

Ahmad Shah

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Revised project for Ideafest

For this assignment/project, I wanted to create a poster that information, relatable, and quick. When you see a poster, you kind of have to soak it all in at once. It isn't moving or talking to give you the bigger picture of what it is. You just have to look and kind of go with it however you like. That is why I wanted something that was grounded to Earth, quick, and knowledgeable. I wanted to do an awareness poster on The Importance of Stretching. The importance of stretching is something that is overlooked in our daily lives because individuals are wrapped up in their everyday busy lives. I cannot blame them, so am I! That is why I know first hand how important and convenient stretching is. Just 20 minutes of your day, right when you wake up, has so many benefits for your older self! I promise, if you take the advice of this poster, you'll be thanking your past self when you reach a certain age. The visuals for the poster are still currently being worked out but the information aspect of the poster, what it all is set to really mean and be for, is finished. The visual for me has to be something that grabs the attention of the reader right way but doesn't necessarily captivate their time too much. You don't want the individual to be standing around with their fingers across the bottom of their chin just wondering. You want it to be accessible.

The Importance of Stretching

1. **Attention:** Time plays an important role in our lives. It is not something we can escape or hide from. We are aging constantly naturally as humans. With age comes changes to the body as well. Changes that can even affect you negatively if not treated with caution in earlier stages. Your muscles will start to become more

tense and maybe even start aching. You might find it harder to move in ways you used to such as to grab something high on the shelf or to bend over to pick something up off the ground. These are real problems that are caused by time and age. Even worse, you might not even be able to sleep comfortably anymore. Now who doesn't love to sleep, imagine having the pleasure of even that taken because of time and age. Now what if I told you I had a solution to this problem of aging. One simple thing you can do each and every day to make sure your body stays loose and you feel great even as you age.

2. **Need:** So what happens throughout time if you stay in the same positions or don't stretch often or at all is you wind up feeling tight. This can also cause a ripple effect that leads to injuries that aren't even close to that immovable fascia. For example, if you don't stretch your hip flexors this can cause you being more prone to a knee injury. Also, this can create pulling on joints or even bones which is very unhealthy and can lead to severe injuries.
3. **Satisfaction:** I want to introduce a solution that will help eliminate the possibility of all that stuff I talked about earlier, which is stretching. Stretching is a form of physical exercise in which a specific muscle or tendon is deliberately flexed or stretched in order to improve the muscle's felt elasticity and achieve comfortable muscle tone. Stretching is good for you. The science behind stretching is pretty simple – the more you do it regularly, the more you will be able to move. Taking literally just ten minutes out of your day to do an all-around stretch for your muscles has so many future benefits, even some instant benefits. A more detailed look at what stretching does is it gives us this: when we stretch and push our muscles to move into a position that for some, might be uncomfortable, it helps the tissue talk to your body and push a 'reset' button. There are receptors in our muscles designed specifically to respond to stretching. Fittingly, they are called stretch receptors. When we push the muscles to stretch and 'feel the burn', those receptors are triggered to remember to keep that length instead of reverting back to where they were before the stretch. This communication helps our body lengthen and stay stretched out, so we can move better and more efficiently. Stretching can increase blood flow and flexibility. When we don't stretch (regularly), our body doesn't want to and sometimes can't move for us. The muscles can get 'stuck' where they are and tighten down during inactivity and create pulling on joints or bones. This can all lead to aches, pains, or probably more often, a compensation in our movement. We know that our body does not want to work efficiently for us. Not at all. So, when we don't stretch, we are, in a way, giving it permission to create those compensations and saying that it's okay to not work the way we want it to. We can also increase blood flow simply from the movement of the stretch. We have to put our body into different positions in order to stretch different muscles or groups of muscles, so there is going to be more than just one part of our body that is affected by the movement of a specific stretch, thus, creating blood flow. When we create blood flow, flexibility comes along with it. Whether in the muscle or the joint, something is going to be moving better for us, and be more willing to move when we ask it to. There are other

factors involved with this, for sure, but stretching is a simple way to help our body do the things we want it to and make those things easier for us to maintain.

4. **Visualization:** I want to talk about some benefits you will experience if you start stretching and continue to stretch every day. Stretching helps increase blood flow through your entire body, including the brain. If you feel like you are worn out by say mid-afternoon, a stretch break will have the same effect as going to Starbucks and getting a coffee would in the same amount of time. Also, it is important to drink plenty of water as well while stretching. You'll be less likely to trip and fall. Stretching helps people balance longer than those who are sedentary or sitting. It helps develop fine-muscle coordination. You'll be able to move around easier and with less pain. Relieving stiff muscles and creaky joints. You become less likely to injure yourself. Helping your body to get ready for exercise by switching your brain to "workout mode." You become more focused with your body and you can even feel it happening physically. Stretching can also lower your blood sugar. Stretching and exercise is known for helping keep glucose levels in check. One important benefit that I think is very underrated with stretching, is how it lowers your stress levels. Yes, many studies have shown that stretching can reduce stress that you are experiencing. Loosening those shoulders and getting rid of those knots in your back can relieve stress substantially. Take those extra weights off your shoulder by stretching.

Action: Okay, so now you're interested in stretching but where do you begin? You know your body better than anybody else. You feel what muscles or joints or starting to feel a little different. This is how you know where to target and where to focus your stretching. If you are experiencing lower back pains, look into those back stretches and try to do those every morning to help with the pain. If you feel like you have weights on your shoulder, make sure you get those shoulders stretched when you can. I started stretching about a month ago and let me tell you I feel amazing. My body used to feel real tight but now I feel like my muscles feel looser. I also feel a lot lighter as well. My back used to hurt when I woke up from sleeping sometimes but not anymore. The main goal here is longevity for our bodies. We all want to have children one day whom we want to be able to experience life with. Be able to be active with them because they're going to be looking to you to provide that. Keeping your body in shape is showing that you will be ready for when that day comes. You're only as healthy as you feel, so make sure you feel like you're plenty healthy.



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