Brief Summary of the
Strike It Healthy® System

(The Strike It Healthy® System has received
two Health Information Awards from the
Health Information Resource Center)

Strike It Healthy® System

Overall goal: to provide individuals with reputable information and behavioral skills to promote safer and healthier lifestyle behaviors, while decreasing their risk from developing preventable chronic diseases including heart disease, cancer, hypertension, diabetes, and obesity; and for individuals that have developed a chronic disease to help them manage it better.

Health Problem: as emphasized by the Centers for Disease Control's National Center for Chronic Disease Prevention and Health Promotion, "Chronic diseases—such as heart disease, cancer, and diabetes—are the leading causes of death and disability in the United States. Chronic diseases account for 70% of all deaths in the U.S., which is 1.7 million each year. These diseases also cause major limitations in daily living for almost 1 out of 10 Americans or about 25 million people. Although chronic diseases are among the most common and costly health problems, they are also among the most preventable. Adopting healthy behaviors such as eating nutritious foods, being physically active, and avoiding tobacco use can prevent or control the devastating effects of these diseases."

Relevant Approach: are evidence-based health programs that provide reputable health information and easy-to-implement lifestyle techniques. Safer and healthier lifestyle habits are associated with improved health outcomes and decreased healthcare utilization and costs.

Foundation: 14 years of research in behavioral health and public health consistently reveals that our lifestyle behaviors are placing us at-risk for preventable chronic diseases. The entire Strike It Healthy® System is evidence-based and is extremely user-friendly.

Target Audience-Adult version: adults 19 years of age and older (this version is the same as the family version without the children's and young adult's DVD or guidebooks).

Target Audience-Family version: adults 19 years of age, young adults 14 to 18 years of age, and children 9 to 13 years of age.

Components: This health system includes 10 components-a nutritional DVD for adults; nutrition pamphlet and guidebook for adults; children's and young adults nutrition DVD; either a children's or young adults guidebook; a cooking DVD; cooking shopping cards; exercise DVD; measuring device; and an insulated bag.

3 Health Programs with the Strike It Healthy® System-adult version

I. Strike It Healthy® Nutrition Program:

Objective: to create awareness of major chronic diseases and provide reputable health information and behavioral tools to help individuals' adopt healthier lifestyle behaviors.

Includes: 7 segments regarding the nutritional pamphlet and guidebook as well as 5 unique dietary plans along with a healthy shopping segment and 2D/3D chronic disease segment

II. Strike It Healthy® Cooking Program:

Objective: to provide easy, delicious, and healthy recipes to promote the entire family to cook healthier along with revealing the importance of safety techniques in the kitchen.

Includes: 12 easy-to-cook recipes with step-by-step instruction along with a safety chopping segment

III. Strike It Healthy® Exercise Program:

Objective: to encourage individuals to exercise by providing educational instruction to ensure safe workouts, providing workouts to meet anyone's busy schedule, and providing three levels of fitness to meet anyone's fitness level.

Includes: 5 workouts with 3 workouts under 20 minutes, focusing on stress management and strength training along with 3 educational segments

4 Health Programs with the Strike It Healthy® System-family version

IV: Strike It Healthy® Nutrition Program for Children and Young Adults (family version)

Objective: to create easy ways for children and young adults to monitor their daily intake and to help them protect their life throughout their lifetime.

Includes: 2 segments with children sharing their experiences of using the nutrition program

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