

# A Social Marketing and Environmental Change Intervention: Get Fruved Years 01-03

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## Abstract

**Objective:** To describe Get Fruved year 03 components and outcomes.

**Description:** Get Fruved is a health promotion intervention utilizing Community Based Participatory Research to develop and test a social marketing and environmental change intervention to prevent unwanted weight gain among older adolescents. The intervention was developed, refined, and pilot/feasibility tested at four intervention colleges with four other colleges as control. One high school (HS) served as a site for initial development and feasibility testing of the program and data collection tools.

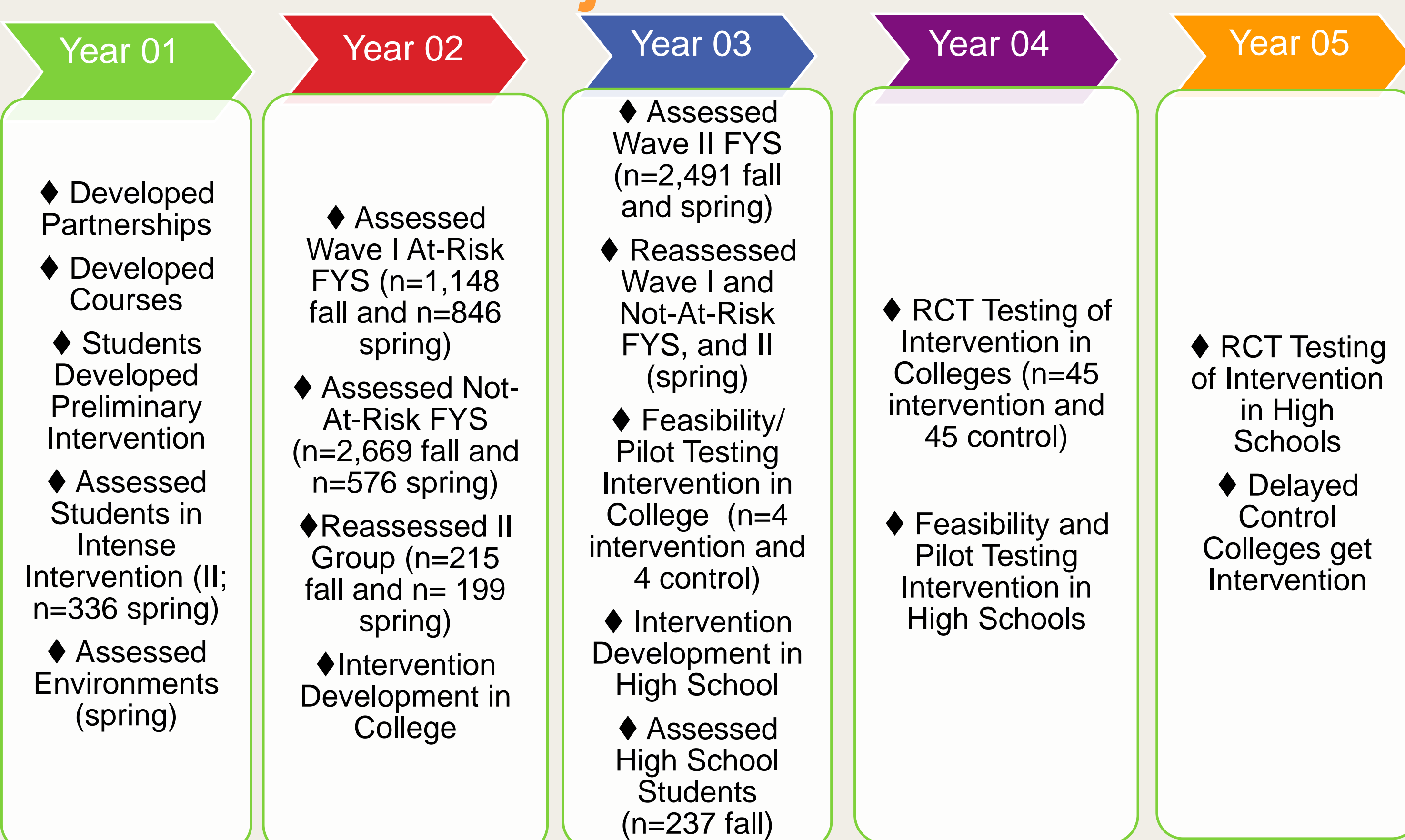
**Evaluation:** In 2015-2016 (college wave I), 215 non-first year students and 1,148 first year college students (FYCS) completed physical assessments and online surveys and 2,669 FYCS completed online-only surveys. In fall 2016, wave II online survey assessments were completed with 2,491 new FYCS and 237 HS students. Weight was the primary outcome, but since the intervention focused only on obesity-prevention health-related behaviors, numerous health-related behaviors were assessed.

