what is "hot." According to Edison Research's 2018 Infinite Dial Survey, podcasting is one of the fastest growing forms of social media today (2018). In 2013, only 11% of the US population was listening

to podcasts monthly, compared to 2019's 31%. Podcast listeners are an educated population in general, with 85% of podcast listeners having attended college (Edison, 2018). Eighty percent of podcast listeners listen to all or most of each podcast episode they subscribed to and listen to an average of seven shows per week (Winn, 2019). This is the same principle as having one or more prime time TV shows to watch each night of the week.

Podcasts are able to be pre-recorded to be released on a set date, with a flexible recording schedule, and can be consumed by the listener at anytime, anywhere. Utilizing a podcast to share health and wellness information and facts with college students and recent grads allows them to consume the information on their own time. Forty-nine percent of podcast listeners listen at home, while 29% listen on their daily commute.

Obesity and Noncommunicable Diseases are an issue in America, and the youngest generations are the first with projected life expectancies shorter than their parents (Millennials and Generation Z). These newer generations are also known for their stubbornness and "free spirit" nature. A by-the-book nutrition education and wellness program to decrease rates of overweight and obesity will not aid in long-term lifestyle behavior change. Providing students and recent graduates with the information to prevent obesity allows the students to determine how important this issue is to them; to act against the fear of thousands of dollars worth of medical bills due to poor health. Millennials and Generation Z are resilient. They will utilize the information when they are ready to change their life expectancy, and out-live their parents. Developing this

resource now will invest in America's future generations, economy, and overall health status.

PROGRAM STATEMENTS

Mission

Create a community that inspires each other to reach their own personal health and wellness goals and lifestyle.

Goals

- Reduce the prevalence of overweight/obesity in the “20-something” demographic.
- Increase one or more of the seven listed healthy habits of: intake of fruit and vegetable intake, water consumption, physical activity, sleep health, mental health management, and decrease in stress reduction in the “20-something” demographic.
- Produce a highly rated podcast that listeners would want to recommend to their friends.

OBJECTIVES

Objective Statement:	Type:	Methods used for Measurement:	Instruments used for Measurement:
Release one podcast episode, every Tuesday, for three months.	Process	Number of sessions held	Anchor/iTunes numbered of published episodes

By the end of one podcast episode 30% of listeners will seek active learning about healthy lifestyle habits.	Impact (learning)	Podcast collected data on the number of returned listeners to the podcast.	Number of subscribers to the podcast
After two months of podcast listening, 20% of listeners will engage in a healthy lifestyle habit behavior change.	Impact (behavioral)	Personal emails sent into the podcast, comments on Instagram photos, or statements made in podcast reviews about positive lifestyle changes the listener initiated from listening to the podcast.	Participant Response
Establish a supportive community of 500+ listeners, by the end of twelve months, in supporting healthy lifestyle changes.	Impact (environmental)	Number of Instagram followers and comments of Instagram comments, as well as, listener email submissions and podcast reviews	Engagement of listeners to the social media platforms.
In three years, 65% of listener comments and reviews will mention healthy habit adoptions taken because of listening to the podcast.	Outcome	Personal emails sent into the podcast, comments on Instagram photos, or statements made in podcast reviews about positive lifestyle changes the listener initiated from listening to the podcast.	Participant Response

PROGRAM STRATEGIES

Description of Multi-Strategy Program

Parenting Yourself is a health/wellness and lifestyle podcast designed as a stealth

intervention to decrease the prevalence of overweight and obesity and the incidence of chronic non-communicable diseases. To do this, the podcast will focus on health

education and communication of healthy lifestyle habits by providing a space for community mobilization in the “20-something” demographic (currently, those born between 1993-1998). The podcast will deliver tips, tools, skills, and knowledge needed to incorporate healthy lifestyle changes and habits into the podcast listener’s (participant’s) everyday life. Examples of these habits are diet, exercise, stress reduction, and sleeping patterns. This information will come from 15-20 minute podcast episodes with experts in the field, reinforced with alternating episodes with 20-30 minute podcast episodes with guests from the same demographic. These “normal person” guests are used to share their strategies of developing these habits and what has worked for them; revealing that trials and errors are parts of life.

