



Healthy Beverage Initiative

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Agenda

Background Context

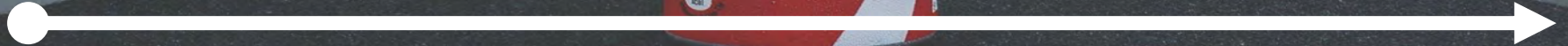
- Project Description
- Literary Support

Our Research

- Goal
- Objectives
- Methods
- Results

Preliminary Recommendations

- Potential Actions
- Potential Research



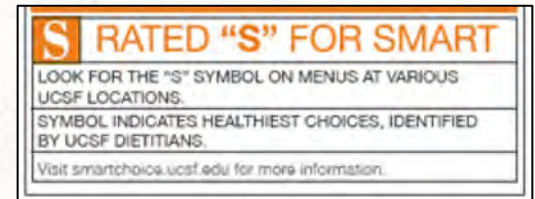
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Background/Context

Project Description

UCSF HBI - 2 Minute Video

- Discussed consequences of sugar consumption
- Eliminated **sugar-sweetened beverages (SSBs)**
- Replaced SSBs by selling only **zero-calorie waters, plain milk, coffee, tea, diet beverages and 100% pure fruit juices**
- Implemented “Smart Choice”



Sugar-Sweetened Beverages



Healthier Beverage Options



NO CALORIC SWEETENERS



100% PURE FRUIT JUICES



DIET ONLY



UBC HBI



UBC



Stakeholders



Student-Lead Research
Projects

Benefits of UBC HBI

- ✓ Improved **short- and long-term health and wellbeing** of each UBC community member
- ✓ Provides an opportunity for UBC to work towards becoming a **wellbeing promoting institution**



Literary Support

- Dhillon's study on 11,000 students in BC concluded that **availability** of unhealthy foods was linked to **higher consumption of these foods** (n.p.)
- Consumption of SSBs has positive associations with **body weight and risk of obesity** and negative associations with intake of important **micronutrients** (Euna and Powell 43)
- Potentially lead to health problems in the future, such as **body weight issues, dental caries, type 2 diabetes, and cardiovascular disease** (Euna and Powell 43)



Literary Support

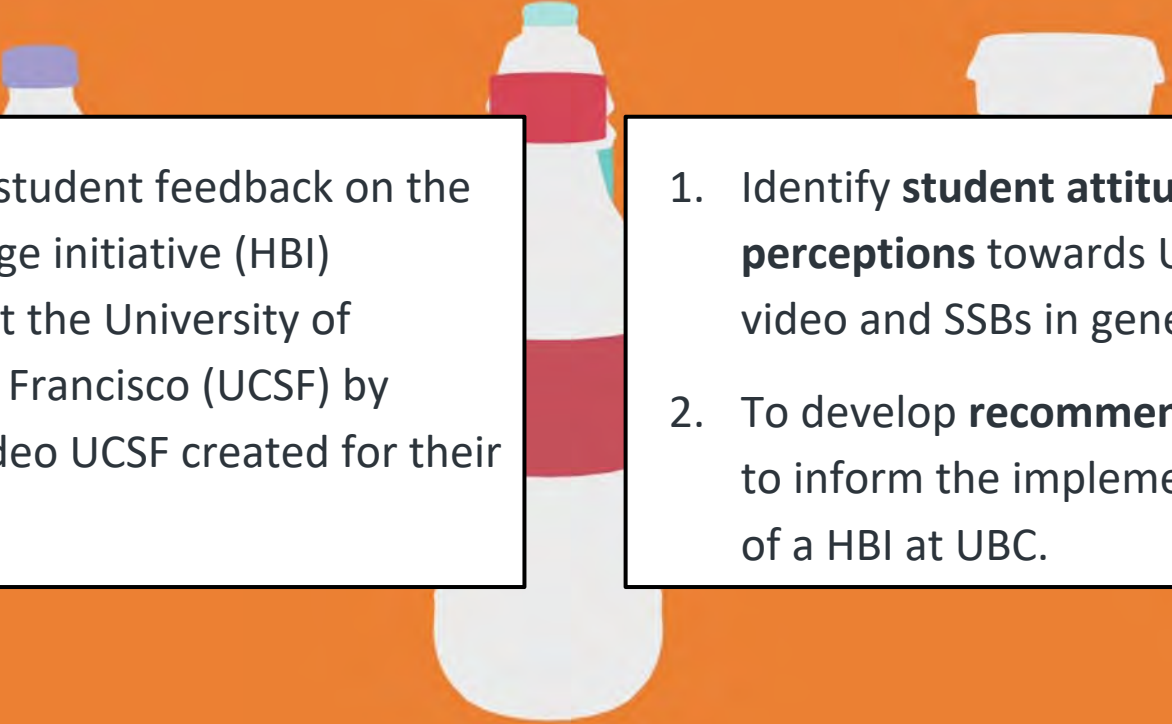
- Reducing or eliminating SSB consumption and replacing it with water consumption can result in a **reduced risk of diseases later in life** (National Academies of Sciences, Engineering, and Medicine 2)
- Young adults are impressionable and encouraging tap water in place of SSBs in school settings can **help form healthy habits**, even later in life outside of school (Parr and Toor 2)
- Students' dietary intakes improved when **access to healthy foods at school** increased (Mansfield and Savaiano 543)





