

Research

Thought Origin

It is based on the insights I gained from looking at different existing initiatives from Telemundo, NBC Universo and other organisations to solve this challenge. For example, tools from ['Prevention is Life'](#) and ['Parent Toolkit'](#).

The idea is to improve and amplify these initiatives. The concept will be drawn from what it currently lacks;

(1) Hardware

There are a lot of benefits of tangible and physical interaction. As computer becomes cheaper and smaller, it is now easier and faster to create the sensor hardware devices.

(2) One Platform for Integrated Tools

I find lots of tools and information sources scattered and not easy to follow. One platform will lift this barrier. The platform will connect the scatter dots and spoon feed without the need for much effort from users.

(3) Fun, Visual and Motivating Elements

learnlivegrow.org has amazing information and links to great resources but it does lack the fun and engaging element. So, the product concept will embody fun, visual, engaging, interactive and motivating elements.

Heart Disease

Cause

Coronary heart disease (CHD) is usually caused by a build-up of fatty deposits on the walls of the arteries around the heart. Fatty deposits are made up of cholesterol and other waste substances. The risks increase if you have high blood pressure (hypertension), high blood cholesterol level, not taking regular exercises, smoking and have diabetes.

Prevent

Healthy Lifestyle – General overall health (eating healthy and getting active)

Manage

Lifestyle changes – (1) a healthy diet, quit smoking, (2) physically active, (3) stress and depression

Heart healthy diet recipes (Software)- low fat, low salt, low sugar,

Physically Active (Hardware) – Safe exercise (the right pace, don't exercise in bad weather, no hilly exercise)[ACC], Stay hydrated [ACC], keeping heart rate in check [ECG, BVP], getting enough sleep [ACC]

Stress and depression (Hardware + Software) – getting upset or angry can trigger a heart attack, keeping stress level under check [ECG, BVP, RESP], relaxation therapy activities (App)

Alerting others (Software) – lapses and relapses, heart attack

Diabetes

Cause

Diabetes causes vary depending on genetic makeup, family history, ethnicity, health and environment factors.

Type 1 – immune system destroying the cells in the pancreas that make insulin (Autoimmune reaction). This causes diabetes by leaving the body without enough insulin to function normally. No specific causes but triggers might be viral infection, chemical toxins within food or genetic disposition.

Type 2 – causes are usually multifactorial, more than one cause involved. They are obesity, living a sedentary lifestyle, age and bad diet.

Gestational Diabetes – it is diabetes due to pregnancy. The cause is unknown but the risk factors are family history, ethnicity, overweight or obese, polycystic ovary syndrome, a large baby weighing over 9lb.

Prevent

Healthy lifestyle – General overall health (eating healthy and getting active)

Manage

Diabetes friendly diet recipes (Software) – low fat, low salt, low sugar, more vegetables, spreading the intake through the day, meal plan, amount of carbs in check, Glycaemic Index (GI), insulin adjustment

Physically active (Hardware) – lower blood glucose levels, no limit on intensity unlike heart disease, normal healthy physical active monitor [ACC], just need to aware of glucose level and injuries.

Stress level (Hardware + Software) – stress can instigate changes in blood sugar levels (cortisol increase the amount of sugar in our blood), breathing [RESP], mindfulness meditation [App]

Cancer

Cancer is a condition where cells in a specific part of the body grow and reproduce uncontrollably. The cancerous cells can invade and destroy surrounding healthy tissue including organs. There are over 200 different types of cancer. Common cancer among Hispanics are picked;

Lung Cancer

Cause

Smoking is the single biggest risk factor, responsible for 90% of all cases due to more than 60 different toxic substances.

Prevent

Don't smoke or stop smoking.

Healthy lifestyle – General overall health (eating healthy and getting active)

Manage

Breathlessness – it is common symptom of the condition, breathe slowly through the nose and out with the mouth, breathing exercises [RESP],

Coughing – it affects many areas of life, e.g sleep and even loss of control over peeing. Water intake [ACC]

Stress level – relaxing helps since Tiredness (fatigue) is very common symptom, help you sleep. Drugs can have side-effects of anxiety/depression

Colorectal Cancer

It is also known as bowel cancer. Most cases develop from clumps of cells on the inner lining of the bowel. Exact cause of bowel cancer is unknown.

Causes

Diet, smoking, alcohol, obesity, Inactivity, digestive disorder, family history and age

Prevent

Healthy lifestyle – General overall health (eating healthy and getting active)

Diet – less red meat, processed meat, more fibre, stop smoking and cut down alcohol.

Manage

Healthy diet – eat healthy

Exercise – normal exercise is fine except after surgery or chemotherapy or radiotherapy. Doing exercise could do more harm than good.

NBCUniversal portfolio – COMCAST VENTURES

Healthcare Tech related;

ACCOLADE – healthcare services for self-insured employers

JAWBONE – Human centred wearable technology and audio devices

BodyMedia – Wearable body monitors, weight management system. BodyMedia was acquired by JAWBONE. Activity tracker. [Hardware]

Healthline – Online health information services, it provides medical information and health advice [Symptom checker, Find a doctor, Pill identifier, health topics] [Web]

Healthy Food Recipe related;

Tastemade – food recipe video