

Process Evaluation for the UCLA Healthy Campus Initiative

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Who We Are

The ResearchWell pod was established in the spring of 2015 to develop and implement a systematic process evaluation for all events and programs sponsored by the UCLA Healthy Campus Initiative (HCI). Dr. Burton Cowgill and graduate student researcher Anika Akhter conduct the process evaluation activities with support from the ResearchWell pod leaders, Drs. Warner Hudson and Roshan Bastani, and the HCI pods.

Goals & Objectives

1. Support HCI pods in their research/evaluation needs
2. Develop a versatile template intercept survey for HCI pods to obtain feedback from participants at their events and programs
3. Develop a process evaluation tool for HCI pods to assess the implementation of their events and improve future programs
4. Pilot test and collaboratively revise the intercept survey and process evaluation form

Methods

We collected intercept survey data at HCI events and programs during the 2015-2016 academic year using the following methods:

1. Having GSRs verbally administer the intercept survey to participants
2. Distributing the intercept survey to participants and incentivizing them to complete it
3. Placing the intercept survey on participants' seats prior to the event
4. Having participants complete the intercept survey on an iPad
5. Having participants complete the intercept survey online via Google Forms

Process Evaluation

Event/program titles (n=10)	Well-Being is a Skill, Insights from Neuroscience to Help Every Child Thrive, Healthy Cooking on a Budget, Healthy GraduATE Nutrition Workshops, Save the Food! From Farm to Table, CSA Farm Box Program, Food Forward Farmers Market Recovery, FSPH StairWell Activation, Flexible Fridays Yoga Classes, Bruin Health Improvement Program	
Healthy Campus Initiative pods (n=10)	EatWell	50%
	MoveWell	20%
	MindWell	20%
	BEWell	10%
Target audience (n=7)	Students	100%
	Faculty	29%
	Staff	29%
	The public	29%
Attendance (n=8)	Range	5 to 250 participants
Marketing strategies (n=7)	E-mail listserv	86%
	Website	71%
	Facebook	71%
	HCI website calendar	43%

Demographics

Gender (n=138)	Male	27%
	Female	70%
Race (n=138)	White	41%
	African American	3%
	Latino	12%
	Asian	30%
UCLA affiliation (n=138)	Undergraduate student	23%
	Graduate student	49%
	Professional student	5%
	Faculty	4%
	Staff	7%

Intercept Survey

Whether participants would attend a similar event/program in the future (n=70)	Strongly agree	81%
	Agree	10%
	Strongly disagree	7%
Whether participants had gained knowledge or skills by attending the event/program (n=70)	Strongly agree	63%
	Agree	24%
	Neutral	6%
	Strongly disagree	6%
How likely participants are to apply the knowledge or skills gained (n=28)	Extremely likely	54%
	Likely	39%
	Extremely unlikely	7%
How participants would apply the knowledge or skills gained (n=53)	Sample responses: use the hunger scale; engage in contemplative practices; practice yoga on their own	

Quotes from Participants

"The stairwell is so much brighter and more inviting. Now it seems like a real space rather than a neglected afterthought. Such a positive change." (*FSPH StairWell Activation*)

"I liked the small classroom feel of the presentations. It was great to hear a professional talk about nutrition and healthy eating, instead of reading conflicting opinions on the Internet." (*Healthy GraduATE Nutrition Workshops*)

Future Directions

In the upcoming year, we intend to collect process evaluation data on a wider range of events and programs organized by HCI pods. We will also promote the use of an online version of the surveys to facilitate data collection. We are always open to collaborating with other individuals and groups on research activities, so please contact us if you are involved in any projects that seek to promote the health of the UCLA community.

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