

Solving the Problem of Teenage Inactivity



By Team TECC

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Why?

- Technology taking over teens lives
- A lack of time from demanding sports and school work
- Body image makes them insecure
- Work schedule
- Lack of teenage oriented parks

What We Found

We did a survey (51 responses) and internet research to find...

- 93% of teens have a computer or access to one
- 97% play video games
- Teens spend an average of 32.5 hours in school, making little time for them to spend outside.
- Not enough interesting things to do, lack of self-esteem
- Any free time they have is spent on technology

Our Conclusion

Our conclusion is that while technology has a big impact on teen inactivity, the real problem is misuse of free time.

Rather than going outdoors during free time, teens are spending it on technology and other time consuming items.

Consequences

- Apathy for the environment
- Premature death (1 out of 10 globally, the same as smoking)
- Depression
- Stress
- Weaker bones, immune system, and muscles
- Higher risk of cancer and heart disease

What Are We Focusing On?

Teens are losing empathy for the environment due to the distraction of technology, therefore, they are not preserving nature as they should. This, in turn, could be a problem for future generations.

How We Will Do It

We have decided that teens need to become more aware. To do this we have determined that we will use ad campaigns to bring awareness of the environment to teenagers

- The ads will be darker to emphasize the severity of preventable environmental issues (i.e. littering and pollution)
- They will illustrate the relationship between excessive technological use, teenage inactivity, and the environment

How We Got The Idea

We have decided to do ad campaigns because our group was inspired by a presentation that Mr. Garkow showed us recently. The presentation dictated different forms of advertising and how certain images and words send particular messages. The ads were serious and conveyed their point quite effectively, which is what we are trying to emulate.

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It's Hard To Care About What You Can't See

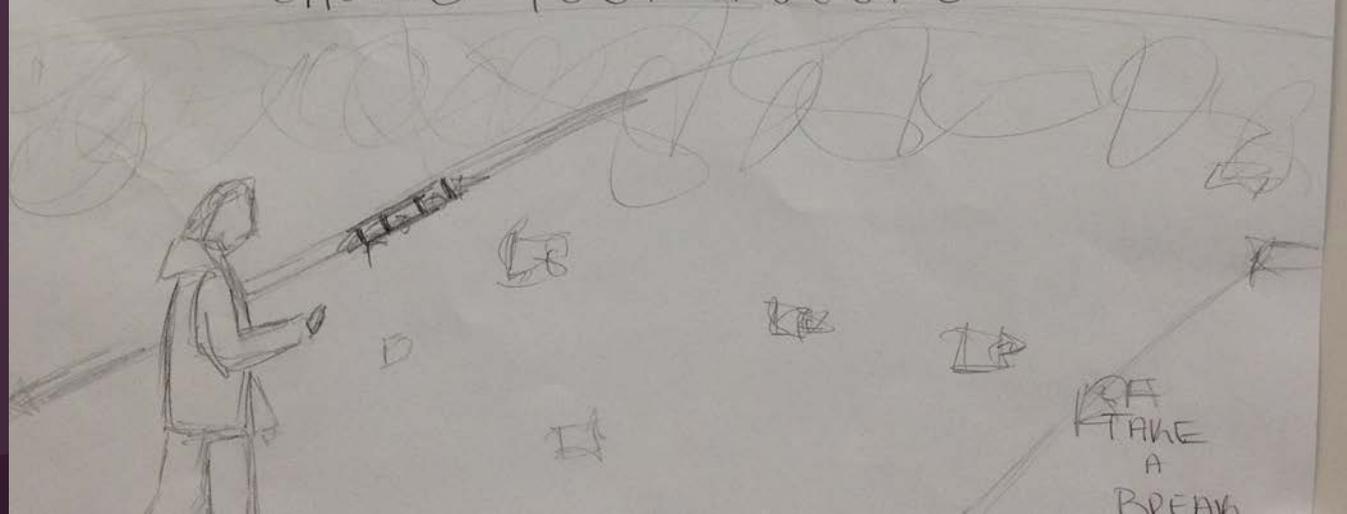
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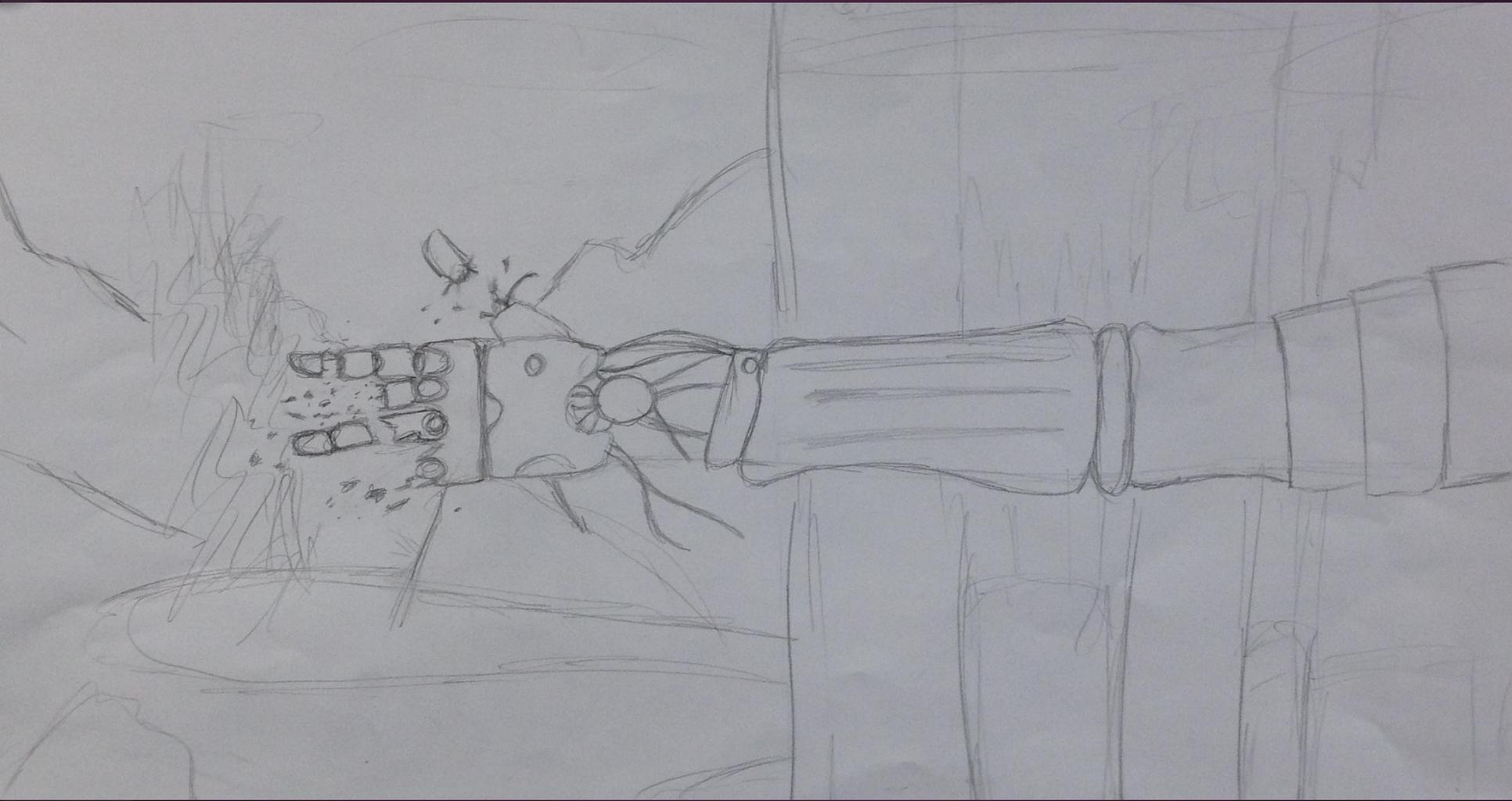


