

Student's name

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Preventative Care or Treatment Medicine: An Audience Analysis

As our American healthcare and insurance policies have advanced over the last 20 years we have done a lot to better the lives of members of society. As we look at healthcare, insurance companies have begun to shift from a reactive approach to a preventative approach to American health. It is a shame we have turned a blind eye to members of society who have the highest preventable death rates, obese Americans. How is it that as a society we will shout "FIRE!" to prevent strangers' death, yet we will stand by silently as we watch friends and family die slowly and painfully from the effects of obesity?

Centers for Disease Control. "Physical activity and public health – a recommendation from the Centers for Disease Control and Prevention and the American College of Sports Medicine." <https://wonder.cdc.gov/wonder/prevguid/p0000391/p0000391.asp>. Accessed 10 October 2017.

To summarize the objective of this article the CDC is raising a call to action as they examine the importance and impact of appropriate exercise to show why every American should exercise every day. In fact, to quote the CDC, "physically active adults, as contrasted with their sedentary counterparts, tend to develop and maintain higher levels of physical fitness." The CDC

have found over a dozen benefits to regular exercise. To paraphrase these many benefits people who exercise regularly see a better emotional health and physical health with things ranging from improved bone density to more serious benefits like reducing risk of coronary heart disease (CHD), diabetes, and colon cancer to name only a few of the many they go on to discuss (2017, para. 2)

This article is a perfect choice as one of my strongest sources to help me back up my claims for multiple reasons. First and foremost, because it's from a very well trusted scientific and governmental organization it can immediately add to the validity and credibility of my argument as I establish ethos with my audience. Secondly, of the many illnesses the CDC has found to be reduced with regular exercise, CHD, diabetes, and colon cancer are at the top of their list. This to me is a huge seller, as these are where more money is spent in the insurance agency as far as preventable causes of death. To this point I can establish my logos and display why my proposal is not only appropriate, but a logical solution as well. Finally, and perhaps one of my favorite reasons to use this article, is that the CDC also reviews what it is that deters people from exercising. To add another quote from the article "Confidence in the ability to be physically active, perceived barriers to activity, and enjoyment of activity are strongly related to participation". This statement coupled with another quote "Self-regulatory skills, such as goal setting, self-monitoring progress, and self-reinforcement, contribute to continued physical activity." is how I will specifically tie in the need for a qualified personal trainer to help set those appropriate self-regulatory skills (2017, para. 2).

This article, while it almost seems tailor made for my assignment does have one major weakness, which is the date of publication. This article is over 20 years old which to many would make it feel irrelevant. However, the facts about regular exercise have not changed, and because

my statistical data reviews the last 20 years I am hoping that I can turn this weakness into a strength for the article by posing the question: Had we approached obesity from a preventative standpoint 20 years ago would we find ourselves in our current physical condition as a nation?

Skender M.L. et al. "Physical exercise intensity prescription to improve health and fitness in overweight and obese subjects." 96th ed., Journal of the American Dietetic Association.

Unfortunately, the weakness in this second source is again the date. That said the science still holds true so I don't find the date a hinderance. In this research article, Skender et al are documenting their second follow up (one each year) with three groups of people using different methods of weight loss. As we first look at the article Skender et al establish their ethos up front by providing their conditions up front. To paraphrase Skender et al they conducted random experiments on adults who were at least 30 lbs. overweight to document the difference in weight changes over a prolonged period between those who diet, those who exercise, and those who do both. Within the abstract of the article Skeeter et al explicitly state for their intervention that each group met with registered dietitians for the first year by getting twelve weeks of a weekly instruction, three weeks of biweekly instruction, and eight months of monthly instructions resulting in 23 total sessions with their registered dietitians. This is what helps us see such interesting results. To summarize what they found, those who dieted and exercised lost the most weight over a year, followed up by those who only dieted, and lastly those that only exercised. However, during the second year (after each group got no contact with an instructor) the exercise only group now held the highest weight lost and the diet only group ended up gaining 1.8lbs. from where they had begun.

