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<th>Department Name:</th>
<th>Health Promotion</th>
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<td>Program or Service:</td>
<td>NOURISH</td>
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**Brief description of program or service:**
Nourish Healthy Eating Campaign educates students on how to overcome the barriers to eating well in college and how to maintain healthy eating after college. There are six key messages in this campaign that give students the tools to identify healthy choices in the dining halls, choose foods that will boost energy and productivity levels, and avoid eating unhealthy foods because of boredom by introducing healthy options.

**Date:** 6/1/2016

1. **State the formal learning and/or operational outcomes for the program, service, or department:**
   - At least 50% of students surveyed will be able to recall being exposed to the Nourish campaign
   - Students exposed to the Nourish campaign, will be able to correctly identify the six key messages of the healthy eating campaign
   - As a result of the campaign, students will demonstrate plans to make changes in eating habits

2. **Where are these learning outcomes published? Be specific. (Where are the department’s learning expectations accessible to potential students: on the web or in your department’s handouts?):**
   OHP Website (under health campaigns), Dining Services

3. **What data/evidence is used to determine whether participants have achieved the stated outcomes? (What method did you use? What were you measuring?):**
   Mobile data collection was done following introduction of the second message in November 2013 and at the conclusion of the campaign after all 6 messages were introduced in April 2014. Campaign awareness and knowledge gains and behavior change were measured.

   - Questions on the November survey included:
     - How they heard about the campaign
     - Stating the key message being highlighted that month
     - Identifying a lean protein
     - If they've altered the type or amount of protein in their diet
     - If they have or are planning to make changes in their diet

   - Questions on the April survey included:
     - If they are familiar with the campaign
     - Knowledge about healthy eating
     - Motivation to improve eating habits
     - Changes to eating habits
     - Which message provided most valuable information
     - Preferred methods for receiving healthy eating information
### 4. Who collects and interprets the evidence? When and how often does this occur? Who assists in interpreting and analyzing the data?:

Office of Health Promotion staff and Dining Services staff collected and interpreted the evidence following each data collection point (ipod touches in the dining halls). Data was collected in November 2013 (to assess exposure to the "lean protein" message) and again in April 2014 to assess the impact of the entire campaign (all six key messages cumulatively). Data was analyzed by OHP staff.

### 5. Individuals with whom the data is shared (list primary and secondary stakeholders and narrative as to why):

Data was shared with the Office of Health Promotion staff, Dining Services, Division of Student Affairs, Assessment showcase poster, NECHA annual meeting presentation to demonstrate the efficacy of a collaborative, social marketing campaign targeted at raising awareness around eating behaviors in college.

### 6. What changes have been made as a result of using the data/evidence? (What was the change? What data led you to make that change?) If no change, indicate why.:

Based on the positive findings, no significant changes were made to campaign messages. A few logistical changes were implemented:

- Data collection after one month revealed that campaign messaging via some channels were more noticed than through other channels. This information led to greater use of the channels that gave greater exposure to campaign messages
- Campaign continued into second year using channels found to be effective (social media, dining hall messages)

Data to support positive impact of campaign:

- Almost half the students surveyed initially in November 2013 were aware of the Nourish campaign
- 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.

### 7. How do you know that the changes have resulted in improved learning outcomes? (continuous improvement evidence):

- The percentage of students aware of the campaign increased at the campaign conclusion compared with the assessment earlier in the campaign. The channels used for education could have contributed to this effect in addition to the increased length of time students were exposed to the campaign message