

Writing Sample #1 - Media Advisory

Ackland Art Museum
101 S. Columbia Street
Chapel Hill, NC 27599

MEDIA ADVISORY

CONTACT: Elizabeth Davis
919-798-7224, daviseli@live.unc.edu

Sept. 26, 2019

JERRY COTTEN TO GIVE LECTURE ABOUT BAYARD WOOTTEN'S WORK AT ACKLAND ART MUSEUM

WHAT: Jerry Cotten, one of our nation's leading photography archivists, will be visiting Ackland Art Museum at The University of North Carolina at Chapel Hill to give a lecture about the work of North Carolina's earliest female photographer, Bayard Wootten. Cotten will discuss his new biography, "Light and Air: The Photography of Bayard Wootten," which documents Wootten's life from 1875-1959 and show his slide portfolio of Wootten's work.

WHO: Jerry Cotten has worked at The Smithsonian Institution for the last 12 years, but he also worked at UNC-CH in Wilson Library. He published "Light and Air: The Photography of Bayard Wootten."

WHEN: Friday, Oct. 4, 2019, at 7:30 p.m.

Scheduled activities:

6:30 p.m. Autograph Reception

7:30 p.m. Lecture

WHERE: Ackland Art Museum
Pleasants Family Assembly Room on the second floor
101 S. Columbia St.,
Chapel Hill, NC 27599

NOTE: This event is free, and registration is not required or necessary. Guests will be able to meet Jerry Cotten before the lecture at 6:30 p.m., where he will autograph copies of his book. If you would like to get a signed copy, the book is available for \$32.81 on Amazon. Bayard Wootten's work with notations by Jerry Cotten will be on display at Ackland Art Museum from Oct. 1-Oct. 4. Museum hours are 10 a.m.-5 p.m.

Writing Sample #2 - Fact Sheet

University Communications
104 South Road
Chapel Hill, NC 27599
919-455-8555

FACT SHEET

CONTACT: Elizabeth Davis, Public Relations Specialist
919-798-7224, daviseli@live.unc.edu

Sept. 26, 2019

KNOW YOUR ZONE: NORTH CAROLINA TIERED HURRICANE EVACUATION ZONES

What is the Know Your Zone program?

- The North Carolina Know Your Zone is a tiered evacuation system that highlights the most vulnerable areas to storm surges and flooding as a result of hurricanes, tropical storms, and other hazards according to the North Carolina Department of Public Safety.

What counties have evacuation zones?

- In 2019, Camden County, Pasquotank County and Craven County began the piloting program.
- Beginning in 2020, evacuation zones will be expanded across coastal North Carolina.
- If your area is not within an evacuation zone, it is not expected that you would be evacuated due to hazardous storm conditions.
 - This does not mean you will never receive instructions from your local officials for major emergencies.
 - You should still know how to protect yourself from potential risks and listen to emergency communications during any severe weather event.

What is Your Zone?

- North Carolina residents in the program's pilot counties can visit the [NC DPS website](#) to locate their evacuation zone on an interactive map.
- Evacuation zones highlight areas most at risk to storm surge and flooding.
- Areas in Zone A will typically be evacuated first, followed by areas in Zone B, etc.
- Some counties may have only two evacuation zones (A & B) while other counties have additional zones including Zones C, D and E.

How will zones help me?

- Know Your Zone is intended to streamline the evacuation process by supporting personal readiness as North Carolinians prepare for weather events.
- Know Your Zone will prevent unnecessary evacuation travel, ease overcrowding at local storm shelters, and increase public safety.

Further Information

- To learn more about the Know Your Zone evacuation system, visit the NC DPS website.
- UNC-Chapel Hill has experts available to answer any questions regarding hurricane season. To speak to an expert, call 919-455-8555 or email mediarelations@unc.edu

WRITING SAMPLE #3 – News Release

Environment Community Opportunity Charter School
817 Carpenter St.
Camden, NJ 08102

NEWS RELEASE

FOR IMMEDIATE RELEASE

Oct. 2, 2019

CONTACT: Elizabeth Davis, Public Relations Specialist
919-798-7224, daviseli@live.unc.edu

ENVIRONMENT COMMUNITY OPPORTUNITY CHARTER SCHOOL WINS NRG ENERGY CREATIVELY GREEN AWARD

CAMDEN, N.J. – Young Audiences New Jersey & Eastern Pennsylvania announced Environmental Community Opportunity Charter School as one of the four winning schools in the NRG Energy Creatively Green Award competition. There were 16 total applications from other New Jersey and eastern Pennsylvania schools demonstrating their “green” initiatives and programs.

