

Live Healthy Live Well



Signature Program Report – March, 2014

Background:

Live Healthy Live Well educates Ohioans on nutrition, physical activity and wellness issues. Utilizing social media, email wellness challenges, and lunch and learn lessons they strive to increase awareness and encourage adoption of healthy lifestyle behaviors.

Live Healthy Live Well is a multifaceted program that gained Signature Program status in July, 2013. The program allows for traditional group face-to-face teaching to be combined with more innovative approaches such as email wellness challenges, on-line programming, and use of social media to distribute health and wellness information. Since 2011 the LHLW email challenges have used on-line pre/post evaluations to record results of knowledge gained, behaviors practiced, and lifestyle changes. By using an online pre-survey Educators can adapt challenge materials to better meet participant needs. This survey style provides an opportunity to customize the educational messages to address participant lifestyle gaps.

Innovative programming methods used by LHLW include a blog, Facebook page, and email wellness challenge. Through several years of IRB approved research the wellness challenges have studied program length and discovered a 6 to 7 week program allows enough time for participants to make lifestyle changes and see results, but keeps participants engaged. The blog is updated with research based, peer reviewed health and wellness information twice a week allowing for current trends to be addressed by Educators and Field Specialists. Facebook posts are updated almost every week day with trending topics or tips to reinforce messages targeted in email wellness challenges or LHLW lessons.

Program Implementation:

- Fall (Sept/Oct, 2013) Kick Off the Pounds Email Wellness Challenge – 12 Educators offered to 1145 people, participants from 14 additional states. 12 Members of the LHLW Team developed and reviewed 17 email messages, pre/post survey, and promotional materials for this 6 week long email wellness challenge.
- Live Healthy Live Well Signature Program Inservice for Extension – held October 10, 2013. Attended by 39 OSU Extension program staff – Educators, Specialists, and Program Coordinators/Assistants. Included: workplace wellness update from national experts, email wellness challenge training, poster sessions from Extension programs that can be offered to workplaces, fitness breaks, and health screenings from Your Plan for Health.
- Zero Weight Gain Email Wellness Challenge (Nov/Dec, 2013) – 21 Educators offered to 1678 people, including 18 additional states and 71 of Ohio's 88 counties. 13 members of the LHLW Team developed and reviewed 17 email messages, pre/post survey, and promotional materials for this 6 week long email wellness challenge.



- Live Healthy Live Well Classes Taught – Due to new Signature Program status this is a bit difficult to see with RIV data but it looks like 37 classes were held after July 1, 2013. RIV data reports that 3,327 people participated (likely included some Challenge participants).

Extent to Which Program Achieves Anticipated Goals (knowledge, attitudes, skills, practices):

- Short Term Knowledge Gained: Over 89% of post wellness challenge survey respondents (692) reported learning new information as a result of their participation in the 2 email wellness challenges held from July through December, 2013.
- Mid- Term: As a result of their participation in the email wellness challenges 88.5% of post challenge survey respondents (684) reported they were using the new information they learned. Over 73% of these respondents (565) report that they have adopted one or more recommended practices to help reduce their risk of developing chronic disease (heart disease, cancer, diabetes). Thirty-three percent of these respondents reported losing weight, 57% maintained their weight. Reported behaviors with the most improvement demonstrating the highest improvement from pre to post challenge were “Choose healthy foods as a snack”, “Read food labels to make healthier food choices”, and “Use a coping technique to reduce stress”.

Extent to Which Live Healthy Live Well Elevates the Public’s Knowledge of Extension:

- The LHLW Team has grown their Facebook page “Likes” from 686 at July 1, 2013 to 930 at December 31. Currently there are 1,032 “Likes”. New posts are put on the site approximately 5 times per week. Reach averages about 200 people – but may go as high as 900 for each posting. <http://go.osu.edu/FBLHLW>.
- The Live Healthy Live Well Blog reached 12,046 people with their twice weekly wellness posts from July 1 – December 31, 2013. The average visits per day were 74. <http://livehealthyosu.com>.
- All email messages, the Blog, Facebook page, pre/post surveys, and evaluations are OSU Extension/Live Healthy Live Well branded and peer reviewed by LHLW team members. The fall Challenge had 19,465 email messages sent by 12 professionals while the Zero Weight Gain Challenge had 28,526 messages sent from 21 Extension professionals. Before each Challenge, staff use promotional pieces identifying Extension with all forms of media – newspaper, radio appearances, Facebook (individual, office, and team pages), Blog, and with Twitter. Email promotion is done with numerous businesses and county/city offices.
- Most of the Family and Consumer Sciences Educators/Specialists offering the program are working with local government/schools to promote wellness programming with those groups. CEBCO (the County Employee Benefits Consortium of Ohio) is offering incentives to counties participating in our upcoming program.
- The Ohio State University Your Plan for Health employee wellness program will be offering our Spring 2014 Challenge as a wellness points activity for OSU staff and their families. They expect 3,000 people will participate.

