

Nutrition Resources Survey for UBC Students

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Background



Our partner: UBC Wellness Centre - supports health & wellbeing of students



1. University is the opportune time to develop lifelong healthy eating habits.

2. There have been **limited** education resources for students to learn more about healthy eating

3. Currently available nutrition education resource are unpopular and infrequently accessed.

Main Goal

The Wellness Centre would like to change this by offering resources that are **more** appealing to UBC students

Our Role:

To enrich UBC Wellness Centre's understanding of what UBC students want with respect to food and nutrition education such as topics of interests and resource formats.



Project Objectives



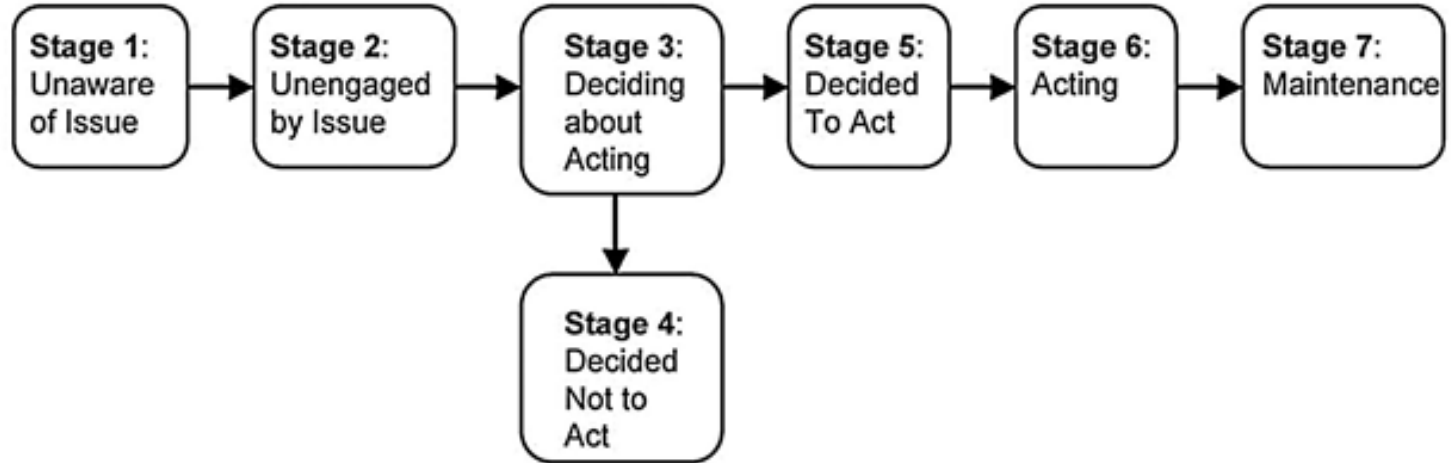
Short term:

- To formulate one **Qualtrics survey** designed for UBC students by mid February.
- To reach a minimum of **200** UBC students participating in our survey by reaching them online and/ or in person by first week of March.
- To provide a **summary** of relevant data of student's interest for the UBC Wellness Centre by the end of March.

Medium and Long term:

- Increase participation at nutrition workshops, provide suggestions to the UBC Wellness Centre

