Fruits and Vegetables: Get FRUVED!

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Obesity Trends* Among U.S. Adults
BRFSS, 2010

(*BMI ≥30, or ~30 lbs. overweight for 5’ 4” person)
Community Based Social Marketing Participatory Action Research
The objective of this study was to use CBPR methods to develop and pilot test a social marketing campaign on a college campus.
A community based participatory research model

- Nutrition Student Association
- Media Arts Student Association
- UT Dance Team
- Student radio station
- Student television studio
- Student newspaper
- University Dining Services
- University housing
you can go
FRUVE
yourself.
I Wanna Fruve You
Wanna Fruve?
Just Fruving
Fruve You
» Convenience sample of online pre-surveys (n=329)
  > Demographics, diet and physical activity behavior, and goal setting

» Emailed online post-surveys (n=101)
  > preferences of campaign strategies and incentive giveaways

» Post intervention video-taped interviews (n=48)

Evaluation
<table>
<thead>
<tr>
<th>Goal</th>
<th>% Set Goal Pre</th>
<th>% Change Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat more fruits</td>
<td>39%</td>
<td>19%</td>
</tr>
<tr>
<td>Eat more vegetables</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Eat less saturated fat</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Eat fewer sweets</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Eat smaller portions</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Drink fewer sugar-sweetened beverages</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Use the stairs instead of the elevator</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Walk around campus instead of using the bus</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Lose one to two pounds</td>
<td>23%</td>
<td>19%</td>
</tr>
</tbody>
</table>
83% made at least one health-focused behavior change because of the campaign's effectiveness in improving students' health behavior.
Preferred Campaign Strategies among a Sample of College Students.

- Incentive Giveaways
- Character Interactions
- Facebook
- Website
- Posters
- Newspaper
- Television
- Radio
Preferred Incentives among a Sample of College Students.

- Coupons
- Bags
- Food
- Water Bottles
- T-shirts
Post-Intervention Interviews
» Incorporate more interactions in the dining halls
» Increase the duration of the campaign
» Increasing exposure/events around campus

Recommendations for future campaigns
» One week period
» Convenience sample
» One campus
» Response rate

Limitations
» Expanded campaign length of time
» Simultaneously implementation at multiple locations
» Expanded competition
» Collegiate branding and mascots
» More process evaluation
» Cost-effectiveness evaluation

» Future research is needed to test the effectiveness of this campaign design using a randomized controlled trial model, longitudinally, and with diverse campus environments.
References


GO GET FRUVED!!

QUESTIONS?

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