

Health and Wellness Innovation
Respondent #: 293880
Age: 25 Years Old
Gender: Female

**Alex**

Today I want to talk about health and wellness. First, what comes to mind when you hear the phrase "health and wellness"? Tell me everything that comes to mind.

T

Physical Fitness
Heart Health
Health Care
Exercise
Mental wellness
Financial wellness

Alex

Now let's focus on you. What does health and wellness mean in your life? How would you define health and wellness for yourself?

T

Trying to eat in a manner that gives me the necessary vitamins and minerals while limiting sodium, fat, etc. Trying to stay physically fit so that I feel healthy.

Alex

Compared to other things going on in your life, how much do you think about your health? Are there certain times or situations that cause you to think more about it than other times? What are those?

T

I think about my health often - anytime I am making a decision that would impact my health. This includes deciding what to eat; deciding whether to ride the bus, walk or drive; and things of that nature.

Alex

Let's focus on some more specific topics. Think about your "diet", what and how you eat. Talk to me about what you know or have been told relative to what someone your age should be eating (good foods/drinks), avoiding (bad food/drinks), etc. Focus not on what you do, but on what you know. Please be as detailed as possible.

T

You should eat a balanced diet. Include lots of fruits and vegetables. Drink lots of water (as opposed to sugar rich drinks). Eat more fish and white meat while limiting red meats. Be sure to have quite a bit of fiber in your diet. Nuts are great for your health. Limit intake of fat, sodium, and to some extent sugar and caffeine.

Alex

You mentioned something about fruit. Tell me more about what exactly you know about this and help me understand your thoughts as it relates to this.

T

Fruits are full of vitamins and minerals. They're also a great source of natural sugar. They're also a good source of hydration.

Alex

Now let's talk about exercise. Talk to me about what you have been told or know about how much exercise, what type of exercising you should be doing, etc. Again, think about what you know, not what you do.

T

You should exercise for 30 minutes a day. You should perform some exercise that gets your heart pumping and keeps it up for at least 15 minutes. Strength and balance training are also very important. The type and amount of exercise a person participates in should vary based on their current health, their body type, and their fitness goals.

Alex

Just out of curiosity, where have you learned about these health and wellness topics? Please select all that apply.

T

Magazines, Online Research, Health Professionals such as Dietitians or Physicians, A health and wellness fair at my place of employment

Alex

Of those that you indicated, which influence you the most? In other words, what do you look for, what is most valuable to you? Think about more than just the source itself ... what is it about the source that influences you?

T

That's a really difficult question. Honestly, my internet research has influenced me the most. I can see what lots of different individuals on the internet suggest (as opposed to getting advice from one individual). I can look up anything I have questions about. There is no pressure of talking to an actual individual (for example, being worried you are asking stupid questions and wasting the professional's time or having the professional be disappointed in your plans and goals).

Alex

Now let's talk about what you actually DO when it comes to health and wellness. So talk to me about what you are thinking about when deciding what to eat and drink ... everything from how many times a day you eat, snack ... what foods/drinks you try to consume a lot of ... what foods/drinks you avoid, etc. Really paint me a picture.

T

There are a few things that come into play with eating and drinking beyond health and wellness including time and money. I eat three times a day (usually). I don't snack often. When I do snack, I choose things that are tasty and not terribly bad for me. I love fruit and wish I ate it more for snacking, but fruit doesn't keep very well (I don't snack often so I can't buy a bag of oranges or 3/4 of them go bad before I want a snack). So I keep cheese sticks, almonds, and sunflower seeds to snack on. When buying groceries I always try to buy the food that has extra vitamins and minerals added. I very rarely drink soda (not just because it's terrible for you, but I hate carbonation). I try to drink lots of water. I drink tea and juice to fill in the gaps. I don't drink much milk. I have been trying to limit my caffeine intake.

