

Design as a Means of Preventing Childhood Obesity

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Abstract:

It is widely believed that reduced physical activity and/or increased sedentary behavior are implicated in the etiology of obesity. Therefore, it is urgent to develop strategies to combat sedentary behavior, along with encouraging physical activity. Early healthy interventions, related to knowledge and understanding of the benefits of a healthy diet and physical activity, can have

an important influence on children's lifestyle behavior. This is just the first step in a study that envisages progressive and dynamic interactivity in preventing childhood obesity, and increasing literacy in the context of healthy eating and physical activity in children, through design as a social agent for behavior change. This research project was approved by the Ethics and Health Committee and the Administration of Hospital Pedro Hispano (HPH). The Project "Design as a means of preventing childhood obesity" (DOIT4CHILDREN), from the Hei-Lab Research Center, from Lusófona University and CIAFEL is made up of a multidisciplinary research team, made up of researchers in the areas of Design (Carla Cadete), Usability and User Interface (Andreia Pinto de Sousa), Video Games (João Alves de Sousa), Sports (Inês Aleixo, Lucimere Bohn) and Nutrition (Sandra Abreu) and has Pedro Hispano Hospital (HPH) as a consultant. DOIT4CHILDREN is a comic magazine aimed at preventing childhood obesity and increasing literacy in healthy eating and physical exercise. It was published annually for children aged 8 to 12 in the 2020/21 school year. The magazine is a collaboration between undergraduate students in Physical Education and Sports, Health and Physical Condition, and Communication Design. It also includes texts aimed at parents, with the first edition featuring brief texts from various experts, such as Dr. Cidrais Rodrigues, Director of the Pediatrics Service at USLM at HPH. The magazine is bilingual, available in print and digital formats, and is enriched with sounds and animations. The 3rd and 4th editions are nearing completion. It aims to be a user-centered design project to analyze, conceptualize, implement, and evaluate an ecosystem of design artifacts to generate an impact on children's nutrition and physical activity. This ecosystem will be developed and tested through an exploratory process to find a model adjusted to the team's objectives, – creating the necessary involvement between the child and the media, increasing its effectiveness, and the impact on their behaviors and their style of communication. life. These supports will be designed so that children can learn in a fun, attractive, and easy way, based

on the assumption that design can be a powerful tool capable of modifying behavior.

The project received the “FAZER+ 2022” Award, a Program to support Science and Innovation, in the category of Good Research Practices in Teaching, for its high scientific and pedagogical quality.

https://www.flipsnack.com/kimada2020/yes_revista_bd_first-edition.html

<https://youtu.be/qxs8nZK0aH0>

https://www.dropbox.com/scl/fi/s2evkfpeq6qtbrl8udmeg/motioncomic_2223.mp4?rlkey=da4hiatcmhyr2onsz34ycdsfn&dl=0