

April 2019

Ride Your Way To Wellness: A Health Promotion Program for College Students Living on Campus

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Abstract

Ride Your Way to Wellness is a four week challenge for Housing residents. On different days of the week, students earned points for their team of two and competed for prizes by completing an activity related to one of the following areas of wellness - emotional well-being, academic success, physical activity, sleep, nutrition, and financial awareness. The purpose is to engage residents in their housing and campus community through increasing exposure to and interaction with resources that support their well-being. There was noticeable improvements in knowledge of resources and well-being of students.



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I. Introduction



Overview: Four-week challenge created by BroncoFit. On different days of the week, students earned tickets for their team of two by completing an activity related to one of the following areas of wellness; emotional well-being, academic success, physical activity, sleep, nutrition, and financial awareness. Bonus activities, approximately three per week, allowed teams to get extra tickets which increased their chances of winning weekly prize raffles.

Purpose:

- Engage residents in their housing and campus community through increasing exposure to and interaction with resources that support their well-being
- Provide a fun, encouraging way for students to increase awareness of and habits related to areas of wellness

ride YOUR WAY TO WELLNESS FEB/MAR

| | ACADEMIC | NUTRITION | PHYSICAL | SLEEP | EMOTION | FINANCIAL |
|------|-------------------------------------|-----------------------------|---|-----------------------------|------------------------------------|---|
| SUN | MON | TUES | WED | THURS | FRI | SAT |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| rest | Plan a group study session | Eat a healthy breakfast | Walk on the greenbelt for 30 minutes | Go to bed before 10:30 PM | 5 random acts of kindness | Create a monthly budget |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| rest | Stay off social media for 24 hours | Eat 1 extra fruit or veggie | Create a new exercise plan for the week | Shoot for 8+ hours of sleep | Practice meditation | Look at your bank statement: check spending |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| rest | Complete an assignment 48 hrs early | Drink 64+ oz of water | Invite a friend to workout | Take a 20-30 minute nap | Introduce yourself to 2 new people | Kept your budget? Treat yourself. |
| 24 | 25 | 26 | 27 | 28 | 1 | 2 |

NICE WORK!
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II. Methods

Population: College students residing in University housing (152 participants total, 92 weekly average)

Tools: Recruitment consisted of electronic flyers, social media, posters, and promotional events throughout campus and housing. Electronic registration survey collected to gather general health habits of participants. Weekly, web-based surveys were used to track participation based on self-reporting via email. Social media used to post reminders, bonuses, and updates.

Design: Teams of two registered through QR code or link provided on flyers. Participants participated together or individually for challenges or bonuses. Prizes provided to teams based on random drawing from web-based surveys.