Our Research

Research Goal



To obtain UBC student feedback on the healthy beverage initiative (HBI) implemented at the University of California - San Francisco (UCSF) by evaluating a video UCSF created for their HBI.

Research Objectives

1. Identify **student attitudes and perceptions** towards UCSF's HBI video and SSBs in general.
2. To develop **recommendations** to inform the implementation of a HBI at UBC.

Research Methods (Literature Review)

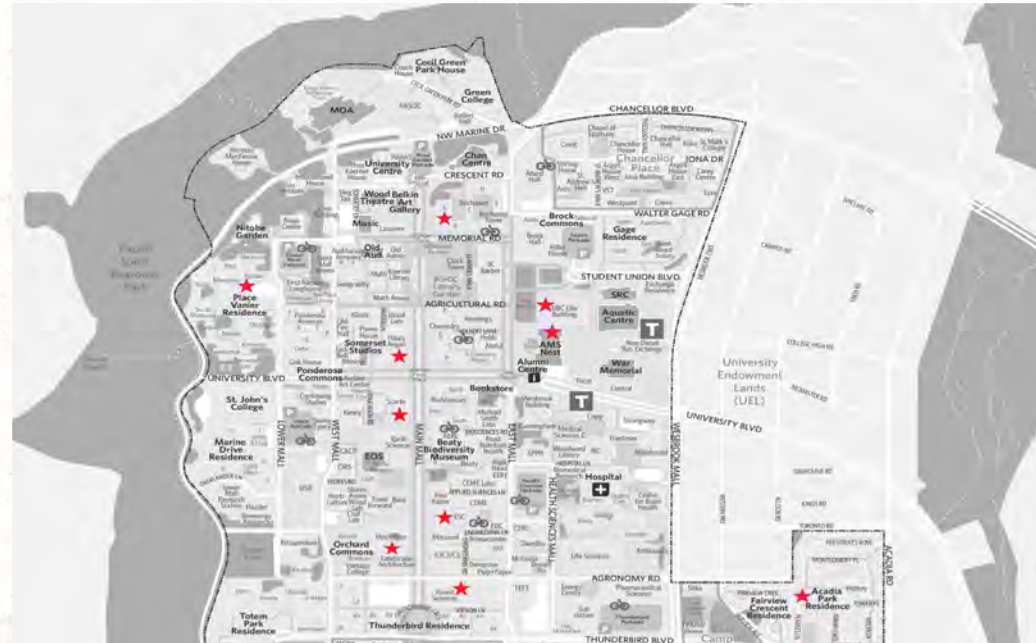
What?	Our individual papers and the confidential document provided by our stakeholders
Who?	Us and our stakeholders
When?	Prior to interviewing
Why?	To help us make preliminary recommendations



Research Methods (Interviews)

