

ECGE4006P

Contemporary Challenges

Assignment 2

Video notes

Title slide

<https://express.adobe.com/sp/urn:aaid:sc:EU:f63a965d-c6cb-40ec-9fe8-c334582e09b8?fmt=video>

Slide 1 (Historical death toll)

Speaking: Looking back at our history the main causes of death were disease, famine and war. (UWTSD, 2021)

War has killed an estimated 150 million people in the history of our time. (Hedges, 2003)

And between the 1800's and 20th century an estimated 128 million people died because of famine? They starved to death, (Hasell and Roser, 2013)

In the 1900's infectious disease was the main cause for death? (National statistics, 2017)

Slide 2 (what changed)

Speaking: In 1800s everything changed with the industrial revolution, we gained advanced technology, central heating, cars, washing machines and cookers resulting in less physical activity and job loads becoming easier. No more foraging for food, hunting, and fishing. No walking miles in rural areas and hand washing clothes. (Stockl, 2020)

Slide 3 (Current times death toll)

Speaking: And now look at us, our main causes of death are heart disease, cancer, stroke, and diabetes, why?

Physical inactivity and the poor lifestyle choices we make, not to mention sitting in front of brainwashing, energy absorbing technology for hours on end, to achieve what ... nothing.

Recently sitting has been referred to as 'the new smoking' it is so addictive (Alter, 2017) that we as a generation are sitting ourselves to death.

Slide 4 (The human body)

Speaking: Our bodies are not designed to sit still for extended periods of time, (UWTSD, 2021). Not only does exercise improve our overall fitness it releases happy chemicals, oxytocin, endorphins, serotonin, and dopamine. It improves your memory, ability to learn and reduces the risks of depression, helping you feel emotionally balanced. (CDC, 2023) which is incredibly important especially in times where mental health is so huge.

Slide info - Adults need at least 150 mins of physical activity a week, breaking down it is only 30 mins a day, it is recommended that adults do muscle stimulating activities 2 times a week, (CDC,2023) providing our bodies with a stimulus will increase muscle mass to keep you stronger in older age (UWTSD,2021)

Slide 5 (the cost of physical inactivity)

Speaking: 1 in 6 deaths are related to physical inactivity and an estimated £7.4 billion in healthcare costs. (GOV, 2022)

