WellnessSuite Digest

Spring 2004

See, Touch, Hear – The Interactive Learning Model

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Over two thousand years ago, Socrates realized that people understand more when they ask a question, than when they are told an answer. He knew that to promote learning, an active, two-way process between teacher and student was key. Today, his theory stands stronger than ever. Intuitively, educators have known for many years that engaging people in the learning process increases the likelihood that they will better remember what they've learned and be more motivated to educate others. Current research supports Socrates ancient theory. "Actively Involve the learner in the learning process."

Today, the term "interactive learning" is regularly used. Web-based instruction, classroom chat rooms, tele-courses, distance education, and multi-media are but a few terms with which it is associated. Researchers understand that interactive learning increases critical thinking skills, problem solving skills, collaboration, motivation, as well as a better understanding and retention of the information presented.

Educators know people learn best in different ways. Just as we all look, act, and think differently, we also process information in different ways. Some people prefer to learn new information by seeing it; others prefer to learn by hearing; and still others, prefer to learn by doing. The three main learning styles are visual, auditory, and kinesthetic. Effectively designed interactive education models addresses all three learning styles in the same learning scenario. According to ClubHouse Learning (2001), studies show that learners retain: 20% of what they see, 40% of what they see and hear, 75% of what they see, hear, and do!

Visual learners learn best when seeing what they are learning. They prefer to use their eyes to take in and understand new information. Auditory learners learn best by listening. If you are an auditory learner, you probably prefer a classroom setting listening to an instructor or taking an on-line video course. Kinesthetic learners prefer to have physical contact with the object they are learning about. If you are a kinesthetic learner, you learn by doing. You probably like computer courses and touch-enabled screens (kiosks).

Technology significantly enhances the learning process by fulfilling the see, hear, and touch requirement all simultaneously. Effective interactive learning products address all three learning styles to help users better process and learn what is presented. The field of interactive learning is growing exponentially. As more technologies are introduced and we learn more about how and why the brain processes information as it does, interactive learning will grow by leaps and bounds. Today's technology helps us to more effectively communicate information and that's what learning is all about!

A look at obesity, exercise and the elusive quest for the key to controlling over-indulgence

The problem of obesity in our society is dominating the media channels. We hear at least one "new" study almost daily, learn of a new approach to getting our kids to move about and revolutionary theories postulating how to save our country from a scourge that costs over $75 billion dollars annually according to the journal Obesity Research.

I recently had occasion to meet with a gentleman who walked across the US – 5 times. It was at a local chamber of commerce function and he was there as a motivational speaker stressing the importance of exercise and diet. One thing I clearly remember is that to work off one M&M it is necessary to briskly walk a little bit over 100 yards!

At St. Andrew, we're working with some world-class organizations developing interactive tools to tap into the nutrition conscience of kids and educate them on matters of diet and health. What a tremendous challenge it is proving to be! We're enlisting recognized leaders in this field to assist us in developing approaches, models and tools to measure outcomes. As numerous as the experts are, so too are the opinions that circulate. If one didn't know better you would think that we were consulting with economists where they, as a group, are notorious for an abundance of opinions.

That said, St. Andrew and our health partners still have a task ahead of us to develop an interactive system to address the alarming issue of obesity among kids and among adults in the workplace. As we brainstorm and cull through the abundance of opinions, some thoughts begin to coalesce: lifestyle, motion / action, addiction, eat well / diet, self image, physical fun, work quotient, advertising, food pricing, super-size portions, fast food …. the list goes on and on.

Take a page from one of our more successful products, the Tobacco Prevention Portal – for Kids. In this system, the overt and covert message to users is clearly that the tobacco companies want to, by touting their highly addictive and harmful product, control kids' lives and capture new customers as their current customers die. Bob Young from the Fox Chase Cancer Center calls it the control and replace strategy. This clear message is articulated to our TPP users on every page and video. Is there a similarity to food here?

I don't know about you, but I'm going to briskly walk 100 yards and burn off that green M&M I just ate.

Kind regards,

Francis X. McKee

Troubling Obesity Facts

- *The most immediate consequence of "overweight" as perceived by children is social discrimination…resulting in poor self-esteem and depression.[1]*

- *Data from the Centers for Disease Control reveals that childhood obesity has doubled in the past 20 years.[2]*

- *Overweight adolescents have a 70% chance of becoming overweight or obese adults.[3]*

1 2003 US Surgeon General report on adolescence obesity
2 2003 CDC report on obesity
3 2003 US Surgeon General

Customer Profile …

Chris Wright (3ʳᵈ from left) from Sioux Valley Hospital – University of South Dakota

One of the finest cancer centers in the US is located in Sioux Falls, SD. Sioux Valley Hospital – University of South Dakota became a St. Andrew and an American Cancer Society WellnessLink customer in October 2002.

Sioux Valley is a 528 bed tertiary facility with a cancer center that diagnoses and treats over 1200 new cases annually.

Chris Wright, RN and administrator of the cancer center, recognized early on that reaching out to people with a powerful message of cancer prevention and early detection was core to their mission as an organization. "We critically evaluate the use and effectiveness of all our outreach and education programs. The data reports we receive from the ACS WellnessLink programs let us know that people are looking at the system and also what information people are most interested in seeing." Chris went on to further say that the information is also beneficial in identifying and satisfying community educational needs specifically in the area of public presentations and public service announcements.

Sioux Valley's Cancer program is accredited with the American College of Physicians and Surgeons commission on Cancer and recently underwent re-certification receiving a rating of "commendation."

Thanks, Chris to you and the whole Sioux Valley team for providing such great support to your community!

Chris' email is WrightC@SiouxValley.org

"T – O – D – A – Y" Wellness Portal
A Comprehensive , Interactive System focused on:

Tobacco, **O**besity, **D**iabetes, **A**sthma, for
You(th)

St. Andrew is developing a fully integrated interactive kiosk focused on the battery of critical diseases that afflict more Americans than all other diseases combined.

Based in part on the PA Department of Health "Keystone Healthy Zone" concept the program will present clear, straight forward information in English and Spanish to age specific audiences about getting into the Healthy Living Zone.

Recognizing that the attention span of users is limited to about three minutes, the multi-media based system will employ animations, graphics and videos in addition to text.

The ***T-O-D-A-Y*** Wellness Portal is also configurable for an adult constituent and will be ideal in workplace settings. When used in conjunction with a workplace wellness program, specific emphasis can be placed on diseases that most afflict a workgroup.

Further information is available at www.StAndrew.com

Meet St. Andrew's Mark Clayton

Mark Clayton and his creative genius is what puts the sizzle on St. Andrew's knowledge steak. Delivering information with appeal to all types of users and their multiple learning styles and reading (in)abilities is one of the greatest challenges to health educators. Mark somehow manages to pull it all together so that the message of health and action comes out loud and clear. He is noted for his eye-catching work that wows both the young and old.

A devoted father and musician, Mark also runs his own graphic arts group called Media Graffiti. Mark credits his sizzling graphics ability to a keen curiosity for new, innovative technologies and keeping his finger on the pulse of St. Andrew's audience.

St. Andrew will occasionally profile select members of the company in the WellnessSuite Digest

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Coming in our Next Issue…

- *Reaching the Underserved* – **Multimedia for Multiple Successes**

- *Grant Strategies -* **Advancing winning ideas; what it takes and how to do it**

- *Knowledge Array* – **The Next Step depends on where you've been!**