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

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)

What's in the swamp of...

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

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