“It was really encouraging for us to see so much interest in bringing education to students and families,” said program coordinator Jacqueline Knox of Young Audiences.

ECO Charter School and the three other competition winners will host their own NRG Creatively Green Family Arts Festival, totaling up to \$10,000. The event will consist of a performance by a Young Audiences’ artist about the importance of protecting the environment. Attendees can also experience hands-on, art workshops promoting sustainability and a community art project to be played, displayed or shared during the event.

ECO Charter School has held events with a similar mission to NRG Creatively Green Family Arts Festival. Recently, the school has offered a popular Earth Day event and piloted a course where students can learn about the environment, sustainability and gardening. Additionally, every student at ECO Charter School participated in “Green, The Musical,” which focused on the benefits of recycling.

“Our students are the children of Camden – we work to ensure they grow to become adept learners, community leaders and environmental stewards. The theme of this festival perfectly aligns with our mission and vision,” Lead Person/Founder & Head Dr. Antoinette C. Dendtler told Business Wire.

About Environment Community Opportunity Charter School

Environment Community Opportunity Charter School is a kindergarten through eighth-grade school based in New Jersey. The community and staff of ECO Charter School nurture students to become adept learners, community leaders and environmental stewards. For more information, visit the school’s website at <https://ecocharterschool.org/>

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Writing Sample #4 – Boilerplate and About Us Paragraph

About O.C.E.A.N.S

O.C.E.A.N.S is a student-run teenage support and advocacy group at the University of North Carolina at Chapel Hill whose purpose is to empower young people to be active and confident in their healthy lifestyles and habits. O.C.E.A.N.S seeks to promote the change in perception of the obese community through their policy-based advocacy efforts and their organization of a 5k run/walk that raises money for the Healthy Lifestyles clinic at Duke Children’s Hospital. For more information about O.C.E.A.N.S, visit the website, <http://www.oceanslifestyles.com/>.

About Us

O.C.E.A.N.S is a teenage support and advocacy group at the University of North Carolina at Chapel Hill with a mission to empower young people with obesity through themselves, the community and society.

To achieve this mission, first, O.C.E.A.N.S empowers young people with obesity on an individual level, which is achieved through “socials.” The goal of these socials is to give adolescent patients between the ages of 13-18 a safe place to discuss their feelings regarding the real-world implications of living a healthy lifestyle, promote self-advocacy and teach fundamental life skills that are necessary to living a healthy lifestyle.

Next, O.C.E.A.N.S empowers young people with obesity within their community through a 5K walk/run. The purpose of this 5K is to raise awareness about childhood and adolescent obesity. Another goal of this event is to raise money for the Healthy Lifestyles clinic at Duke Children’s, which is a program that offers comprehensive obesity care to qualifying children.

Finally, O.C.E.A.N.S empowers young people with obesity within their society through policy-based advocacy. We encourage families, adolescents themselves, or clinicians to post policies that may promote stigma or discrimination against those with obesity on the forum on the O.C.E.A.N.S website. Every year, we will choose two policies suggested on the forum and advocate their change.

The goal of this three-tiered system is to not only focus on adolescents with obesity and their journey but to also focus on their environment, which can be a significant contributor to their lifestyle.

If you have any further questions or are interested in working directly with O.C.E.A.N.S, please email faithn12@live.unc.edu.

Writing Sample #5 – E-Release

To: bevans@njadvancemedia.com

Subject: Camden, N.J. school one of four to win the NRG Energy Creatively Green Award

ENVIRONMENT COMMUNITY OPPORTUNITY CHARTER SCHOOL WINS NRG ENERGY CREATIVELY GREEN AWARD

CAMDEN, N.J., Oct. 7, 2019 – [Young Audiences New Jersey & Eastern Pennsylvania](#) announced Environmental Community Opportunity Charter School as one of the four winning schools in the NRG Energy Creatively Green Award competition. There were 16 total applications from other New Jersey and eastern Pennsylvania schools demonstrating their “green” initiatives and programs.

