



Sources of Health Information for the Busy UCSD Student: Assessing the Effectiveness of the Campus Health Promotion Services' Health Messaging Program



HPS
Health Promotion Services
UC SAN DIEGO

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BACKGROUND

- UCSD's Health Promotion Services (HPS) has a Health Messaging Program that promotes student health and well-being
- Uses various platforms to disseminate health behavior information and assures consistent tabling and counseling messages

OBJECTIVES

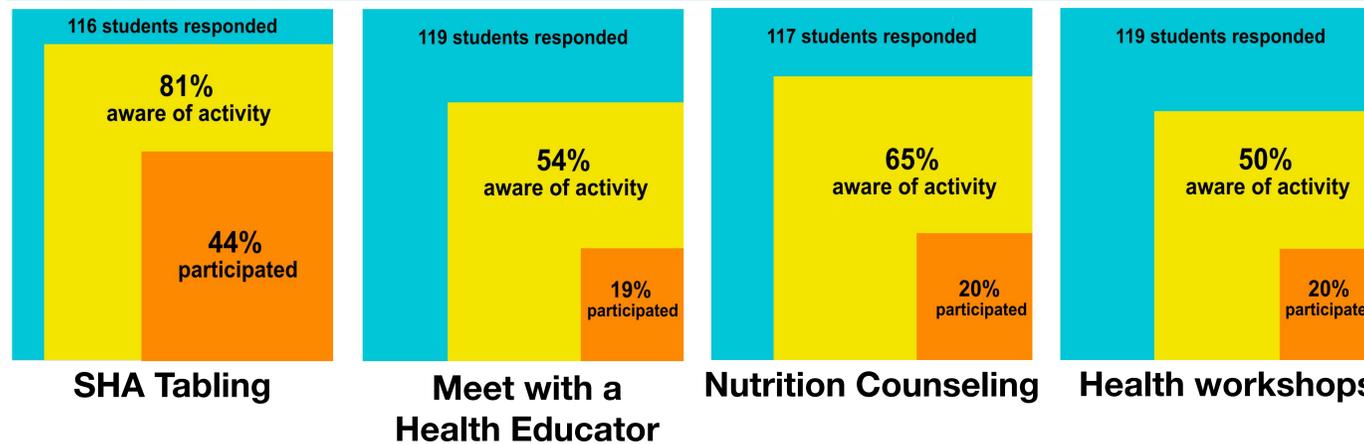
- Evaluate the **effectiveness** of the Health Messaging Program in:
 - Increasing awareness and participation in HPS programs and activities
 - Improving knowledge of healthy behaviors among tabling participants
- Determine the **acceptability** of the HPS programs and activities

METHODS

- General student survey (N=119)**
 - Conducted time-location sampling at four on-campus residential areas
 - Explored awareness and engagement with four HPS activities: peer-educator tabling, meet with a health educator, nutrition counseling, health workshops
 - Survey created using Google forms and distributed via a QR code and tinyurl link
- Three post-tabling surveys (N=139)**
 - Surveyed students after participation in a peer-educator tabling activity
 - Determined if pre-established student learning outcomes were met
 - Survey created using Google forms
- Two focus groups (N=7)**
 - Examined health information-seeking behaviors and experience with HPS

RESULTS

How many students have heard of Health Promotion Services activities and how many have participated?



Awareness and participation were highest for tabling activities. Many were aware of other activities, but participation was low. Overall, **89%** were aware of and **40%** had participated in ≥ 1 activity.

How much do students know about HPS activities?

