



ResearchWell

Research and Evaluation

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Mission

The mission of the ResearchWell pod is to develop and lead the implementation of all HCI-related research and evaluation efforts and support the research and evaluation needs of the HCI pods and HCI-funded student projects.

Objectives:

1. Identify campuswide data sets that inform HCI policies and programs
2. Implement an intercept survey and process evaluation tool for HCI
3. Explore internal and external partnerships/funding opportunities to conduct research
4. Support HCI pods with research/evaluation needs
5. Support HCI-funded student groups with research/evaluation needs
6. Identify opportunities for student and staff participation in ResearchWell
7. Expand the membership of ResearchWell
8. Increase awareness of HCI goals and activities within the UCLA community and among the general public

Objective 1: Identify campuswide data sets that inform HCI policies and programs

In an effort to ensure that HCI policies and programs are rooted in evidence, ResearchWell sought access to existing campuswide data sets to assess and track the health needs of the campus community.

- For instance, we partnered with UCLA Dining Services to obtain their purchase and service data for all dining halls on campus. This data will inform our evaluation of UCLA Dining Service's Flex Bar, which seeks to promote consumption of vegetable-based proteins in lieu of more traditional animal-based proteins (see more details in the EatWell section).
- We also collaborated with the UCLA Arthur Ashe Student Health and Wellness Center to obtain data on HPV vaccination rates among students who seek medical care at the center. This data will inform our HPV Study, which seeks to learn what undergraduate students know about HPV and the HPV vaccine, examine HPV-related activities on campus, and identify promising strategies to increase use of HPV vaccination services among UCLA students.

- We have also established an ongoing relationship with the UCLA Student Affairs Information and Research Office in order to coordinate student assessments, especially via emailed surveys in order to minimize survey fatigue among intended respondents.
- Lastly, HCI has added a health and wellness module to both the University of California Undergraduate Experience Survey (UCUES) and the Student Affairs Graduate and Professional Student Survey (GPSS). The information collected through UCUES and GPSS on student experiences on campus and through the health and wellness module will allow for longitudinal tracking on key student health behaviors, such as emotional health and wellbeing, sleep, nutrition, and physical activity.

Objective 2: Implement an intercept survey and process evaluation tool for HCI

We continued to help HCI pods incorporate a systematic evaluation component into their event planning efforts. Last year, we developed an intercept survey and process evaluation tool for the pods to obtain feedback from participants and assess the implementation of their events (see Appendix XXI). Specifically, the intercept survey elicits feedback from a subset of event or program participants and focuses on demographic characteristics, communication and outreach strategies, and skills/knowledge gained from HCI programs and events. The process evaluation tool asks all HCI Graduate Student Researchers (GSRs) to provide standardized information about each event/program (e.g. objective, marketing strategies used, and attendance), but allows them to reflect on how the event/program they organized went and to identify opportunities for improvement. This year, we communicated regularly with pod GSRs to identify opportunities to administer the intercept survey, with the goal of collecting data on as many HCI-sponsored events/programs as possible. We also worked one-on-one with pod GSRs to tailor the intercept survey as needed for specific events/programs.

Furthermore, we helped HCI pods administer the intercept survey during events and provided assistance with coding, analyzing, and presenting the data collected from those events. During this academic year, MoveWell, MindWell, and EatWell used the process evaluation tool to assess ten different events and programs.

Findings indicate all events were designed for student audiences, while 40% of events also served staff, 30% served faculty, and 20% served the general public. Attendance ranged from 5-978 participants across the ten events and programs. A wide range of marketing strategies were utilized by the pods to promote their events and programs, including Facebook (80%), e-mail listservs (80%), organizational websites (80%), flyers (70%), and the HCI website (50%).

Intercept surveys were administered to 467 individuals across 14 different programs and events. A majority of respondents were female (70%). Undergraduate students (29%), graduate students (22%), staff (24%), and faculty (4%) participated in the various evaluation efforts. Satisfaction with the HCI-sponsored events and programs rated very high, with 93% of respondents expressing a desire to attend a similar event in the future, and 86% indicating they gained a valuable skill or knowledge.