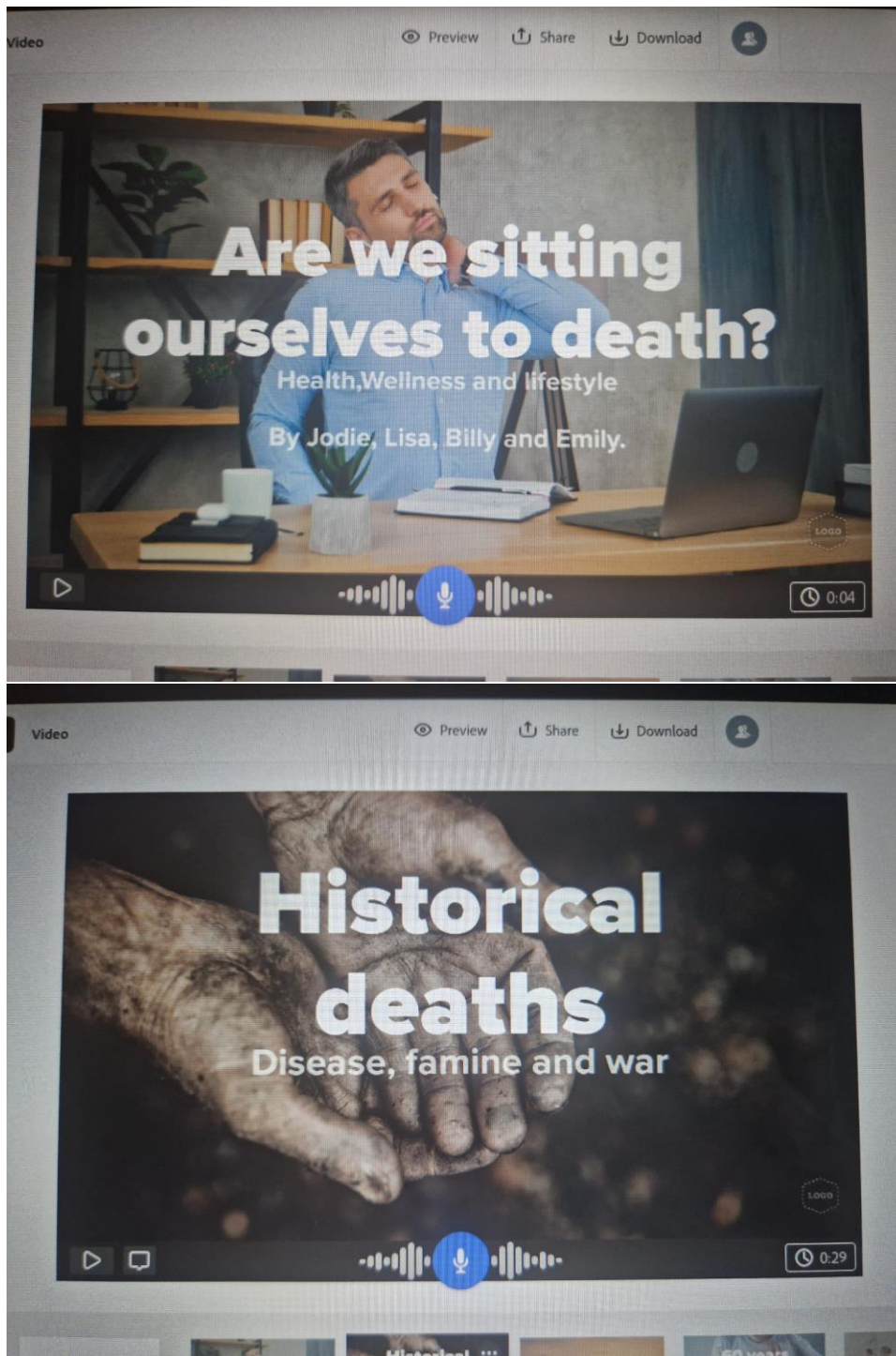
It is now the 4th leading risk factor for death in the world, (UWTSD, 2021) and our generation is 30% less active than in the 1960s and if we keep going down this path it will rise to 30% less active by 2023 (GOV,2023)