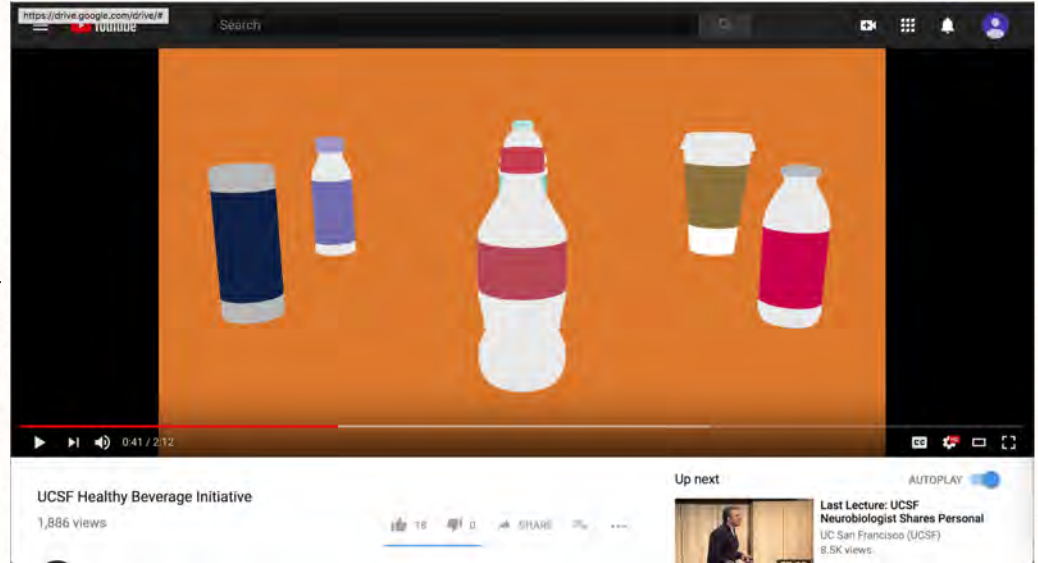
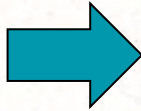
What?	Community-Based Action Research - Interviews
Who?	50 undergrad/grad UBC students from various faculties and programs
How?	Approached every 5th person near the front doors of each location Showed HBI video by UCSF Asked 16 questions total Recorded answers in Excel spreadsheet on personal computers Manually analyzed and coded data
Why?	Locations were picked to accommodate variety of UBC students Interviews held to obtain student feedback and concerns

Where?



Questions (pre-video)

1. Are you a **graduate** or **undergraduate** student?
2. What **year standing** are you in at UBC?
3. Which **faculty** are you primarily associated with?
4. What **program** are you in at UBC?
5. Are you a **domestic** or **international** student?
6. What **language** do you prefer to communicate in?