**Table 1. Collective Process Evaluation Data
(n=10 events)**

Healthy Campus Initiative Pods	Percent
MoveWell	50
EatWell	30
MindWell	20
Target Audience	
Students	100
Faculty	30
Staff	40
General public	20
Attendance	
Ranged from 5-978 participants	
Marketing Strategies	
Facebook	80
E-mail	80
Website	80
Flyers	70
HCI website	50
Instagram	30
Twitter	30
Classes	30
Other (e.g. UCLA Newsroom)	20

Table 2. Collective Intercept Survey Data

Gender (n=467)	Percent
Male	29
Female	70
Race/Ethnicity (n=461)	
Asian	31
White	33
African American	3
Latino	12
Mixed race	7
UCLA Affiliation (n=465)	
Undergraduate student	29
Graduate student	22
Professional student	3
Faculty	4
Staff member	24
Whether Participants Would Attend a Similar Event/Program in the Future (n=443)	

Strongly agree	58
Agree	35
Neutral	5
Disagree	0
Strongly disagree	1
Whether Participants Gained Knowledge and/or Skills by Attending the Event/Program (n=374)	
Strongly agree	45
Agree	41
Neutral	10
Disagree	1
Strongly disagree	2
How Likely Participants are to Apply the Knowledge and/or Skills Gained (n=362)	
Extremely likely	46
Likely	39
Neutral	12
Unlikely	1
Extremely unlikely	2

Findings from the process evaluation and intercept surveys have been used by HCI pods to better understand who attends their events, which marketing and outreach strategies are most effective, and how content was received and used by participants. For example, HCI pods have used findings from the surveys to change times and locations of events to maximize participation and to implement new programming that was initiated through participant feedback. ResearchWell has also used the combined data from the process evaluations and intercept surveys to monitor overall participation and satisfaction with HCI-sponsored programs and events. From reviewing the aggregated results, it is apparent that particular groups on campus are not participating in HCI programs and events as often as others. For example, UCLA staff are not well represented in these activities. Next year, ResearchWell will work with the HCI Steering Committee and pods to reach out to and involve UCLA staff in more HCI-sponsored events and programs.

Objective 3: Explore internal and external partnerships/funding opportunities to conduct research

Throughout the academic year, ResearchWell explored both internal and external partnerships/funding opportunities to conduct research in support of HCI goals and objectives. For example, Dr. Cowgill applied for and received funding from the UCLA Jonsson Comprehensive Cancer Center (JCCC) to conduct focus groups and key informant interviews with students and student organizations about the HPV vaccine. This funding will support existing efforts funded through HCI to assess HPV vaccine practices at the UCLA Arthur Ashe Student Health and Wellness Center. Dr. Cowgill has also submitted an R03 grant application (a preliminary grant to conduct pilot work) to the National Institutes of Health to further support this work. Members of ResearchWell have also participated in the national Menus of Change University Research Collaborative and the Partnership for a Healthier America (see the National Engagement portion of the HCI Engagement, Communication, and Dissemination section for more details). Through these interactions, we have had the opportunity to share our approach to data collection and evaluation of HCI programs and events with universities from across the country.

Objective 4: Support HCI pods with research/evaluation needs

ResearchWell has provided ongoing research and evaluation assistance to HCI pods in the areas of study design, IRB approval, data collection, survey development, and data analysis. For instance, ResearchWell partnered with EatWell and Dr. May Wang from the Fielding School of Public Health to conduct a two-year evaluation of UCLA Dining Service's Flex Bar project. The goal of the Flex Bar is to promote consumption of vegetable-based proteins in lieu of more traditional animal-based proteins (see more details in the EatWell section). During the 2016 - 17 academic year, we cleaned the data we obtained from Dining Services with respect to the food purchases made by all UCLA dining halls. We also conducted a validation study in which we assessed the reliability and accuracy of students' responses to the online nutrition and dietary questionnaire by having them complete a three-day food diary. Lastly, we administered a follow-up online nutrition and dietary questionnaire to undergraduate students during May 2017 to evaluate changes in students' dietary patterns since the implementation of the Flex Bar on January 8, 2017.

We also collaborated with MoveWell to conduct a research study on sedentary behavior among undergraduate and graduate students (see more details in the MoveWell section). For this project, we administered a web-based survey to more than 450 undergraduate, graduate, and professional students to assess their sedentary behavior patterns in class, at work, and at home. We also conducted focus groups with 60 students and key informant interviews with eight faculty to better understand how we can decrease long bouts of sitting in classroom settings by implementing opportunities for stretching and fitness breaks. The information collected through this effort will be used to develop and further evaluate classroom-based interventions to reduce sedentary time.

In addition to these two major research projects, ResearchWell provided ongoing technical assistance and guidance regarding research and evaluation efforts to the other HCI pods. For example, we helped develop and tailor an intercept survey for the MindWell TEDxUCLA Eudaimonia event (more details in the MindWell section). Dr. Cowgill also trained HCI GSRs on coding focus groups and key informant interviews. In addition, Dr. Cowgill met with UCLA faculty and staff to discuss research ideas and projects and has assisted with the submission of these projects for HCI funding.