For my final essay this article was huge for me. The biggest strength of this article is the establishment of credibility before you had finished the abstract. It is interesting because the

outline alone led me to select this article as a source before I even knew if it supported or disproved my claims. One of the biggest struggles that I foresee for myself in really reaching my audience is how can I show that personal training can lead to a sustained lifestyle change that a simple gym membership and a video on the importance of working out cannot. Not only do the results show this for me, but so do the follow up questionnaires that Skender et al provided to participants after their two years. The results of these questionnaires led to some shocking results. Reportedly only 6.7% of the diet only group kept up the diet during the second year; where in contrast, 44% of the exercise only group continued to exercise and 74.3% of those who had exercise in their program at all said they enjoyed the workout. This helps support the claim which quoted stated “Exercise may lead to self-initiated changes in lifestyle that promote improved health, including maintenance of weight loss” (Skender et al)

Rosen, Liam. Centers for Disease Control and Prevention. “Why you don’t need a personal trainer.” <https://medium.com/@liamrosen/why-you-don-t-need-a-personal-trainer-305c7420fc4a>. Accessed October 10, 2017.

First, this article is not a scholarly article which is an obvious weakness. Rosen is abrasive at the beginning of the article clearly showing his bias. To paraphrase he says trainers are a waste of time they won’t show you the best workouts, are under certified, over expensive, you become less independent, and the Internet has made them obsolete (2018, pp 1-6). In summary why waste your money on someone who isn’t as invested in your health as you are, just do it on your own. At the end of his article he then provides a link to a beginner’s health guide that he made and I was surprised to find that while he did state some things in his guide that have been disproved but he provides his audience with almost all great content.

I picked this as a source for one real reason. I needed a source out there with an opposite opinion from my own. Unfortunately, it is very hard to find a scholarly article that is against personal training or exercise. With that in mind this article still held one major strength for me, preparation for opposite views. Not only did I see some views with which I disagreed, but I saw others where I thought – he has a point there. Overall there was one point that I really could side with was that many trainers lack proper education. To quote Rosen “For a job that entails clients to place nearly all trust in an authority figure, it’s maddening how little enforcement and standardization there is in the realm of training certifications” (2018, p 4). It is this point I will use to hopefully not only answer that fear for my audience, but potentially elevate the quality of an entire carrier field and their standards.

Audience:

The intended audience of this essay is first the state commissioner of insurance Todd Kiser, and potentially the head commissioner of each state thereafter. I chose Mr. Kiser because I wanted a chance at impacting nationwide healthcare, not merely the coverage of one insurance company. While I could try to tailor this to 50 people I will likely focus my energy on just Mr. Kiser as it will have to pass him first. That said, my approach would not likely change whether it was just Mr. Kiser or all 50 commissioners. Todd Kiser is two things, several years my senior and busy.

I will present Mr. Kiser with my tentative thesis “Insurance companies covering personal training will not only lower healthcare costs, but lower obesity rates nationwide.” I feel it is obvious that I only have one way to get the attention of the commissioner, with not only a direct approach but also with a thoughtful, and professional demeanor. This means that I will spend very little energy or resources on anecdotes or quips, because I doubt he has the energy to read

them. Due to this, I believe that I will be left with establishing good ethos early on and then bringing the point home using logos as my primary means of appeal to Mr. Kiser. It is important to remember that the insurance industry is still a business, so I will need that logical approach to appeal to a logical man. This means I will need to present all sides of the matter and still show why it makes more sense to spend money on the gamble of self-regulating exercise programs.

As I continue to write these papers it becomes more and more obvious that the solution to American obesity has been in front of us. For decades we have had research articles showing that exercise works (especially when paired with nutrition). Research articles show that a qualified professional can change attitudes, can change habits, and can change lives. Decades of results prove using preventative medicine saves lives before ever having to medicate as a reaction or cure. And research articles showing that by exercising we can and do reduce our risk at such major yet such preventable deadly conditions. So, I plan to use my voice to yell to those we have watched die slowly so that we can scream: "Fire".

Works Cited

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