The overall goal and mission for this program is to create a community that inspires each other to reach his or her own personal health and wellness goals and lifestyle. This program was designed off of the theoretical framework of the Transtheoretical Model (TTM), Theory of Planned Behavior (TPB), and the Elaboration Likelihood Model. Through the lens of the TTM and its processes of change, the target audience is either in the pre-contemplation or contemplation phases. Utilizing the consciousness raising, self re-evaluation, helping relationships, and social liberation processes of change, the goal is to aid “20-somethings” in their transition to the contemplation, planning, and action phases, in their own time. With the assistance of the elaboration likelihood model, repetition of topics, attitudes towards behaviors and behavioral control will change in their mindsets of listeners via the TPB. The primary objective of the podcast is to ignite a further curiosity about healthy lifestyle habits of listeners, so they will seek active

learning about and engage in healthy lifestyle habit behavior change, with the support of the growing Parenting Yourself community. The goal of the Parenting Yourself podcast is to produce a highly rated podcast that listeners would want to recommend to their friends and increase the intake of fruit and vegetable intake, water consumption, physical activity, sleep health, mental health management.

The ideally implemented Parenting Yourself Podcast behavior change program will consist of three primary components: an educational component hearing from experts in the public health and related fields, a communication component through social media (Instagram), and a community mobilization component through the “couch series” peer story episodes and through sharing their story in emails to the host and comments on the Instagram account. The entirety of this nutrition education and public health intervention is delivered through the podcast episodes. All of the information is given so that the listeners will be able to hear it and return to it when they are ready to utilize the information.

The premise of the Parenting Yourself podcast is to use the episodes as the means of delivering health education. Every other episode will have a guest expert in the greater public health field. Opposite the expert interview episodes will be a “couch series” of other 20-somethings chatting with the podcast’s host about their stories and share what has or hasn’t worked for them. This program is meant to not have a set time-table to allow a natural flow of human consciousness. The podcasts will be promoted through Instagram, word of mouth, and partnerships with university career centers and alumni

associations. This acts as another way to elaborate on the material mentioned in the podcast. Over time, the relationships will build into a friendship between the listeners and the podcast host. When listenership reaches a set point of 300 subscribers, a Facebook group will be created to have a “physical” community space and mobilization. These three components work in harmony to create a meaningful and well-rounded experience for participants (listeners) to gain knowledge on building healthy lifestyle habits.

Podcasting is the best solution for delivering healthy habit behavior change information, because it allows the listener to make a change when they are ready to change. It is known that the Millennial and Gen-Z generations are strong minded and free spirited. By having the public health intervention information given via a podcast, listeners are not having a finger pointed or waved at them, in order to absorb the information given by the experts in their own time, and not feel alone by listening to peer stories.

Limitations Addressed

The limitation with doing a podcast as a behavior modification program is that there is no control over the physical outreach, intended audience, and effectiveness of the program. The program is set up to give out information in hope that one will utilize it, but it does not have any specific timeline once the program begins or is able to check in with the listeners. A program like this needs to be able to have strong stakeholder connections to reach the audience and develop a lasting relationship between the

podcast intervention and the listeners. This, along with very difficult to depict evaluation marks, are the largest limitations of the Parenting Yourself Podcast.

EVALUATION

Process Evaluation Procedures

Target Question	Process-Evaluation Questions	Method of Assessment for Question	Resources Required
Activities	Did the podcast episodes increase the listeners' knowledge of health-related lifestyle habits?	Personal emails sent into the podcast, comments on Instagram photos, or statements made in podcast reviews about positive lifestyle changes the listener initiated from listening to the podcast.	Access to Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify) & Data and analytics from business's Instagram account
Reach	How many subscribed listeners listened to at least 60% of the episodes released?	Data and analytics from Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify)	Access to Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify)
Fidelity	To what extent was the program implementation execution correlated with the original plan laid out in the logic model?	Comparison between the logic model and overall program plan to the executed program implementation plan	Access to program planning materials

