



Recruiting in West Virginia for a Peer-led, Social Marketing Campaign that Promotes Health on College Campuses

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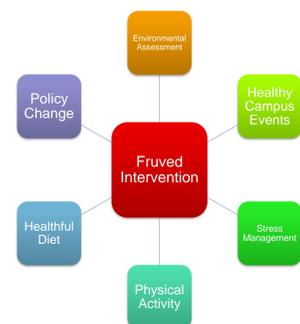
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Introduction & Objective

Many barriers face today's college students that affect their health and academic success. Stress from school, changes in environment, unhealthful diets, and negative peer relationships all factor into their overall lifestyle. Evidence suggests that having positive peer role models and making health "cool" will decrease obesity in this population.

The 'Get Fruved' intervention is a four-university wide (FL, TN, SD, WV) with four other control states (AL, ME, NY, KS). It's a peer-led, social marketing project aimed at changing campus environments as well as increasing healthful diets, stress management and physical activity.

West Virginia is completely encompassed in the Appalachian region, leaving it as a top state in obesity rates along with risky lifestyle behaviors.

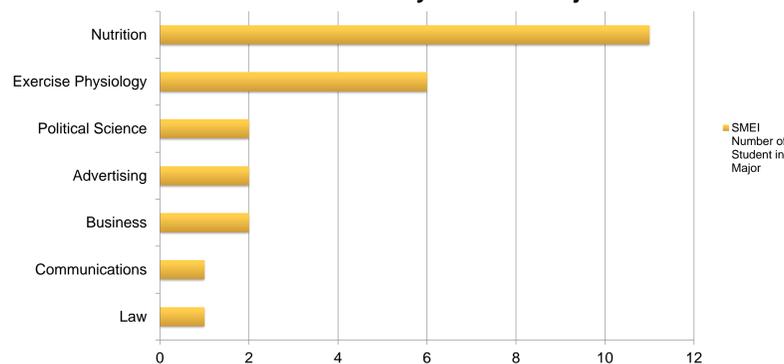


Methods

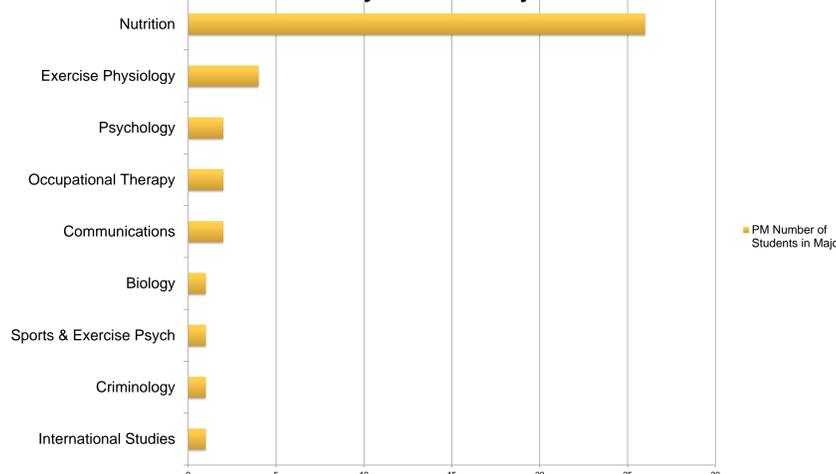
- Recruiting was executed by 60 undergraduate researchers, 40 graduate researchers 10 Doctoral students, and 40 PhD researchers across four intervention states including four Principle Investigators. At WVU, the team consisted of 12 undergraduate researchers, 3 graduate researchers, 2 Doctoral students, and a Principle Investigator.
- Multiple phases of "Fruved frenzy" over the Fall 2014 semester
- Recruitment strategies:
 - Emails, campus announcements
 - Spoke to administration, spoke to 7 classes of varying majors
 - Held informational booths
 - Wrote across downtown campus in chalk, hung flyers around academic buildings
 - 270 student organizations were contacted
 - Fruved t-shirts were designed for recruiting
 - Created banners for information booths
 - Designed stickers to pass out
 - Met with WellWVU, the Provost, and various Deans and Faculty Colleagues

Results

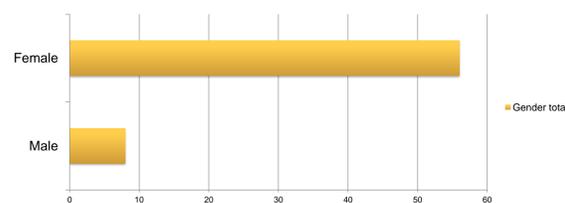
SMEI Students by Declared Major n=25



PM Student by Declared Major n=41



Student Enrolled in Courses – Gender



Development of Intervention

- Progression of 'Get Fruved' Training/Intervention:



Intervention will consist of healthy events to increase nutritional knowledge, physical activity, stress management by implementing our own brand while also partnering with organizations currently running on campus.



Conclusions

Contacted:

- Over 270 student organizations
- Over 430 students within class lecture Settings
- Indirectly reached thousands of students from campus announcements, booths, advertising, t-shirts, chalk messages on side-walks

Retention:

- 25 students signed up for the Social Marketing & Environment Intervention course
- 41 students signed up for the Peer Mentoring course

By developing partnerships with motivated student leaders, we will ensure planning and implementation of healthy campus events, environmental audits, and a fun social marketing campaign to decrease unhealthy lifestyles, while increasing fruit/vegetable consumption and other healthful lifestyle choices in these young adults.

Future Implications

West Virginia is the only state that is totally engulfed in the Appalachian Mountain region leaving individuals in the state susceptible to unhealthy lifestyle patterns. The impact of the college lifestyle has left us with the term 'Get Fruved' is trying to change: "freshman 15".

Intervention event ideas:

- Scavenger hunt to orientate freshman with campus
- Ice breaker night/speed "dating"
- Character team cooking competitions
- Yoga stress relief before finals

Giving incoming freshmen the opportunity to have a peer mentor and be a part of 'Get Fruved' will give them the ability to be healthy, get to know their environment, build beneficial lifestyle skills and network with others among campus.

After completion of the intervention in college aged students, 'Get Fruved' will be disseminated into high schools and elementary schools.

