

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Sugar is
terrible

Think health
means more
than just food ;
also exercise,
clean air,etc.,

Through rice
&
beans were
bad *
Surprising

muscle
building
makes me
feel good

social life and
people around
me are
important in
influencing my
diet

Physical
exercise
takes priority
over nutrition

Sees food as
a pleasure,
experience,
way to build
community

Nutrition is a combination of
emotional/physical/spiritual
well-being

Takes
nutrition into
our own
hands
generally

Nutrition Rich
Food
is important to
community, can be
a social
experience

Anything
that's not
natural is bad
for your
health

Never consumes
fast
food,
frozen/preheated
food

Exercise
everyday
atleast 30
minuts

Avoid
unnecessary
medication

Similar
routine
daily
(Same
breakfast
smaller dinner)

Healthy nutrition
are closely
aligned with disease
prevention,
mental agility &
weight
management

Exercise is
linked
with
nutrition

Nutritional
information
on
package
food is false

PAIN

fears
frustrations
obstacles

Leads to
Heart
diseases

Increased
Cancer
Risk

Leads to
diabetes

GAIN

"wants" / needs
measures of success
obstacles

Supports
healthy
pregnancies
and
breast feeding
for women

Boots
Immunity

Keeps
Skin,Teeth
and Eyes
Healthy