Objective 5: Support HCI-funded student groups with research/evaluation needs

ResearchWell provided technical assistance to the student groups that received funding from HCI to implement projects that aim to improve the health of the campus community. For example, we collaborated with Bethany Myers from the UCLA Biomedical Library to conduct workshops on proposal writing, process evaluation, and poster development for the student groups. Dr. Cowgill also provided one-on-one technical assistance and guidance to HCI-funded student groups on evaluation design and



Kevin Cory, president of DiaBeaters at UCLA, proudly displays his organization's accomplishments via the Beat Diabetes Initiative at HCI's Annual Celebration.

survey development. These student groups used the information they acquired from these workshops to evaluate their programs, projects, and events and to create posters on their projects, which they presented at HCI's Annual Celebration: #DreamRevolution. Dr. Cowgill provided additional assistance to the BreatheLA and FITTED student group projects through help with survey design and analysis. Finally, ResearchWell updated and improved the poster evaluation process for HCI's Annual Celebration and oversaw HCI's Annual Student Poster Competition (see Appendix VII for all student posters).

Objective 6: Identify opportunities for student and staff participation in ResearchWell

Throughout the year, we invited UCLA students and staff to participate in the various activities led by ResearchWell. These students attended pod meetings, project meetings, and events (e.g., the aforementioned workshop on process evaluation for HCI-funded student groups) and helped us administer the intercept survey to participants at the HCI Annual Celebration:

- Anika Akhter, 2nd year M.P.H. student in Community Health Sciences, served as the primary contact on the HCI process data collection project;
- Joe Viana, 4th year Ph.D. student in Health Policy and Management, is developing a dashboard to showcase HCI data;
- Shelley Jung, 2nd year Ph.D. student in Community Health Sciences, is the GSR for the Flex Bar project;
- Linghui Jiang, 1st year Ph.D. student in Community Health Sciences, is the staff research assistant on the Sedentary Behavior Study;
- Jordan Wong, administrative intern for UCLA Health System, is assisting with focus group and key informant interviews for the Sedentary Behavior Study;
- Anusha Sadda, 3rd year undergraduate student in Psychobiology, minoring in Public Health, is assisting with drafting the Sedentary Behavior manuscript; and
- Jennifer Liang, 2nd year M.P.H. student in Health Policy and Management, and Tiffany Hu, 3rd year undergraduate student in Microbiology, Immunology, and Molecular Genetics, are helping with the HPV study.

Objective 7: Expand the membership of ResearchWell

Given the fact that ResearchWell is HCI's newest pod (established in Spring 2015), we sought to expand the membership of ResearchWell to include representatives from a wide array of campus departments, academic faculty, staff, and students. We held quarterly meetings and have seen our membership grow throughout the year. ResearchWell now includes representatives from SAIRO (Kristen McKinney, Laura Paulsen), ASUCLA (Cindy Bolton), UCLA Housing and Dining (Pete Angelis and Al Ferrone), UCLA Sustainability (Nurit Katz), UCLA Fielding School of Public Health (Beth Glenn, May Wang, and Arturo Bustamante), UCLA Residential Life (Marvin Chen), and the UCLA Student Wellness Commission (Sarika Bahril). In addition to these members, other HCI Pod Leaders, GSRs, and staff have joined our meetings on a regular basis.

Objective 8: Increase awareness of HCI goals and activities within the UCLA community and among the general public

To present a snapshot of HCI goals and activities, Joe Viana, Ph.D. candidate in Health Policy and Management, has initiated the development of an HCI dashboard.

The Healthy Campus Initiative's Dashboard is a pilot project that aims to measure and share various aspects of campus-life through new data partnerships. There are many departments which directly shape the health and wellbeing of students, faculty, and staff on campus. Naturally, every department has developed their own systems and measures to do their work most effectively. During daily operations, departments create and collect different types of data which provide unique glimpses into life on campus. Our dashboard will identify these different aspects of campus life and stitch them together in a visual representation to provide a bigger picture of the factors that influence health and wellbeing on campus.

Two examples stand out which embody the spirit of the dashboard project:

- UCLA Housing and Hospitality, a long-time and frequent collaborator with HCI, partnered with HCI researchers to work towards encouraging dining hall patrons to choose water over sugar-sweetened beverages. Through this partnership, it became apparent that there was a lot of value hidden in their purchasing orders. By tracking the amount of concentrate purchased to be used in the dining hall soda fountains, paired with the number of patrons who swiped into the dining hall, we can estimate how many patrons, on average, drank a 12 oz glass of soda in each time-frame. We've been able to take this simple system and apply it to two-years' worth of purchasing data, and will continue to track this for every academic quarter. We've learned that average soda consumption has declined over time, and identified which sodas are most popular and when. In addition to having a new benchmark, this collaboration has reinvigorated efforts to try new ways of encouraging healthier drink choices in dining halls.
- UCLA Transportation plays a huge role in daily travel for much of the UCLA community and has a long and successful history of encouraging public-transportation, walking, biking, and carpooling over single occupancy vehicles. They track this by the number of subsidized public transit passes purchased, annual surveys, even counting the number of occupied bike racks, which is all shared in their annual "State of the Commute" report, available at ucla.app.box.com/s/7a6vn5dblwnw22xa40cz1kolwj6vk3oc. The HCI dashboard will serve as a new platform to feature these results, repurposing their reports to track trends in how we get to campus over time and bringing a new audience to this important work.