“It was really encouraging for us to see so much interest in bringing education to students and families,” said program coordinator Jacqueline Knox of Young Audiences.

ECO Charter School and the three other competition winners will host their own [NRG Creatively Green Family Arts Festival](#), totaling up to \$10,000. The event will consist of a performance by a Young Audiences’ artist about the importance of protecting the environment. Attendees can also experience hands-on, art workshops promoting sustainability and a community art project to be played, displayed or shared during the event.



ECO Charter School has held events with a similar mission to NRG Creatively Green Family Arts Festival. Recently, the school has offered a popular Earth Day event and piloted a course where students can learn about the environment, sustainability and gardening. Additionally, every student at ECO Charter School participated in “Green, The Musical,” which focused on the benefits of recycling.

“Our students are the children of Camden – we work to ensure they grow to become adept learners, community leaders and environmental stewards. The theme of this festival perfectly aligns with our mission and vision,” Lead Person/Founder & Head Dr. Antoinette C. Dendtler told Business Wire.

About Environment Community Opportunity Charter School

Environment Community Opportunity Charter School is a kindergarten through eighth-grade school based in New Jersey. The community and staff of ECO Charter School nurture students to become adept learners, community leaders and environmental stewards. For more information, visit the school’s website at <https://ecocharterschool.org/>

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Elizabeth Davis
Public Relations Specialist
daviseli@live.uunc.edu, 919-798-7224

Additional helpful links:
<https://ecocharterschool.org/>
<http://www.yanjep.org/>

Writing Sample #6 – Photo Captions

Beyond Our Boundaries Virtual Tours
601 Cleveland Ave. NW Suite D
Canton, OH 44702

CONTACT: Elizabeth Davis, Public Relations Specialist
919-798-7224, daviseli@live.unc.edu

Oct. 7, 2019

BEYOND OUR BOUNDARIES VIRTUAL TOURS PROVIDE SPECIAL NEEDS YOUTHS AN OPPORTUNITY TO TRAVEL



CANTON, Ohio – From left, John Doe, Jane Doe and Jonathan Doe utilize the additional resources provided in the Beyond Our Boundaries Virtual Tours product package. Beyond Our Boundaries Virtual Tours provides special needs students with video tours and educational materials that engage in lessons in history, math and English.



CANTON, Ohio– From left, John Doe, Jane Doe and Jonathan Doe relax at home watching the "A Day in Pittsburgh" video provided in the Beyond Our Boundaries Virtual Tours educational package. "A Day in Pittsburgh" is a 30-minute downloadable documentary featuring Bob, a young man with developmental disabilities who shares the sights of the Pennsylvania city with viewers.

Writing Sample #7 – Media Release

Barbeques Galore Inc.
10 Orchard Road, Suite 200
Lake Forest, CA 92630

NEWS RELEASE

FOR IMMEDIATE RELEASE

Oct. 15, 2019

CONTACT: Elizabeth Davis, public relations coordinator
919-798-7224, daviseli@live.unc.edu

BARBEQUES GALORE INC. OFFERS FREE REPLACEMENT REGULATORS FOR TURBO SPORT PORTABLE INFARED LP GAS GRILL

LAKE FOREST, Calif. – Barbeques Galore Inc. is issuing a recall for the regulators in its Turbo Sport Portable Infrared LP Gas Grills. This announcement follows a U.S. Consumer Product Safety Commission report that 18 Turbo Sport Portable Infrared LP Gas Grills produced excessive flame or had regulators that shut off.

“Consumers, stop using the gas grill and return the regulator to a Barbeques Galore Inc. retail store for a replacement, or contact the Barbeques Galore Service Center to have a replacement regulator sent to you free of charge” said company attorney Seymour Lawsuits, Esq.

The regulators in question’s model number is IR600, and they were shipped to retailers between Sept. 15, 2019, and Oct. 3, 2019. Only the Turbo Sport is affected by the recall; no other barbecue with the “Turbo” name is affected by the recall.