Food wise I eat out a lot. I am concerned about portion size and price first. I eat things I enjoy. Occasionally I will opt for something because it is better for me. I do really enjoy choosing things that come with fruits and vegetables (not because I focus on health and wellness but because I really love fruits and vegetables). I don't really enjoy salads though. I hate bananas so I try to eat anything else that has potassium in it. For weekday breakfast, occasionally I eat out (McDonald's plain biscuit add cheese), but I generally eat a breakfast bar full of vitamins, protein, and fiber. I am really picky when it comes to meat purely from a taste/texture point of view and not from a health and wellness point of view.

Alex

Help me understand what challenges you face when it comes to the food and drink you consume. Think about everything from what is available, who is purchasing it, what you do or don't like ... really anything that comes to mind when you think about the challenges related to your diet.

T

The food that is good for you is terribly expensive. This is a huge challenge for me because I really enjoy fruits and vegetables. Their expense and the time needed to prepare fresh vegetables makes me shy away from them even though I enjoy them. Foods that are good for you are often very perishable. Fruits, vegetables, and milk all go bad very quickly. If I purchase them I have to binge to eat them all before they go bad or I waste money on rotting food. I don't enjoy cooking, so I often get heat and eat foods. These have come a long way to include vegetables, but I really wish they had more vegetarian options - not because I'm a vegetarian, but microwaved meat is never that tasty. Portion sizes at restaurants are absurdly huge. I often purchase something I don't really want because it is a portion size that I can eat. Getting to-go-boxes are an ok idea, but most food doesn't keep and reheat well. To combat this, I often share a meal with my fiance (we order one entree and split it). He is a huge carnivore and doesn't really like fruits and vegetables like I do.

Alex

You said you don't or can't cook. Tell me more about why you don't cook often and what difference this makes to you.

T

I don't cook because it feels like a huge waste of time. It's not something I enjoy doing and it leaves a mess I have to clean up. I also hate eating leftovers so cooking can be very wasteful for me. Since I don't enjoy it, I'm also not very good at it and I don't feel like taking the time to become a better cook. Not cooking limits my food intake to restaurant and heat-and-eat food. These options aren't as healthy (or potentially tasty) as if I actually took the time to cook.

Alex

So thinking about these challenges, what would make a healthier diet easier for you? Really think hard, be honest, realistic, but most importantly, be creative!

T

1) Heat-and-eat food with more vegetable options
2) More restaurants offering healthy food options and smaller portions - possibly actually having a la carte menus with reasonable pricing (for example why should I get the eggs, bacon, grits, and waffles when I only want the waffle? because just getting the waffle costs 10 cents less than getting all the other junk too)

Alex

You said something about vegetables. Thinking about products and services that could help you eat healthier, really help me understand what would be easier for you as it relates to vegetables and what difference this would make to you personally.

T

I love vegetables. Single serving heat-and-eat vegetables would be great. I don't have a family and I don't want family size portions. Heat-and-eat meals with only vegetables would be incredible! For example, a small portion of potatoes, a small portion of carrots, and a small portion of any green vegetable instead of a huge portion of meat with a tiny portion of peas next to it. As I said in the previous question, a la carte menus that are price effective (and actually listed somewhere). I would love to go to a restaurant and order a vegetable meal and it not cost more than a meat meal simply because I ordered a la carte. I could really enjoy my food and be eating healthier if these options were available.

Alex

If you could change anything about food companies to make their products more in line with your health and wellness needs, what would it be?

T

More vegetables in non-family-sized portions. And not from a can.

Alex

And not from a can, tell me about that.

T

Frozen vegetable options are way better than canned vegetable options. Besides canned food being goopy and terrible looking before preparation, I generally don't want to eat a whole can of carrots by myself in one sitting.

Alex

Now talk to me about exercise. What, how often, what kind of exercise do you currently do. Think about everything from organized sports, running/walking, going to the gym, anything that comes to mind when you think about exercise. Really help me understand.