Target Question	Process-Evaluation Questions	Method of Assessment for Question	Resources Required
Context	What environmental factors might influence listenership of the podcast?	Assessment of the podcast accessibility (fee), locations of distribution, time of episodes, and assessment of reviews made by listeners about the podcast content.	Access to Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify) & Instagram business account.
Program Management	Did the podcast host cultivate a wide range of public health experts to reach all healthy lifestyle habits and reach each sector of the target audience?	Assessment of the expert podcasts and personal emails sent into the podcast, comments on Instagram photos, or statements made in podcast reviews about topics listed and asked to be covered.	Access to Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify) & Instagram business account.

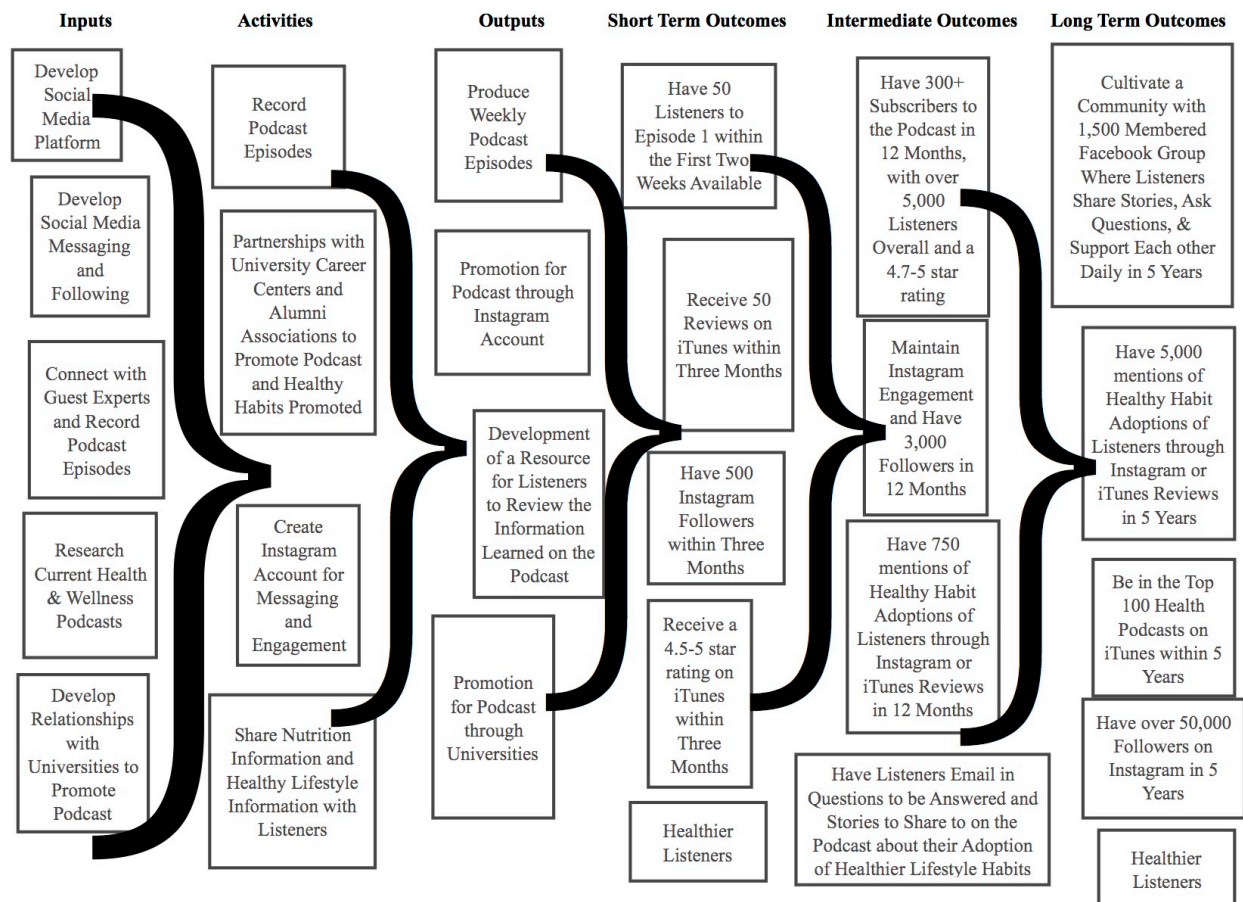
Target Question	Process-Evaluation Questions	Method of Assessment for Question	Resources Required
Dose Delivered	<ol style="list-style-type: none"> 1. Was each episode produced in a timely manner to follow the weekly Tuesday release date schedule? 2. Was the Instagram able to deliver content on a daily basis? 3. Are listeners and Instagram followers receiving the curated content on a weekly and daily basis respectively? 	<ol style="list-style-type: none"> 1. Podcast published date and time 2. Number of subscribers to the podcast 3. Number of followers on Instagram 	<ol style="list-style-type: none"> 1. Anchor podcast app log in information and access 2. Data and analytics from Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify) 3. Data and analytics from business's Instagram account
Dose Recieved	<ol style="list-style-type: none"> 1. To what extent is priority population exposed to the program? 2. To what extent does priority population actively engage with program community? 	<ol style="list-style-type: none"> 1. Numbers of listeners per episode 2. Number of likes on Instagram posts and watches on Instagram stories 	<ol style="list-style-type: none"> 1. Data and analytics from Anchor podcast account and other podcast services (Apple podcasts, Google Play, Spotify) 2. Data and analytics from business's Instagram account

