

LIVE IT

The Health Show

Simple ways you can live healthier, longer

from the leading experts on longevity



LOMA LINDA UNIVERSITY
HEALTH

The Show

The Pitch

From the place where people live the longest, comes a health series unveiling simple ways to live healthier, longer.

Genre

An online video health series | 14 episodes | 2–3 minutes

Synopsis

From the place where people live the longest in the nation, comes a health series unveiling the secrets of living a long and healthy life. Highlighting Loma Linda University Health research and encouraging others to LIVE IT, each episode features simple tips to live healthier, longer.

The Setting

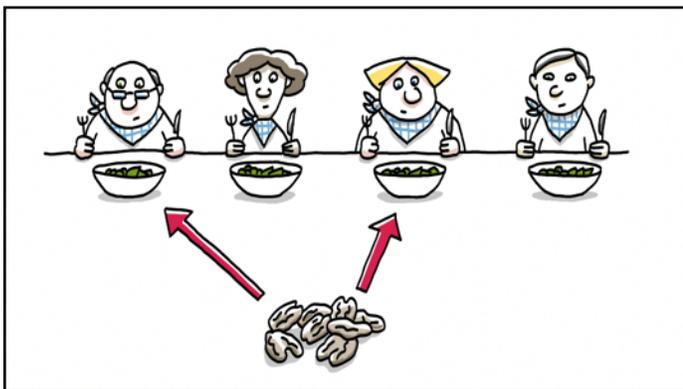
Featured on National Geographic, Oprah, CNN and countless media around the world, Loma Linda has been called the Lovely Hill, where people live longer and happier. This small city in Southern California is home to Loma Linda University Health where researchers have been studying lifestyle habits in Adventists for half a century. The conclusion—people here live nearly a decade longer than the average American. Now it's time to share how they do it with the world.

Uniqueness

No other online health show focuses on longevity. Simply put, LLUH is a leading organization on wellness and prevention that holds the treasured research findings on this popular subject. Through an easy-to-understand format with animations, the show inspires viewers to LIVE IT.

The World

According to the Pew Research Center, health information is the most searched topic on the web. With nearly 75 percent of internet users searching the web for health inquiries, it's becoming a go-to source for health information. When 202 individuals were surveyed on the LIVE IT pilot episode, 9 out of 10 strongly agreed that the information in the video was valuable to their and their family's health. Another 87 percent reported that they are likely to apply the health tip to their life.



The Show Style

Each show features a different topic based on LLUH research and is presented by a physician and journalist. It also includes soundbites from the main researcher on the topic as well as animation to visually exemplify the subject matter in an entertaining and easy-to-understand style. B-roll and motion graphics are also a part of the show. The show educates viewers on simple ways to incorporate the health tip into their own life.

Show Topics

- Jan. 1—**Nuts**—When it comes to your health, it's okay to go a little nuts. Researchers discovered that eating a handful of nuts a day lowers cholesterol by 10 percent and cuts your risk of a heart attack in half.
- Jan. 8—**Reusable Grocery Bags**—These trendy bags are great for the environment, but watch out. You may be carrying more than just your groceries in that bag—bacteria.
- Jan. 15—**Pomegranates**—Drinking a daily glass of pomegranate juice can halve the build-up of harmful proteins linked to Alzheimer's disease.
- Jan. 22—**Standing**—The average American spends 13 hours a day doing this. Some researchers call it the “new smoking.” In fact, you're probably doing it right now—sitting. But getting up and moving periodically throughout the day is key to protecting you from developing chronic diseases.
- Jan. 29—**Laughter**—Feeling forgetful? Laughter has proven to be great medicine, improving short-term memory.
- Feb. 5—**Avocados and Almonds**—When trying to lose weight, the emphasis tends to be on what you should *not* eat. However, instead ask yourself “what *should* I eat?” The answer? Avocados and almonds.
- Feb. 12—**Water**—Drink up! That is, at least five glasses of water a day. Researchers found that doing just that reduces the chances of having a deadly heart attack.
- Feb. 19—**Mediterranean Diet**—We've all heard that we should avoid fatty foods. But research actually shows that we should eat fatty foods. That is, the healthy ones like olive oil to fight bad cholesterol.
- Feb. 26—**Spiritual Health**—Feeling blue? Go to church! Those who attend church on a regular basis report better physical and mental health.
- Mar. 4—**Vegetarian Diet**—Want to decrease your chances of chronic disease? Researchers found that a vegetarian diet does just that.
- Mar. 11—**Greens, brown rice, legumes, and dried fruit**—Many of you may remember being told as a child to eat your greens because they make you healthy and strong! Well, even as an adult this idea still holds true. In fact, pairing it up with dried fruit, legumes and brown rice may build a protective barrier against colon cancer.
- Mar. 18—**Aerobic Exercise**—Whether it's a Zumba class, kickboxing, or going outside for a jog, aerobic exercise has several health benefits, including reducing the risk of diabetes.
- Mar. 25—**Legumes**—Want to decrease your risk of having a hip fracture? Eat more beans!
- Apr. 1—**Nutrition in Pregnancy**— Did you know what a woman eats while pregnant not only affects her child but her grandchildren as well?



About the Production Team

Advancement Films, based at Loma Linda University Health, is a 12-time EMMY® Award winning team that produces a nationwide documentary TV series on public television.