

Live Healthy Live Well

OSU Extension, Signature Program
2014 Annual Report



Live Healthy Live Well (LHLW) educates Ohioans on nutrition, physical activity and wellness issues. Utilizing social media, email wellness challenges, and lunch and learn lessons, the program strives to increase awareness and encourage adoption of healthy behaviors.

Live Healthy Live Well is a multifaceted program that gained Signature Program status in July, 2013. The program combines traditional group face-to-face teaching with innovative approaches such as email wellness challenges, on-line programming, and social media. Since 2011 the LHLW email challenges have used on-line pre/post evaluations to record changes in knowledge, behaviors, 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, Twitter, and email wellness challenges.

Program Highlights:

- Email Challenge participants were from 83 of Ohio's 88 counties in 2014.
- Nearly 132,000 OSU Extension branded email messages were sent by OSU Extension Staff to Live Healthy Live Well Email Challenge participants in Ohio, 28 other states, and 4 additional countries.
- A partnership with Ohio State University's Your Plan for Health, University Health Plan, promotes LHLW Challenges, webinars, and events.

Live Healthy Live Well
An Ohio State University Extension
Signature Program
Lisa Barlage and Michelle Treber
Program Leaders
barlage.7@osu.edu 740-702-3200
treber.1@osu.edu 740-474-7534



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

CFAES provides research and related educational programs to clients on a nondiscriminatory basis. For more information: go.osu.edu/cfaesdiversity

Program Implementation:

Challenges:

Spring Email Wellness Challenge (April/May 2014) - Twenty-one Educators/Extension Staff offered the Challenge to 3,762 people. In addition, The Ohio State University's Your Plan for Health (YP4H) enrolled 1,563 OSU employees/spouses to earn YP4H Wellness Points. Thirteen members of the LHLW Team developed and reviewed 15 email messages, pre/post surveys, and promotional materials for this 6 week long email wellness challenge. Challenge messages highlighted: Vegetables and Fruits, Physical Activity, Sun Safety, Local Foods and Farmers Markets, Herbs, and Gardening. Participants were encouraged to get more information through Extension Local Foods resources.

Fall Email Wellness Challenge (Sept/Oct, 2014) - Twenty-three Educators offered the Challenge to 3,313 people, and The Ohio State University Your Plan for Health offered the Challenge to 1,665 participants. Fourteen Members of the LHLW Team developed and reviewed 15 email messages, pre/post surveys, and promotional materials for this 6 week long email wellness challenge. The Challenge focused wellness messages on the following topics: organic/natural foods, including calcium and fiber in your diet, superfoods, gluten-free and whole-grain foods, and incorporating fitness into your day.

Zero Weight Gain Email Wellness Challenge (Nov/Dec, 2014) - Twenty-six Educators offered the Challenge to 1,521 people. Seventeen 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. Twice weekly messages focused on a "Healthy Family Theme" including: healthy celebrations, "pay it forward", traditions, mindfulness, stress reduction, and holiday nutrition tips.

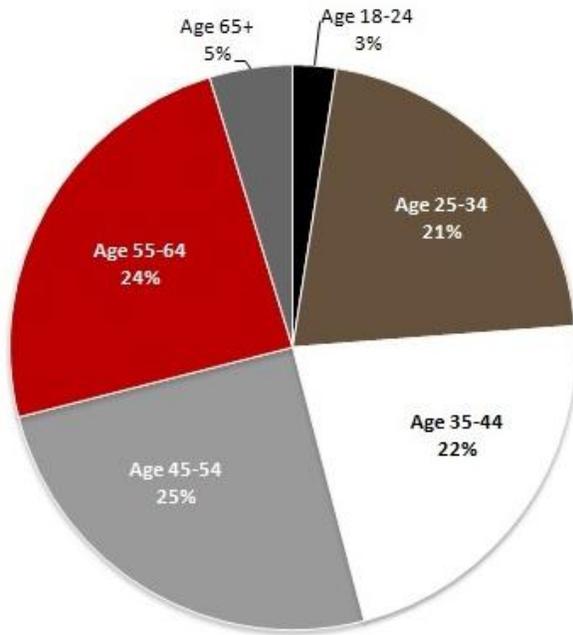
2014 Challenge Implementation Notes - Over the 2014 year, 8,596 total participants were active in Live Healthy Live Well Email Challenges. Those participants were from 83 of Ohio's 88 counties, 28 additional states, and 4 other countries. Challenge participation is consistently 11% male and 89% female.

Live Healthy Live Well Signature Program In-service for Extension - The In-service was held October 29, 2014 and attended by 35 OSU Extension program staff – Educators, Specialists, and Program Coordinators/Assistants (from Family and Consumer Sciences, 4-H Youth Development, and Community Development Program Areas). Presentation topics included: Workplace Wellness trends including a Blue Zone presentation, 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.

