**Narrowing Your Topic and Audience**

1. What is your topic for Project 1? Is it an arguable issue about causes or effects? It should be. And you should be arguing for either causes or effects – not both. Why do you care about this topic?

My cause and effect paper will be about childhood obesity with specific focus on local school district contributing to this epidemic. My intended audience will be my local school PTA and district directors.

I chose this topic because I was stunned to discover that our school still chooses to offer our kids sugar-packed beverages during lunch and in some school campuses, sodas are readily available to the students.

1. Once you have settled on a community, identify your target audience. Is it a leader or group of individuals within that community who can be persuaded by your perspective? Or perhaps it is an individual or group from outside the community whose understanding of your community is important to your community.

My intended target audience for this paper will be school’s PTA organization. These are parents and teachers that truly want to better our kids, communities, and school. I’m fortunate enough to live in an affluent neighborhood where parents are greatly involved with school activities and the well-being of their kids.

1. How does your topic/issue impact your community, and specifically, your target audience? Why does it matter to them?

It directly effects our community because our kids attend these schools and their well-being can potentially be in jeopardy. If I can demonstrate that our kid’s health will be impacted unless we change the process, at the least, open people’s eyes and shine some much needed attention.

1. Which library databases did you consult to research your topic? After your research, have your thoughts/position on the causes or effects you plan to examine changed? If so, how have they changed? What new information did you uncover about your topic? What research do you still need to conduct to obtain more information about your topic?

My main source for the research was from ASU Online Library. The abundance of research materials has allowed me to read through all the relevant materials and has given me more confidence to push forward with my decision with this paper. I wasn’t surprised about the abundance of information but I was shocked to discover that there wasn’t much information about link between school cafeteria and childhood obesity. I will continue to search for other documents from local library, Google scholar, and internet for additional information.

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ASU Online Library was my primary source for my research. After further research, I was able to reaffirm my decision and only ignited my passion to complete this paper. Although online resource provided a lot of information, I still need to discover some previous studies that ties school cafeteria menu, especially drink menu to other soft drinks that’s available to the market. I also wish to find out if the juice or soda companies are the benefactors of school offering their sugar-packed drinks to our kids.