

CAT 4 RESOURCE DEVELOPMENT

Group 4-095

War Against Diabetes

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ABSTRACT

War Against Diabetes is an integrated, intuitive and user-friendly online platform which aims to increase awareness of diabetes and its dangers among teenagers between the ages of 13-18 and guide them on how to live a healthy lifestyle so as to reduce their risks of getting diabetes. It provides comprehensive guides in the form of blog posts and slideshows aimed at educating them on diabetes and having a healthy lifestyle. It also houses a separate page where they can receive a workout routine presented as a short 1-minute video which is aimed at helping them have a healthy lifestyle by exercising more often. There is also an interactive comments section below each blog post for teenagers to voice any queries that they may have about the information provided, and share their recommendations, opinions and views with others. With teenagers being more tech-savvy nowadays, they are likely to access most information from their smartphones. Therefore, with an online platform such as the one we have created, we are able to reach a larger audience as compared to if our resources were based offline.

1 INTRODUCTION

1.1 Rationale

Teenagers nowadays do not worry about having a healthy lifestyle. Instead, they indulge in unhealthy food and drinks such as fast food and bubble tea. We see this as a huge problem as teenagers will develop bad habits such as eating unhealthily and living a sedentary lifestyle, which when they grow older could dramatically increase their risk of type 2 diabetes. This is why we are focused on reaching and educating teenagers between the ages of 13 and 18, so that they can learn how to lead a healthy lifestyle and hence reducing their risk of type 2 diabetes. Currently, diabetes is one of the leading causes in deaths around the world. In 2016, an estimated 1.6 million deaths were directly caused by diabetes, according to the World Health Organisation. Hence, we find that diabetes - especially type 2 diabetes, which is when people develop the illness later on in their life - is an important topic to tackle.

1.2 Objectives

The objectives of War Against Diabetes is to

- create a resource package to engage students on the issue of diabetes
- Increase awareness of diabetes and its dangers among teenagers
- Educate our target audience on how to adopt a healthy lifestyle

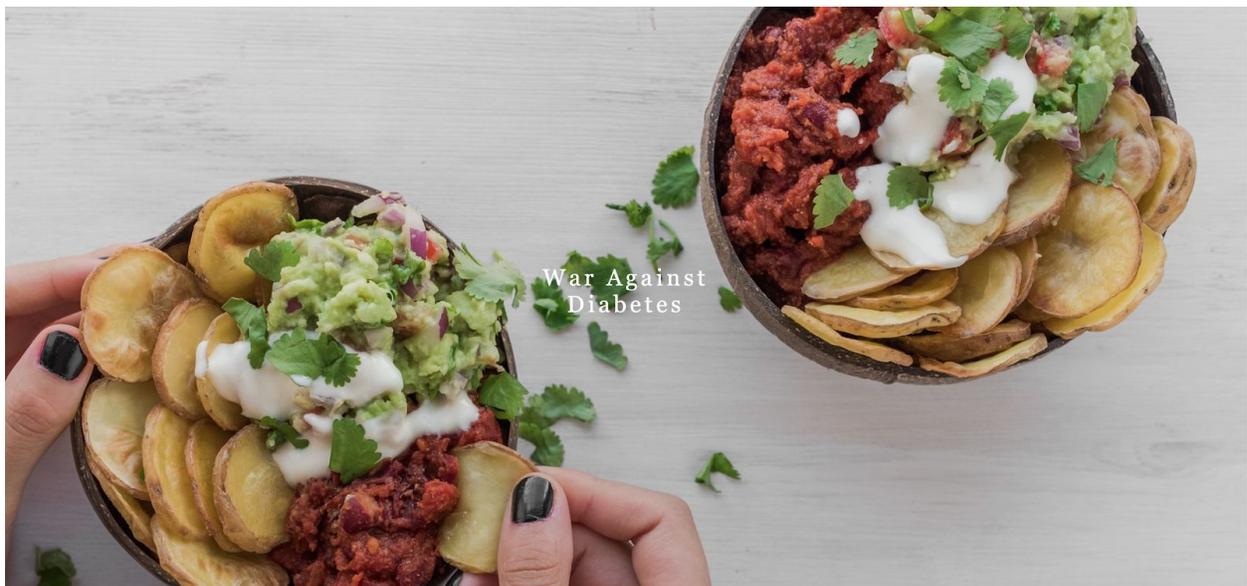
- Provide a workout routine for students to follow

1.3 Target Audience

Teenagers aged between 13 and 18

1.4 Resources

We came up with two resources to help spread awareness on the topic of diabetes and living a healthy lifestyle: a website and social media pages on Instagram and Facebook.