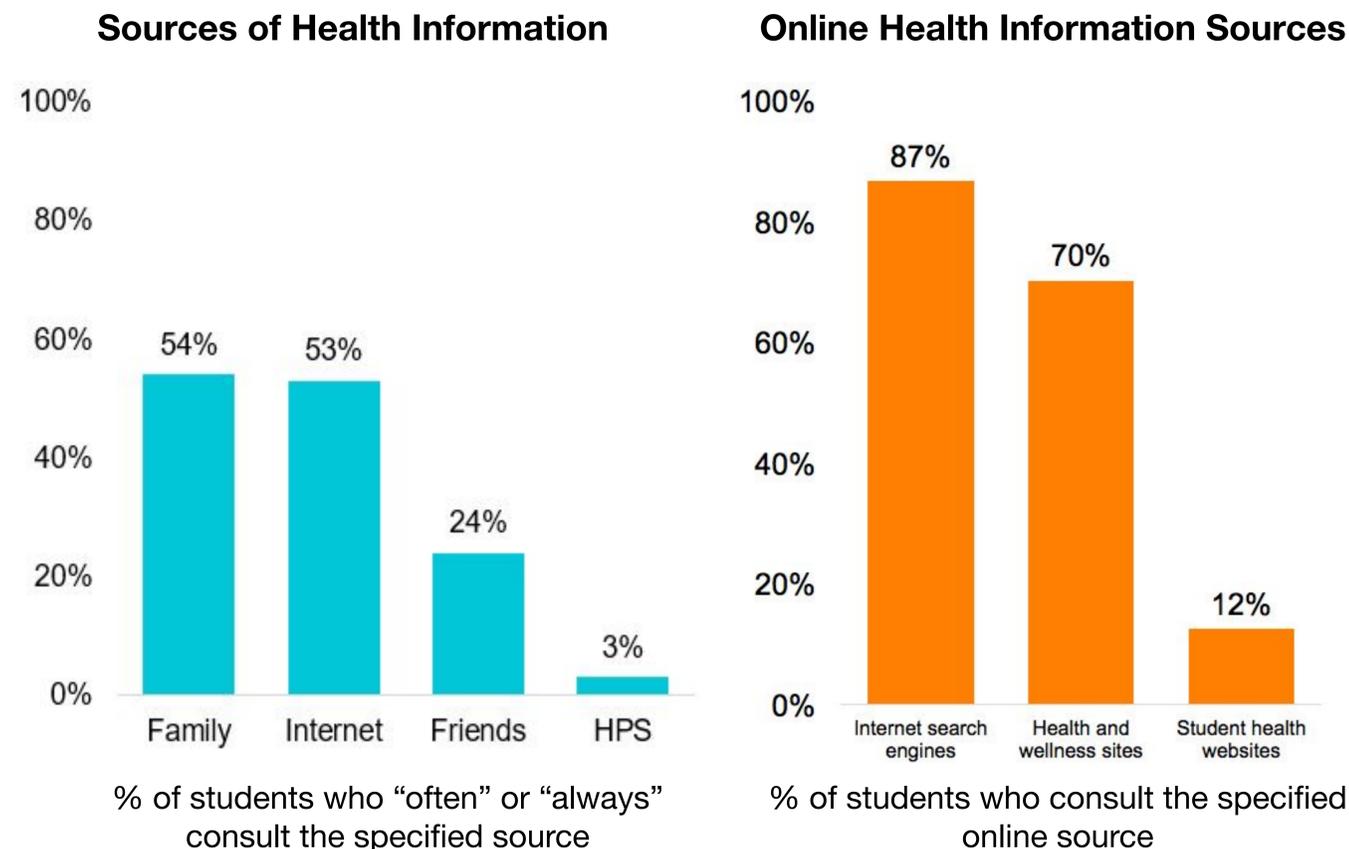
- Students are aware of some HPS activities, especially tabling, but are unfamiliar with its counseling services

"I honestly didn't know it was an option, meeting with a dietician and things like that, now that I do I'm actually going to look into it."

What was the student's perception of peer-educator tabling activities, and did they meet the student learning outcomes?

- Most (**91%**) students found the activities highly enjoyable (**average 4.4 on a 5-point Likert scale**)
- 97%** achieved at least one of the student learning outcomes for the activities in which they had participated

Where do students get their health information?



LIMITATIONS

- Lower-than-expected response rate for the general student survey
- Low focus group participation limited identification of themes

CONCLUSIONS

- Moderately high awareness of HPS activities, but lower participation
- Lack of knowledge about activities contributes to low participation
- Efforts needed to expand Health Messaging Program to maximize use of HPS services