

Paul H. Broyhill Wellness Center
232 Boone Heights Drive
Boone, NC 28607



Memorandum

TO: Kris Hartley, Director of Thrive Clinical Weight Loss Program.
CC: Olga Menagarishvili, Instructor for ENG 3700: Technical Writing
FROM: Madeleine Wise, Lily Fandel, Adria West, Sam West
DATE: February 6, 2018
SUBJECT: Proposal for a booklet of nutritional advice to be constructed and distributed to cardiac rehabilitation and clinical weight loss participants.

Introduction:

We request permission to spend time during the next four months designing a nutrition booklet for participating Cardiopulmonary Rehab and Thrive Clinical Weight loss patients. We believe this booklet will help patients make healthy food choices to lower their chances of disease and weight gain.

Company Background:

The Paul H. Broyhill Wellness Center located in Boone, North Carolina, provides a gym for people to improve their quality of life through general fitness, educational programs, and rehabilitation services. The Wellness Center, being the only one of its kind within a 100 mile radius, offers a variety of classes and programs, including Thrive, a clinical weight loss program, cardiopulmonary rehabilitation, personal training, physical therapy, and massage therapy. The Wellness Center has been in Boone since 1998, employing many health and fitness professionals as well as collaborating with Appalachian Regional Hospital System nurses and doctors to provide proper holistic care. The Wellness Center is open Monday-Friday from 5:30am-9pm, Saturday 8am-4pm and Sunday 1pm-5pm.

Problem:

We recognize that there is a lack of information concerning nutrition and healthy eating provided to advanced age patients being treated for cardiopulmonary diseases and clinical weight loss at the Paul H. Broyhill Wellness Center in Boone, North Carolina. According to the American College of Cardiology, heart disease is the most common cause of death in the United States, affecting one of every four people. Obesity affects one of every three adults nationwide, as reported by the National Institute of Health. Patients treated for these diseases are unaware of what foods will better their health and clinical conditions as well as the specific nutritional value of these foods and how to prepare them. This shortage of information impedes the progress of patients and reflects a need for comprehensive nutritional instruction.

Objectives:

In order to clearly inform patients of proper nutrition practices and general health guidelines, the document created should:

- Provide patients with the fundamental aspects of healthy eating
- Include information about major food groups and their nutritional value
- Give guidelines for easy, healthy food preparation
- Explain the importance of portion sizes and portion control
- Create a link among the food groups and detail how they create a balanced diet
- Contain visual elements that appeal to a broad audience

Solution to the Problem:

We believe creating a booklet containing essential nutritional information and guidelines for cardiac rehabilitation and clinical weight loss patients is the best way to resolve the problem. This descriptive yet concise resource will provide patients with the fundamental aspects of healthy eating, including lessons about the major food groups, portion sizes, and simple preparation. The booklet will supply the nutritional education that patients are desperately lacking and allow them to implement what they learn into their own lives, thus contributing to their recovery and overall well-being.

The booklet will consist of several detailed sections addressing the different areas of nutrition. The first five sections will concern the five major food groups, with one chapter dedicated to each group. The chapters will contain a basic overview of the food group and its nutritional value, examples of foods from that group, and easy preparation guides. A sixth chapter will be included to explain portion sizes and portion control. This final chapter will also serve to demonstrate how the food groups combine to create a balanced diet. A conclusion will be included on the last page of the booklet to bring the information together and motivate readers to apply what they have learned.

In order to reach a broad audience and keep our readers' attention, the booklet will be written for those with moderate level reading comprehension skills. We understand that those reading our booklet may not be doing so out of interest or enjoyment. To make the process as engaging and worthwhile as possible, we will include graphics such as charts and photographs to illustrate and accompany information. Combined with a straightforward writing style, these visual elements will entertain our readers and teach them valuable nutritional lessons.

Our booklet will be distributed for free to patients being treated in the Cardiopulmonary Rehabilitation and Thrive Clinical Weight Loss programs at the Wellness Center. They can be given out at appointments and advertised in the lobby, so that people may receive them upon request as well. Staff will be briefed on the importance of the booklet and how to distribute it.

Research Plan:

To create a booklet that addresses specific needs and provides accurate information, we will conduct a survey of patients concerning their dietary background and consult nutritional resources produced by the Department of Health and Human Services and the American Heart Association. The survey will determine what patients already know about nutrition, what they need instruction in, and if they have any particular subjects of interest. This will allow us to focus on the areas of information that are most lacking and most relevant. The educational resources supplied on websites like nutrition.gov and heart.org will help us to ensure that the information we provide is factual and beneficial.

Schedule:

Task	Date
Proposal Rough Draft	2/8/2018
Proposal Final Draft	2/13/2018
Send survey to Wellness Center patients	3/1/2018
Collect Survey Results	3/7/2018
Begin researching	3/8/2018
Feasibility Report Rough Draft	3/27/2018
Feasibility Report Final Draft	3/29/2018
Presentation Rough Draft	4/26/2018
Presentation Final Draft and Final Project Rough Draft	5/1/2018
Final Project Final Draft	5/10/2018
Brief Wellness Center Staff on Booklet	5/17/2018