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Recommended Citation

Taylor, Mia (2019). "Fresh Start: A Program to Promote Physical Activity Among College Freshmen," *Kansas State University Undergraduate Research Conference*. <https://newprairiepress.org/ksuugradresearch/2019/posters/56>

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Fresh Start: A Program to Promote Physical Activity Among College Freshmen

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Hey There, Welcome to Fresh Start! Let Me Tell You Why We Created This Program...

Physical activity levels tend to decline as students transition from high school to college, and freshmen college women have been a population of interest. It is possible providing unique physical activity information via text messages could support freshmen women in increasing their physical activity levels.

What Is The Objective?

To reshape freshman females' understanding of healthy behaviors, encourage different forms of physical activity into their everyday life, and promote the use of social support for encouragement of a healthier lifestyle.

Let's Take a Look At Our Recent Results...

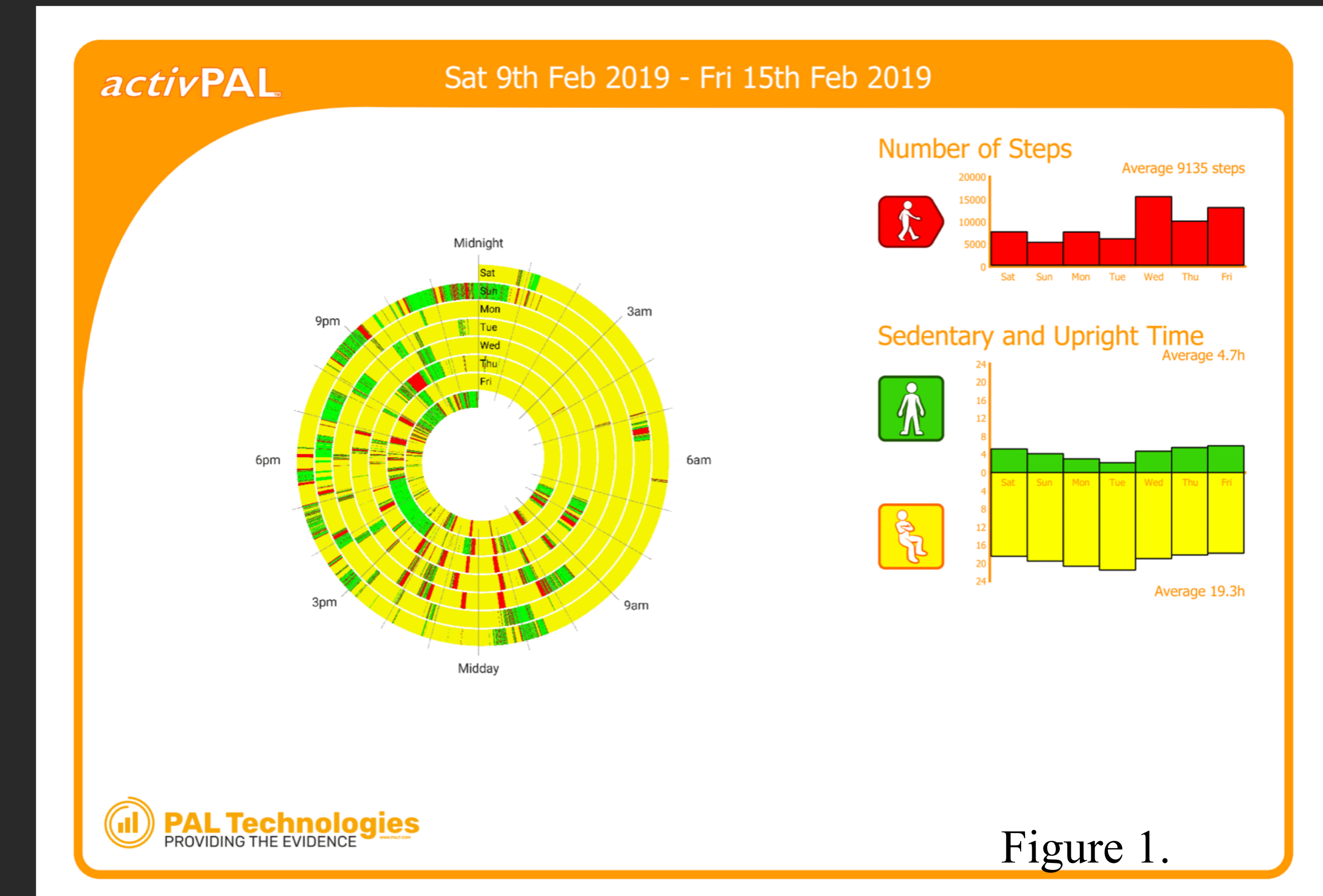


Figure 1.