There have been no reports of injuries related to the Turbo Sport Portable Infrared LP Gas Grills. However, the faulty regulators pose a risk of gas leaks, fires, and explosions if an ignition source is present.

Consumers are being urged to call Barbeques Galore Inc. toll-free at 800-752-3085 Monday-Friday from 8 a.m.-4:30 p.m. Pacific time if they believe that their grill could be affected by the recall. If consumers are unable to reach Barbeques Galore Inc., they can leave a detailed message including a description of the grill (make, model and number of burners), an order number or how long ago the purchased the grill, and a ZIP code, so Barbeques Galore Inc. can determine the closest retail store at which the customer can exchange their regulator.

About Barbeques Galore Inc.

Barbeques Galore Inc. is a retail store in the United States and Australia with more than 165 locations. I Barbeques Galore Inc. sells more than 2,000 barbecue items, which include grills, outdoor cooking islands, grilling accessories delicious sauces and rubs. For more information, visit the Barbeques Galore Inc. website, www.bbqgalore.com.

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Writing Sample #8 – Broadcast Release

UNC Hussman School of Journalism and Media
Carroll Hall, CB 3365
Chapel Hill, NC 27599

BROADCAST NEWS RELEASE <0:60>

Oct. 24, 2019

CONTACT: Elizabeth Davis
919-798-7224, daviseli@live.unc.edu

WALTER HUSSMAN STARTED AT UNC AND NEVER STOPPED

Journalism is in the 1968 graduate alumnus Walter Hussman [HUSS-man], Jr.'s, blood.

Hussman [HUSS-man] began working for his family newspaper business at age 10. He and his family now own multiple daily newspapers.

The core values he adheres to and prints each day in his newspapers are ones he learned as a U-N-C student and journalism major. These core values have influenced his stewardship of the fields of journalism and media.

His stewardship motivates his desire to invest in the students, faculty and staff at his alma mater.

His 25 million dollar gift to the U-N-C Hussman [HUSS-man] School of Journalism and Media is a significant investment in the future of a profession.

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Writing Sample #9 – Public Service Announcement

OCEANS Support and Advocacy Group
209 South Road
Chapel Hill, NC 27599

Oct. 31, 2019

CONTACT: Elizabeth Davis, public relations specialist

PUBLIC SERVICE ANNOUNCEMENT

919-798-7224, daviseli@live.unc.edu

Start date: Nov. 11, 2019

Stop date: March 3, 2020

OCEANS SEEKS UNC COMMUNITY'S HELP TO IDENTIFY AND FIGHT WEIGHT-RELATED BIAS

Reading time: <1:00>

More than 2 billion adults are affected by obesity. They are blamed for their weight because obesity is thought to be a choice.

For some, obesity isn't a choice. It's actually rooted in their genetics, psychology and environment.

Looking toward World Obesity Day on March 4, OCEANS Support and Advocacy Group wants help from the U-N-C community.

OCEANS works to identify sources of weight-related bias. With your help, we can reshape the narrative to one that highlights weight stigma as both a social justice issue and a priority for public health.

For more information, visit the OCEANS website at OCEANS-lifestyles-dot-com or email us at oceans-lifestyle-at-gmail-dot-com.

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Writing Sample #10 – Feature Pitch

Elizabeth Davis
316 W. Rosemary St.
Chapel Hill, NC 27516

November 12, 2019

Kaja Perina
Editor, *Psychology Today*
115 E. 23rd St., 9th Floor
New York, NY 10010

Dear Ms. Perina:

You never expect to meet someone who has undergone an arduous journey at such a young age, but Faith Newsome has faced an uphill battle most of her life. When Faith was 16, she underwent gastric bypass surgery, which came after a lifetime of living with obesity and dealing with its challenges. These challenges are the reason that Faith formed OCEANS Support and Advocacy Group, a non-profit that empowers young people to live confident in their healthy lifestyles and fight for representation in legislation and healthcare.

I am writing to suggest a feature or profile about the work that OCEANS has done to bring awareness to the biases and discrimination that people with obesity face in many facets of their lives. More than 2 billion adults are affected by obesity, and it is a common misconception that obesity is a matter of personal responsibility. It is, in reality, rooted in a complex web of genetic, psychological, and environmental factors. However, some health professionals and policymakers still fail to recognize and treat obesity as a chronic disease. This failure is at the heart of stigma, and the preconceived notions faced by people with obesity when seeking medical advice are barriers to effective management.