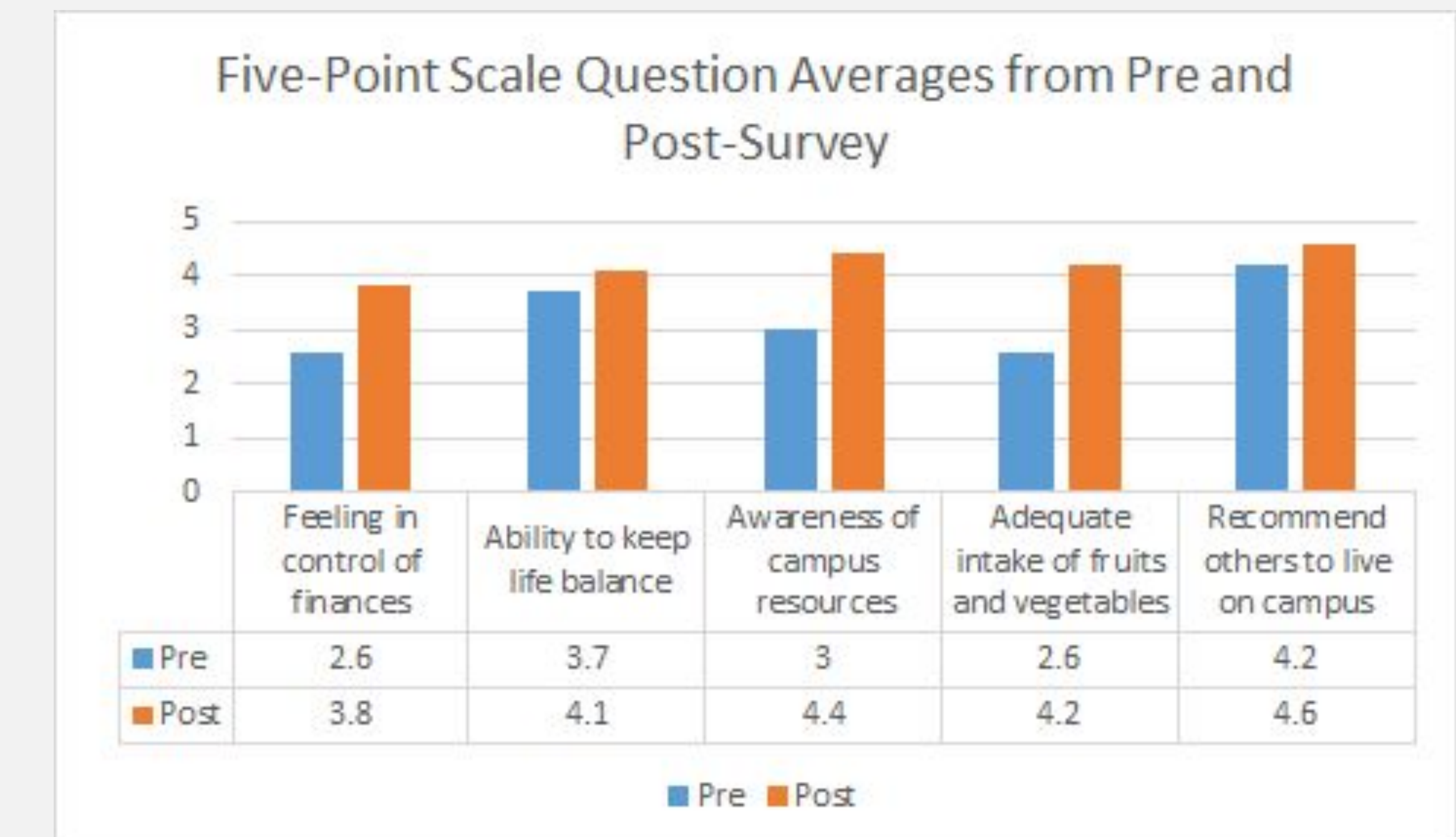
Data Collection:

- Identical pre and post surveys were distributed during registration and upon completion of the challenge; Five (five-point scale) questions were completed by the participants (1-Strongly disagree to 5-Strongly agree).
- Open-ended questions in the post survey asked about experiences with bonuses, activities, resources, barriers, and overall involvement participating in the challenge

Procedures:

- BroncoFit kick-off event: Participants receive starter-kits, goodie bags, and register for event
- Pre-survey completed with weekly survey to track activities and bonuses
- Bonuses announced via email and social media at start of week
- Weekly prizes delivered to teams drawn from raffle (Prizes provided from University Housing and BroncoFit)
- Post-survey distributed upon completion of challenge via email
- Qualitative data gathered from post-survey via email

III. Results



Analysis: Pre and post-survey averages were calculated based on responses from participants. Data analysis showed an increase in the engagement in extracurricular activities, knowledge and utilization of resources, and improvements in overall well-being. Qualitative data highlighted experience, barriers, and recommendations for future challenges.

IV. Conclusions

Feedback: Participants reported the challenge to be engaging, competitive, attainable, and enjoyable. Barriers include time to complete activities/bonuses, partner participation, conflicting scheduling, and motivation. A desire for more challenges focused on physical activity and emotional well-being was also reported.

Considerations for Future:

- Dropout rate of participants
- Team size and team work
- Length of challenge
- Marketing strategies and promotion
- Partnerships
- Amount of bonuses/activities



Acknowledgements: I would like to thank University Housing and the BroncoFit Department for providing assistance, funding, and prizes for the Ride Your Way To Wellness Challenge.