T

I ride the bus to work most mornings. This results in about a brisk 15 minute walk each morning. I take a leisurely walk during lunch. A couple times a week (with good weather) I walk home from work. This is about a 45 minute walk. 80% of my walking is brisk walking (and not leisurely). A couple of times a week I play a Wii dancing game for 45 minutes to an hour and 15 minutes. I was doing this everyday but the weather lately has caused me to change this up. I compare this to aerobic exercising.

Alex

Talk to me about the challenges do you face when it comes to exercise?

T

Exercising is not usually fun. If I'm not having fun I'm not doing it. Going to the gym is paying to work and not have fun.

Alex

You mentioned something about going to the gym. Really help me understand more about how this is a challenge for you and what difference it makes to you personally.

T

I don't go to the gym. I don't like spending the money. I don't like working out that is repetitive and not fun. I have no desire to see other people work out.

Alex

What would make exercising easier for you? Again, really think hard, be honest, realistic, but most importantly, be creative!

T

Honestly, the Wii dancing game has made exercise a lot easier for me. Exercising is important, but it usually isn't enjoyable. Exercise games are pretty fun. If there were more real dancing options in my area that would be awesome as well.

Alex

T, I really appreciate your input, when you say usually isn't enjoyable, help me understand what you mean by usually isn't enjoyable.

T

Exercising is work. It is boring and redundant. You don't do it because it's fun - you do it because you have to. That makes it not enjoyable. Disguising exercise as fun things (like dancing or sports) makes it enjoyable.

Alex

Which of the following best describes your feelings about exercise?

T

I exercise for fun, doing things like organized sports, but it is more for recreation

Alex

So thinking about what you eat/drink, what you do for exercise, help me understand what your goals are. Why are these things important or not important to you? Be honest and really help me understand.

T

I want to stay active.
I want to get in shape (i.e. things I should physically be able to do at my age I would like to be able to do).
I want to keep my health up (especially heart health).
I'd like to maintain my weight and not put on a significant amount. I do not need to lose weight.
Eventually I would love to tone up, but that is probably more work than I want to put in.

Alex

Thinking about what you do relative to your health and wellness, help me understand what difference it makes to you personally. Talk to me about how it makes you feel, emotionally.

T

If I skip exercising, I feel bad about it since I know it is important. If I do exercise, I feel like I've accomplished something.

Alex

You may have touched on this already, so bear with me. Thinking about health and wellness, help me understand what role your appearance or body image plays ... is this the main reason you pay attention to your health and wellness ... just a part of it ... what are you thinking about as it relates to your appearance. Really help me understand.

T

It's secondary to my physical health. I want to look good. I don't want to become over weight as I age, but I'm not working to lose weight. I would love to tone up. That would make my appearance awesome. Healthy eating wise could really help with my skin and hair care though, and I do tend to think about that.

Alex

I noticed you stated and you do tend to think about that, what impact does that have on you?

T

Thinking about healthy eating is important. I don't worry about it however.

Alex

So thinking about your appearance as it relates to health and wellness, help me understand how this makes you feel emotionally? Be honest and really help me understand.

T

Not really depressed or sad, but a bit let down. For my height, my weight is a little low. Even so, I have a little stomach fat, my face is a little chubby, and my arms and legs are a little flabby. I don't need to lose weight, but I would feel better about my personal appearance if I toned up a little.

Alex

Just out of curiosity, do you consider yourself to be overweight, underweight, or about the right weight?

T

Underweight

Alex

How do you describe your health? In general, would you say your health is...

T

Good

Alex

Now, I want to look 5 years down the road. What do you see yourself doing in life and how do you think your outlook on health and wellness will have changed?

T

I hope to be focusing a little more on the food I eat. I hope to be exercising a little bit more. My health is great now, but if I don't eat healthy and exercise as I age my health could go down hill.

Alex

We are going to shift gears and talk about what type of products you typically purchase. When thinking about the food and beverages that you buy in a place like a grocery store, convenient store, help me understand what you are looking for.

T

Low price
High in vitamins and minerals
Tasty
Easy to prepare

Alex

You mentioned something about vitamins or minerals. Help me understand what exactly you look for and what role this plays in comparison to other factors when thinking about which products to purchase.