Impact Evaluation Procedures

The impact evaluation of the Parenting Yourself podcast can be looked at through the process evaluation procedures, as this is an ongoing intervention with no set end date.

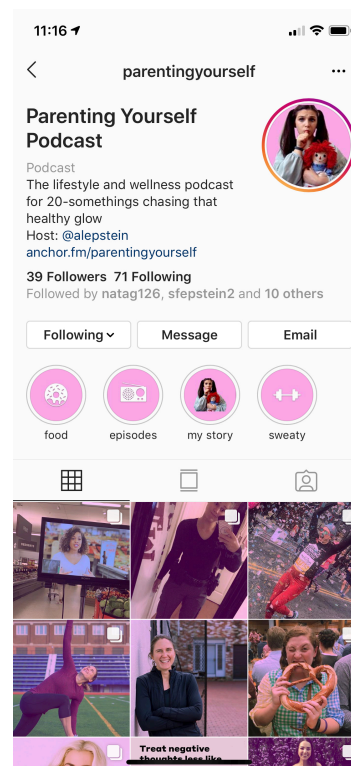
The context, program management, dose delivered, and dose received evaluation procedures are ideal to look at, as impact evaluation procedures as well as process evaluation procedures. These questions represent the reason for producing the podcast for aiding the 20-something demographic in building their healthy habit tool-kit for behavior change in their own time, and these questions will be answered through the podcast and instagram analytics to ensure that the listeners are gaining adequate content from the Parenting Yourself podcast, and are engaging the the delivered content. The dose delivered and reached evaluation procedures can also be used to address the reach and engagement of the later to be developed community Facebook group, once an audience has been established.

Logic Model



Materials

The image to the right is a screenshot of the Parenting Yourself podcast Instagram, which is the main health communication method of the program intervention. The podcast itself can be found on nine different podcast streaming platforms including: Anchor, Apple Podcasts, Google Podcasts, Spotify, Breaker, Overcast, PocketCasts, RadioPublic, and Stitcher.



SEASON ONE GUIDE

Trailer: Adulthood is Hard

In this trailer episode of Parenting Yourself, Ali explains what to expect from the podcast, and shares a little bit about herself. Have a question or want to share something that worked for you? Leave us a voicemail through the Anchor app! *(2 minutes)*

1: Fruits N' Veggies with Savannah Knell

On this episode Ali talks with Savannah Knell, the Campaign Manager for the Partnership for a Healthier America's FNV Campaign, about how FNV has evolved over the years and showing that eating fruits and vegetables are cool. *(18 minutes)*

2: Couch Series with Mike Breast

On this episode Ali kicks off the couch series by talking to one of her best friends from college, Mike Breast. Mike is a news reporter for the daily collar and avid Philadelphia sports fan! Join Ali & Mike as they sit on the couch to talk life, weight loss, tv shows, and more! *(21 minutes)*

3: The Millennial Guide to Passover with Esti Hecht

Join Ali as she talks with her Rebbetzin about the do's and don'ts about Passover.