By taking inventory of existing data and by developing new measures of data collection, we can begin to create a new and evolving picture of health and wellbeing on UCLA's campus. From that vantage point, we can look at old questions from a new perspective: What does a healthy campus look like to you? How do things look now, and where can we go from here?

Ultimately, these and other data will be featured on HCI's website, providing a single platform to feature different snapshots into campus life. On the next page are mockup images of what we envision the Dashboard to look like on our website:

UCLA

LIVE
WELL

The Healthy Campus Initiative's EatWell pod is committed to fostering the healthiest food environment for UCLA students, staff and faculty. We've teamed up with Dining Services to put together a few **key metrics** to provide an up-to-date picture of what we are eating and drinking in our dining halls.

We'd like to share our findings with you as they come out!
Watch us continue to work towards making the healthy choice the easy choice

+

How many sugar sweetened beverages are we drinking?

+

What types of ingredients are being purchased to make our food?

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EAT WELL

MOVE WELL

MIND WELL

BE WELL

Sugar sweetened beverages at Covell Dining Hall

Soda fountains use about 2oz of syrup to make a 12oz glass of soda. We track how much soda syrup is purchased to stock the soda fountains, and convert to 12oz glasses. Then, we divide this by the number of people who swiped into the dining hall.

Per-capita glasses is good for tracking trends, but can be awkward to interpret. To fix this, we scale up to what percentage of people who swiped into the dining hall poured a 12oz glass of soda.

We also want to understand who is drinking soda, and what healthier options you would want to see. Check out the results from our surveys, or leave us some feedback below.

- [2015 Covell Beverage Survey Factsheet](#)
- [2016 Covell Beverage Survey Factsheet](#)

Term	Percent of total swipes who poured a 12oz glass of soda
Fall 2014	32%
Winter 2015	39%
Spring 2015	31%
Fall 2015	26%
Winter 2016	30%
Spring 2016	26%

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EAT WELL

MOVE WELL

MIND WELL

BE WELL

Participation in Annual HCI Celebration

We participated in HCI's 2017 Annual Celebration by administering an online version of the intercept survey to obtain feedback from participants about the celebration. ResearchWell volunteers and staff administered 84 surveys to attendees of the 2017 Celebration. Most respondents were female (56%). Participants reported UCLA affiliation as follows: undergraduate student (45%), graduate student (11%), staff member (17%), and member of the general public (14%). Satisfaction with the event rated high, with 85% of attendees reporting a desire to attend another HCI Celebration in the future.



Left: A student involved in Idea Hacks explains his poster to Dr. Roshan Bastani, Co-Pod Leader of ResearchWell and poster judge, at the HCI Celebration. Right: Members of the UCLA Reproductive Health Interest Group explain their poster to librarian and poster judge Bethany Myers at HCI's Annual Celebration.

Goals for the 2017 - 2018 Academic Year

- **Increase participation in HCI process data collection efforts**
 - Collect process evaluation data on a wider range of events and programs organized by HCI pods
 - Promote the use of an online version of the intercept survey among HCI pods to facilitate data collection
- **Provide continued technical assistance and guidance to HCI pods on all research and evaluation needs**
 - Develop new collaborations with individuals and groups to conduct research that will inform efforts to promote the health of the UCLA community
 - Provide evaluation assistance to HCI-funded student organizations
 - Train UCLA students and staff to assist with HCI research and evaluation efforts
- **Identify opportunities to develop and implement research and evaluation efforts that aim to address health and wellbeing among a large proportion of UCLA students, faculty, and staff**
 - Continue to support the Flex Bar and sedentary behavior research projects
 - Implement a campus-based HPV vaccination project in collaboration with Dr. David Baron, the Arthur Ashe Student Health and Wellness Center, the Student Wellness Commission, Student Health Advocates, and the Student Health Advisory Committee
- **Increase dissemination efforts of HCI research and evaluation activities**
 - Identify opportunities to submit manuscripts to peer-reviewed journals highlighting HCI efforts at UCLA
 - Identify opportunities to attend national conferences to participate in poster and oral presentations to disseminate HCI efforts at UCLA
- **Increase awareness of HCI goals and activities within the UCLA community and among the general public**
 - Identify and obtain access to data related to HCI goals that are currently being collected by UCLA entities
 - Display this data on a visually appealing dashboard on the HCI website in which individuals can quickly learn about HCI's goals and our progress towards meeting those goals