OCEANS has done much work to create a judgment-free space explicitly designed to talk about obesity, health, and all the challenges of their individual journeys. The non-profit has also encouraged influencers, celebrities, and media outlets to speak out against weight-related biases, so this is *Psychology Today*'s opportunity. This story is timely because a new World Obesity Day was recently launched to take place on March 4, 2020, instead of October 11, to call for a global response to obesity.

With your permission, I would like to send you a 500- to 800- word piece focused on the topic I have proposed above. I feel I am well suited to write this article as the Public Relations Specialist for OCEANS and a psychology major at the University of North Carolina at Chapel Hill. I plan on interviewing Faith Newsome, the founder of OCEAN, and Patrick Harrison, a psychology professor at UNC-CH. I have already conducted some initial research, and I believe that this article would fit in your news section.

Respectfully,

Elizabeth Davis

Writing Sample #11 – Direct Mail

OCEANS Support and Advocacy Group
209 South Rd.
Chapel Hill, NC 27599

Nov. 19, 2019

Patricia M. Nece
1400 Belle View Blvd
#A1
Alexandria, VA 22307-6524

Dear Patricia:

Like all of us at OCEANS Teenage Support and Advocacy Group, we know that you are concerned about the explicit and implicit discrimination that children and adolescents with obesity face and the lasting impacts of that discrimination. Fortunately, you can help OCEANS by donating now to help us in our fight to break down the obstacles that people with obesity face in their journey to a healthy lifestyle.

With your donation, you will be helping the 13.7 million children and adolescents that are affected with obesity by providing OCEANS with resources to organize our annual 5K. This event raises awareness about childhood and adolescent obesity and raises money for the Healthy Lifestyles clinic at Duke Children's Hospital. Additionally, your donation will help OCEANS create judgment-free spaces in Durham and Chapel Hill, where teens and adolescents can talk about obesity, health, and all the challenges of their journey. Finally, your donation will help OCEANS' work to promote the representation of people with obesity through legislative and healthcare reform.

On behalf of OCEANS Support and Advocacy Group, thank you so much for your part in raising awareness for children and adolescents with obesity through your work with other organizations like ours. We would love it if you also became part of the OCEANS Support and Advocacy Group family with your donation.

For more information about OCEANS, please visit oceanslifestyles.com.

Sincerely,

Elizabeth Davis
Public Relations Specialist

P.S. Join the OCEANS family and show your support for ending the discrimination that children and adolescents with obesity face, donate now!

Writing Sample #12 – Speech

OCEANS Support and Advocacy Group
209 South Rd.
Chapel Hill, NC 27599

Dec. 3, 2019

Someone to Talk to
Faith Newsome, Speaker

When I was 16, I had gastric bypass surgery. The decision to undergo weight loss surgery came after a lifetime of living with obesity and dealing with its challenges. During my journey, all I wanted was to talk to someone who was going through the same thing as me.

Five years after my weight loss surgery, I realized the journey never ends and we all need support every step of the way. That's the idea behind OCEANS. My goal was to create a place where teens can come together in a completely judgement free space designed specifically for them to talk about obesity, health, and all the individual challenges in our individual journeys.

As I have continued in my role as president of OCEANS, I have also discovered that I can support people with obesity in different ways. I can be an advocate by bringing awareness to the biases and discrimination that people with obesity face in many facets of their lives. More than 13.7 million children are affected by obesity, and it is a common misconception that obesity is a matter of personal responsibility. I want to show people the facts. I want people to know that obesity is actually rooted in a complex web of genetic, psychological, and environmental factors.

-MORE-

It is not your fault if you think this way. We have been taught by our doctors, lawmakers, and the media that being obese is something to be ashamed of.

Health professionals fail to recognize and treat obesity as a chronic disease. This failure is at the heart of the stigma. The preconceived notions faced by people with obesity when seeking medical advice are barriers to effective management.