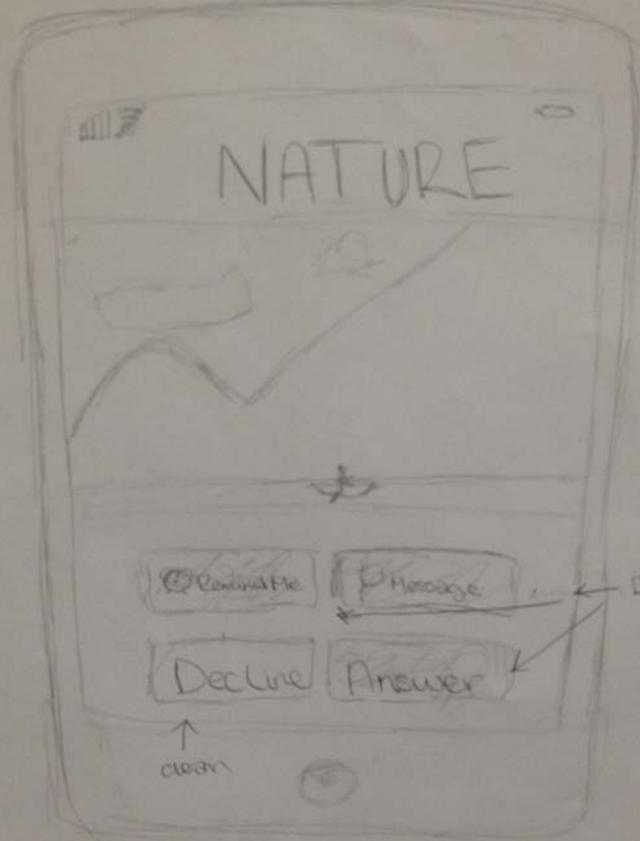
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