Engaging Students for Success: Social Media, Incentives and Beyond

Presented by Sara Stahlman, University of North Carolina at Chapel Hill, ACHA Healthy Campus Coalition Leadership Team Member

With gracious thanks to Allison Smith, NYU, and LiveWellNYU
High potential to engage student population
Learning Objective #1:
Discuss the evidence base for the use of technology in public health and student engagement
<table>
<thead>
<tr>
<th>Rank</th>
<th>Source of information</th>
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<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internet/World Wide Web</td>
<td>61,651</td>
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<td>Parent</td>
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<td>3</td>
<td>Friend</td>
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<td>4</td>
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<td>Health educator</td>
<td>41,963</td>
<td>53.3</td>
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<td>6</td>
<td>Magazine</td>
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<td>7</td>
<td>Leaflet/pamphlet/flyer</td>
<td>40,279</td>
<td>51.0</td>
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<td>8</td>
<td>Television</td>
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<td>9</td>
<td>Faculty/coursework</td>
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<td>10</td>
<td>Campus newspaper article</td>
<td>21,791</td>
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<tr>
<td>11</td>
<td>Campus peer educator</td>
<td>15,640</td>
<td>19.9</td>
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<td>12</td>
<td>Resident assistant/advisor</td>
<td>13,553</td>
<td>17.3</td>
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<tr>
<td>13</td>
<td>Religious center</td>
<td>7,360</td>
<td>9.3</td>
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**Believability**

<table>
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<tr>
<th>Rank</th>
<th>Source of information</th>
<th>n</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Health center medical staff</td>
<td>70,932</td>
<td>89.9</td>
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<td>Health educator</td>
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<td>89.8</td>
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<tr>
<td>3</td>
<td>Faculty/coursework</td>
<td>53,591</td>
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<td>4</td>
<td>Parent</td>
<td>51,412</td>
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</tr>
<tr>
<td>5</td>
<td>Leaflet/pamphlet/flyer</td>
<td>46,651</td>
<td>59.0</td>
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<tr>
<td>6</td>
<td>Campus newspaper article</td>
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<td>7</td>
<td>Campus peer educator</td>
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<td>8</td>
<td>Resident assistant/advisor</td>
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<td>9</td>
<td>Internet/World Wide Web</td>
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<td>10</td>
<td>Friend</td>
<td>19,125</td>
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<tr>
<td>11</td>
<td>Religious center</td>
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<td>12</td>
<td>Magazine</td>
<td>16,796</td>
<td>21.3</td>
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<tr>
<td>13</td>
<td>Television</td>
<td>9,769</td>
<td>12.4</td>
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*Note.* Refers to questions 3 and 4: “Do you usually get health-related information from any of the following sources? (no, yes)?” “Record the believability of each source of health information (believable, neither believable nor unbelievable, unbelievable).”
Outcomes of Online Health Interventions

Interventions have demonstrated positive changes in knowledge, social support and health behaviors.

Effect size is small, but clinically significant.

Effective even compared to traditional modalities.
Advantages of Technology

- Convenience
- Tailored messaging
- Engaging
- Reach
Learning Objective #2:
Describe a data driven approach for engaging students in health using social media platforms and other technology
University Students are Healthy

90.2% of students described their health as “good, very good or excellent.”

53.6% of students were diagnosed or treated by a health care professional within the last 12 months for one of the conditions listed on the NCHA.

Source: Fall 2013 NCHA Reference Group Data
Top Impediments to Academic Success

<table>
<thead>
<tr>
<th>Factor</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Stress</td>
<td>27.9</td>
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<tr>
<td>Anxiety</td>
<td>19.7</td>
</tr>
<tr>
<td>Sleep</td>
<td>19.4</td>
</tr>
<tr>
<td>Cold/flu/sore throat</td>
<td>13.2</td>
</tr>
<tr>
<td>Work</td>
<td>13.0</td>
</tr>
<tr>
<td>Depression</td>
<td>12.0</td>
</tr>
<tr>
<td>Internet Use/ Computer Games</td>
<td>10.0</td>
</tr>
<tr>
<td>Concern for family/friend</td>
<td>9.9</td>
</tr>
<tr>
<td>Extracurricular activities</td>
<td>9.7</td>
</tr>
<tr>
<td>Relationship difficulties</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Within the last 12 months, the following factors affected individual academic performance:

Source: Fall 2013 NCHA Reference Group Data
Barriers to Help Seeking

• 65% of students with **untreated** mental illness report
  – Low stigma **AND**
  – Positive beliefs about treatment

• Issues cited as barriers:
  – No time
  – Ability to deal with issues on my own
  – Stress is normal in college
  – My needs are not serious enough

Eisenberg et al, 2012
How do we get students to be proactive partners in their health and wellness?
Existing Health and Wellness Model

- Traditional promotion & marketing
- Online appointments & secure messaging
- Educating Faculty & staff
- Collaborative Care
- Financial Model
- Engaging Student Affairs, Schools and Other Key Offices
- Traditional outreach events
Inspiration
Portfolio of Technology-based Interventions

Non-SHC Sponsored Health/Wellness Opportunities

Community

Portfolio of Technology-based Interventions
Integrated Paradigm for Student Engagement

- Partners in Prevention
- Spectrum of Health & Wellness
- Targeting efforts
- Innovative engagement strategies
- Technology
- Evidence or theory based

Engagement →
Increased health literacy (knowledge and skills)

Activation →
Behavior change
Healthy lifestyle
Good health

Improved ability to function and flourish

LEARNING OUTCOMES

HEALTH OUTCOMES

STUDENT SUCCESS

From Live Well NYU - www.nyu.edu/live-well-nyu
Strategic Approaches

The building blocks to support achievement of healthy outcomes

Partners in Prevention – key community members
Spectrum of Health & Wellness – healthy daily habits
Targeted efforts – identify and focus on subgroups
Innovative engagement strategies – multimedia, incentives
Technology – so much potential here!
Evidence or theory based – most successful practices used

From Live Well NYU - www.nyu.edu/live-well-nyu
Processes lead to student ability to maintain good health, succeed socially & academically.

Engagement

Increased health literacy (knowledge and skills)

Activation

Behavior change

Healthy lifestyle

Good health

Improved ability to function and flourish

From Live Well NYU - www.nyu.edu/live-well-nyu
How to Measure Success

Engagement

Increased health literacy (knowledge and skills)

Activation

Behavior change

Healthy lifestyle

Good health

Improved ability to function and flourish

LEARNING OUTCOMES

HEALTH OUTCOMES

STUDENT SUCCESS

From Live Well NYU - www.nyu.edu/live-well-nyu
Integrated Paradigm for Student Engagement

- Partners in Prevention
- Spectrum of Health & Wellness
- Targeted efforts
- Innovative engagement strategies
- Technology
- Evidence or theory based

Engagement
- Increased health literacy (knowledge and skills)
  - Activation
    - Behavior change
      - Healthy lifestyle
      - Good health
      - Improved ability to function and flourish

Learning Outcomes
Health Outcomes
Student Success

From Live Well NYU - www.nyu.edu/live-well-nyu
Evolution of Engagement

**Idea Spawned**

**PHASE 1: BACKGROUND RESEARCH**
- Engage stakeholders including students
- Literature review on concept
- Benchmarking
- Focus Groups with students

**PHASE 2: PLANNING & DEVELOPMENT**

**Framework**
- Finalized Priority Areas and began conceptualizing framework and strategy
- Inventory of existing efforts
- Literature review

**Branding/Identity**
- Get a name
- Develop logo
- Create brand concept
- Establish criteria for use of brand
- Create dissemination plan

**Engagement**
- Background research on best practices for technology and social media
- Develop website and newsletter for students
- Develop Partners in Prevention website
- Beta testing
- Plan for content generation

**Infrastructure**
- Initial meetings with committee
- Develop collaborations/partnerships throughout the University
- Form work groups
- Write grants
- Hire student staff

**PHASE 3: IMPLEMENTATION**

- Host and participate in events on campus
- Ongoing efforts to engage students
- Ongoing web content development
- Increase social media use
- “Mobilize” partners, including expanding resources and creating feedback mechanism
- Improve or create new policies, services, interventions, approaches
- Assessment

ALL OF CAMPUS
Healthy Campus Pledge
acha.org/healthycampus
Learning Objective #3:
Identify best practices in student engagement and social media that can be applied to college health
Mayo Clinic has been recognized as the best hospital in the nation for 2014-2015 by U.S. News & World Report.

