Nourish Healthy Eating Campaign
Office of Health Promotion and Boston College Dining Services

WHAT IS NOURISH?
Nourish is a healthy eating campaign offered in partnership by the Office of Health Promotion and Dining Services. In response to a literature search, national data, and campus focus groups, the campaign was developed to broaden students’ knowledge and motivate students to adopt healthier eating behaviors. Six key evidence-based messages were introduced singly using a combination of social media and traditional educational outreach. Dining hall menu items fitting the current message were highlighted with tags.

PURPOSE OF ASSESSMENT
The purpose of this assessment was to measure whether the campaign impacted students’ awareness of the campaign, students’ knowledge of lean protein benefits and available options, and students’ behavior change around healthy eating choices.

Survey questions included:
• Have you heard about the Nourish campaign?
• Which of the following is a lean protein? (check all that apply)
• As a result of the campaign, have you altered the type or amount of lean protein you chose this month?
• As a result of the campaign, have you made any changes to your eating habits?

METHODS
Mobile Data Collection
Mobile data collection was done following the introduction of the second message in November to allow for modification in outreach methodology for the remaining four messages, if indicated. Undergraduate student participants were surveyed in the dining halls across campus, including Newton Campus. The final sample consisted of 242 students (n=242). Limited follow-up mobile data collection was done in April 2014 (n=107)

RESULTS

Campaign Awareness
• Almost half the students surveyed initially in November 2013 were aware of the Nourish campaign
• Among students aware of the campaign:
  o Posters and campaign menu tags in the dining hall were a primary source of campaign awareness, reaching 44%
  o Nonpedagogical outreach, such as Heathapalooza, campaign tee shirts, and word of mouth reached 36%
• Follow-up assessment in April 2014 revealed that >70% of students were aware of the Nourish campaign

Education and Behavior Change
• The majority of students were able to correctly identify lean protein choices (92%)
• Almost 45% of students exposed to the campaign in November reported making or having plans to make diet changes because of the campaign. That statistic improved to 53% in the April 2014 survey. Additionally, those students reported that the campaign was responsible for increasing their motivation to improve eating habits.
• In both surveys, approximately half the students reported eating healthy already and did not see the need to make further changes

LIMITATIONS
• There may have been some bias in which students chose to participate in the survey
• The sample size was small, which limits the statistical “power” of the findings

IMPLICATIONS
This model of collaborative social marketing of a health campaign has proven effective. Partnering with Dining Services extended the reach of the Nourish campaign message as evidenced by the fact that the majority of students learned about the campaign from information placed within the dining halls. Using nonpedagogical approaches to health education through outreach in dining halls, social avenues, and social media reached a broader audience than did traditional educational programming. Future health campaign efforts would benefit from utilizing this collaborative approach to social marketing. Further, assessing a health campaign early on in the process proved a valuable way to improve outreach and direct publicity efforts. Student learning and behavior change were demonstrated and improved over the course of the campaign.

NOURISH POSTER GRAPHICS
PosterPresentations.com

Remember, the fewer the legs the better! What?
Remember, the fewer the legs the better! What?
Vegetarian proteins such as beans and tofu are available
Grilled chicken and salmon are available daily.

DRINK WATER INSTEAD OF SUGARY BEVERAGES

GET YOUR CALCIUM-RICH FOODS

CHOOSE FOODS CLOSE TO THEIR NATURAL FORM
MAKE HALF YOUR PLATE FRUITS AND VEGETABLES
MAKE AT LEAST HALF OF YOUR GRAINS WHOLE

Nourish Healthy Eating Campaign
Posters and campaign menu tags in the dining hall were a primary source of campaign awareness, reaching 44%
Nonpedagogical outreach, such as Heathapalooza, campaign tee shirts, and word of mouth reached 36%
Follow-up assessment in April 2014 revealed that >70% of students were aware of the Nourish campaign
The majority of students were able to correctly identify lean protein choices (92%)
Almost 45% of students exposed to the campaign in November reported making or having plans to make diet changes because of the campaign. That statistic improved to 53% in the April 2014 survey. Additionally, those students reported that the campaign was responsible for increasing their motivation to improve eating habits.
In both surveys, approximately half the students reported eating healthy already and did not see the need to make further changes

Canon EF 28-300mm f/3.5-5.6L IS USM © 2012

• Students’ knowledge of lean protein benefits and available options, and students’ behavior change around healthy eating choices.

Survey questions included:
• Have you heard about the Nourish campaign?
• Which of the following is a lean protein? (check all that apply)
• As a result of the campaign, have you altered the type or amount of lean protein you chose this month?
• As a result of the campaign, have you made any changes to your eating habits?

METHODS
Mobile Data Collection
Mobile data collection was done following the introduction of the second message in November to allow for modification in outreach methodology for the remaining four messages, if indicated. Undergraduate student participants were surveyed in the dining halls across campus, including Newton Campus. The final sample consisted of 242 students (n=242). Limited follow-up mobile data collection was done in April 2014 (n=107)

RESULTS

Campaign Awareness
• Almost half the students surveyed initially in November 2013 were aware of the Nourish campaign
• Among students aware of the campaign:
  o Posters and campaign menu tags in the dining hall were a primary source of campaign awareness, reaching 44%
  o Nonpedagogical outreach, such as Heathapalooza, campaign tee shirts, and word of mouth reached 36%
• Follow-up assessment in April 2014 revealed that >70% of students were aware of the Nourish campaign

Education and Behavior Change
• The majority of students were able to correctly identify lean protein choices (92%)
• Almost 45% of students exposed to the campaign in November reported making or having plans to make diet changes because of the campaign. That statistic improved to 53% in the April 2014 survey. Additionally, those students reported that the campaign was responsible for increasing their motivation to improve eating habits.
• In both surveys, approximately half the students reported eating healthy already and did not see the need to make further changes

LIMITATIONS
• There may have been some bias in which students chose to participate in the survey
• The sample size was small, which limits the statistical “power” of the findings

IMPLICATIONS
This model of collaborative social marketing of a health campaign has proven effective. Partnering with Dining Services extended the reach of the Nourish campaign message as evidenced by the fact that the majority of students learned about the campaign from information placed within the dining halls. Using nonpedagogical approaches to health education through outreach in dining halls, social avenues, and social media reached a broader audience than did traditional educational programming. Future health campaign efforts would benefit from utilizing this collaborative approach to social marketing. Further, assessing a health campaign early on in the process proved a valuable way to improve outreach and direct publicity efforts. Student learning and behavior change were demonstrated and improved over the course of the campaign.

NOURISH POSTER GRAPHICS
PosterPresentations.com

Remember, the fewer the legs the better! What?
Vegetarian proteins such as beans and tofu are available
Grilled chicken and salmon are available daily.

DRINK WATER INSTEAD OF SUGARY BEVERAGES

GET YOUR CALCIUM-RICH FOODS

CHOOSE FOODS CLOSE TO THEIR NATURAL FORM
MAKE HALF YOUR PLATE FRUITS AND VEGETABLES
MAKE AT LEAST HALF OF YOUR GRAINS WHOLE