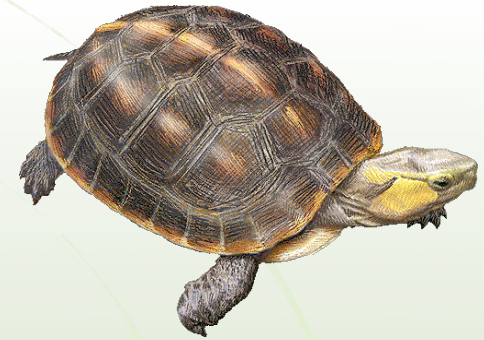


# Health Individualism

It's all up to me and my choices  
Depends on character  
Just need more knowledge  
Influenced by (pop) culture



## Fact of Modern Life

Too busy to be fit  
Everyone is stressed  
Nostalgia for a better past

*What's in the swamp of...*

## It's About Lifestyle

Fitness is a hobby  
Individual preference  
Elitism vs. populism: no time to cook, shop organic, do yoga

# Community Health (Food & Fitness)



## Citizen Action

We could do that  
It will never happen here



## Kids are our future

Govt should protect them  
Parents are to blame  
Schools as safe places

## Government

Price affects choice  
Some communities disadvantaged  
Govt should support community choices