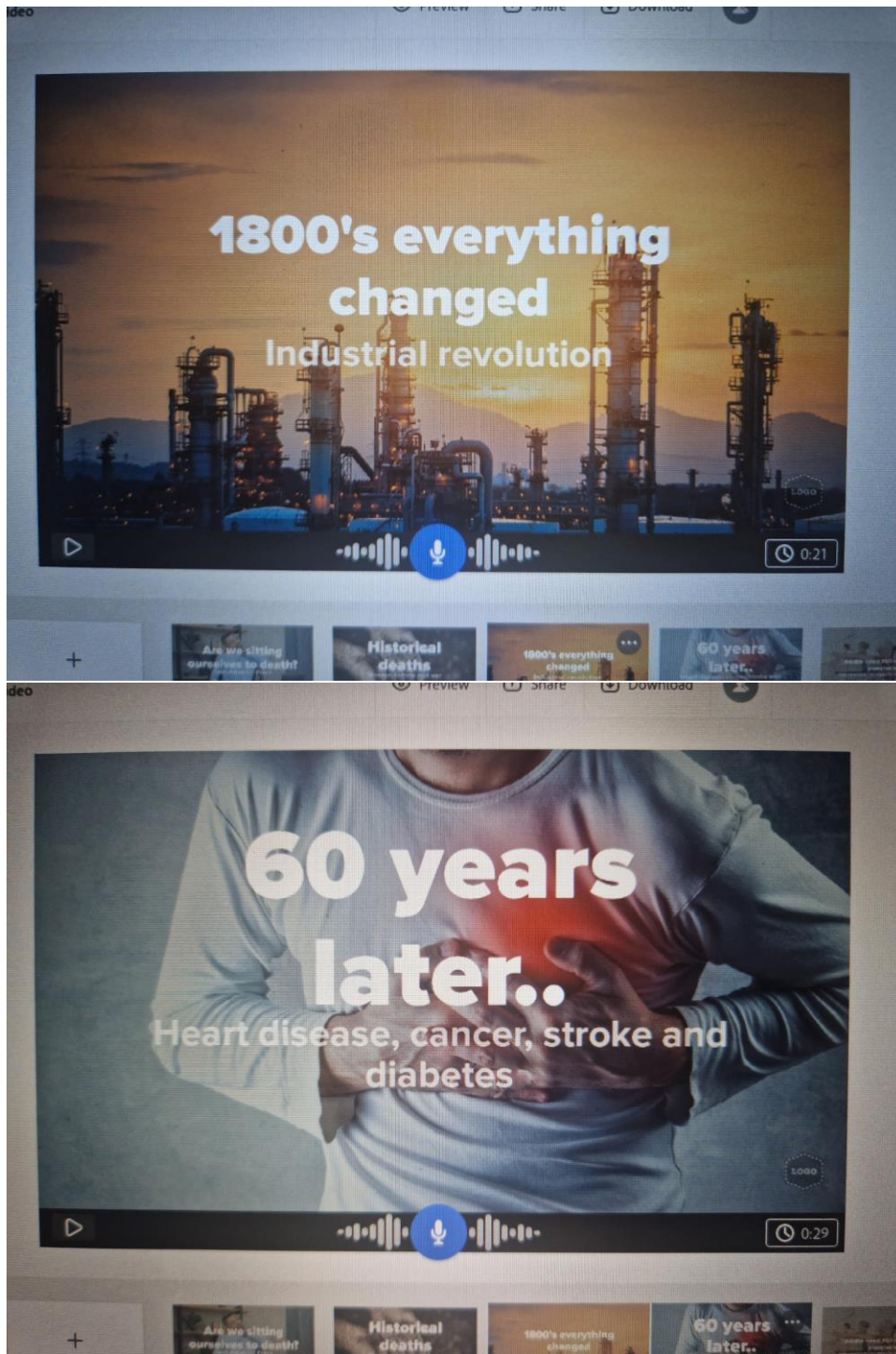
Physical inactivity does not only cost you your wellness, it can also cost you your life.

Slide 6 (Call for action)

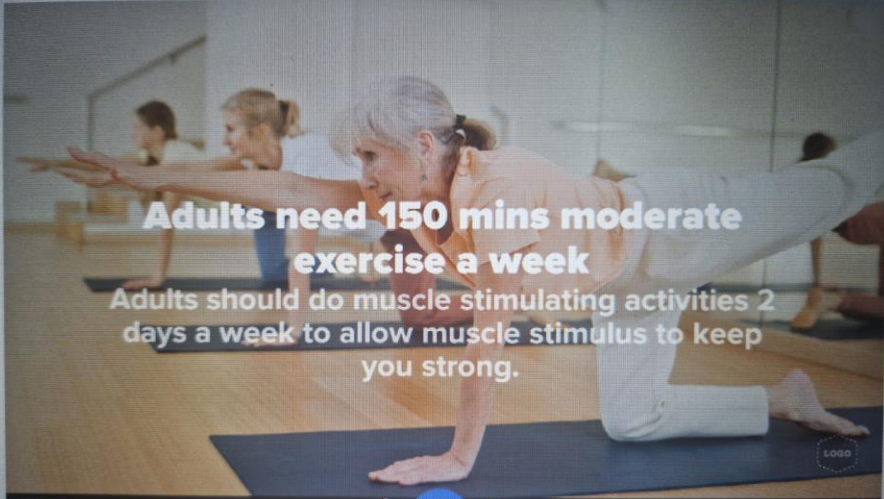
Speaking: We need to step up and start to notice that ill health comes from our lifestyle habits, not only do our unhealthy habits have severe consequences to our mental health and our physical health, but they cost healthcare and businesses hundreds and thousands of pounds a year, now that is a hard pill to swallow.