Precaution Adoption Process Model

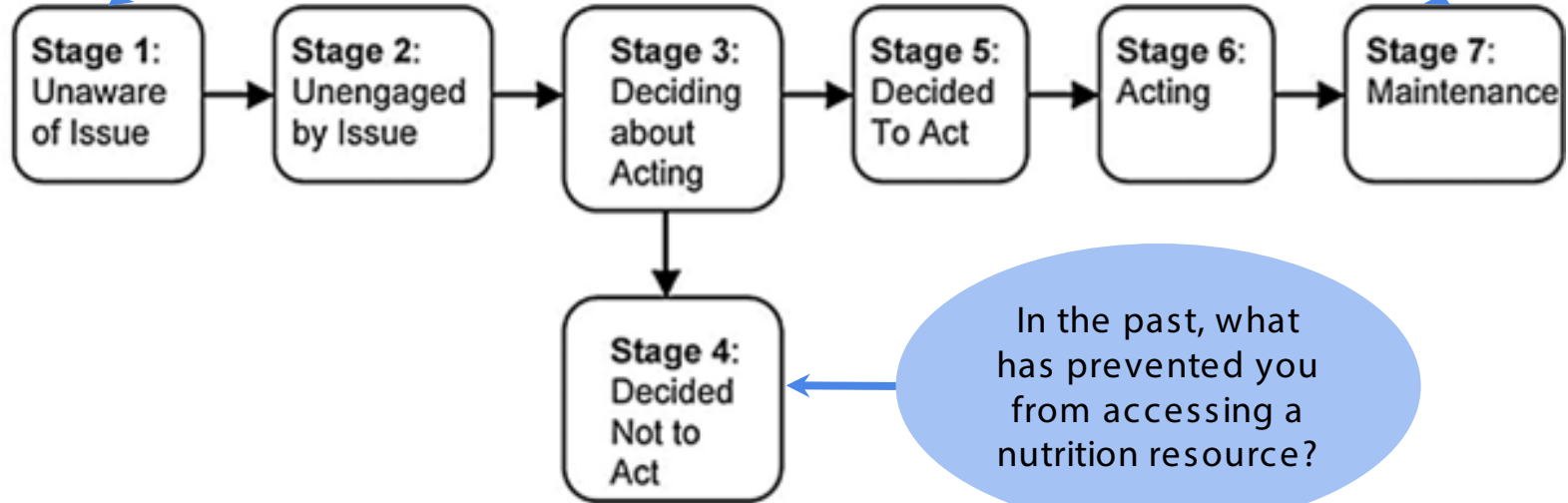


Why did we choose the Precaution Adoption Process Model?

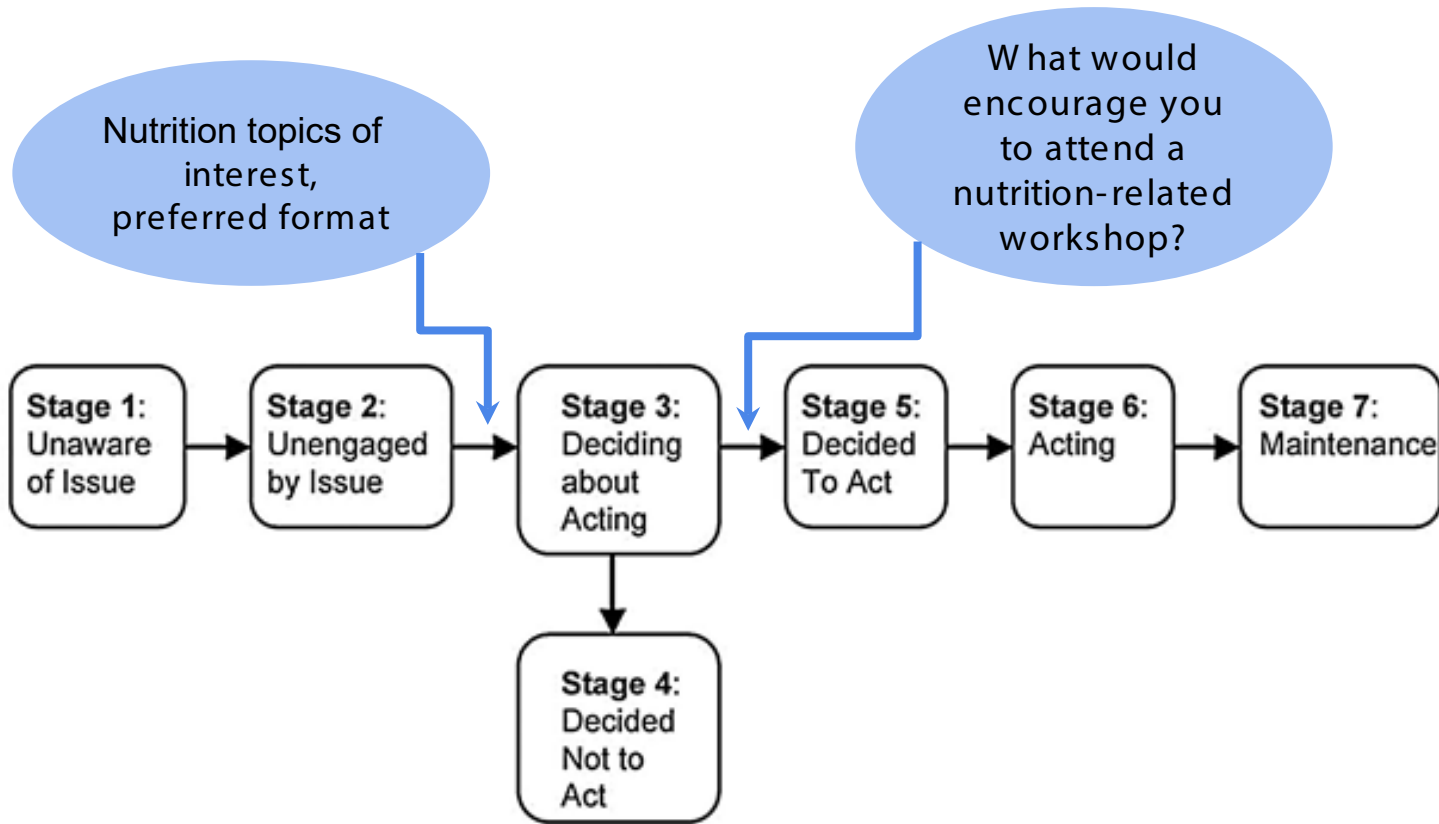
- This model aligns with the purpose of the project: to try to understand the reasons behind the behaviour of the UBC students, on an **individual level** .
- This model shows the different stages that a person goes through before deciding to act.