2 REVIEW

We have seen many various resources available, both in the form of websites and in the form of books, talking about the dangers of diabetes and how to prevent its onset by maintaining a healthy lifestyle. However, we find that these are ineffective as nowadays teenagers spend a lot of time online, and rarely read books that are not fiction. Furthermore, information on type 2 diabetes, its dangers and living a healthy lifestyle cannot be easily found on these websites and in these books, and are usually packed

with too much information for the reader to digest properly. Hence, there is a need for a better platform where essential information can be displayed in a concise fashion.

3 METHODOLOGY

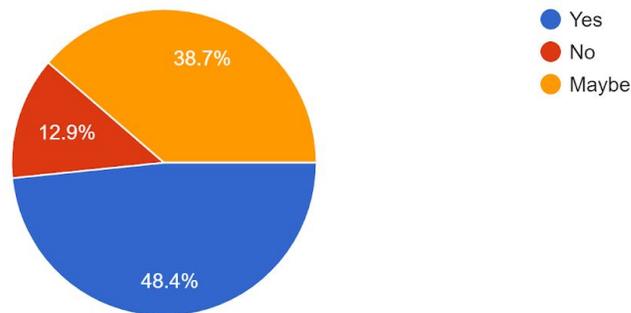
3.1 Needs Analysis

A needs analysis was conducted to ascertain the relevance of such a project. We sent out a survey to establish the reader's position and opinions on the topics of diabetes and others relating to it. This feedback confirmed the feasibility of the project.

3.2 Survey Results

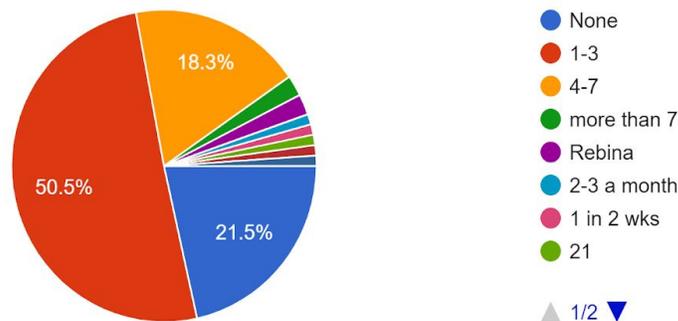
Do you wish for an alternative to high sugar drinks?

93 responses



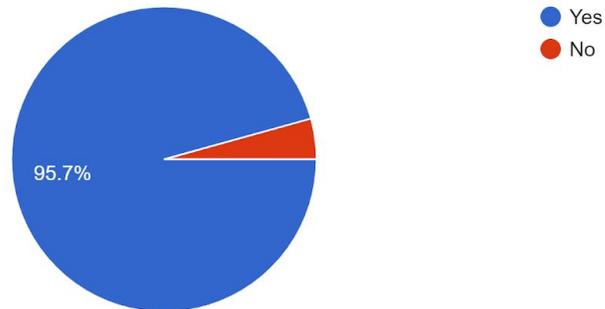
On average, how many sugary drinks do you drink a week? (e.g coke, sprite)

93 responses



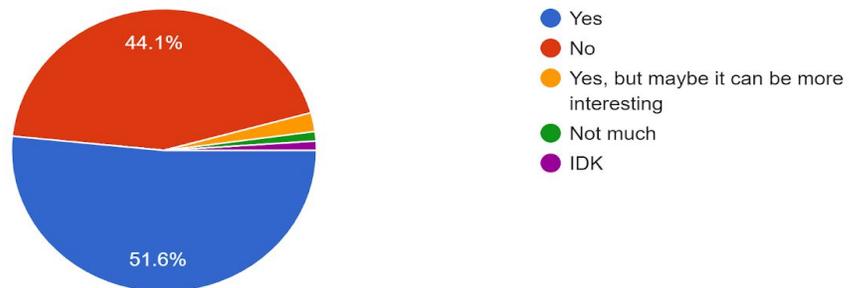
Do you wish to pursue a healthy lifestyle?

