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

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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

	ACADEMIC	NUTRITION	PHYSICAL	SLEEP	EMOTION	FINANCIAL
SUN	MON	TUES	WED	THURS	FRI	SAT
	start	Eat a meal with someone	Attend a workout class at the Rec	Avoid screen time before bed	10 bullet points: what are you thankful for?	Only eat out once next week
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.



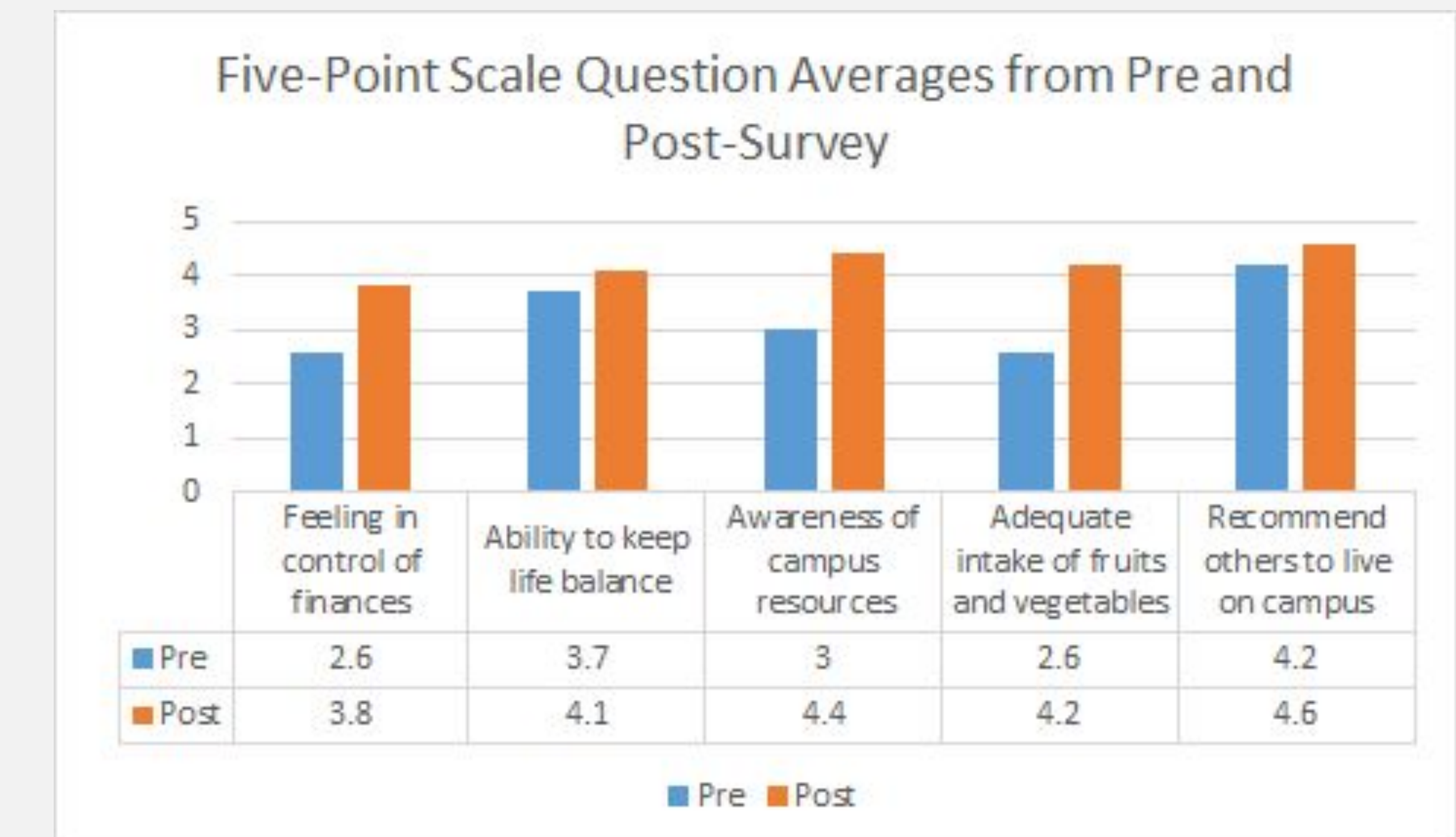
Data Collection:

- 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



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