We have produced some ideas that we believe should be used lawfully all around the world to help people be the healthy confident individuals they were born to be and let us die with old age.





video



Adults need 150 mins moderate exercise a week
Adults should do muscle stimulating activities 2 days a week to allow muscle stimulus to keep you strong.

0:26

+

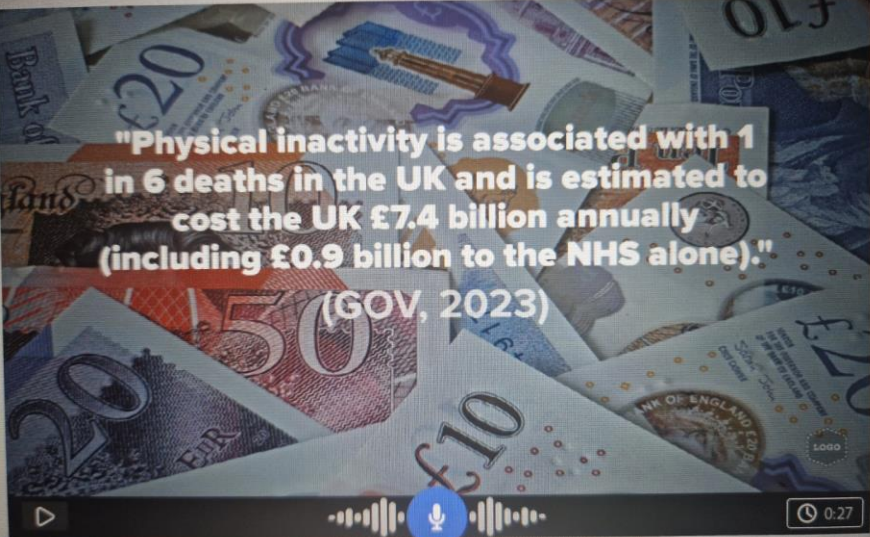
Are we sitting ourselves to death?

Historical deaths

1980's everything changed

60 years later..

video



"Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone)."
(GOV, 2023)

0:27

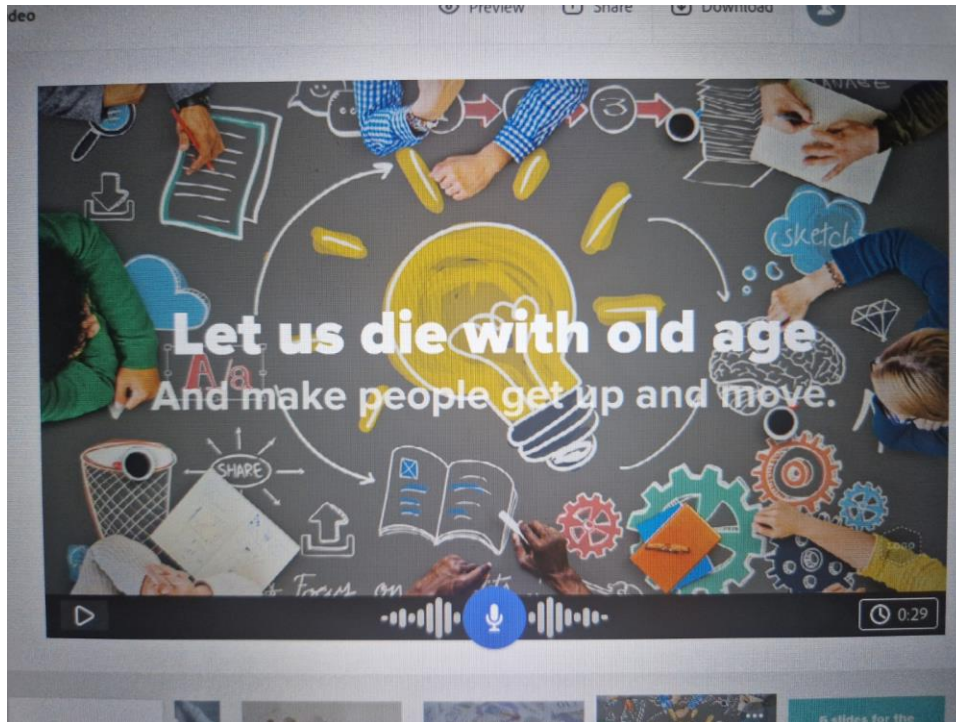
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everything

60 years later..

Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone). (GOV, 2023)

Let us die with old age



I have attached the edit link as I could not download the video as it is not all complete yet. Overly complicated, once Billy has done his bit Ill email you the link, I hope that is OK.

References to video

Alter, D. (2017) *How to stop sitting yourself to death*, *University of Toronto News*.

Available at: <https://www.utoronto.ca/news/how-stop-sitting-yourself-death> (Accessed: April 28, 2023).

CDC (2023) *Physical activity boosts brain health*, *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention.

Available at: <https://www.cdc.gov/nccdphp/dnpao/features/physical-activity-brain-health/index.html#:~:text=Did%20you%20know%20it's%20good,of%20cognitive%20decline%2C%20including%20dementia>. (Accessed: April 28, 2023).

Hasell, J. and Roser, M. (2013) *Famines, Our World in Data*.

Available at: <https://ourworldindata.org/famines> (Accessed: April 5, 2023).

Hedges, C. (2003) 'what every person should know about war', *The New York Times*. The New York Times.

Available at: <https://www.nytimes.com/2003/07/06/books/chapters/what-every-person-should-know-about-war.html#:~:text=Estimates%20for%20the%20total%20number,men%20away%20from%20their%20wives>. (Accessed: April 5, 2023).

National statistics, O.for (2017) *Causes of death over 100 years*, *Causes of death over 100 years - Office for National Statistics*. Office for National Statistics.

Available at:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/articles/causesofdeathover100years/2017-09-18#:~:text=Between%201915%20and%201945%2C%20infections,exception%20of%201975%20and%201985>. (Accessed: April 5, 2023).

Stockl, A. (2020) *The evolution of fitness*, *Thrive Global*.

Available at: <https://community.thriveglobal.com/the-evolution-of-fitness/#:~:text=During%20the%20industrial%20revolution%2C%20the,machines%20and%20less%20physical%20activity>. (Accessed: April 28, 2023).

UK, G.O.V. (2022) *Physical activity: Applying all our health*, *GOV.UK*.

Available at: <https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health#:~:text=to%2Dday%20practise.-,Why%20promote%20physical%20activity%20in%20your%20professional%20practice%3F,active%20than%20in%20the%201960s>. (Accessed: April 28, 2023).

Reflective writing

Recently we were given a task to form groups and work as a team to create a video based on our contemporary challenge topic. After the video we were asked to create a piece of reflective writing. I will use “Gibbs Reflective Cycle” as a model to help guide me through my reflective process.

Gibbs reflective cycle is a theory which was published in 1988 for his book ‘Learn by doing’. This theory helps people understand how to reflect on their experiences, (Brown, 2022). The tool is designed to help people to understand situations to be able to look back and understand what worked well and what did not. It allows the reflector to use the correct content and evaluate their situation in a structured order, (Brown, 2022).

During our first meeting Lisa and I initiated conversation and we all decided on a topic, we threw some ideas out there and decided we will meet again every Monday. When the time came Billy and Emily were unavailable despite arranging for Mondays to be free. Lisa and I started the video. Lisa and I worked well together, Lisa was great at research and being critical. I was drawing up the video, while putting lots of creative ideas out there for us to use and come up with a pitch. After many attempts to get hold of the other two throughout the weeks we did not get to meet and discuss our plans nor have any other input on the video. Since then, Lisas dad passed away. She was no longer part of the video. I made countless attempts to openly discuss our plans. However, Billy suggested meeting was not good and use the group chat for ideas.