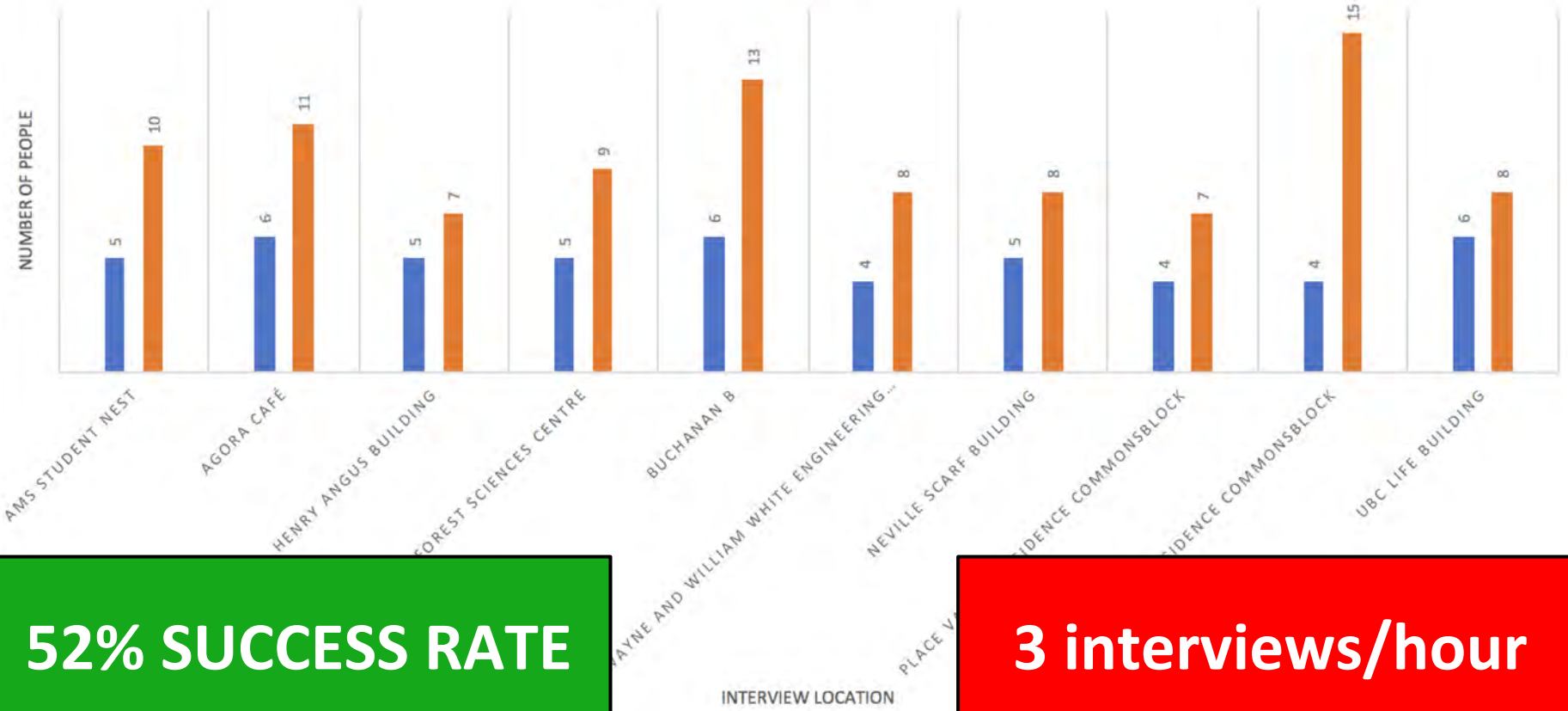


Questions (post-video)

7. Are there any points of the video you need **clarification** on?
8. What are your **thoughts** about this video?
9. Was there something in the video in particular that you **liked**?
10. Was there something in the video in particular that you **disliked**?
11. Was there a part of the video that made you **reflect** on your own consumption habits?
12. a) Is there something you would **change** about your consumption habits after watching the video?
b) What is the change and what prompted the change?
13. How do you feel about UCSF **replacing SSBs** with **healthier beverage options**?
14. a) How effective was the **video format** as a way to spread the awareness of the health effects of SSBs?
b) What other formats do you see as being **more effective**?
7. a) Would this be an initiative that you'd support at UBC?
(YES) What specifically about this initiative do you **support**?
b) (NO) What **concerns** do you have about this initiative?
8. Do you have any **other** thoughts or comments or questions about the video?
[space for miscellaneous information about the interviewee]

INTERVIEW SUCCESS

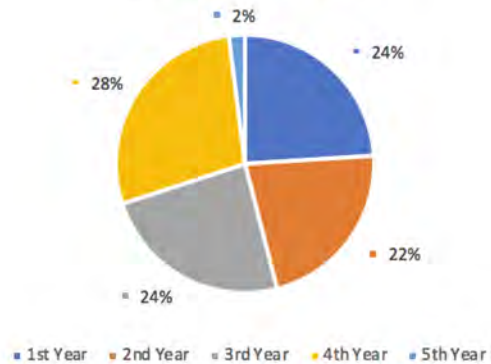
■ Number Interviewed ■ Number Approached