- RIV data reports that there were 48 media appearances for Live Healthy Live Well, 7170 mail contacts, and 4330 materials distributed.
- During 2013 the Live Healthy Live Well Team presented at: the Priester National Extension Health Conference, the Extension Galaxy Conference, OSU Extension's Annual Conference (poster session), and the Society for Public Health Educators Ohio Conference (poster). Recognition for Team awards were given from Ohio ESP Association for: first place Blog, first place Social Networking (Facebook), second place Periodical (journal article), first place Team Teaching, and Distinguished Team. NEAFCS Regional and National awards were received for Educational Curriculum, Family Health and Wellness, and Internet Education Technology.

Extent to Which the Proposed Program Marketing, Communication, Implementation, and Evaluation Methods/Strategies are Followed:

- **Marketing** – Numbers continue to grow for all levels of participation, showing that current marketing is working, and new pieces are added when possible. For example – work is underway with a Pinterest page for LHLW and the Signature Program LHLW webpage. Several team members are building their Twitter accounts and regularly promote the LHLW blog, challenges, and messages with their postings. New counties continue to be added and new partnerships are sought.
- **Communication**- LHLW Team meetings are promoted with all staff who attended the Fall Inservice. Promotion and educational materials are posted in Buckeye Box which is shared with Team members and those who attended the Inservice. 2014 dates for LHLW Team meetings and Inservice have been set for the whole year and communicated with FCS Educators and Team Members.
- **Implementation**- In 2014 there will be 3 email wellness challenges offered and LHLW Lunch and Learn type lessons are going through peer review and branding update. The lesson style is being updated to a new more visual and active learning style with fewer words per slide. Lessons will be available by Fall 2014 Inservice. Several 4-H Extension staff attended the LHLW 2013 Inservice, one then joined the LHLW Team, and a new partnership was formed to begin work on youth health materials. Late 2013 and into 2014 a team focus has been to incorporate more physical activity into teaching materials, challenge messages, and social media posts. Much of this effort has been headed up by several new LHLW Team members and University student interns serving under LHLW Team members.
- **Evaluation Methods**- Lessons are evaluated using a standard LHLW evaluation. Email challenges are evaluated using pre/post online surveys. These surveys were developed by team members with guidance from Extension evaluation experts (State and Field Specialist). Numerous LHLW Team members participated in the FCS Evaluation Inservices offered by FCS Field Specialist Jim Bates.

A few comments from LHLW participants:

“I want to share my results with you. Although I have only lost 7 pounds in this time frame I am on a journey to a realistic goal that I will reach as of next year. This short program really helped me see and learn what I didn’t know to look for. Now that I am aware of these helpful items I will continue to use them and share them with others.”

“I have lost a total of 9 lbs over the past 3 weeks by increasing my activity and watching my foods. I avoid fried foods, and removed salt (as much as possible), eat plenty of fruits and vegetables. Also I have increased my workouts 5-6 days a week. This is indeed a milestone for me. Going in to week 4, my goal is to continue and lose at least 2 more lbs. I plan to continue my weight loss journey after this challenge. I have about 58lbs to go, but am glad I am losing and not gaining.!!!”

“By replacing snacks with healthy items like fruit and by watching what I eat for lunches and by eating smaller portions, I have lost 10 pounds and have had fewer bouts with heartburn.”

“I am participating in a 10K in a few weeks....thanks to this program which motivated me to exercise on a more daily basis.”

“I think the emails have been incredibly informative and have provided me new information that has been helpful for considering food choices.”

“I have started fixing more fruits and vegetables for my family and for myself. I have also started packing our lunches on our grocery shopping days to avoid fast-food and save money and calories.”

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