93 responses



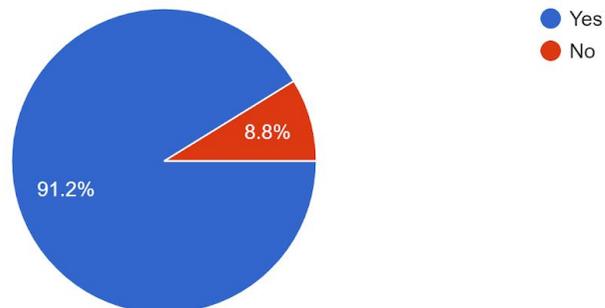
Do you think that you are being educated enough by the government/teachers about Diabetes and how to prevent diabetes?

93 responses



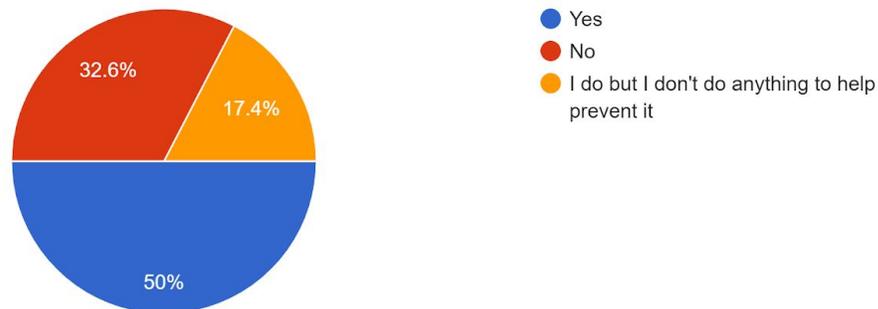
Would you want to try a drink that is low in sugar content but still as refreshing?

91 responses



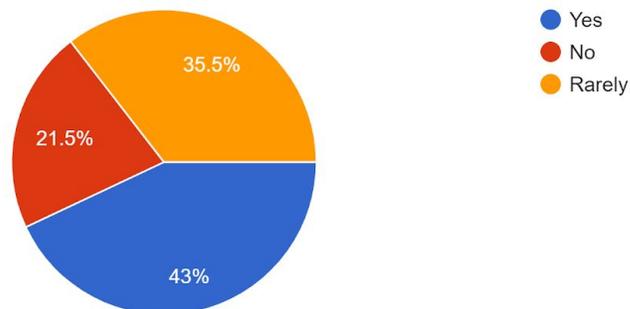
Do you ever fear that one day you might get diabetes?

92 responses



Do you drink bubble tea or any high content sugar drinks?

93 responses



3.3 Development of Resources

As we were trying to come up with the different resources for our project , we wanted to find accessible platforms that teenagers would find attractive and convenient since they are our project's target audience. In the end we decided to utilize social media platforms and websites as it is something more up to date. With our social media platforms , we posted some interesting facts about type 2 diabetes so that our audiences would be able to gain some new knowledge about it as we try to post facts that are not common so as to make our posts more original. At first we only intended to add blog posts to our website. However our mentor advised us that we should try to make our website more user friendly and interactive . As more feedback came in we slowly added in more new features such as a workout schedule where our audiences will be able to send in what they consume daily and we would provide them with a short but effective