T

I don't drink milk. So I am much more likely to buy something that advertises being high in Calcium and Vitamin D. I don't eat bananas. I am much more likely to buy a product with potassium compared to a product that does not have potassium. For example, if I want to purchase string cheese, I will buy the brand that has more Calcium and Vitamin D even if it costs a little more (assuming there isn't a huge difference in sodium and fats).

Alex

Do you read labels/look at nutrition information on products you may purchase?
Please select one.

T
Always

Alex

So help me understand what are you looking for on the labels and what role does that play in your decision to ultimately buy it?

T
I look for things I know I don't get enough of in my diet: Calcium, Vitamin D, and Potassium. Vitamins A, B, and C are important too. I try to limit the amount of sodium and fat (all fat, I don't get into the mono vs poly distinction). I will buy a product with more vitamins and minerals and less negatives.

Alex

Do you take vitamins or supplements of any kind?

T
Yes

Alex

Talk to me about what you take. Why these are important to you and what you look for in deciding which to purchase?

T
I bought my first bottom of vitamins last month. I looked at every single label of vitamins to determine which contained a significant amount of potassium. I settled on Centrum Adults under 50 vitamins. I wanted a multi-vitamin instead of simply going with potassium supplements because I have no doubt I'm missing out on other vitamins in my diet.

Alex

Let's focus on dining out. What type of restaurants do you typically eat at, which do you avoid, if at all ... what are all the factors you think when deciding where to eat and what to eat?

T
Price and service are a huge factor when deciding where to eat and menu options come secondary. I like to eat at places with tons of menu options. I only really avoid restaurants with high prices, crappy service, or terrible food (taste wise).

Alex

When you thinking about dining out, what would make it easier for you to eat healthier? Really think hard about this. Tell me anything that comes to mind from the food itself, to the menu, to the environment, etc.

T
More time at lunch to eat out (getting an hour off for lunch does not leave much time to eat) As I mentioned in previous questions the a la carte menu and smaller portion size More non-meat options All of the healthy food is more expensive (even when materials wise it doesn't make sense sometimes)

Alex

So today we've talked a lot about health and wellness – about food and exercise and a lot of other things relating to that. Just two more quick questions for you... If you could talk to the CEO of the company that makes your favorite food, or the place where you go most often when you eat out, what should they know about you when it comes to health and wellness? What one or two things should they be doing as it relates to health and wellness that would really appeal to you?

T

More vegetable options and smaller portion sizes. The country is overweight because people keep increasing portion sizes in restaurants (and other places). Let overweight people order two meals if they want to (double the money for you), but increasing portion size only makes average weight people become overweight. People need to have more vegetables in their diet. Give them the options and they will enjoy them. Actually post an a la carte menu so that people can order what they want in smaller portions.

Alex

T, you mentioned actually post an a la carte menu so that people can order what they want in smaller portions, what leads you to say that?

T

How many restaurants do you go to that have an openly posted a la carte menu? Very few. What if I don't want a full meal? It's really a negative experience to want to order part of a meal but not have a clue how much it will cost. You end up ordering something you didn't really want because you can't see the price and waiters rarely know the prices ("I'll have to go ask"). What if I'd love to have one of the foods options but I don't want everything that comes with it? A great example of this is IHOP. I have a friend who only wants meat and all you can eat pancakes. He always has to order meat, eggs, hashbrowns, toast, and pancakes because they don't have any other reasonable options. I love restaurants that have the 'mix and match' or the 'create your own meal' options.

Alex

What would you want them to say or communicate to you, what kinds of products would you like them to develop for you, to meet your personal health and wellness needs?

T

As I've said previously, more vegetable options, smaller portions sizes, and reduced meat size in meals.

Alex

Please tell me a little more about changes you would like to see relative to meals.

T

Larger portions of vegetables and smaller portions of meat or vegetable only meal options. Smaller portions in general. Give us one serving size, not 2 and a half.