Lawmakers fail to recognize biases against obesity in policy-making. Michigan is the only state as we speak with law prohibiting discrimination on the basis of weight. There is a strong backing for laws banning weight-based discrimination, but skeptics of laws offer several arguments. They suggest that, unlike race, age, or gender, weight is largely in the control of the individual. But you all know now that this mindset is flawed.

Popular media fails to portray people with obesity in a positive light. Popular television shows that include people who are obese portray them as either comedic, lonely, or freaks. Ugly Betty, for example, focuses on an overweight young woman who is comfortable with her weight, but is often mocked for her size and awkwardness. Keep flipping through the channels on your television and you will see numerous reality shows where people are fighting to be the biggest loser.

-MORE-

There is good news. OCEANS and other similar organizations are active in their communities and at conferences spreading the message of empowerment and offering the best possible programming for adolescents living with obesity. OCEANS works with medical professionals at Duke Children's Healthy Lifestyles Clinic by raising money for continued research on the complexities of obesity. OCEANS meets with lawmakers to outline suggestions from adolescents, their families and their health care providers on policies that are discriminatory towards individuals living with obesity. OCEANS combats the effects of media's negative association with obesity by hosting social events where adolescents have a safe place to talk about their obesity journey and to learn how to realistically implement healthy habits.

My mission is to help the 13.7 million children and adolescents that are affected with obesity and who are on the same journey I started when I was 16. I urge you to make changes in how you think about obesity. One day I hope that it will be commonplace to provide all adolescents unconditional support and empowerment in healthcare policies, law-making, and popular media without discrimination or biases. Until then, the OCEANS community and myself will be a friend to talk to who is going through the same thing as them.

Writing Sample #13 – Client Profile

Profile: Faith Newsome

ONE EVENT THAT CHANGED A UNC STUDENT’S LIFE FOREVER

For Faith Newsome, an undergraduate student at the University of North Carolina at Chapel Hill, going through a gastric bypass surgery at 16 was something that shaped the trajectory of her entire life.

During Newsome's weight loss journey, all she wanted was to talk to someone who was going through the same thing as her. Five years later, she brought her wish to life by founding OCEANS Support and Advocacy Group, where she currently serves as the president. Located in Chapel Hill, the nonprofit's goals are to empower young people with obesity through themselves, their community and society.

OCEANS currently serves adolescents in three distinct ways to achieve the organization's goals. First, OCEANS offers socials once a month, which aim to give adolescents a safe place to meet others on their journeys and teach them how to implement healthy habits realistically. Next, OCEANS empowers adolescents in their communities by hosting a 5K that aims to raise awareness about the complexities of obesity and share resources related to weight management. Finally, OCEANS aims to empower adolescents through their society by allowing them to suggest changes to the policies that are discriminatory toward individuals living with obesity.

Recently, OCEANS was awarded the Robert E. Bryan Fellowship at the UNC-CH. The Bryan Fellowship is designed for undergraduate student teams interested in creating social impact locally or globally through the creation of an innovative project that addresses a community-identified need. OCEANS has also been invited to present at the Weight Loss Surgery Foundation of America's yearly conference.

Looking toward the upcoming spring semester, Newsome looks forward to continuing to spread the message of empowerment and offering the best possible programming for adolescents living with obesity.

In addition to being heavily involved in her work with OCEANS, Newsome wears many hats and brings her love for weight-management into her professional aspirations. Newsome came to college with the desire to pursue a career in obesity care.



"Throughout my years at UNC-Chapel Hill, I have been exposed to several different opportunities to explore my passions and determine my professional path," said Newsome. "I fell in love with research and hope to pursue a Ph.D. in clinical psychology, studying the psychological mechanisms occurring during the development and maintenance of obesity."

Some of Newsome's most recent research endeavors include applying for a summer undergraduate research grants to study food thought suppression and food cravings in monitored weight loss programs. She is also an undergraduate research assistant with the Bardone-Cone Lab, where she explores the psychological characteristics of anorexia and compares them to the psychological experiences of patients with obesity.

When Newsome is not working in her lab on campus, focusing on OCEANS or spending time in journalism classes at Carroll Hall, she can be found in coffee shops around Chapel Hill writing or reading a novel. She is also an active member of her sorority, Kappa Kappa Gamma, where she loves spending time at the house and watching basketball games.