Have you heard of the UBC Wellness Centre before? If yes, please specify from where.

(Out of the nutrition resources you have accessed in the past) these resources were...



In the past, what has prevented you from accessing a nutrition resource?



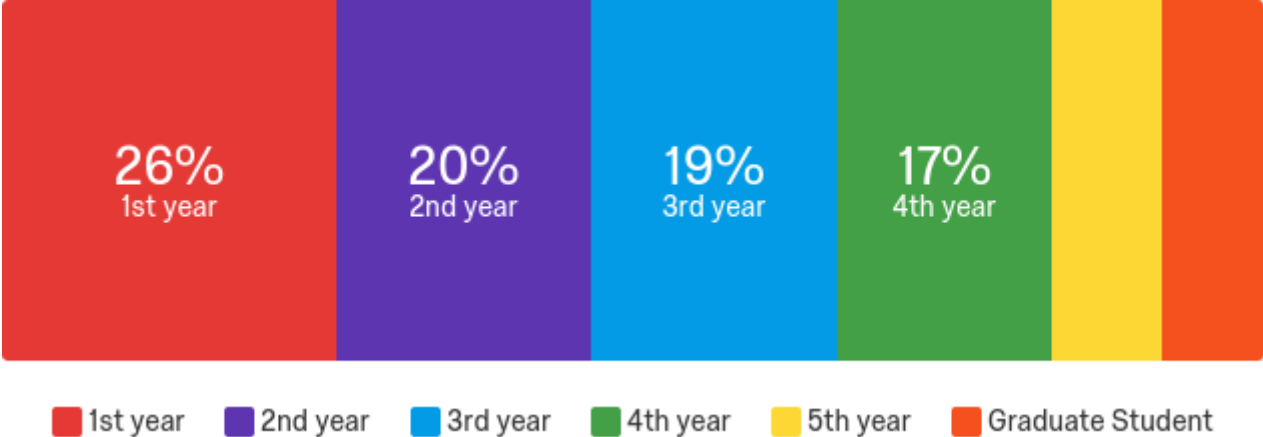
Program Outputs



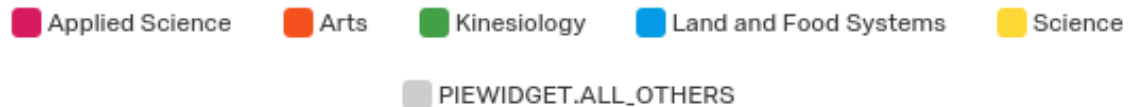
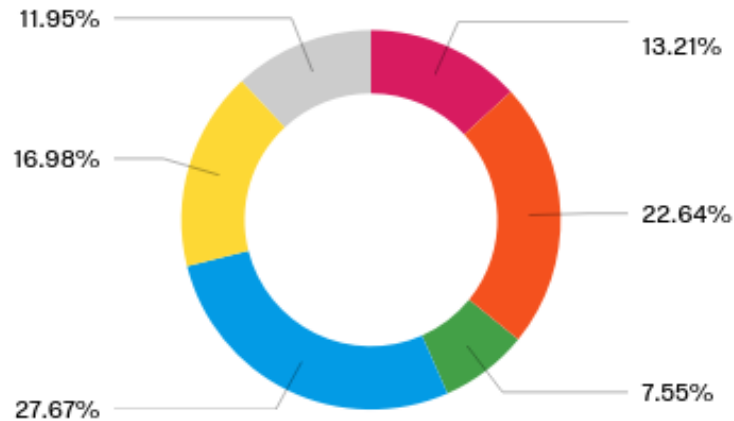
The survey:

- # of responses: **160**
 - # of days spent surveying: **February 26th to March 12th**
 - # of posters we distributed throughout campus: **15**
 - # of online posts or messages: **55**
 - # of student organizations that help us spread the post: **10**
 - # of class announcements: **4**
- # of professors who provided the survey link to their students: **6**
 - # of people we surveyed with ipads: **~ 30 students**

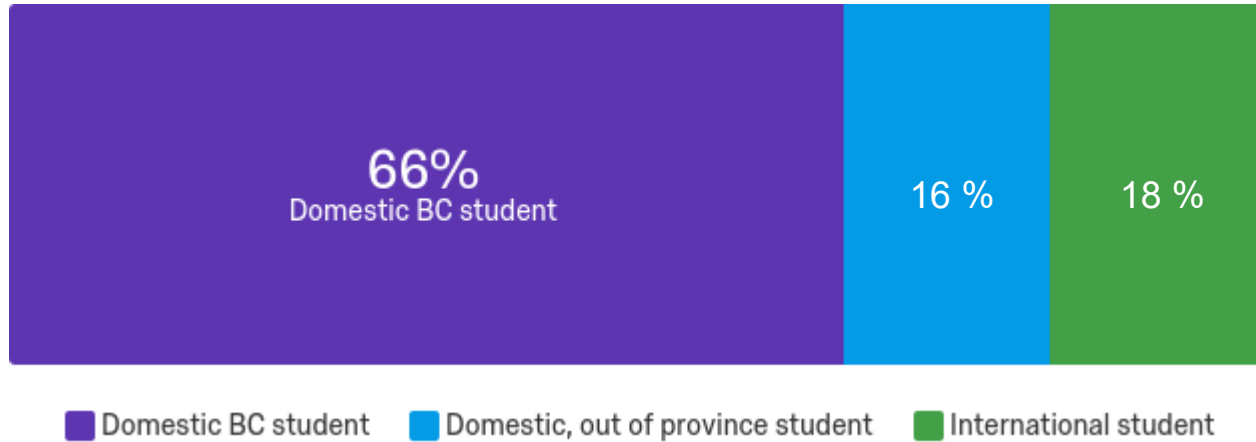
Program Outputs: Who responded?



Program Outputs: Who responded?



Program Outputs: Who responded?



Program Outputs: What did they say?*



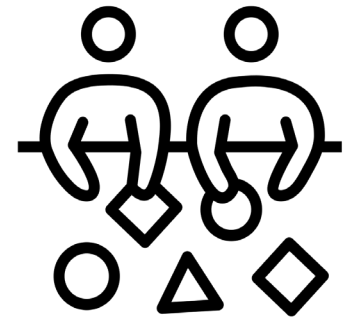
- **61%** of students aware of the UBC Wellness Centre!
Of all nutrition resources available, **26% of students accessed them on UBC campus** .
Students want **practical strategies** (specifically for students) to increase their nutritional knowledge.
- Students are most encouraged to use nutrition resources that...
 - Provide free food (82%) or take-home items (58%), lead to the development of practical skills (58%), or is focused on hands-on learning (59%).

*Snapshot of results. Further analysis in report.

What format do the students prefer?

From most preferred to least preferred:

1. Website material (e.g. newsletter, blog post)
2. Social media (e.g. post, video, podcast)
3. In-person event (e.g. workshops, cooking classes)
4. Apps on phones
5. In print (e.g. handout, poster)



What do we recommend?

Nutrition topics:

- Typical problems
 - Stress eating, food cravings
- Practical skills and strategies
 - Meal prep
 - Cooking on a budget
 - Food preparation and storage



Format:

New format:

- web-based

Improving workshops:

- Hands-on
- free food, take-home items
- Drop-in style



Evaluation



Using our logic model to evaluate our entire project

- **Process indicators**
 - Creating the survey, distributing and advertising the survey, and finish analyzing the data
- **Outcome indicators**
 - Getting 160 survey participants, and having our analysis and recommendations sent to our community partner

Lessons Learned



What are the most important things you learned from this process?

- Developing survey questions is more complicated than anticipated
- Logic model helped us frame our project
- Communication and teamwork is the key to success

If you had it to do over again, what would you do differently and why?

- Better promotional strategies
- Try not to ask too many things in a single question
- Pilot test the survey

Thank you for listening!

Questions?