My feelings have been completely mixed since joining the team. I felt some of the team members were slightly rude and unwilling. After many failed attempts from Lisa and I, I was cross and just wanted to get on with it. When I planned a pitch, I was really looking forward to telling the team and getting their thoughts. When I explained I had an idea no-one wanted to know. That was a bit of a buzz kill. I spent 2 weeks going over my opening slides, making my script and finding references. Then, I spent more time making a sales pitch. Again, I spent time creating the video positioning slides and organizing it for everyone to see and still no input. I felt drained. I expressed my worry and told the group I could not pitch without the previous slides and input from others. I then decided to forget the pitch and go back to my original plan of opening the video for everyone. This worked well and it got the group moving. After a bit of confusion between everyone's role the team was finally working on their parts, however the video is not selling it for me, my pitch was far more radical and I had a high-quality product that

could be used worldwide to help tackle physical inactivity, I feel the point has not been made in our video. It is a shame as I believe my pitch would have sold.

The experience of working as a team to complete a video has been a little up and down. I believe if we had met up once a week as planned, we could have all walked down the same path. If we were all on the same path, we could have bounced ideas back and forth and created something special. Although the whole experience had been draining to get input it has started pulling together today, a little late but at least we are on the same path. The parts that went well were Lisa and I working together, researching, and producing the idea for the video. I feel Lisa and I could have worked together nicely and met each other's needs well. However, the parts that did not go so well were working with two others who did not make any effort to keep their Mondays free. I feel they have agreed to anything we have put out there without questioning us or asking us what it is we have produced. However, they have been helpful today with balancing out the parts between them and Lisa. Overall, I am happy things were moving but unhappy about the video contents.

I think the reason the group effort was so poor was due to our busy lives as adults who work full-time with some of us having children. Not only that, but I also believe some of us are more driven to succeed and get the work done, while others did not even participate until the last minute, I am unsure why. Our teamwork failed us. After looking through Tuckman's Theory on teamwork it is obvious that we did not participate in any group exercises to build our team. Although Lisa and I did get together. Because of the gap between us it was difficult to pass on any information regarding the video and the work we had completed so far. This clearly put all of us in an awkward position. I believe my contribution has been helpful, without it I wonder if we would have a video.

I have learned that group work can be difficult when all team members are not meeting the needs of the designated task. While having a good understanding of Tuckman's Theory I can see that teamwork consists of meeting each other, getting to understand one another and putting ideas forward, (Mindtools, 2020). This was something our group did not do until the last moment. Overall, it has been a strange journey with lots of downs for me. I felt alone. But as time has ended the others have started their work despite a lot of confusion from myself over changing back to the opening slides.

I hope to have a better experience next time and I have learned a lot. I will ensure teamwork will involve clear expectations and honest communication from myself with the hope of receiving it back. It is all good doing our own part but if others do not teamwork can really fail. I will let my team know I am happy to lead but also happy to let others lead if they feel a need to. I will insist we all sort our parts primarily and stick to them and discuss what we all plan to bring to the table before we leave our first meeting. Overall, I hope for a better planning experience next time, so the workload is far more structured.

References for reflective writing

Brown, N. (2022) *Reflective model according to Gibbs, Dr Nicole Brown*.

Available at: <https://www.nicole-brown.co.uk/reflective-model-according-to-gibbs/> (Accessed: April 12, 2023).

Patterson, D. (2022) 4.6. *in-depth look: Tuckman's Model – Five Stages of Team Development, Strategic Project Management Theory and Practice for Human Resource Professionals*. Fanshawe College Pressbooks.

Available at
<https://ecampusontario.pressbooks.pub/hrstrategicprojectmanagementtheory/chapter/4-6-in-depth-look-tuckmans-model-five-stages-of-team-development/> (Accessed: April 12, 2023).

Mindtools, T. (2020) *Article • 8 min read Forming, Storming, Norming, and Performing, MindTools*.

Available at: <https://www.mindtools.com/abyj5fi/forming-storming-norming-and-performing> (Accessed: April 29, 2023).