Writing Sample #14 – Client Fact Sheet

OCEANS Support and Advocacy Group
104 South Road
Chapel Hill, NC 27599
919-455-8555

FACT SHEET

CONTACT: Elizabeth Davis, Public Relations Specialist
919-798-7224, daviseli@live.unc.edu

Dec. 5, 2019

OBESITY IN CHILDREN AND TEENS

What is obesity?

A few extra pounds do not indicate obesity. Generally, a child is not considered obese until the weight is at least 10 percent higher than what is recommended for their height and body type. Obesity most commonly begins between the ages of five and or during adolescence. Studies have shown that a child who is obese between the ages of 10 and 13 has an 80 percent chance of becoming an obese adult.

What causes obesity?

- The causes of obesity are complex and include genetic, biological, behavioral and cultural factors. Obesity occurs when a person consumes more calories than the body burns.
- If one parent is obese, there is a 50 percent chance that his or her child will also be obese. However, when both parents are obese, their children have an 80 percent chance of being obese.
- Obesity in childhood can relate to: poor eating habits, overeating, lack of exercise, family history of obesity, medical illness, medications, stressful life events or changes, family and peer problems, and depression or other emotional problems.

How can obesity be managed and treated?

- Obese children need a thorough medical evaluation by a pediatrician to consider the possibility of a physical cause. In the absence of a physical disorder, the only way to lose weight is to reduce the number of calories being eaten and to increase the level of physical activity.
- Lasting weight loss can only occur when there is self-motivation. Since obesity often affects more than one family member, making healthy eating and regular exercise a family activity can improve the chances of successful weight control for the child or adolescent.

Ways to manage obesity in children and adolescents include:

- Start weight-management program.
- Change eating habits (eat slowly, develop a routine)
- Plan meals and make better food selection (eat fewer fatty foods, avoid junk and fast foods); know what your child eats at school
- Control portions and consume less calories.
- Increase physical activity (especially walking) and have a more active lifestyle eat meals as a family instead of while watching television or at the computer.
- Do not use food as a reward.
- Limit snacking.

Writing Sample #15 – Client Fact Sheet

OCEANS Support and Advocacy Group
104 South Road
Chapel Hill, NC 27599
919-455-8555

FACT SHEET

CONTACT: Elizabeth Davis, Public Relations Specialist
919-798-7224, daviseli@live.unc.edu

Dec. 5, 2019

IMPLICIT WEIGHT BIAS IN CHILDREN

What is implicit bias?

- Implicit bias, also known as implicit social cognition, refers to attitudes or stereotypes that affect our understanding, actions, and decisions unconsciously.

Who has implicit biases toward children and adolescents with obesity?

- Children and adolescents with obesity report significant levels of weight-related victimization or weight stigma. This stigma is reported as coming from peers, family, teachers, health care workers and the general public.

What is the impact of implicit bias on children and adolescents with obesity?

- Weight stigma has a significant impact on the quality of life. Experiencing weight stigma has been linked to many negative emotional consequences, including depression, anxiety, body dissatisfaction and, in some individuals, increased risk for suicidal ideation.
- Implicit bias has also been found to adversely affect peer relationships and social bonding among children, academic performance, physical health outcomes and participation in physical activity.
- Implicit bias also can lead to disordered eating behaviors, such as binge eating, purging, and use of diet pills or laxatives.

How is implicit weight bias different from conscious bias?

- Conscious and implicit biases are typically correlated but not identical. Conscious bias is common among adults worldwide, with individuals willing to endorse beliefs that individual blame and willpower are the cause of obesity.
- Children have also demonstrated significant levels of explicit weight bias.

How can we combat implicit weight bias?

- Parents can encourage children to think about and combat weight stigma.
- They can also encourage their children to avoid acting on those biases.
- Parents can teach children and guard themselves against messages in the media that stigmatize individuals who are overweight or are obese.
- Parents can teach children to notice when their responses, decisions, or behaviors might have been caused by bias or stereotypes.
- Parents can influence their children to make an intention to think positive thoughts when encountering those individuals or other members of stigmatized groups in the future.
- Avoiding the effects of implicit bias requires motivation and constant vigilance, but everyone can contribute to making the world a fairer place.