

Our Campus, Our Health: A Model for Media Campaigns

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Introduction

*Our Campus, Our Health is a model to **engage undergraduate students** in basic research methods to **implement an annual comprehensive health behavior survey** to collect, monitor and disseminate **health behavior trends** among the campus community.*



- The transformational learning opportunity funded project teaches basic research methodology to **grow the next generation of health education leaders** while offering a valuable resource to the entire campus and community

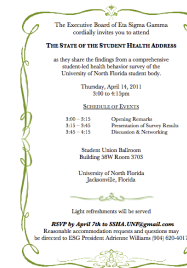
Model Methodology

- The research team is recruited from the undergraduate Community Health & Health Education program. Applicants are screened by program faculty and formally interviewed for the four research team positions.
- Students serve a one-year term, receive research ethics training, write objectives, assign roles, and develop a timeline for completion.
- The research team uses a 92-item web based health behavior assessment modified from the CDC Behavioral Risk Factor Surveillance Survey and based on the six dimensions of wellness

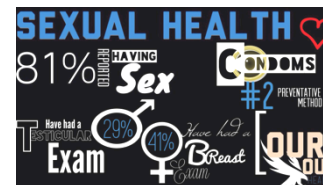


- The IRB approved survey is delivered in the fall semester after pilot testing, cognitive interviewing, and review from a panel of content experts

- After data collection and analysis, the research team delivers an annual *State of the Student Health Address* to share the findings with students, faculty, administrators, and community stakeholders
- An Executive Summary of findings is provided to campus and local media who attend the State of the Student Health Address



- A video summarizing findings and a series of infographic posters with health behaviors statistics are disseminated throughout campus and posted on the project website.



Health Education Implications

- Our Campus, Our Health **fosters interdisciplinary collaboration** by engaging students in other majors in dialogue about health behaviors on campus and how individual students can improve their health while inspiring other students to a healthier life
- The visibility of the Our Campus, Our Health **showcases health education as an exciting career choice** to undecided underclassmen
- Risky student health behaviors receive much needed attention** and student researchers professionally benefit with **leadership experience** and robust **resume enhancement**
- Students receive scholarships to **present their work** at local and national conferences
- The student researchers **apply competencies from all Certified Health Education Specialist (CHES) responsibilities.**