Own Your Own Health: Influencing Healthy Behaviors in Underserved Areas Through On-line Challenges

Elizabeth Gollub PhD, MPH, RD, School of Nutrition and Food Sciences, LSU AgCenter, Baton Rouge, LA
Durand "Rudy" Macklin, Director, Bureau of Minority Health Access and Promotions, LA Dept. of Health, Baton Rouge, LA
D'Andra Bradford Odom, MPA, Bureau of Minority Health Access and Promotions LA Dept. of Health, Baton Rouge, LA

PROGRAM DESCRIPTION
Own Your Own Health (OYOH) is an on-line health promotion program of Louisiana’s Bureau of Minority Health Access. It uses community-based recruitment techniques in underserved areas to engage participants in game-like fitness challenges, nutrition/fitness/health messages, and communication of strategies and successes to encourage healthy lifestyle choices.

OBJECTIVE
The OYOH program evaluation explores the influence of annual on-line fitness challenges on adoption and maintenance of healthier eating and physical activity behaviors among Louisiana’s adult, first-time OYOH annual challenge participants.

METHOD
Two on-line surveys were implemented annually for three years (2016-2018). A baseline survey was linked to program registration; a 6-month follow-up survey was linked to baseline survey participation. Healthy eating indicators included vegetable, fruit, whole grain, sodium, and fat consumption. Physical activity indicators included time spent being active/inactive. Demographics were collected; data was self-reported.

RESULTS

**CONCLUSIONS**
The OYOH program appears to be reaching Louisiana’s minority communities and influencing eating and physical activity behaviors. However, increased participation in follow-up assessments is needed to more rigorously evaluate program efficacy and inform future applications.