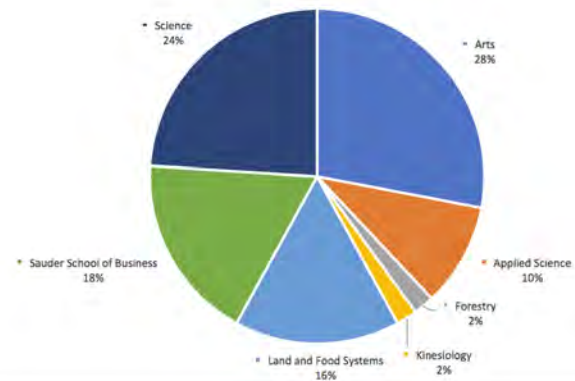
52% SUCCESS RATE

3 interviews/hour

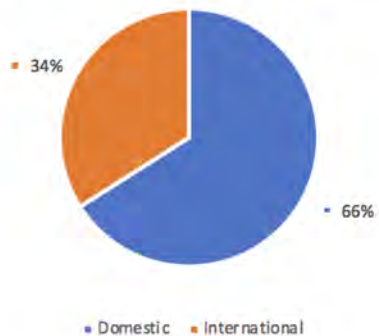
Year Standing at UBC



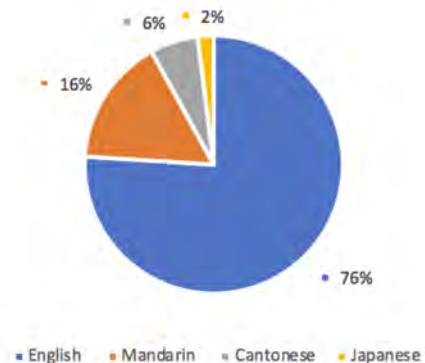
Faculty at UBC



Domestic/International Student



Preferred Language



Research Results



8. What are your initial thoughts about the video?

Clarity

Research Results

Length

“

9. Was there something in the video in particular that you **liked**?

Statistics/Facts

Animations/Visual
Appeal

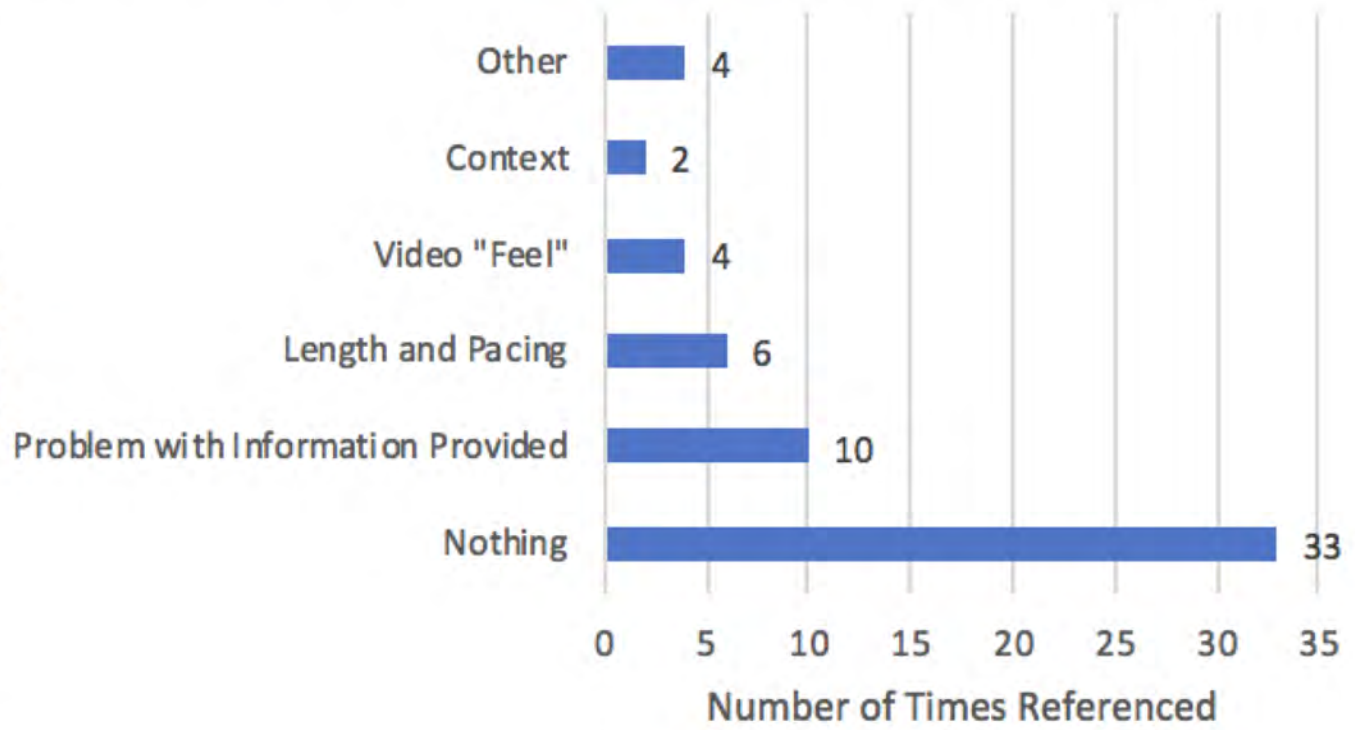
Research Results



10. Was there something in the video in particular that you **disliked**?

Elements of the Video the Respondents Disliked

What the Respondents Disliked About the Video



Research Results



16. Would this be an initiative that you'd support at UBC? (YES) What specifically about this initiative do you **support**? (NO) What **concerns** do you have about this initiative?

