

Does Adding Texting Affect Behavior Change in Live Healthy Live Well Email Challenges?

Today you will discover

- What is a LHLW Challenge?
- Texting Introduced, Why?
- Results from pilot on Texting
- Action Step



Live Healthy Live Well Email Wellness Challenge

- Email Wellness Messages sent to Adults
- 6 Week Duration with 2 messages each week
- Peer Reviewed Messages
- Pre and Post On-line Surveys
- Tracking Logs

Spring Challenge Goals



- Participants will be physically active for at least 30 minutes five times per week.
- Participants will reduce their sitting time by 25%.
- Participants will aim to eat 5 servings of vegetables and fruits at least five times each week.
- Participants will participate in five activities to reduce their Cancer Risk.

Spring Challenge Numbers

1500 enrolled in Challenge

512 completed pre-survey

222 completed post-survey



Texting Pilot

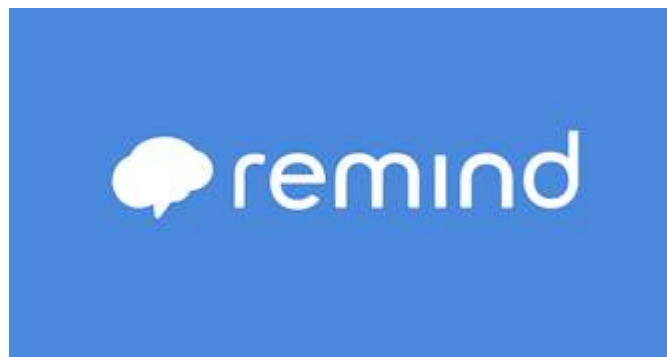


Four Counties participated in the

pilot: Mahoning, Medina, Pike, and Ross

12% of these people participated in the texting
option

Texting Program



●●○○ AT&T Wi-Fi 12:18 PM



LHLW



Replies are turned off

Make sure LHLW can get text messages or push notifications. [Get LHLW connected](#)

SAT 5/20/17 AT 1:45 PM



Spring Challenge

Stressed? A 20 min meditation session can control blood pressure & heart rate. Mindfulness resources at go.osu.edu/Relax. #LHLW4Health



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LHLW



Replies are turned off

Make sure LHLW can get text messages or push notifications. [Get LHLW connected](#)

WED 4/19/17 AT 2:00 PM



Spring Challenge

[See reactions](#)



Looking for a healthy snack? Try ½ cup of strawberries for only 70 calories and get 70% of your daily Vitamin C. #LHLW4Health

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SAT 4/22/17 AT 12:30 PM



Spring Challenge



Spring Challenge

Delivered to 45

Use the buddy system to #GetMoving. Build a support network – they will help you stay active. Try a walking meeting. #LHLW4Health

left a reaction!





Spring Challenge

Delivered to 45

Hungry? Fill ½ your plate with veggies & fruits. The more colorful the better. #LHLW4Health



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Uses in Other Programs

- Ask people if they want to Opt in
- Follow up on Programming
- Financial Programming
- Parenting Programs
- 4 Healthy Tots – Texting Program



Pre and Post Survey Results

62% eat at least 2 different kinds of fruit

61% eat at least 3 different kinds of vegetables

60% take a break from sitting after 30 minutes

57% physically active for at least 30 minutes

69% eat healthy foods as snacks

91% choose unsweetened beverages

70% are using a coping technique to reduce stress

Texting Results

Texting – 26% of those participating in Texting option completed post survey

- 82% indicated they benefited from the texting
- 90% would sign up again for texting
- 55% indicated twice a week was the right amount of text messages

Action Steps

- Join our Next Challenge
- Sign Up for Texting Messages during the Challenge
- Contact us with questions

References:



References

Available upon request. A written copy will be sent to you.

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