Live Healthy Live Well Classes Taught - Forty-four Live Healthy Live Well Workplace Wellness classes were reported by Family and Consumer Sciences program staff in 2014. Thirty-three volunteers assisted in the presentation of these programs.

Live Healthy Live Well – Extension in the City - In 2014, Live Healthy Live Well program had over 1,300 participants from urban communities in Ohio. Lunch and learn style lessons were offered in Franklin, Lucas, Butler, Mahoning, and Hamilton Counties. All 10 of the urban counties had Live Healthy Live Well email Challenge participants.

Age of Challenge Participants



During 2014, Live Healthy Live Well Email Challenge participants were fairly evenly dispersed throughout the age groups that include working adults – the target audience of this Signature Program. Shown are participants from all three Challenges – Spring, Fall, and Zero Weight Gain.

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

- **Short Term Knowledge Gained:** Ninety-three percent of post wellness challenge survey respondents (1,922) reported learning new information as a result of their participation in the 3 email wellness challenges held in 2014.
- **Mid-Term:** As a result of their participation in the email wellness challenges 92% of post challenge survey respondents (1,914) reported that they were using the new information they learned. Over 75% of these respondents (1,884) report that they have adopted one or more recommended practices to reduce their risk of developing chronic disease (heart disease, cancer, diabetes). Twenty-five percent of these respondents reported losing weight, 58% maintained their weight (the goal of this Challenge is to maintain, not lose). A health behavior promoted in Challenges that regularly shows improvement is “30 minutes or more of physical activity (5 days a week or more)”. At pre-challenge only 40% of participants reported this behavior, and by post it had improved to 58%. Pre and post surveys a small sample (100 participants) of the Spring 2014 Challenge participants. Results suggested improvements in physical activity levels. At pre-challenge 26% were being physically active 2 days a week or less, at post that number was only 9%; at pre-challenge 40% were being physically active 5 days a week or more, and at post that number had increased to 61%.
- Reported behaviors demonstrating the highest improvement from pre to post challenge were “Choose healthy foods as a snack”, and “Modifying recipes to be healthier by reducing sodium”, “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 Live Healthy Live Well Blog reached 33,785 people with their twice weekly wellness posts in 2014. The average visits per day were 93, up from 74 per day in 2013. Visitors were from 148 different countries. <http://livehealthyosu.com>. The Live Healthy Live Well blog is updated with research-based, peer reviewed health and wellness information twice a week on current trends authored by Educators and Field Specialists.
- The LHLW Team has grown their Facebook page "Likes" from 930 at December 31, 2013 to 1,279. New posts are put on the site almost every day of the week. Reach averages about 280 people – but may go as high as 1,100 for each posting. <http://go.osu.edu/FBLHLW>. Facebook posts are updated daily and reinforce email wellness Challenges or LHLW face-to-face messages.
- 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 Spring Challenge had 56,430 email messages sent by 21 Extension Professionals; the Fall Challenge had 49,695 email messages sent by 23 Extension professionals, while the Zero Weight Gain Challenge had 25,857 messages sent from 26 Extension professionals. Before each Challenge, staff used promotional pieces identifying Extension with all forms of media – newspaper, radio appearances, Facebook (individual, office, and team pages), Live Healthy Live Well Blog, and with Twitter accounts. Email promotion is done in conjunction 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. The County Employee Benefits Consortium of Ohio or CEBCO offers wellness points to employees participating in the email Challenges. CEBCO is the healthcare division of The County Commissioners Association of Ohio. This group represents thirty-three Ohio Counties. All but 2 of these counties had Challenge participants during 2014.
- For the first time, #SuperFoods Twitter Chat was held during the Fall 2014 Challenge by Live Healthy Live Well Team members. While participation was low, the impact on growing Twitter followers for LHLW Team members. Numerous team members are followed and regularly have their Tweets, retweeted by groups such as Ohio Farm Bureau; Ohio Poultry Association; the United States Department of the Interior; and Extension in other states such as Georgia, Kentucky, Texas, Michigan, North Carolina, Oregon, Maryland, Minnesota, Nebraska, and Illinois.

- During 2014 the Live Healthy Live Well Team presented at: OSU Extension's Annual Conference (poster session), NEAFCS National Conference (poster session), The Ohio State University Outreach and Engagement Forum (poster), and the Epsilon Sigma Phi National Conference (presentation). Recognition for Ohio ESP Association Team awards include: first place Blog, first place Social Networking (Facebook), and second place Creative Works Promotional Package (Team). NEAFCS Regional and National awards were received for Internet Education Technology – 2nd Place National (LHLW Blog), Family Health and Wellness – 1st Place National, Florence Hall, and Program Excellence through Research – 2nd Place National. The Live Healthy Live Well Team also was recognized by Epsilon Sigma Phi National as the Central Region Distinguished Team Award Winner – the highest level team award and the only Ohio National Winner at the 2014 Conference.
- Family and Consumer Sciences Extension included marketing tips in one message per week of the 6-week end of year Zero Weight Gain Challenge. In the pre-challenge survey 47% of respondents reported that the work of OSU Extension, Family and Consumer Sciences is *very important*. In the post-challenge survey 85% reported that after participating in the challenge, they feel that the work of OSU Extension, Family Consumer Sciences is *very important*.