YES	PARTIALLY	NO
62%	18%	20%

Research Results

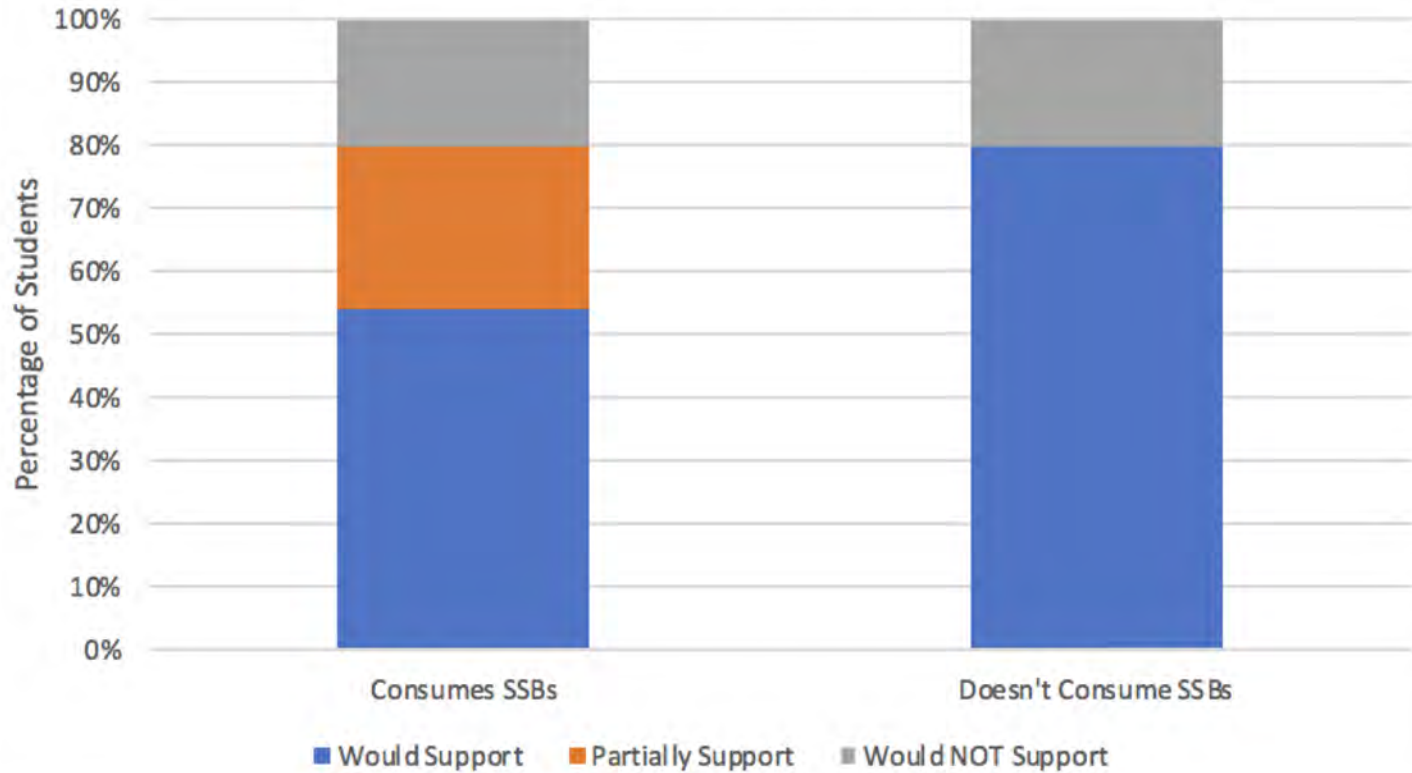


77.4% were NOT LFS students

UBC? (YES) What
(NO) What

YES	PARTIALLY	NO
62%	18%	20%

Level of Support of HBI at UBC





Preliminary Recommendations

Potential Actions

KEEP

- ✓ Video format
- ✓ Statistics, facts and animations in video
- ✓ Move forward with HBI at UBC
- ✓ Choice to still bring own beverages on campus
- ✓ Students involved in the implementation process

IMPROVE

- Need additional formats to compliment video
- Add subtitles
- Clear promotion of water over diet beverages, milk and 100% fruit juices
- Improved pre-initiative for better education on initiative purpose
- Clarify that cost for students won't be affected

Potential Research

Should we be targeting/villainizing sugar?



Plastic bottles



filtered water fountains/sources



The relationship between “diet” beverages and health

Conclusion

- Gathered opinions of UCSF video and UCSF HBI by interviewing **50 random UBC students for 10 minutes each**
- Video format is **effective** but **additional formats** required
- Majority of students interviewed **would support HBI** at UBC
- **More research and actions** are necessary to address student concerns

QUESTIONS/COMMENTS?

Works Cited

Burns, Janice C., Cooke, Deanna Y., Sweidler, Christine. "A Short Guide to Community Based Participatory Action Research." *Healthy City*, 2011. Web. 28 Jan. 2018.

Dhillon, Sunny. "UBC study links access to sugary drinks to student obesity" *Globe & Mail* (Toronto, Canada), 2014, pp. A7.

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