Mayo Clinic
Education • Hospital • Clinic

MONDAY'S HOUSECALL - Tips for dining in or out safely when you have food allergies: Having a food allergy means taking precautions at mealtime. Learn about safe food handling and preparation when you're at home or away. http://mayo Clinic/1wfhJ16
Skittles

- Website is a fluid page full of graphics and links to entertaining content
- All promotional/sales content removed
- Prominent links to social media sites

Source: http://www.skittles.com
Skittles – Mob the Rainbow

- **Goal:** activate and engage Skittles’ large social media audience.
- **Method:** enlist fans to take action on Facebook to participate in real-life events.
- **Outcome:** 8 million fans → 15 million fans
What Does LiveWellNYU Do?
They help students…

**Live it up.**
Going out and doing things helps keep us active and connected, reduces stress and introduces us to new people and experiences. LiveWellNYU offers info on events and has suggestions from other students on things to do.

**Live free.**
The stress and cost of college life can make it hard for you to get out and do the things you want to. LiveWellNYU.com offers deals to help save cash and features other students’ tips to help you balance all your obligations and opportunities, and stay healthy.

**Live loud.**
Living Loud is all about being yourself, expressing your viewpoints and making your mark. Anyone can be part of LiveWellNYU by contributing articles, photos, videos or your ideas.
One month unlimited yoga for $30
Get one month of unlimited yoga classes at YogaWorks for only $30. Deal expires Oct 18, 2013

FREE Museum Access with NYU's Museum Gateway
Through NYU's Museum Gateway, you can visit some of the city's finest museums and cultural institutions FOR FREE by showing your student NYUCard.

$29 for Let It Be Musical on Broadway
You may have missed their rooftop concert in 1969, but with this offer, you can still hear the Beatles' greatest hits when you snag one ticket to Let It Be at the St. James Theatre for only $29. Deal Expires Nov. 2, 2013
WELCOME WEEK

LiveWellNYU Featured Events
For a full list of Featured Events during Welcome Week 2013:
LiveWellNYU.com/WW2013

LiveWellNYU Photo Experience
August 28th, 12 p.m. to 6 p.m.
Top of Grand Staircase in Kimmel Center
Students get a print of their photo and a limited edition LiveWellNYU frame!
Upperclassmen shared ideas for things that every student should do during their time at NYU. Incoming students can look through the ideas and select 8 to make their collage.

- $200 Ticketmaster gift certificate as incentive for creating collage.
- Students can share their collages on FB and Twitter, and then add photos to their collage page from the experiences they complete.
Initial Results

- 35 videos produced by NYU students, with our most popular "Stuff NYU Students Say" video yielding 64,600 views
- 34,608 unique visitors
- 247,231 pageviews
- 6,000 sign-ups to the newsletter
70% of first year students were aware of LiveWellNYU

44% have visited LiveWellNYU.com
How did you first learn about LiveWellNYU?

- Attended an event (like Welcome Week or Wellness Expo): 60%
- Attended a presentation about LiveWellNYU: 7%
- Received an email about LiveWellNYU from another organization or office: 10%
- Connected through a social network: 10%
- Saw the LiveWellNYU stamp on materials or items on campus: 10%
- Other: 3%

Source: March 2013 LiveWellNYU Survey of Newsletter Recipients; n=320
Why did you subscribe to the email list? Select all that apply.
Looked for additional information on a topic or idea
Attended an event or joined a program
Took advantage of a deal/discount
Visited the Student Health Center/Health Promotion Office
Visited a campus office or resource
Changed their routine or added an activity to be healthier
Add it all up and...
Engaging Students in Health Promising Practices

- Engage yourself in the process
- Adapt evidence informed initiatives to your campus
- Collaborate - community and campus partners
- Focus on daily health behaviors
- Use data to determine top priority health behaviors
- Focus on subgroups of the population
- Leverage incentives, social media, technology
Social Media and Technology
Promising Practices

- Use conversational tone
- Identify your goals
- Listen and Respond
- Diversify & pace your content
- Inject yourself into the conversation: share news
- Get feedback in real time
- Make changes as needed
- Use different approaches for each platform
- Know your audience & pay attention to your followers
- Create a user-centric experience
- Highlight work of others
- Offer promotions/incentives
- Don’t over-promote yourself
- Keep the focus on your audience

Incentives Promising Practices

Ideally all of the below:

- Small reward for everyone
- Entry to win highly coveted award
- Participation is a reward in itself

Health focused such as:

- Health promoting item (H2O bottle, shirt, fitbit)
- Personal training
- Campus / community events at reduced prices
- Yummy food
- Social reward (high profile images IRL or social media)
Discussion / Q&A