**Conclusions and Implications:** Two-year post assessments with college wave I, and one-year post assessments with college wave II were completed in May 2017. As of year 03, twelve new instruments/methods have been developed/validated, three college courses created, seventy-five presentations conducted, and a college toolkit (providing a systematic approach to promoting health for obesity prevention) has been developed for national testing and dissemination. In year 04, intervention refinement and feasibility testing will occur on eight additional HS campuses. In years 04 and 05 the toolkit will be tested for effectiveness using a Randomized Control Trial design on new college and HS campuses.

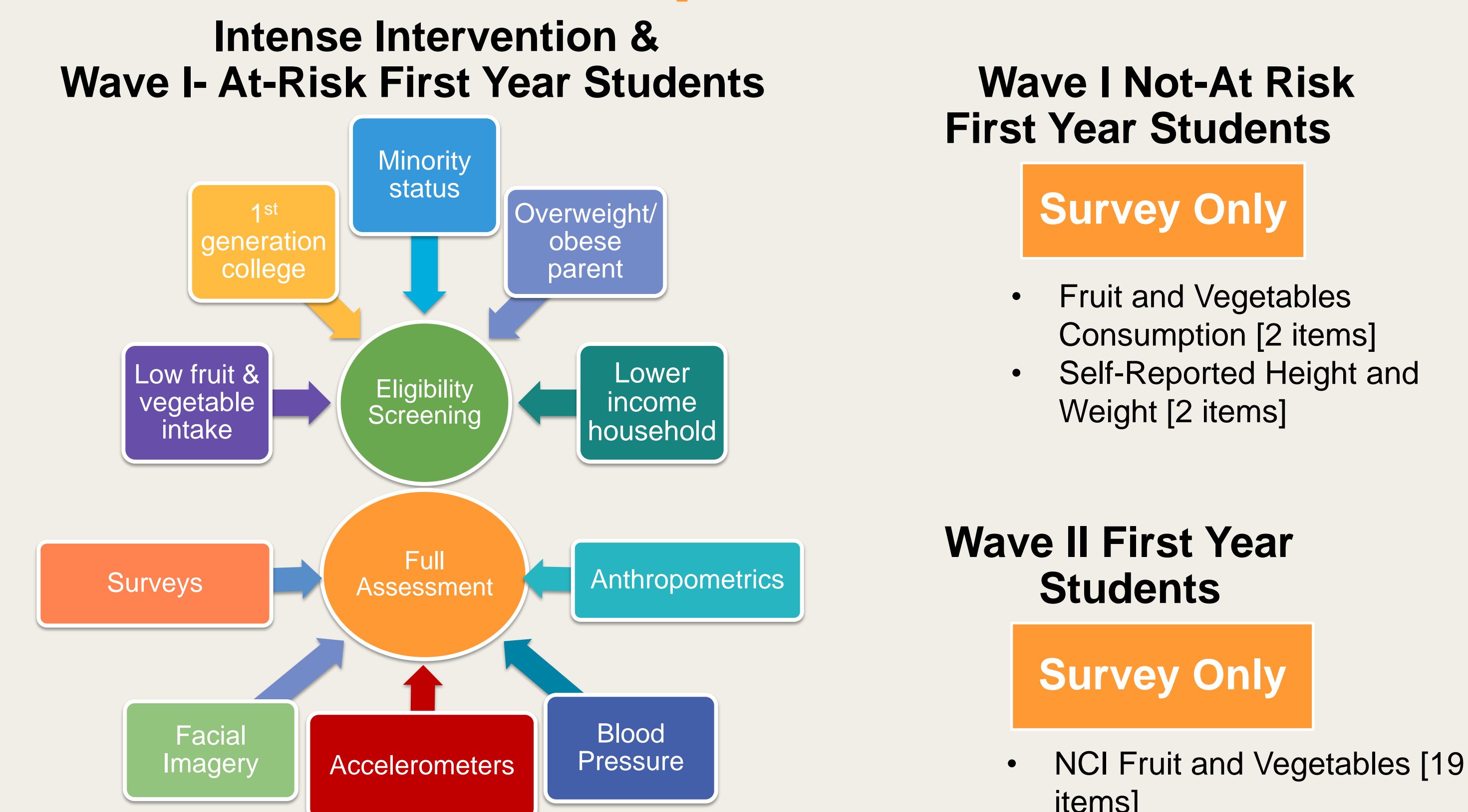
## Project Goal

Get Fruved is a health-promotion intervention utilizing Community Based Participatory Research. Project researchers have developed a social marketing and environmental change intervention to prevent unwanted weight gain among older adolescents at four intervention colleges with four other colleges as control. The non-diet approach used by the project promotes healthy behaviors associated with weight management; healthy behaviors include improving dietary intake patterns (increasing intakes of fruits and vegetables, decreasing food high in saturated fats and added sugars), increasing physical activity, and improving stress management (including sleep).

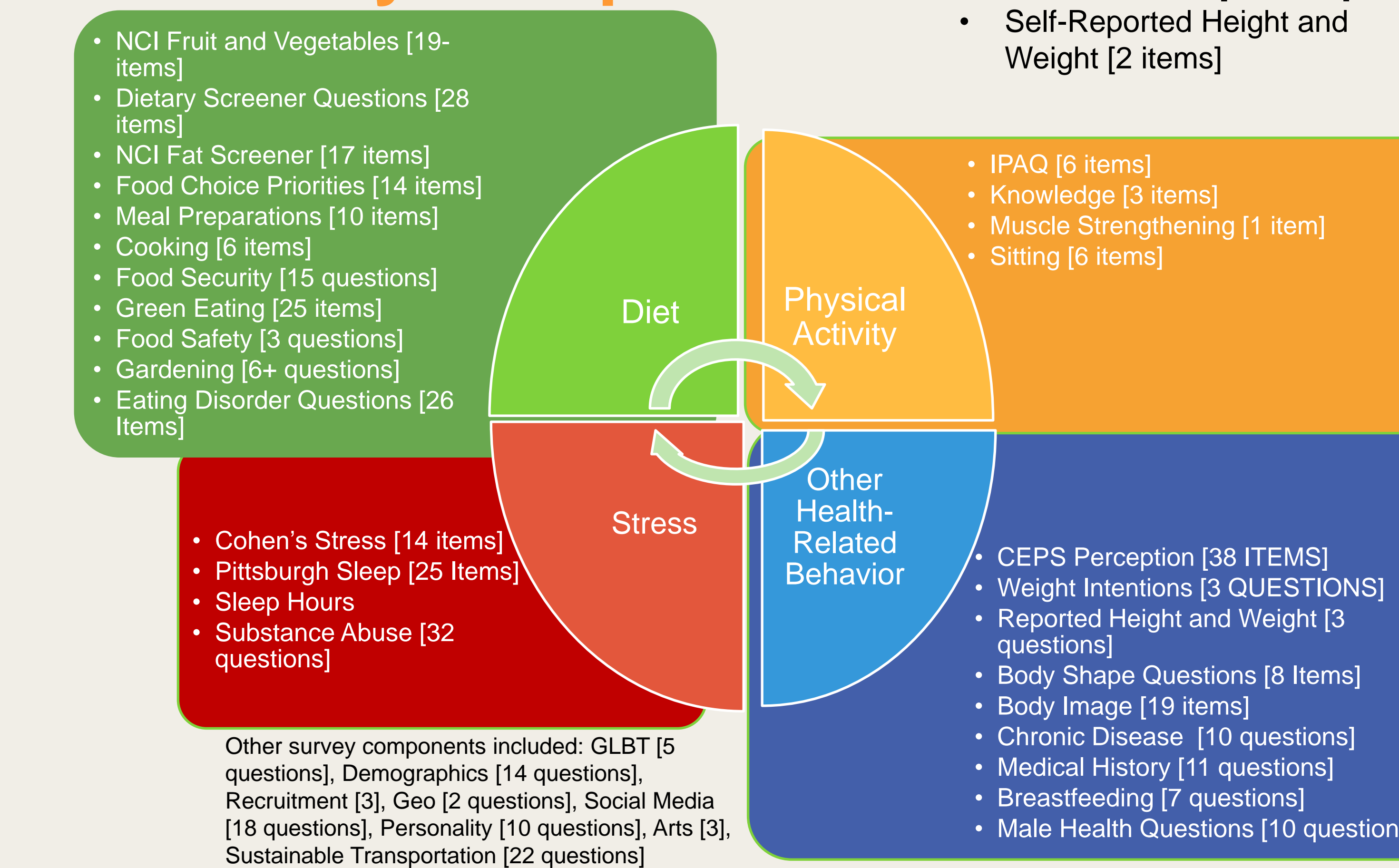
## Overview of Project



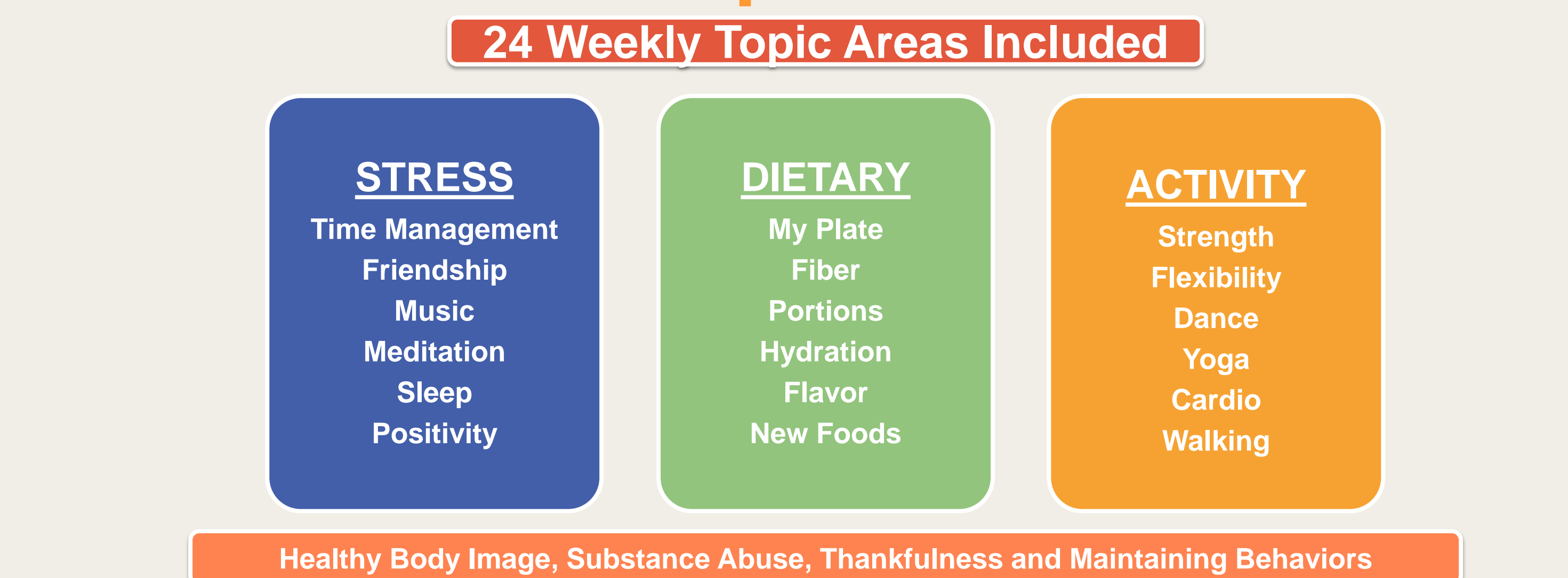
## Assessment Components



## Full Survey Components

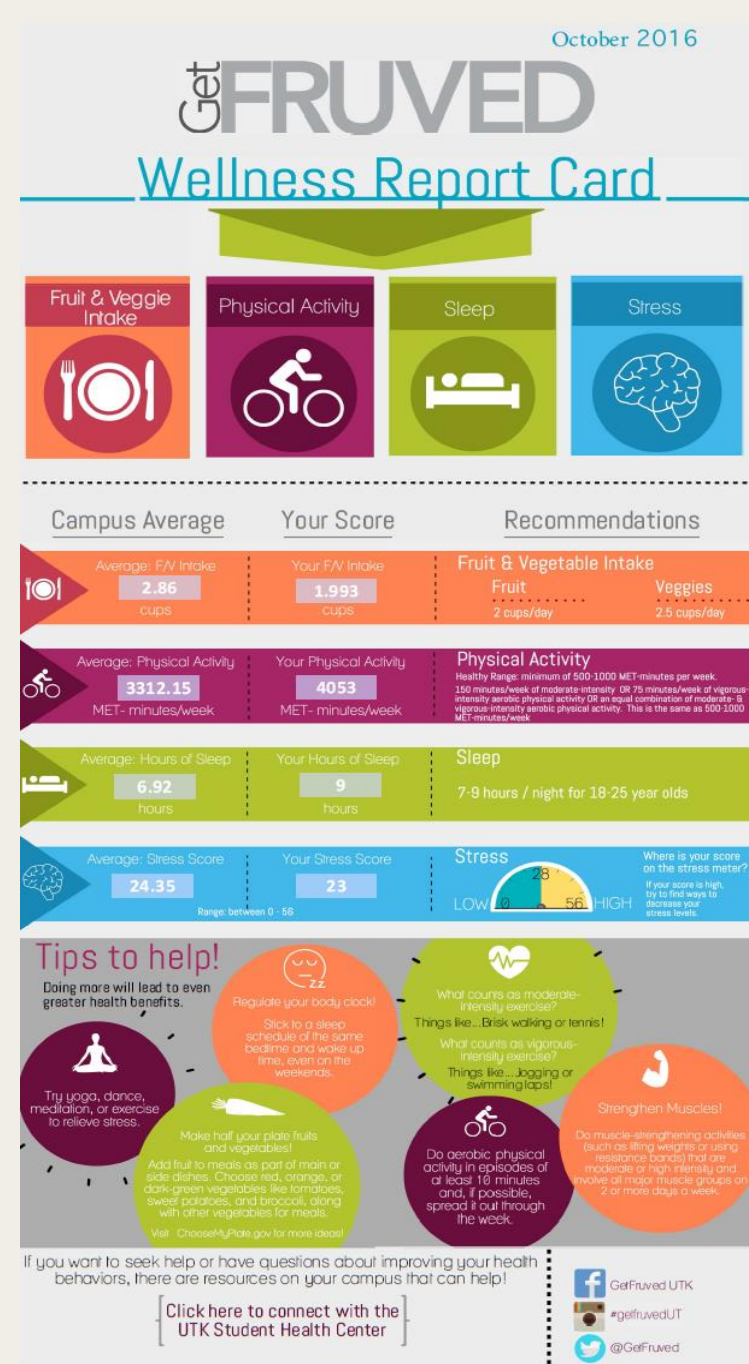


## Intervention Components



## ToolKit Components

- FALL**
- Surveys
    - College Environment Perceptions Survey
    - Readiness to Change Survey
    - Student Priorities Survey
    - Wellness Report Cards
  - Healthy Campus Environmental Audits
    - FRESH (Dining Environmental) Audit
    - SHELF (Convenience Store) Audit
    - VENDING (Vending Machines) Audit
    - PACES (Physical Activity) Audit
    - Walkability/Bike-ability Audit
    - POINTS (Policy) Audit
    - Campus Environmental Demographics Audit
  - First meeting with health-related organization leaders to identify needed health promotion activities, develop calendar of events to market
  - Market health and health-related activities on social media (at least 1 per week)
  - Implement two health promotion activities throughout the fall
  - First online progress report
- SPRING**
- Second meeting with health-related organization leaders to discuss findings from surveys and audits
  - Town Hall Meeting to discuss findings and priorities
  - Second online progress report
  - Third meeting with health-related organization leaders to discuss outcomes from town hall meeting and plan for advocacy
  - Meeting with administrators to advocate for environmental change
  - Implement two health promotion activities throughout the Spring
  - Ripple Mapping Focus Groups
  - Third online progress report



**Next Steps** Data analysis will continue. See attached reference list for current outputs.