4: Couch Series with Ashira Naftali-Grier

Join Ali as she talks with her friend Ashira about everything from strange dental hygiene practices, to stretches in the office, to caffeine, the game of thrones premier, and so much more! *(37 minutes)*

5: What Even Are Healthy Habits with Jolene Gardner, Ph.D., CHES

Join Ali as she goes back to college to talk with one of her mentors/professors and director of American University's Public Health Program, Dr. Jolynn Gardner. Ali and Dr. Gardner discuss what healthy habits actually are and why they are so important in relation to the top 10 leading causes of death in the United States. Listen in for tips on how to rethink your daily habits, and how even a Ph. D. in public health is still working on her's. *(16 minutes)*

6: Couch Series with Becca Fleisig

Listen in as Ali talks with long-time camp friend Becca Fleisig about life in Alabama, getting up way too early in the morning, how Becca manages such a busy schedule, her love for 9 Rounds boxing, and more! *(22 minutes)*

7: Dancing is for the Soul (& Brain) with Dr. Lauren Hazzori

On this episode of Parenting Yourself, Ali speaks with psychologist Dr. Lauren Hazzori about developing coping strategies and how to develop healthy mental health habits.

Lauren shares her story and what she has learned in her many years in practice. You can find Lauren at @dr__lauren and nottherapy.us (15 minutes)

8: Couch Series with Emily Frieband

Noticed a trend that Ali loves talking about TV? Well, this episode includes a 40ish minute tangent, with best friend Emily Frieband, about Survivor (recorded after S38 E10), The Amazing Race (recorded after S31 E1), and The Bold Type. If TV talk isn't for you, or don't think you can last through all 75 minutes then skip to 36:01 to hear talk about the bold type or 45:45 to skip all the tv talk. Topics also include journaling, baseball, a healthy Philadelphia v. New England rivalry, and more!! (74 minutes)

9: How to Run like Forrest Gump with Tammy Whyte

In middle school, Ali quit field hockey because it was too much running. And she played defense. Her relationship with running is ever evolving and SLOWLY becoming less and less of a hate-hate relationship to an "I understand the importance of you, but I still hate you" relationship. Listen in as Ali talks with running coach Tammy Whyte about how to get into running, what to eat before a run, what stretches to do, and more!! (16 minutes)

10: Couch Series with Tatum Garvin

Listen in as Ali talks with Delta Gamma sister (American University initiate, Texas A&M alum) Tatum Garvin talk about Tatum's life as a police officer and how rough it is to maintain healthy habits while dealing with 12 hour shifts. And of course, you can hear Ali and Tatum's feelings on Game of Thrones Season 8 Episode 2!! (31 minutes)

11: What Should Go on My Plate? With Jillian Griffith, MSPH, RD

Ever wonder what should go on your plate? What basic nutrition is? How to grocery shop? Listen in as Ali talks with a Giant Foods registered dietitian, Jillian Griffith, to answer the above questions and more!! (22 minutes)

12: Couch Series with Natalie Gonzalez

Listen in as Ali and her old roommate Natalie talk about life, moving apartments, how to figure out a routine, their favorite brunch and happy hour spots around DC, and so much more!! (33 minutes)

11: Memes and Volgs with Rachel Wolman & Andrew Coleman Smith

In a super Orangetheory Fitness episode of Parenting Yourself, Ali talks with two of the largest OTF influencers on social media @OrangetheoryMemes on instagram (Rachel Wolman) and #FatTuesdayFam on youtube (Andrew Coleman Smith). Don't mind Ali as she fan girls while talking Orangetheory with these two about, how social media has changed their lives, what it means to get into a workout routine, how to "become an influencer," (or social media content creator), and talk the April 18, 2019 Run Row. (35 minutes)

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