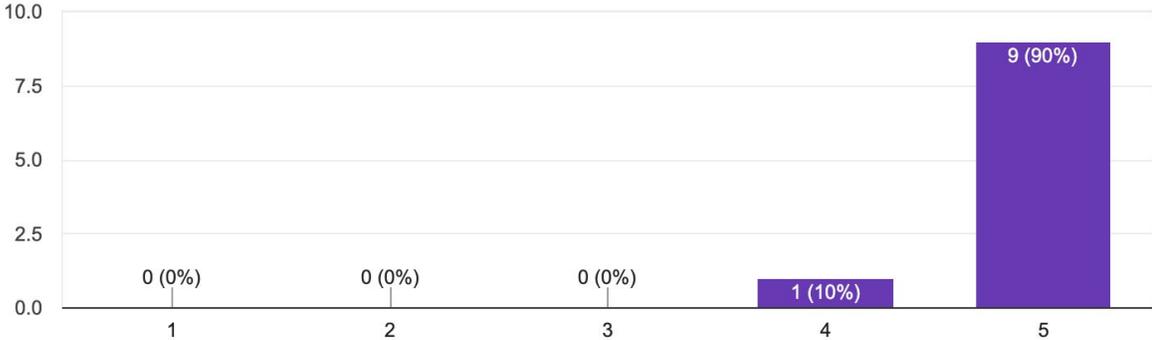
workout schedule in the form of a one minute long video. We also added in slideshows to attract the viewer's attention with the aesthetically pleasing graphics. These slideshows make it more accessible and convenient to our viewers making them want to read more and visit more blogs.

3.4 Pilot Test

A pilot test was administered to our target audience. A product demo was conducted where the online platform was shown and their views were sought. As of now, we have gotten a total of 112 visitors, with an average session duration of around 40 minutes. After publishing our website to the public, we conducted a survey to seek their feedback on our website and how we could improve. We have received positive feedback, with viewers saying that they were able to understand and learn from our website.

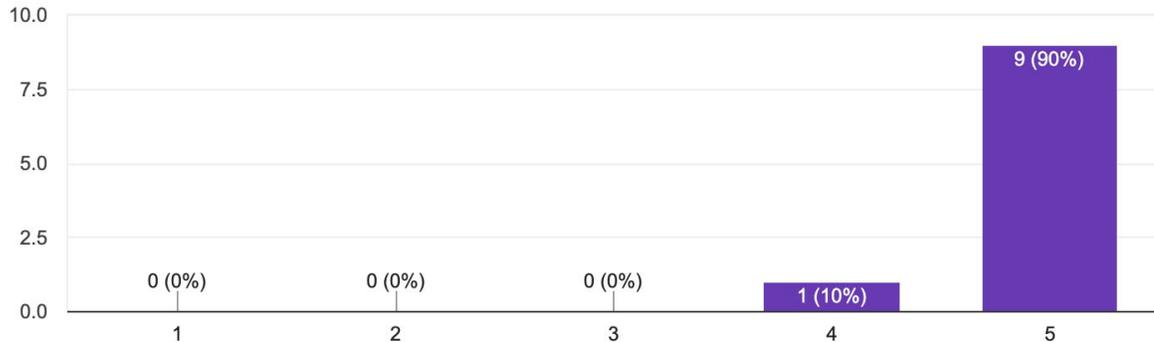
Were you able to understand our blog posts and slide shows?

10 responses



Did you find our blog posts and slide shows informative (were you able to learn anything from our blog posts and slide shows)?

10 responses



4 OUTCOME & DISCUSSION

Although the project obtained positive feedback when pilot-tested, we discussed among ourselves and came up with the decision to update our website's design, graphics and blogs. This will no doubt give our viewers something to look forward to, ensuring they have new and better features to access in our website. We also hope that through these improvements, we will be able to attract more viewers to our website and educate more people on the topic of diabetes.

5 CONCLUSION

We have been through a difficult but enriching journey with our project, War Against Diabetes, especially since this is our first year doing something of this sort. We have managed to maneuver around the COVID-19 pandemic, which has certainly made it more difficult to carry out our project due to limitations that came about with the circuit breaker and strict measures. We all, as a group, have definitely developed new skills through this project. Critical thinking, perseverance and teamwork were just one of the many. When one idea did not work out, we had to broaden our perspective and look at more ways to tackle a certain problem. We all also had to learn to take constructive criticism and use it to improve. Having to complete this entire project through meet-ups online was also another problem which we had to overcome. In conclusion, as said before, this has really been a journey that I'm sure none of us will forget for the years to come. We hope that some of our viewers have really learnt something through our website and will strive to stay healthy.

6 REFERENCES

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