Before We Begin, Let's Discuss Our Measures And Intervention Strategies...

- Freshman females (n=30) were recruited to participate in a 9-week program that involved wearing an ActivPal for 3 individual weeks (beginning, middle, and end).
- Following each week of wear, the participants' data was sent to them to provide a visual representation of their activity. *Figure 1.*
- Participants received tailored weekly messages via GroupMe designed to promote group social support, encouragement of physical activity, and enhancement of knowledge about physical activity. *Figure 2.*

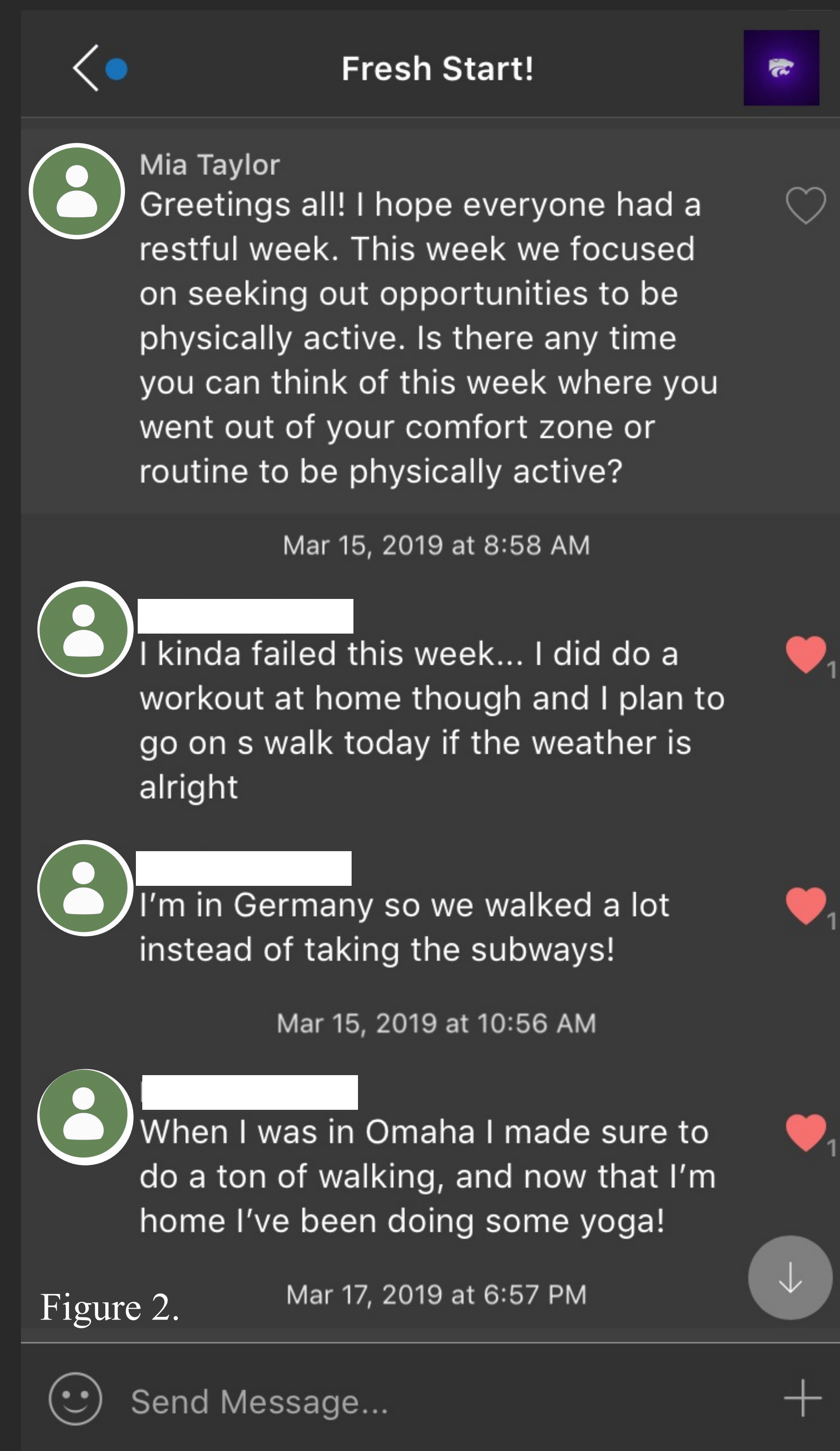
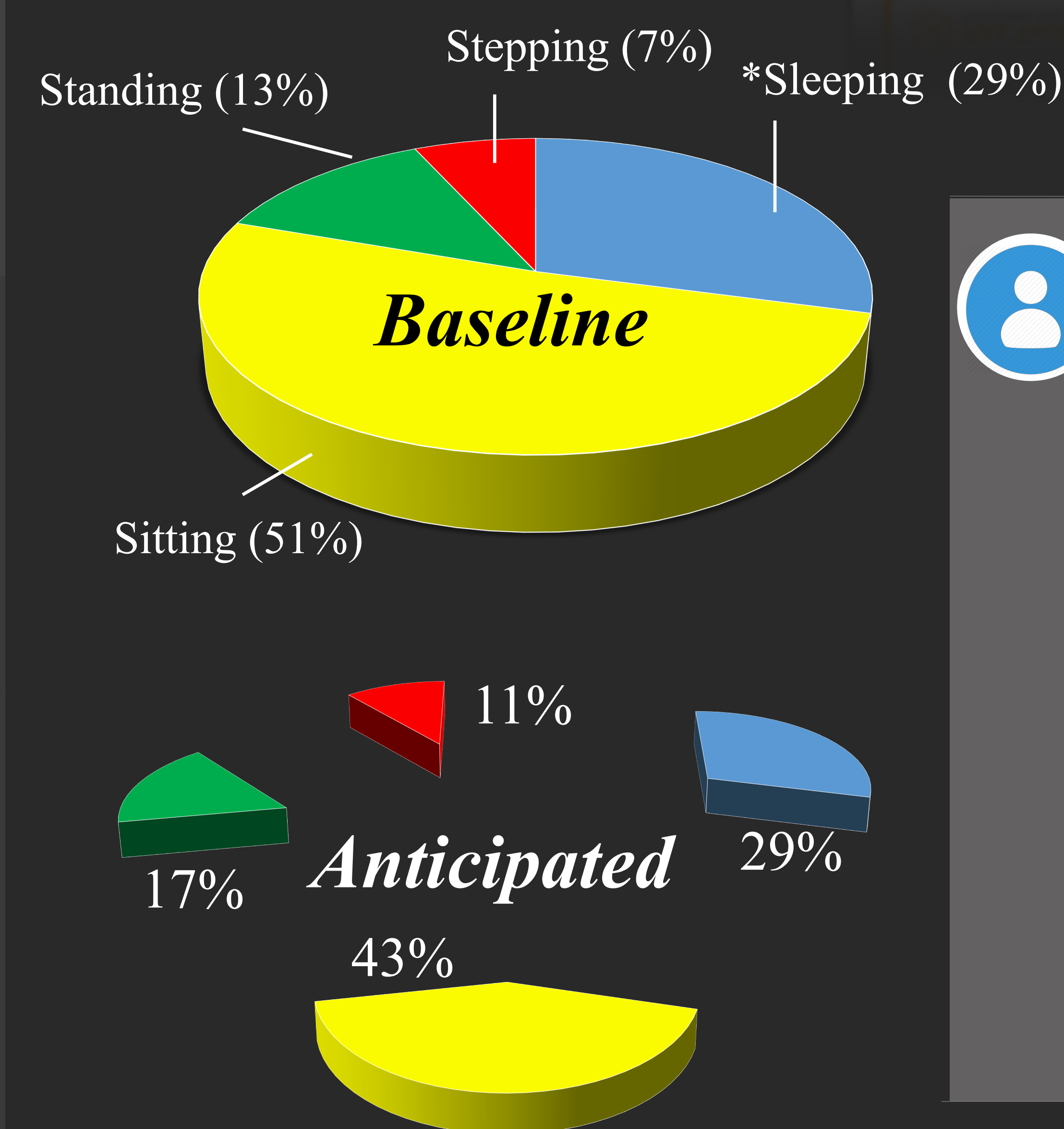


Figure 2.



- Baseline (ActivPals)**
- *Estimated 7 hours of sleep
 - >12 hours of total sitting
 - 8.3 hours of sitting in bouts >30 min
 - Average of 8945 steps/day
- Anticipated**
- Increasing standing and stepping by one hour could result in a reduction of two hours of daily sitting time.

Looking Ahead!

- GroupMe communication has played a strong role in relaying information to participants.
- ActivPal data has provided useful information that participants can use in the future to increase their physical activity.
- We expect with the implementation of this program participants will increase self-awareness of their physical activity and use the sources provided to develop more ways to enhance their physical activity.