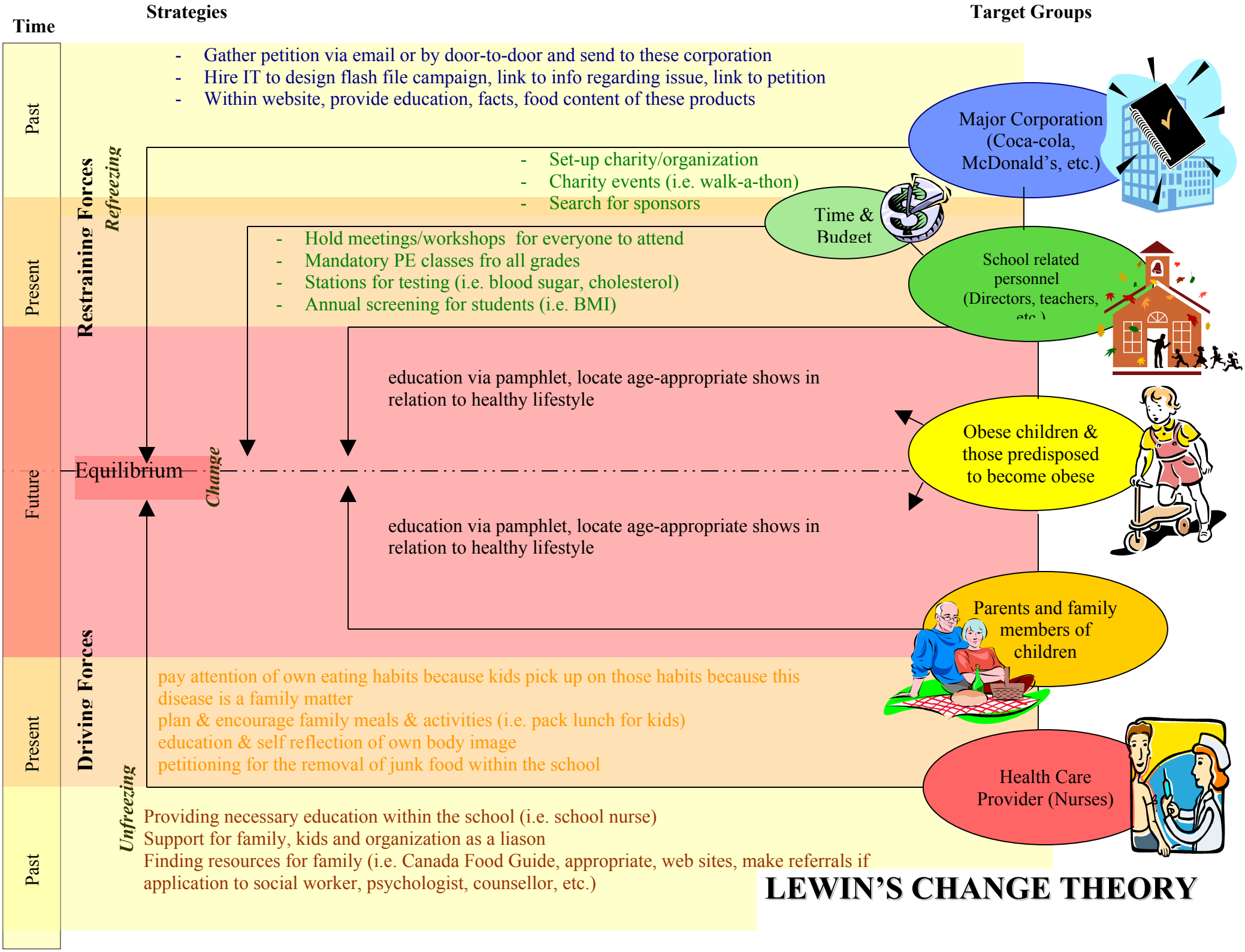
Time
Strategies
Target Groups
Past
Present
Future
Present
Past
Restraining Forces
Refreezing
Driving Forces
Unfreezing
Equilibrium
Change
- Gather petition via email or by door-to-door and send to these corporation
- Hire IT to design flash file campaign, link to info regarding issue, link to petition
- Within website, provide education, facts, food content of these products
- Set-up charity/organization
- Charity events (i.e. walk-a-thon)
- Search for sponsors
- Hold meetings/workshops for everyone to attend
- Mandatory PE classes fro all grades
- Stations for testing (i.e. blood sugar, cholesterol)
- Annual screening for students (i.e. BMI)
education via pamphlet, locate age-appropriate shows in relation to healthy lifestyle
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pay attention of own eating habits because kids pick up on those habits because this disease is a family matter
plan & encourage family meals & activities (i.e. pack lunch for kids)
education & self reflection of own body image
petitioning for the removal of junk food within the school
Providing necessary education within the school (i.e. school nurse)
Support for family, kids and organization as a liason
Finding resources for family (i.e. Canada Food Guide, appropriate, web sites, make referrals if application to social worker, psychologist, counsellor, etc.)
Major Corporation (Coca-cola, McDonald's, etc.)
Time & Budget
School related personnel (Directors, teachers, etc.)
Obese children & those predisposed to become obese
Parents and family members of children
Health Care Provider (Nurses)
LEWIN'S CHANGE THEORY