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. Several team members are building their Twitter accounts and regularly promote the LHLW blog, challenges, and messages with their postings. New counties and partnerships continue to be added. Live Healthy Live Well has expanded their marketing to include the Ohio Society of Public Health Educators.
- **Communication-** Live Healthy Live Well Email Challenges are promoted to OSU employees and alumni through the Your Plan for Health Website and The Ohio State University Education and Human Ecology Alumni mailings. All OSU Extension program employees were invited to participate in the LHLW Signature Program In-service and submit poster sessions.
- **Implementation-** In 2015 three email wellness Challenges will be offered. LHLW Lunch and Learn lessons have been rebranded and updated and are now going through the final peer review process. In 2015 these lessons and evaluation tools will be available for use through the FCS professional's website.
- **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).

A few comments from LHLW participants reported in the post-challenge survey:

Spring LHLW Challenge participants reported:

- “I am walking more on my breaks and spending more time in my garden for exercise. I am working on going to bed earlier, so I can get more sleep.”
- “I have my herbs planted right outside my kitchen door for easy access.”
- “I have lost weight and added exercise to my routine. Unplugging and sitting in my backyard is helping with stress issues.”
- “Our salt shaker was on the table for every meal. It’s now in the spice cabinet and rarely used anymore. Instead we use garlic, pepper, and oregano to spice things up.”

Fall LHLW Challenge participants reported:

- “I started thinking before I would eat and asked myself ‘was I really hungry or just stressed’. I have started reading food labels and eating just one portion. As a result, I have lost 5 pounds.”
- “After walking daily, I have felt better in the evenings and have more energy. I enjoy the evenings more and it is easier to spend quality time with my family.”
- “I am much more conscientious about eating more fruits and vegetables instead of potato chips, crackers, candy, and etc. which are helping me maintain my weight.”
- “I was able to use this information because it came in small amounts and I always had time to read it right then.”
- “I bought a share in my local community supported agriculture organization.”

Zero Weight Gain Challenge participants reported:

- “We always have a cheese ball to snack on before dinner on Thanksgiving Day. This year I had carrots and celery cut up along with the crackers, and I didn’t eat any crackers. All of the celery and carrots were eaten, so it must have been a hit!”
- “I am making more fresh fruit and veggie trays for the whole family. I am planning outdoor activities as weather permits. I am baking more again and healthier baking.”
- “I rarely ate vegetables but now eat them almost every day after using some of the recipes provided.”
- “I was at my highest weight and knew I needed to do something. When I heard of the challenge, I started thinking that I could go through the holidays without gaining since I had done it in the past. I set my goal as losing 1 pound per week, knowing that would be a good average. Happily, I lost 10 pounds and continue the good health habits I have brought back into my life. Thanks for the encouragement and jump start.”

Live Healthy Live Well Plans for 2015 Expansion

Webinars -

Members of the Live Healthy Live Well Team began offering live webinars through the Ohio State University, Your Plan for Health, Health and Wellness Events Calendar <http://yp4h.osu.edu/events-and-challenges/events> in January, 2015. Fourteen wellness webinars are planned by Live Healthy Live Well Team members for OSU employees and their spouses. These webinars are developed and presented by LHLW Team members focusing on a variety of topics such as: Breakfast, Healthy Snacks at Work, The Power of Green Foods, Healthy Meals on a Budget, Sun Safety, Local Foods, Eating for the Health of It, America Saves, Healthy Harvest Treats, Re-Think Your Drink, and more. These webinars are peer reviewed and OSU branded. Each webinar is recorded and link to the recording can be shared with other audiences such as county employees or other workplace groups.

Twitter Chats –

After hosting their first Twitter Chat in September, 2014 the Live Healthy Live Well Team decided to offer additional Twitter Chats in 2015. Scheduled are a Twitter Chat each quarter and at least one for each Email Challenge. Topics will be health and wellness related. Each Twitter Chat conversation will be converted into a Storify, which chronicles the Tweets and responses and allows others to view the information shared at a later time. By using Storify, even those who don't Tweet can view the information that was shared.

Live Healthy Live Well Team Members:

Lisa Barlage
Cindy Bond
Pat Brinkman
Shannon Carter
Carol Chandler
Kristen Corry
Kathy Dodrill
Marie Economos
Jenny Even
Linnette Goard
Donna Green
Kathy Green
Carolyn Gunther

Candace Heer
Polly Loy
Janet Wasko Myers
Marilyn Rabe
Dan Remley
Joanna Rini
Cindy Shuster
Liz Smith
Cheryl Barber Spires
Beth Stefura
Michelle Treber
Melissa Welker
Susan Zies

Ohio State University Extension
Live Healthy Live Well
Wellness Wheel



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES