



College Campus Health Promotion Toolkit

Created by collaborative design

University of Tennessee ♦ West Virginia University ♦ South Dakota State
University ♦ University of Florida ♦ University of Maine ♦ Syracuse
University ♦ Kansas State University ♦ Auburn University

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INTRODUCTION TO FRUVED



What is GetFruved?!

We're glad you asked! **Fruved** (for short) stands for **FRU**its and **VE**getables and is a nation-wide movement aiming to support healthy living among college students. This 'Fruvement' originated as a USDA grant-funded intervention/control study at eight universities across the country. We've taken what we've learned from our research project and put it into this guide to help your organization improve the health of both your students and your campus environment. Although Fruved stands for fruits and vegetables, it targets overall wellness by focusing on three specific areas:

1. **Food behavior**
2. **Physical activity**
3. **Stress management**

Fruved was developed using a Community-Based Participatory Research (CBPR) approach, meaning that students were equal partners with researchers throughout the project. We did not want researchers telling students what they needed to change and how to do it; instead, students at each university assessed the healthfulness of their campuses and decided what would work best to improve their environments. Our undergraduate and graduate student researchers worked in partnership with our faculty researchers to shape what activities we did and what messages we sent out on social media. For example, our logo was developed by an undergraduate student from South Dakota and a graduate student from Tennessee. This project would not be what it is without our students! We hope the approach of partnership continues as you bring Fruved to your campus.

Fruved is a two-pronged approach: 1) promoting/marketing health messages and events, and 2) advocating for healthful environmental changes on campus.

Fruved fosters collaborations between health-related groups and organizations on campus. A systematic approach is used to collect information on your campus' priorities, needs, and readiness for change. It then works to promote/market what is already going on, identify health promotion areas that need additional focus, and implement new activities and events to promote healthy lifestyles. By doing this, Fruved helps students to have a healthier and more successful college experience.

The second part of the approach is environmental change. Environmental change requires more time and on-going efforts, but can lead to long-lasting impacts for students! Fruved provides a systematic approach that uses the information generated to facilitate advocacy for environmental changes that will help support healthy lifestyles on your campus.

The rest of this toolkit will walk you through what you need to do to successfully implement Fruved on your college campus. We are so glad you have decided to take this journey!



How to use the Toolkit:

So, how can you get involved and bring Fruved to your campus? The first step is reading this guide (toolkit), so thank you for checking it out! In this toolkit, we've outlined everything you need to do in a step-by-step way. The first section explains the components of the program, including how to:

1. Assess your campus' priorities, behaviors, and readiness for health changes
2. Assess your environment using the Healthy Campus Environmental Audit
3. Advocate for environmental changes on campus to support healthy behaviors
4. Market and promote health on your campus

At the end of this toolkit you will see activities and events described that you might adapt and use to promote health on your campus. You will find this information presented the 3 pillars of Fruved: **Nutrition/Healthy Eating**, **Physical Activity**, and **Stress Management**. For each pillar, we provide student-created content including social media posts, posters (available online), and activities that can be adapted for use at your college or university. We also include some bonus miscellaneous activities for special occasions!

In the activities and events section, there are 24 health topics. These are all topics that students have identified as necessary to address to promote health for students. As you collaborate with other health-related groups and organizations on campus, you may find that many of the topics may already be addressed by other organizations. That's great - market what they are already doing; maybe partner with them to make it even better! Fruved's role is to fill in the gaps; don't let any health topic get left out! So if you find that no one else on your campus is planning to do anything for one of the topic areas in the next year, you can step in and plan an event or activity. You can use the ideas in this toolkit or be creative with your own event ideas!

As you market both what others are doing and the new events you are creating, think about which social media platforms will work best on your campus. Students are the expert on which platforms students use the most, what type of messages (quotations, memes, social media challenges, links, etc.) are received well, and how often students will want to see posts; that is one reason that partnerships with many different students throughout this process is so important! We also recommend marketing health-related education messages about each topic in addition to your event marketing, but you know what will be best received!

As we said, Fruved was developed by students, for students. The CBPR approach is a key part of Fruved's success. Identifying and building relationships with the right people on campus is extremely important! Set up meetings to discuss Fruved's introduction to campus, invite leaders and administrators to events, and keep everyone up-to-date so they'll stay involved. Recruit experts from all areas of health and share ideas; the more diversity in the group, the better. The community, *your campus*, is the voice of the Fruved organization! The more students, administrators, and campus organizations that are involved with Fruved, the more successful and welcomed it will be!



PROGRAM COMPONENTS

Program Overview

We mentioned that Fruved started as a USDA grant-funded research project. This means we have the ability to help fund **YOUR** organization as it works to promote health! There are some things we ask that your organization does in exchange for the funding. But don't worry, they are all things you will [hopefully] want to do on your campus anyway, and we will be there to walk you through every step!

Our expectations in exchange for receiving funding are described below and then explained in more detail in the following sections. After your organization completes steps 1-2, we'll provide you with all the reports and information you need for the rest of the advocacy steps and health changes! We also created a simple checklist and timeline for you to help keep track of what your organization has completed; you will find the checklist on the next page and the timeline in the appendix!

At the beginning of the year you will-

1. Complete the surveys (we will give you links that you can share on social media, send out to other student organizations, or distribute through classes).
2. Complete Healthy Campus Environmental Audits (HCEA).
3. Coordinate an initial meeting with leaders from other health-related campus organizations to identify already available health promotion activities, discuss plans for advocacy, and promote collaboration and communication between organizations.
4. Plan at least four health promotion activities for topics that are not currently being offered by other health-related organizations on campus during the school year.

After we send you the reports and materials that you will use to help with advocacy-

5. Coordinate another meeting with leaders from health-related campus organizations to discuss the provided reports and materials and plan for a Town Hall meeting.
6. Coordinate at least one Town Hall Meeting with students from your school to discuss the reports and materials we sent, and develop a plan for advocacy.
7. Coordinate at least one more meeting with leaders from health-related campus organizations to discuss the outcomes from the Town Hall meeting and finalize plans for advocacy to take to one meeting set up with campus administrators.

Throughout the year you will also-

8. Market at least one health-related activity and/or message through social media per week, using popular social media platforms on campus.
9. Implement at least four health promotion activities for topics that are not currently being offered by other health-related organizations on campus during the school year.

You will provide the following feedback on your activities-

10. Online progress reports should be completed by you or someone from your organization. In the reports you will describe activities and initiatives that have taken place at your campus (Report submission deadlines are: November 1st, February 1st, May 1st).
11. Conduct at least two Ripple Mapping Focus Groups at the end of the school year. One with students actively involved with implementing the Fruved project and another with students from the general student population that have been exposed to the Fruved project.



Program Requirements Checklist

- Surveys [Due Nov. 1st]
 - College Environment Perceptions Survey (50+)
 - Readiness to Change Survey (50+)
 - Student Priorities Survey (50+)
 - Wellness Report Cards Round 1 (50+)
- Healthy Campus Environmental Audits [Due Nov. 1st]
 - FRESH (Dining Environmental) Audit*
 - SHELF (Convenience Store) Audit
 - VENDing (Vending Machines) Audit
 - PACES (Physical Activity) Audit*
 - Walkability/Bike-ability Audit
 - POINTS (Policy) Audit*
 - Campus Environmental Demographics Audit*
- Meeting with health-related organization leaders (3) [Due Sept. 20th, Jan. 20th, & Feb 28th]
 - Meeting 1
 - Meeting 2
 - Meeting 3
- Town Hall Meeting (1) [Due Feb. 14th]
- Meeting with administrators (1) [Due March 15th]
- Health promotion activities (at least 4)
- Market health and health-related activities on social media (at least 1/week)
- Ripple Mapping Focus Groups (2) [Due May 10th]
- Online progress reports (3)
 - November 1st
 - February 1st
 - May 1st



Surveys - Due Nov. 1st

Your organization will ultimately be in charge of organizing and distributing the surveys, but we recommend having at least 3 students dedicated to the process for accountability and reliability - share the work and keep each other on track! Links for each of the surveys below can be found at www.fruved.com. You can send these links to students at your university through email, social media, on flyers, posters, through professor's classes, or other student organizations. We provide each survey link separately AND another link that combines the surveys. You can use that single link to reach many students at one time and not have to send multiple links or emails. These surveys will need to be completed by November 1st and we recommend starting as early as possible to complete everything throughout the fall semester.

Below are descriptions of the surveys that need to be sent out to as many students as possible. You can send the single link out to make your life easier. A minimum of 50 responses should be received for each survey but the more responses and the greater diversity of responses, the better your results will be!

COLLEGE ENVIRONMENT PERCEPTIONS SURVEY The College Environment Perceptions Survey (CEPS) measures the campus environment subjectively, or from the students' points of view. It is important to know how students are feeling about health matters on your campus in order to gain momentum for advocacy and change existing issues. Diversity of survey respondents is important here as you don't want your results to reflect a small segment of your campus population. We recommend sending out the survey link to as many students as possible in order to gain many perspectives.

STUDENT PRIORITIES SURVEY The Student Priorities Survey should also be sent to as many students on campus as possible. It measures campus opinions toward certain health-related policies that could be implemented on college campus. However, not every policy is right for every campus, and this survey provides an opportunity for your campus to narrow down the possibilities to the top priorities your organization can focus on for your campus health-improvement efforts.

WELLNESS REPORT CARDS The wellness report cards are an easy, fun way for students to learn about their personal health habits and see how they compare to other students around them and throughout the nation. Again, the more students that take the survey at your school, the better!! The survey only takes students about ten minutes to complete and asks about their current sleep and food habits, physical activity levels, and stress management techniques. Through an automated process, a personalized report will be generated from the student's answers. The report card will show them how they compare to the recommendations, to their campus averages, and to other students across the nation.

Students that take the survey in early fall will be automatically sent a survey link to take it again in the late spring. With this, students can track their progress and see changes in their habits over time! We recommend that you partner with your campus wellness organization to help share the survey and spread the word.

A sample of the report card is below!



READINESS TO CHANGE SURVEY Similar to individuals, no two campuses are the same. On one campus, attempted efforts to implement an intervention might be met with resistance, whereas on another campus they are enthusiastically embraced. This happens because they are at different levels of readiness to change. Attitudes, resources, and leadership all impact ability to affect change. Being able to assess a campus' readiness for change is vital to the successful adoption of any health or wellness initiative. The Readiness to Change Survey is a tool that can be used to gauge your campus readiness to change in an easy to use and cost-effective manner. **This is the only survey that is important to send out to a targeted group.** Even if you use the one link that contains all the surveys to reach out to lots of students, you should use the individual Readiness to Change Survey link and send it out to **student organization leaders** and campus **administrators**. It is really important to specifically measure their attitudes towards existing issues and their commitment to change.

Healthy Campus Environmental Audits - Due Nov. 1st

The Healthy Campus Environmental Audit (HCEA) is a comprehensive series of objective assessments that will help to determine the environmental supports for health promotion and obesity prevention. The audit includes important evidence-based health



promotion, food/dining, physical activity education and infrastructure environmental factors that might influence individual behavior. On your campus, you can evaluate cafeterias/restaurants, convenience stores, vending, recreation programs/facilities, walkability/bike-ability, and initiatives and policies.

The extensiveness of the implementation of this audit is decided by your campus team. We only require four of the audits, but encourage you to do all of them! The HCEA can be used in entirety to understand the full food/physical activity/health promotion environment, by evaluating a sampling of venues for each audit, or simply to evaluate one specific venue (a restaurant, a store, a vending machine, a recreation facility, etc.). The HCEA can be used to document, monitor, and advocate for health-facilitating campus environmental and policy supports and changes.

Audits should be completed in teams of at least 3 people. Each Audit is composed of approximately 15-25 items, with criterion scored using a five-point semantic-differential scale ranging from limited to extensive healthfulness or environmental support/evidence. Each audit has been developed by experts, pilot-tested, and has acceptable Inter-rater reliability.

We will provide your team with training tools to get you started. Each audit is administered via an online survey you can complete on any mobile device. After you complete your audits, campus results and comparative feedback will be provided to you! Complete these audits by November 1st, along with the other campus assessment surveys above. We will be in touch soon with a list of potential dates for HCEA training. **Contact Tanya M. Horacek, PhD, RD Professor if you have any questions about the training and the audits at thoracek@syr.edu**

The Full Restaurant Evaluation Supporting a Healthy (FRESH) Dining Environment Audit evaluates the nutrition environment of dining establishments including restaurants (fast food, sit down, cafes), dining halls, cafeterias, buffets and food courts. The audit evaluates the food and preparation descriptions to determine healthfulness of menu items, rather than a nutrient analysis perspective, and the availability/extensiveness of other supports for making healthy dining decisions. M Matthews, M Mullin, TM Horacek (2014)

The Convenience Store Supporting Healthy Environment for Life-promoting Food (SHELF) Audit evaluates the healthfulness of the food store environment of convenience stores, drug stores, dollar/discount stores, mini-marts, bodegas/corner stores, and food carts. The audit evaluates the presence of healthier foods and the availability/extensiveness of other environmental supports for making healthy food purchasing decisions. E. Kelly, M Mullin, TM Horacek (2014) *

Healthfulness Vending Evaluation for Nutrient-Density (VENDing) Audit evaluates the nutrition environment of vending machines (snack, beverage and prepared foods) using nutrient density healthfulness scores and the availability of environmental supports for making healthy vending purchase decisions. M Matthews, M Mullin, TM Horacek (2014) *

Physical Activity Campus Environmental Supports (PACES) Audit evaluates the recreation facilities and programs for a campus environment and the availability and extensiveness of the environmental physical activity supports. D. Seidman, M Mullin, TM Horacek (2014)

Sneakers and Spokes Walkability/Bike-ability Audit is adapted from Centers for Disease Control and Prevention’s (CDC’s) Healthier Worksite Initiative Walkability Audit (Dannenberg, Cramer, & Gibson, 2005) and evaluates the safety and quality features of walking/biking path segments on a campus. TM Horacek (2011) *

Healthy Environment Policies, Opportunities, Initiatives, Notable Topics Survey (POINTS) Audit evaluates the extensiveness and quality of health promotion/obesity prevention interventions, programs, and policies for a campus environment. The audit is a website review categorizing policy and intervention activities for health promotion/obesity prevention for the campus environment. M Simon, M Mullin, TM Horacek (2014)

Campus Environment Demographics Audit tracks the geographic, demographic and environmental variables necessary to describe, modify and compare campus results. TM Horacek (2016)

*Rutger’s University has “automated” these audits such that data can be collected real-time in the field using a mobile devise. Mallory M. Koenings¹, Tanya M. Horacek², Lucas Marxen¹, Dan Farnsworth¹, Carol Byrd-Bredbenner¹, ¹Rutgers University, New Brunswick, NJ, ²Syracuse University, Syracuse, NY

Student Organization Leader Meetings

You need to have at least three meetings with leaders of health-related student organizations or programs on campus throughout the year. The first should be held at the beginning of the school year early in the fall semester, the second should be held at the beginning of the spring semester after receiving the results of the campus assessment surveys/audits and eb4CAST report, and the third should be after the Town Hall meeting and before the meeting with campus administration. Sample agendas and goals for each meeting are provided in the appendix. However, a snapshot of what each meeting should be about is below!

- **1st Meeting:** Beginning of Fall Semester; review the 24 health topics (list provided in Appendix) and discuss what campus events they have planned that fall under the topic areas. Use that information to help you decide what events to market through social media each week. You can also figure out which of the topics do not already have events or activities planned. Those are the topic areas on which you want to start planning your own events.
- **2nd Meeting:** Beginning of Spring Semester; re-review the 24 health topics and discuss campus events that Fruved can help promote that will be happening during the spring and discuss the reports and materials (that we will send to you by January 1st) and plan for your Town Hall meeting.
- **3rd Meeting:** After Town Hall & before administration meeting; discuss results of Town Hall meeting and prepare priority discussions to present to administration, advocating for health policy changes.

Advocating for Environmental Change

Diet and physical activity behaviors, as well as environmental factors, are determinants of weight status.¹ Improved dietary intake, decreased sedentary behavior and increased overall health promoting behaviors are outcomes of policies

¹ Sallis JF, Glanz K. Physical activity and food environments: solutions to the obesity epidemic. *The Millbank Quarterly*. 2009; 87:123--154.



and built environments that support healthy lifestyles.² Although there are a multitude of negative influences on campus impacting students' behaviors for health, many studies have found that healthy work/campus environment initiatives/interventions and policies can improve employee/student wellness and reduce health-related expenses.³ For example, workplaces and campuses are required to enforce employee/student policies with regards to overtime, occupational health and safety and medical leave.⁴ These policies and laws are mandated and audited by state and sometimes federal agencies.

However, to date, nutrition and wellness policies are only required in the K-12 public school system. The Center for Disease Control and other health professionals urge employers to implement similar policies in the workplace and on campuses.⁵ The good news is that you will have ALL the evidence you need to present a convincing argument to administrators on your campus for healthy policy and environmental changes. We will provide you with the results of all your campus assessments and surveys from the fall semester (in a handout, as PowerPoints, and even as a file with a large poster you can have printed) so you can report what the perceptions are of the healthfulness of your campus, what the objective evidence is, readiness to change, students' health behaviors, and students' priorities. This information should be shared at the Town Hall meeting as well as at a meeting with campus administrators who can help get the ball rolling toward policy and environmental changes.

Town Hall Meeting - Due by Feb. 14th

Town Hall meetings are a great way to get your campus together to discuss health-related issues. You should start planning for your Town Hall meeting in November by identifying where it will be, the time, and the date. You should send out invitations to all the student organizations, administrators, local press, etc. and develop marketing materials to promote student attendance. You can reach out to professors and ask them to include attendance to the town hall meeting in their spring classes. Everyone on campus should be invited to attend: students, faculty, staff, administration, even Deans, President and Chancellors! By January 1st, you will receive your campus's personalized report from all the assessments conducted in the fall semester. Using these results, you should meet with student leaders from health-related organizations and share the results to plan for the Town Hall meeting. Invite panelists to be a resource for discussions; in previous Town Hall meetings we have had student representatives and leaders from health-related organizations, campus dining, and recreation and wellness centers as panelists. It will be essential to promote your meeting early and again in the days right before the meeting! Try to utilize professors and classes to help spread the word and encourage attendance.

The goal of the Town Hall meeting is to share the assessment results and facilitate discussions about the healthfulness of your campus. In order to learn more about your campus' perspectives and facilitate discussion, you should ask questions related to health in general, healthy eating, physical activity, and stress management. For

² Khan L, Sobush K, Keener D, Goodman K, Lowry A, Kakiyete J, Zaro S. recommended Community Strategies and Measurements to Prevent Obesity in the United States. *Morbidity and Mortality Weekly Report*. 2009; 58(RR07): 1-26.

³ Goetzel R, Henke R, Tabrizi M, Pelletier K, Loeppke R, Ballard D, Grossmeier J, Anderson D, Yach D, Kelly R, McCalister T, Serxner S, Selecky C, Shallenberger L, Fries J, Baase C, Isaac F, Crighton K, Wald P, Exum E, Shurney D, Metz R. Do workplace health promotion (wellness) programs work? *J Occup Environ Med*. 2014; 56(9): 927-934.

⁴ US Department of Labor. Find it! By topic. Washington, DC.

⁵ Task Force on Community Preventative Services. A recommendation to improve employee weight status through worksite health promotion programs targeting nutrition, physical activity, or both. *Am J Prev Med* 2009; 37(4): 358-359.

example, ask what makes it easier to be healthy and what makes it harder to be healthy on campus, in general and related to each health topic (diet, physical activity, and stress management). We provide a sample list of questions on our website and in the appendix of this toolkit. Make sure someone is taking notes! We also ask that your organization share with us what your campus was interested in - we have a link for the Town Hall Meeting Report on our website.

Health Promotion Events

Fruved loves to hold events for educating and motivating the student population. In the past, Fruved has used fruit and veggie character costumes/suits to create character teams and draw student interest. We represented team grapes, beans, carrots, tomatoes, and bananas in our suits. In the events below, we recommend having one or more of these characters present at each activity. They can be a great way to show your organization's passion in a fun way! You can decide which fruit and veggie characters you want on your campus and order costumes online! Make it even more fun by hosting competitions between character teams. We encourage you to order and wear your own fun fruit and veggie costumes to draw students to your events!

Remember, your Fruved group should execute **at least four** of your own topics/events throughout the year! At the end of the toolkit are 24 activity topic areas, which are all components that students have identified as being important to include when promoting students' health on college campuses. In your first meeting with other health-related organizations and programs, you will find out what they already have planned for the topic areas on your campus. If you discover any missing topic areas, those would be the ones for which you should think about developing programming, activities or events. Some of the most successful events collaborate with other like-minded organizations! To have successful event, your organization should network and collaborate with other organizations to bring as many people together to these events.

As you plan events on your campus, reach out to faculty and health professionals on campus and in your community to help you. There are great experts that you can partner with to make sure that your events help students be as healthy as possible. Feel free to adapt the ideas and materials available to you on Fruved.com. As you make new materials to use, think about sharing them on the Fruved.com website so that others may be able to benefit from your great ideas too!

Marketing Health and Health Related Activities

Each week you need to make at least one health-related social media post. You can use the visual materials available to you on Fruved.com as they are or adapt them for use on your campus. You can also create new visual materials to post. If you create your own, make sure to either pay for any artwork (with permissions to reproduce the artwork), use materials already approved to be "used, shared, or modified, even commercially," or create completely original material. As you make new materials to use, think about also sharing them on the Fruved.com website so that others may be able to benefit from your great work too!

In your meetings with leaders from other health-related organizations and programs, make sure to make notes of what, where, and when the events they are planning to do



are happening. You can use that information to make sure you are marketing all the health-related events that are happening on your campus throughout the year. Make sure to run any marketing materials by those organization leaders before you distribute their information. As you become known for your creative health-related marketing of events on campus, you will find more and more groups will reach out to you with their information. The more you share, the more the entire campus can benefit!

Ripple Mapping -Due May 10th

This may be a new term for you, but not to worry! Ripple Mapping will be a fun and interesting activity once you get the hang of it! Ripple Effect Mapping (REM) is an evaluation activity that is used to help understand what impact Fruved had on the participants and the campus community. This is done by using what is called the Community Capitals Framework (CCF). In other words, this is a reflection activity that helps the participants, campus administrators, and community members understand how Fruved has affected individuals, groups, and environments. By creating a visual map during this activity, we will be able to show everyone involved how students have directly seen change!

A full explanation of Ripple Effect Mapping can be found in the Appendix. Training materials and information to conduct your Ripple Effect Mapping sessions can be found on the Fruved website. Results from your sessions and any questions can be directed to ***Dr. Melissa Olfert at Melissa.olfert@mail.wvu.edu***.



Art in FRUVED

Research has shown that exposure to the arts can help in problem-solving skills, memory, confidence, and many other aspects of a student’s life. We would like to provide you with information on how you can incorporate the arts into your school’s Fruved program. This is a very important component of the project! Incorporating the arts into your activities, marketing, and social media campaigns will increase student engagement, and make Fruved a success on your campus!

Your campus may have many resources that can help you; contact different departments like your visual art, photography, dance, theater, and/or music departments on campus. If you don’t have those departments on campus, maybe you have those classes offered. You could reach out to the teachers for those classes or maybe some art-related student organizations. Combine your health knowledge with their art expertise to leave a lasting impression on your students and your campus.

The activities described in this document can help engage students, recruit partners, attract attention to your program and most importantly change the way people think, feel, and act. The more arts activities you incorporate, the more successfully you will engage your students and help Fruved have a greater impact on your campus.

Make sure that all materials created, posted, or submitted for use in the Fruved project are submitted with a completed media release form. The form can be completed using the link below or with a paper copy of the release. The paper version is attached at the end of this document.

https://utk.co1.qualtrics.com/jfe/form/SV_8CTHluMyY5DOVuJ

Visual Art

Students can create health-related images, videos, and photographs. Visual arts not only stimulate greater knowledge retention, but visual art-based activities engage students in a meaningful way. Below are some ideas for activities you could implement on your campus. These events can be held individually during the semester, or several can be combined to form a larger art fair event.

- **Poster contest**
 Students on your campus can compete to design Fruved posters about health messages. Students can be encouraged to research and learn interesting health facts to be featured on their posters. Use “likes” on social media to judge the contest. Using this social media approach allows greater exposure to the health messaging and helps you identify materials that resonate with your students.
- **“Still-Life” drawing activity**
 Students in Fruved costumes can pose with drawing stations set up around them. Students can draw, paint, sculpt, or photograph the Fruved characters. Post pictures of the art created and of students at the drawing stations on social media.
- **Outdoor paintings**
 Students can paint sidewalks, walls, or objects on campus (with university approval) to market Fruved events or health messages. If you don’t have a designated space on campus for students to paint (e.g. a designated wall or a large rock), this is a great opportunity to advocate for a new tradition for your school.

- **Art show**
In collaboration with your school’s art department, you can hold an art show featuring student art about wellness and nutrition. You can pair art pieces with informational facts. For a less formal art show, you can display the art created by students at various art Fruved events.
- **Collaborative “painting”**
In an outdoor setting, students can splatter colorful, healthy foods across a canvas covered in tortilla wraps. A “painting” will be produced in the style of action painting, or gestural abstraction by a group of people and/or by people passing by. The work can be photographed for posting on social media, with messages about MyPlate and the individual tortillas can be pulled off and eaten by the group.
- **Food-based dyes class/activity**
Have a mini-lesson and activity about food-based dyes (include brewed black tea, beet juice, blueberries, spinach, turmeric, etc.). Students can use those dyes to paint on paper, dye fabric, or to color foods. Make sure to include factoids about the health property of each type of food being used for the dye.

Dance

Although dance-related events require more outgoing students and may not attract everybody, they also can be wildly popular, and easily used as materials for social media. Dance not only incorporates the arts into your program, but also encourages physical fitness in an engaging way. Here are some ideas for activities:

- **Character dance contest**
Have each Fruved character (Tomato, Carrot, Grapes, Banana, and Bean) have their own individual dance. You can have a dance department or dance team from your school choreograph the routine if the students in your Fruved team are not comfortable choreographing it. Alternatively, students could compete to create a dance for each character, submitting them on social media. Judging for this competition can be based on for the most “likes” each submission receives on social media. You can use the character dances in many ways including the flash mobs, character performances, and raves described below. For each dance event, record the interactions and post them on social media. Don’t forget to add a few words of messaging about the benefits of dance on health (physical and mental health stress reduction) to the text of the social media posts.
- **Flash mob**
Students in Fruved costumes can recruit students, teach a basic dance, and plan for a flash mob. This flash mob should occur in a location (with school approval) with high student foot traffic. You can collaborate with your school’s dance department or dance team to choreograph the routine (keeping it as simple as possible), or you can use the Fruved character dances, described above, and have each character lead a portion of the dance.

- **Character performances**
Using the character dances, Fruved characters can pick spots and times on campus to teach passers-by their dance. Students can be encouraged to find other Fruved characters on campus, and learn their dances too. You can make it a scavenger hunt! If a person finds and learns all five dances, can repeat the dances to the Fruved “judge,” they can win a prize. Maybe each dance ends with a verbal health message tagline.
- **Underground “rave”**
Students can attend a Fruved “rave,” where each character teaches their dance, and healthy snacks are provided. Lighting and ambiance can imitate what is typically consider a rave, but in a safe, healthy environment. The late night and interesting location for the event, increases the attractiveness of the rave event. Try a word of mouth or secretive promotion for the event.
- **Dance fitness class**
Partnering with local and campus fitness instructors, a free, open dance fitness class can be held. Students can learn about different forms of dance fitness (Zumba, hip-hop cardio, Jazzercise, etc.) and be given information on further classes. Make sure to have costumed characters there trying the classes too! Who doesn’t get entertained by watching a Banana doing Zumba?

Music

Studies have proven that the use of music in education aids in memory, strategic thinking, and other skills that are vital in higher education. Music also can play a large part in stress relief and relaxation.

- **Song-writing contest**
Similar to the character dances, having each Fruved character have a distinct song can help in marketing and recruitment. Students can compete to write or modify songs to be adopted by each character. These can be original songs, or students can rewrite lyrics to known songs (free use, not copyrighted). You can provide guidelines on content (healthy eating, being active, managing stress, etc.) or you can keep the topic of the songs more general about healthy living.
- **Teaching songs on campus**
Once each character has a song, they can teach those songs to students on campus. You can create video compilations of different students singing each song, or have students create covers.
- **Song parodies**
Fruved characters (and other students) can sing parodies of popular songs, with lyrics rewritten to be educational and wellness-based. These songs can be recorded to be posted on social media, or a performance can be arranged. An element of competition can be added in, with students writing parodies and submitting them on social media with the general student population voting on the winner through “likes.”

- **Character serenades**
Partnering with your school’s music department, you can have students in Fruved costumes give serenades. Students can nominate their friends to receive serenades, in the dining hall or other highly trafficked location. These serenades can be posted on social media. Depending on resources, serenades can be character songs, song parodies, or popular music. You can designate the types of songs students can request, or each character can choose a song, and students can request a particular character.
- **Concerts**
Concerts can be held with a variety of the types of music described above (parodies, character songs, etc.) Healthy snacks can be provided, along with more information about Fruved. You can partner with your music department, or with local bands, to make it a bigger event.

Theater

Theater can be incorporated into Fruved in many ways, and with many benefits. Skits can help students better remember health-related information or think about things differently. Performances can be recorded and used to spread word about Fruved and healthy habits on your campus. Improvisation engages students, encouraging them to interact and learn. Here are some ways you can use theater to enhance Fruved’s effect on your campus.

- **Pop-up theater skits**
Fruved characters can perform surprise skits on campus. These skits can be health-related, and can draw in participants from the observing audience. They can be recorded and posted on social media. Collaboration with your campus’ theater department can provide students familiar with acting to be the Fruved characters. Maybe the skits include a “food fight” between characters throwing factoid “jabs” at each other about their health benefits to see who is a healthier choice. Maybe two characters try and get students on campus to pick between them by convincing the students who would be a healthier choice. Make sure your actors have plenty of science-based information memorized before trying this one!!
- **Health skit contest**
Students can compete by writing short health-related skits. Brief scripts can be submitted, with the winners being performed by Fruved characters on campus. Guidelines can be given to direct the content. Performances can be combined into their own event, or can be performed in the same manner as the pop-up theater described above with the winning skit being selected by audience applause. Skits can also be recorded and posted on social media.

- **Play parodies**
Fruved characters can perform parodies of scenes from famous plays, or monologues from famous plays. The text can be rewritten to incorporate both health and nutrition information, and nutritional facts about each Fruved fruit or vegetable. These parodies can be performed as part of the pop-up theater, or as part of a planned, larger event. An element of competition can be incorporated, with students submitting the ideas or scripts of these parodies. Alternatively, students can film their own play parodies.
- **Character-lead improvisation**
Fruved characters can lead improvisation activities and games on campus. They can pull participants from the people who stop to observe. We recommend using Viola Spolin's books as references for develop improve games.
- **Encouragement Videos**
Fruved characters can record videos to encourage the members of their teams to reach their nutrition and fitness goals. These videos can incorporate music, dance, theater, etc. These videos are meant to support students in their journey to become healthier. These encouragement videos should be brief, and new videos can be made and sent out several times during the semester.

Social Media

All of the activities already described in this section are great for posting on social media sites. On every social media post, include small factoids or health messages (best in catchy small phrases) in the text or "hashtag." Students will look at and share the posts because of the art and because they are in the pictures. When they view and share the posts, they and others will be exposed health information that encourages healthy lifestyles at the same time! Here are a few more ideas for using social media to improve your students' experiences with Fruved.

- **Goal videos**
Fruved characters can record videos each week on a different health related goal and post that video to social media sites. You can hold social media events where people are encouraged to make their own video update on how successful they were with the week's goal or even just post a response to how they did with the goal. A winner could be randomly selected each week from those who posted responses to how they did with the goal.
- **Surprise refrigerator makeovers**
Students can nominate friends who they feel have particularly unhealthy refrigerator contents. Fruved characters will replace unhealthy foods with healthy alternatives. These can be recorded as an educational video, giving suggestions for how to eat healthy without losing flavor or enjoyment and posted on social media.

- Dining hall surprise
Fruved characters can recruit students in line for food at the various dining halls, and, follow them through the food line and discuss their meal choices, while recording the interaction. There is nothing like being surprised by a giant carrot pointing out healthy items in the dining hall!! Make sure to have their permission with a media release form before posting the video.
- Scavenger hunt
Students can use clues from social media to locate Fruved characters on campus. Social media clues will lead to characters, who will give students the next clue, etc. Students can compete as part of their team, or individually. The final clue will lead to a prize. Other arts can be incorporated into the scavenger hunt, by requiring students to perform tasks before being given the next clue, like character dance moves or character songs.
- Funny Facts
Have a social media contest on fruit and vegetable jokes. Students can submit their jokes and use the tag-line “Be Happy-Eat Healthy!” Instead of “Eat Healthy” maybe they use whatever food they included in the joke. The most “Likes” wins!!

What did the big tomato say to the little tomato when she stepped on her for falling behind? Ketchup! Be Happy- Eat Tomatoes!



STRENGTHENING FRUVED

(Optional Components)

Health Peer Mentoring:

When we developed Fruved with the initial eight universities, we included a peer mentoring component. As we have moved this project out to new university partners, we decided not to make the formal peer-mentoring component a requirement for participation since we understood it might not be feasible or practical for all organizations. However, if you are interested in including a peer-mentoring component at your university, please continue reading! In our peer-mentoring program we had upper-class students guiding first-year students as they begin college. Our trained Health Peer Mentors were upper-class students interested in wellness and helping others. We wanted to facilitate a sustainable change on campus, and believed the most impactful way to do this was through our students. The first year of college can be super exciting, but at the same time, it can be stressful and perhaps overwhelming. By matching first-year students with a Health Peer Mentor, we hoped to improve students' health management skills and help them make positive choices during their first year. We hoped the first-year students would then 'pass it on' some day and help another first-year student. This succession of student mentoring is what we like to call... the FRUVENTMENT!

To facilitate this peer mentoring process, we developed and offered a Health Peer Mentoring Course. The Health Peer Mentoring course was developed as a one-credit, online class. Although you are not required to have Health Peer Mentors, we encourage you to consider facilitating this class on your campus. If you decide to do this at your campus, all the course materials and learning evaluations have already been developed for you to use! Below are some tips to use if you decide to pursue this course at your site.

RECRUITMENT Recruitment is crucial to obtaining an adequate number of mentors and mentees. You may want to work with your first year studies program to recruit first year students interested in being mentees. If you have them take a matching survey that we can provide, they will be statistically more likely to be friends with their mentor. For your mentors, it is suggested that recruitment begins at least one week before class registration. We did not set specific eligibility criteria, but if you have a large interest, you may consider setting a GPA requirement or interview process. There are many methods for recruiting for the course:

- Participating in student engagement fairs
 - Student engagement fairs, or any platform for student clubs to promote themselves, is a great tool for recruitment. Information regarding the course should be present, in addition to flyers and giveaway items, if possible.
- Contacting academic advisers
 - Contacting academic advisers prior to class registration and having them spread information about the course is beneficial. Your academic adviser can contact potential Peer Mentors via email, by having flyers or handouts in their office, or posters hanging around the academic advising area.
- Hanging posters and flyers
 - Posters containing course information is also recommended. Stress the importance and benefits of the course, such as, "it builds your resume" or "you can make a difference."
- Tabling on campus
 - Recruiting during and after class time near a central student area, such as the library, is helpful.



The Peer Mentor Course should not be a burden to students. Each week students will view a PowerPoint or video and complete an assignment. The instructional portion of the course lasts for approximately three weeks. During the first week of the course, mentors will complete a health survey and mentee matching survey. In the following three weeks mentors will complete assignments that train them to be mentors. After the mentors have been matched, the mentors can begin meeting with their mentees. The entire course is housed on our Fruved website.

MENTOR/MENTEE RELATIONSHIP We suggest that each mentor be matched with at least one mentee. The relationship of the mentor/mentee is crucial for the Peer Mentor program to be beneficial. Ideally, a matching survey taken during the course should place mentors with like-minded, or suitable, mentees. The relationship should be maintained each week, regardless of the activity. Anything from a text message to an in-person meeting counts. The mentor should support and guide the mentee, providing them with assistance and encouragement when needed. Transitions can be stressful, so the mentor should also be knowledgeable on campus resources to assist with the stress of change. While the mentor should try to be as helpful as possible, it is also important that the mentor doesn't add too much to their responsibilities. Keeping in touch and helping mentees should be in line with their everyday activities. For example, if the mentor plans to be studying at the library, they could invite their mentees to study. If they plan on eating at a certain dining hall, they can invite their mentee to join them. The meeting place and activity should be something that makes the mentee feel comfortable and welcomed. This is meant to be easy, natural, and fun!

INTERACTION LOGS We have created peer mentor interaction logs to allow mentors to report their interactions with each mentee. In a separate electronic log called the "Meeting Interaction Log," the mentor can record the date and activity in which they met with their mentee. Once per month, they enter the information they collect over the duration of that current month into the interaction log and submit it on the 1st of the next month. To use our template log, check out the online resources at www.Fruved.com!

GetFruved Student Organization

Your campus may already have an organization or active wellness committee that you can partner with and/or use for this project. You don't have to reinvent the wheel if great things are already happening, but if you are interested in creating your very own GetFruved Student Organization on your campus, continue reading!

MEMBERS First, it is important to reiterate that Fruved is all about students; therefore, it is imperative to have dedicated students to begin building the foundation for the organization at your school. Establishing roles and responsibilities among your peers will allow for efficiency and effectiveness within your organization. Depending on the size of your campus and the initial interest of students, the number of officers in leadership roles may vary. Here are the suggested areas of leadership and specific titles should you have enough members to fill individual positions, respectively.

- Executive - *President, Vice President*
- Outreach - *Recruitment Chair, Social Media/Historian Chair*
- Administrative - *Secretary, Treasurer, National Liaison*

It is also important to have a faculty advisor who is as dedicated and passionate as you are about health and wellness. They will help facilitate your organization and provide guidance through their own experiences to help create a successful organization.

FRUVED AMBASSADORS A Fruved Student Ambassador will be a member of the campus community whom has been active in promoting health and wellness through the program. To be recognized as an ambassador, we recommend that the student be an active member of the Get Fruved Student Organization (have attended at least 50% of student organization meetings), have attended Fruved events either as an individual or as a peer mentor, and have completed monthly logs. Recognized Fruved Student Ambassadors can be granted a certificate, a cord to wear to graduation, and the recognition of being an active ambassador for health and wellness on their respective campus.

COMMITTEES In order to reach goals and complete the tasks your organization sets for your campus, it is important for members to have a specific focus they are most interested in by creating committees. These committees do not need to be established right away, but they are important to keep in mind as you shape your organization. Suggested committees are Community Outreach, Event Coordination, and Policy Advocacy Committee.

Wellness Course

Many campuses offer a variety of health-related courses for students to take. However, having a one credit course specifically covering college health and wellness for all students is a good campus policy for improving health knowledge and health behaviors. A course such as this allows students to learn why healthy habits are important and how to go about developing a healthy lifestyle. If your campus does not already have a course like this, we recommend advocating for one. Having a wellness course as a requirement for all new students will assure all students on campus are exposed to good health information that can help them live a healthier lifestyle! And to make it easier, we already have a full curriculum that your school can use - an online, module-based course that is simple to administer! The curriculum comes from a previous research study, the YEAH (Young-adults Eating and Active for Health) Study. If you are interested in developing a Wellness Course at your University, Dr. Kendra Kattelmann from South Dakota State University can get your school started; **contact her at Kendra.Kattelmann@sdstate.edu**.



SAMPLE INTRODUCTORY ACTIVITIES

Getting Fruved 1



Small Event: Fruved Information Table

Event Objective

- By the end of the event, at least 50 students will understand what the Fruved project on campus is about, as shown by entering the raffle.

Activity

- Table event promoting what Fruved is and inviting students to join for the Fruve-Mazing Race on Friday night
- Have a quick 30 second elevator speech geared towards explaining Fruved and how to get involved
- Students are encouraged to follow on social media for more information

Resources

- 2-5 hours of time
- 5 Fruved Characters
- 2+ Student Workers
- 1 Table
- 5+ Fruved posters to decorate & draw attention
- Raffle tickets & raffle box
- Poster displaying social media handles
- First 50 people at the table get a raffle ticket for the giveaway after the Fruve-mazing race event

Giveaways

- Promotional items: pens, stickers, sticky notes, shoelaces, USB drives, cups, Frisbees, etc.

Tips

- Set up at a central location on campus, such as the student union or an outdoor walkway.



Large Event: Fruve-Mazing Race

Event Objective

- By the end of the Fruve-Mazing race event, at least 50 new students will have learned to navigate the physical campus environment by taking part in the race.

Activity

- Students learn how to navigate campus in a fun, active way! This event is campus specific. Design:
- Starting line -
 - Students check-in
 - Teams of 3-5 students create a team name
 - Teams choose one of the Fruved characters to represent
 - Teams receive a campus map with the race stations*
 - Start the race, instructed to go to their character team first to prevent excessive racers at each station
 - Starting line Fruved workers should move to the finish line
- 5 challenge stations -
 - Each represents a character team
 - Character should be at that station along with Fruved workers to provide the challenge
 - Challenges may be physical, interactive, college-specific trivia, etc.
 - After completing the challenge, the team takes a group picture with the Fruved character and posts to social media
- Finish line -
 - Should have water and healthy, whole food snacks available
 - Winning race team is given a colorful bucket with Fruved promotional items (T-shirts, shoelaces, water bottles, Frisbees, USB drive)
 - Small consolation prizes can be provided for teams not finishing first
 - Each racer receives a giveaway raffle ticket for the weekly prize (see below)

Resources

- 2-4 hours event time; prep time differs
- 8-15 Fruved student workers, including 5 Fruved characters
- 2-10 Tables, depending on station design/set up
- Raffle tickets & raffle box
- Challenge station materials, differs by design
- Promotional giveaway items (below)
- Refreshments: water, fruit, granola bars, etc.

Giveaways

- **Fruve-Mazing Race Raffle:** Can filled with culinary supplies. The winner should be announced at the race finish line to finishing teams and via social media at the conclusion of the race.
- **Others:** Promotional items may be given away at the Fruve-Mazing Race finish line.

Tips

- Choose stations to be in well lit, common areas where students may need to go often!
- Be sure to include all aspects of Fruved throughout the stations: nutrition, physical activity, & stress management

Sample Social Media Messages

'What is Fruved?'

FruVed= **F**ruits and **V**eggies

- Improve dietary quality
- Increase physical activity
- Improve stress management

Fruved has over 1000 students working together to optimize our campus.





Getting Fruved 2

Online Interactive Event: Scavenger Hunt Information & Clues

- Objective*
- By the end of the week, 30 students will utilize the social media clues for the scavenger hunt, learning more about Fruved and healthy living on campus.
- Activity*
- Utilizing social media to release tips, recruitment information, explaining Fruved, and clues for the scavenger hunt.
- Tips*
- Be creative and school-themed with your clues
 - Incorporate general information about Fruved
 - Ask students to post pictures and tag your Fruved social media when they figure out the clues
 - Take and post your own pictures to keep promoting the event and Fruved!

Small Event: Fruved Information Table

- Event Objective*
- By the end of the event, 50 students will learn about the scavenger hunt, as shown by following on social media.
- Activity*
- Information table to recruit students, explain Fruved, and promote scavenger hunt.
 - Should take place Monday and Tuesday
- Resources*
- 2 hours each day tabling (4 hours total)
 - 1 Table each day
 - 2+ Fruved student workers each day
- Giveaways*
- None
- Tips*
- Would be helpful to have tables near dining halls and residence halls as students are moving back into their rooms

Large Event: Scavenger Hunt

Event Objective

- By the end of the week, 100 students will take part in the scavenger hunt, learning more about Fruved and healthy living on campus, as shown by 100 giveaways.

Activity

- A one day event or multi-day event where students are challenged to find the Fruved character(s) promoted.
- Clues created by each campus to be site-specific
 - Should be Fruved-related with emphasis on education about the Fruved organization & topics
 - Released via social media
- Students receive a prize for finding the character

Resources

- 1-5 Fruved Characters, differs by planning & number of days
- 1+ Fruved student worker releasing social media clues

Giveaways

- Beanies, scarves, gloves, or other promotional items for scavenger hunt winners each day
- If this will be a multi-day event, limit the number of giveaways each day to encourage participation & save resources

Tips

- Scavenger hunt can be one or multiple days throughout the week
- This event can be incorporated into another campus kick-off event
- Don't forget to release your clues on social media for each character hunt
- Clues can also be hidden around campus for students to find and follow

Sample Social Media Messages

“Welcome back to campus from Fruved! We are excited to kick things off with a scavenger hunt & then next week we hit the ground running with fun health topics! #getfruvd”



SAMPLE NUTRITION ACTIVITIES



Intro to Nutrition

You cannot talk about health without talking about food. Food is fuel for our bodies, and in order to keep our bodies functioning properly, good nutrition is key! There is no “one-diet-fits-all” that is right for every person, but there are general, research-based guidelines that, if followed, can help you work toward a healthy eating lifestyle. Research shows that following healthy eating patterns in college can be difficult. Transitioning from home-cooked meals to access to many kinds of foods at all hours of the day has led to low intakes of fruits and vegetables and increases in salty, sugary, and fatty food choices. However, a diet full of variety, nutrient dense choices, and moderation can help you feel energized, think clearly, and fight illness - which might make getting through college just a little bit easier!

Every five years, the United States Department of Agriculture (USDA) releases a new Dietary Guidelines for Americans report, detailing recommendations for food types, amounts, and specific nutrients to consider consuming to support a healthy body weight and to prevent chronic disease. The 2015 Dietary Guidelines for Americans states the following five general guidelines:

1. Follow a healthy eating pattern across the lifespan.
2. Focus on variety, nutrient density, and amount.
3. Limit calories from added sugars and saturated fats and reduce sodium intake.
4. Shift to healthier food and beverage choices.
5. Support healthy eating patterns for all.

The 2015 Dietary Guidelines for Americans also provides some key recommendations for meeting nutrient needs while following a healthy eating pattern:

- Eat a variety of vegetables from all subgroups: dark green, red and orange, legumes (beans and peas), starchy, and other.
- Eat fruits, especially whole fruits.
- Make at least half of your grains whole grain choices.
- Choose fat-free or low-fat dairy, including milk, yogurt, cheese, and/or fortified soy beverages.
- Choose a variety of protein foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products.
- Consume oils while limiting both saturated fats (<10% daily calories), trans fats, added sugars (<10% daily calories), and sodium (<2,300mg daily).
- Consume alcohol in moderation, if consumed at all: up to one drink per day for women and up to two drinks per day for men.

How can you work toward following these recommendations for a healthy eating pattern? Fear not; there are a variety of resources that can help! The USDA suggests using MyPlate (www.choosemyplate.gov) as a way to help build a healthy meal. Making half of the plate fruits and vegetables is a great way to work toward eating a healthy diet. To focus on specific nutrients that the USDA recommends decreasing (saturated fat, trans fat, added sugars, sodium) many food products have a nutrition facts label. These labels currently report saturated fat, trans fat, and sodium, but will soon be changed to include the amount of added sugars as well. Checking out these nutrition facts labels can help you figure out how much of these nutrients you are consuming, so that you can compare with other food choices and make healthy swaps.

Applying these healthy eating guidelines to real life on a college campus can be challenging. Usually, dining halls provide a wide range of food options. Many options, including pizza, burgers, pasta, etc. are always offered in addition to daily specials. Which food options dining halls provide, how they are set up, and hours of open operation can all influence students' food choices and make building a healthy meal more difficult. This is why understanding your personal eating habits and needs, resources to help, and how policy changes can impact food on your campus are important!

One final resource for healthy eating is a local registered dietitian/nutritionist (RDN). At minimum, registered dietitians complete a Bachelor's degree in food, nutrition, or biology-related coursework with certain nutrition requirements, and then complete an internship program, receiving 1200+ hours of practice before taking a board exam to earn RDN credentials. In short, RDNs know nutrition best, so if you're looking for someone who can discuss your personal nutrition habits with you and help get policy change started on your campus, find out if your campus has any hired RDNs on staff, or look for a local RDN in the community!



My Plate

Online Interactive Event: Count the Colors, NOT the Calories

- Objective*
- By the end of the week, 30 students will post and tag Fruved in colorful meal pictures on social media.
- Activity*
- Take pictures of your plate with as many colorful foods as you can and post it to our social media.
- Tips*
- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: MyPlate Table

- Event Objective*
- By the end of the event, 50 students will have had the opportunity to learn about MyPlate and be invited to the salsa party.
- Activity*
- Tabling event to provide educational information about MyPlate and promote the Friday salsa party event
 - Can include a MyPlate board game
 - Tomato character should be present to attract student attention
- Resources*
- 2-3 hours of time
 - 2-4 Fruved student workers
 - 1 Table
 - Educational materials: MyPlate poster & handouts
 - Flyers for Friday Salsa Party event
- Giveaways*
- Giveaway tickets will be given out at this booth to encourage students to attend the salsa party
- Tips*
- Set up table at a central location on campus

Large Event: Salsa Party

Event Objective

- By the end of the event, 100 students will learn how to add more color to their plate via fruits and vegetables.

Activity

- Involves a demonstration session with small blenders on making salsa
- Salsa to-go may be available in disposable ramekins. (Fruved workers should expect to prepare salsa ahead of time)
- Tomato character there handing out the salsa samples
- Have MyPlate education materials/poster at this event as well
- Play fun, upbeat music
- Encourage students to add more color to their diet

Resources

- 4-6 hours of time, including preparation
- 4-6 student workers
- 2-3 small blenders
- Device to play music (radio, cd player, phone w/ speakers, etc.)
- Educational materials: MyPlate poster & handouts, salsa recipes
- Salsa ingredients & chips
- Plastic cups/ramekins, napkins, gloves
- Giveaway tickets distributed to attendees

Giveaways

- Grocery store gift card - amount determined by Fruved campus organization

Tips

- Choose a central location where students can easily gather
- Decorate to match the “salsa” theme
- If possible, make it interactive by allowing students to participate in the salsa making process
- Use the grocery store gift card raffle to draw students to the table and event

Sample Social Media Messages

“Participate in the ‘Count the Colors, Not the Calories’ online challenge by posting a picture of your colorful plate. #getfruvd”

“Did you know...You can get proteins from more than just meat? Beans and dairy are great sources too!”

“Tomatoes are red, berries are blue, It’s My Plate Wednesday and we want to challenge you! Come learn about MyPlate for a chance at a prize and don’t forget to colorize. (Time) (Location)”

Fiber - Roughin' It

Online Interactive Event: Roughin' It With Beans

Objective

- By the end of the week, 30 students will post and tag Fruved in meals with beans incorporated.

Activity

- Take pictures of how you incorporate beans in your meals and share it on social media.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Corn/Bean Hole Competition

Event Objective

- By the end of the event, 30 students will participate in the beanhole competition.

Activity

- Challenge students to play a round of "bean hole"
- Make 5 shots and name/learn about 5 different types of beans
- Each shot made in the hole wins a promotional prize
- Display different types of beans with names & information
- Promote Iron Smoothie Chef event

Resources

- 2-3 hours of time
- 2-3 Fruved student workers
- Bean character
- 1 Table
- 1-2 sets of corn hole boards & bags
- 5 different beans (can be canned, bagged, free, etc)
- Bean information write-ups; keep one for table
- Bean educational material handouts
- Iron Smoothie Chef event flyers

Giveaways

- Promotional items: pens, stickers, sticky notes, shoelaces, USB drives, cups, Frisbees, etc.

Tips

- Set up event when/where students can stop for a few minutes to play, and not hurrying passed to get to class

Small Event: Iron Smoothie Chef

Event Objective

- By the end of the event, 50 students will participate in the smoothie challenge and create high-fiber smoothie recipes.

Activity

- Host an iron chef smoothie challenge on a resident hall
- Have blenders set up and many different fruit, vegetable, and bean ingredients available for students to make a smoothie that is high in fiber with any combination of ingredients
- Challenge two students to make smoothies
- Students get to taste their smoothie creations (75% of smoothie for student; 25% reserved for judges)
- Students should receive a recipe card with each ingredient and the fiber content of each to check which they put in their smoothie and sum the total fiber content of their smoothie
- A judge panel will be taste testing and determining winners based on taste and fiber content
- Play many rounds!
- Winners get entered into the corn hole board giveaway

Alternatively, host a bean tasting challenge, using a spinner board:

- Blind taste test with different hummus flavors
- Play corn/bean hole to make it fun

Resources

- 4-5 hours of time
- 4-6 Fruved student workers
- 4 Tables; 2 for smoothie-making, 1 for ingredients, 1 for judges
- 3 chairs
- 4 blenders
- Spoons, measuring cups
- Plastic cups: large and small
- Dish soap and sponges
- Smoothie ingredients: fruits, vegetables, beans, yogurt, juice, milk
- Ingredient preparation: gloves, knives, cutting board, containers
- Smoothie ingredient recipe/fiber cards
- Educational materials
- 3 judges, if not Fruved student workers

Giveaways

- Corn hole boards (1 set), promotional Fruved items

Tips

- Invite deans, professors, etc to be judges
- Set up in a location where sinks are available to clean blenders each use

Sample Social Media Messages

“Incorporate beans in a new dish at least one time this week!
Fun Fact- Dietary fibers are indigestible complex carbs found in the walls of plant cells.”

“Tip - Eat your fruits and veggies. When either is juiced, most of the beneficial fiber is lost. #getfruvd”

“Soluble fiber decreases blood cholesterol levels and therefore reduces the risk of heart disease.”

Perfect Portions



Online Interactive Event: Household Portion Tools

- Objective**
 - By the end of the week, 30 students will post and tag Fruved in pictures showing which common household items they use to estimate portion sizes.
- Activity**
 - Post visual examples of common household items that could be used to visualize portion sizes. Encourage creativity.
- Tips**
 - Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Guess My Portion

- Event Objective**
 - By the end of the event, 50 students will receive education about correct portion sizes, as measured by tip sheets given out at the table.
- Activity**
 - Set up different portion sizes and have students guess the correct portion size for various food categories
 - On the table, display:
 - Information on correct portion sizes & importance
 - Tips to judge portion sizes (hand out to students)
 - Items that can be used as guides for portion sizes
 - Promote cooking demonstration event: flyers
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Portion size guide objects
 - Educational materials: portion size tips, cooking demonstration flyers
- Giveaways**
 - None
- Tips**
 - Set up in a central location OR near a dining hall if available to catch students on their way to getting food!



Large Event: Cooking Demonstration for Dorm Rooms

- Event Objective**
- By the end of the event, 50 students will attend the cooking demonstration event, measured by submitted station check-in cards.
- Activity**
- Demonstrations for quick, healthy cooking will be conducted with portion size education included
 - Display and provide information about appropriate portion sizes
 - Set up 4-6 stations with different types of dorm cooking, portion control, & nutrition info
 - Participants receive a station card and must check in at every station to enter the event giveaway
- Resources**
- 2-4 hours of time
 - 6-10 Fruved student workers
 - 4-6 Tables
 - Dorm cooking equipment: microwave, bowls, plates, utensils
 - Food ingredients
 - Station check-in cards
 - Portion size guides
 - Educational materials: portion size tips, dorm recipes & nutrition
 - Giveaway tickets
- Giveaways**
- Dependent on resources
 - Suggested: gift basket of dorm cooking supplies (food, recipes, utensils, etc)
- Tips**
- Set up event at one of the campus dorms
 - Coordinate with Resident Assistants to bring students
 - Collaborate with other food events on campus
 - Offer free food samples of perfect portions to students (free food draws attention)

Sample Social Media Messages

“1/3 of Americans get 47% of their calories from junk foods. Don’t be a part of the statistic! Log on to www.choosemyplate.gov and learn more about how big your portions should be; then pack your food and be ready to take on the day!

“Fun Fact: 59% of consumers around the world have difficulty understanding nutrition labels on food packaging. Here’s a great infographic explaining it if you’re part of that group.”

“Fun Fact: 1 tennis ball is equivalent to one serving of medium sized fruit. One ping pong ball is equivalent to one serving of peanut butter (1 tablespoon).”

“Limit time spent lingering in dining halls, for doing so increases temptation. (www.choosemyplate.gov)”





Hydration

Online Interactive Event: Water Watch

Objective

- By the end of the week, 30 students will post in pictures with tips of how they keep hydrated on social media and tag Fruved.

Activity

- Share interesting ways that you get the recommended 8-10 cups of water in each day.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Water Tasting

Event Objective

- By the end of the event, 30 students will answer hydration related questions and sampled flavored water.

Activity

- Spread awareness about the importance of hydration
- Provide a numbered spinner for students to spin
 - Numbers correspond to the numbered trivia questions provided for Fruved researchers to ask
 - If the student answers correctly, receives a water bottle
- Set up a water tasting station with various types of flavored water
 - Each flavor should be labeled
- Promote large Water Field Day event

Resources

- 2-3 hours of time
- 1 Table
- 2-3 Fruved student workers
- Spinner with numbers
- Hydration questions list
- 3+ water pitchers
- Small plastic cups
- Educational materials: hydration fact sheet, tips

Giveaways

- Water bottles

Tips

- Plan this event during a time hydration reminders are needed: middle of winter, before spring break, hottest time of summer, etc.

Large Event: Water Field Day

Event Objective

- By the end of the event, 50 students will participate in water field day events.

Activity

- Set up at a recreation facility
- Events held can include swimming, water balloon toss, water pong, water flip cup, and watermelon eating contests
- Winners of events receive water bottles
- Provide water and snacks
- Differs by resources and campus connections

Resources

- 3-4 hours of time
- 1+ Tables
- 5+ Fruved student workers, Fruved characters
- Water and snack foods
- Resources needed differ by events planned

Giveaways

- Water bottles

Tips

- Partner with other campus organizations to make event bigger!
- Encourage teams to participate in group events
- Campus dining halls are great partners for food & beverage events
- Look for opportunities to make systems/environment changes; for example, get a permanent flavor-infused “water bar” set up in the dining hall
- Events such as “water pong” increase the “cool factor” of the event and draws students

Sample Social Media Messages

“Carbonated sugar-sweetened beverages have acids and sugars that can cause cavities and enamel erosion. Take care of your smile and choose water over sugary drinks whenever possible.”

“Want to cut calories and save money at the same time? Ordering water instead of sugary drinks when eating out can help you save money and reduce calories. -CDC”

“Drinking water isn’t the only low-calorie source of hydration. Many fruits and vegetables have high water content and can be a refreshing, low-calorie, nutrient-filled source for helping you meet your hydration needs!”

“Don’t make your workouts harder than they need to be. Dehydration during exercise can result in decreased performance, headaches, nausea, cramps, and even heat stroke. So do yourself a favor and be sure to drink plenty of water before, during, and after exercise.”

“Everyone wants to be on their game during exam weeks, but did you know that even mild dehydration can disrupt concentration, alertness, and short-term memory? If you want to get the most out of your studying, don’t forget to bring your water bottle along!”

“Water is great for meeting your hydration needs, but it can get a little boring sometimes. Spruce up your H2O by infusing with fruit! Check out the link below for 10 refreshing recipes!

<http://www.budgetsavvydiva.com/2015/02/10-delicious-water-infused-recipes/>”

Savor the Flavor



Online Interactive Event: Savor the Flavor Challenge

- Objective**
- By the end of the week, 30 students will post and tag Fruved in *Savor the Flavor* pictures on social media.
- Activity**
- Post a picture of a healthy snack or meal that shows how you enjoy your food - show us how YOU *Savor the Flavor*!
 - One post will randomly be selected to win a mini fridge makeover.
- Tips**
- Start with promoting the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Mindful Taste Testing

- Event Objective**
- By the end of the event, 30 students will participate in the mindfulness taste testing, measured via giveaway tickets.
- Activity**
- Set up a taste-testing booth and allow students to try different versions of the same type of food to experience different textures, flavors, smells, etc.
 - Provide 2-3 different bite-sized foods with similar flavor profiles (i.e., apple slices, dried apples, apple candy or apple snack bar, etc.)
 - Encourage students to mindfully try each one:
 - look and smell before eating,
 - chew slowly,
 - take small bites
 - Offer water between foods to be sure individuals get the full flavor experience of each food independently
 - Ask students to notice differences (texture, flavor type and intensity, smells, etc.), which they preferred, and why
 - Everyone who participates gets a giveaway ticket
 - Promote large event (see options)
- Resources**
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Food items for tasting
 - Napkins and/or ramekins for food samples
 - Gloves
 - Water pitcher
 - Small plastic cups
 - Giveaway tickets
 - Educational materials: mindful eating information
- Giveaways**
- Refrigerator magnets
- Tips**
- Partner with a nutrition organization on campus



Large Event Option 1: Iron Chef Event

Event Objective

- By the end of the event, 50 students will attend and participate, measured by giveaway tickets.

Activity

- Invite deans or professors as Iron Chefs (or celebrity judges) to come and make or taste different dishes made with healthy, flavorful foods.
- Have a contest for which is the best dish.
- Add a mindful eating component to event (during judging)

Resources

- 3-4 hours of time
- Location: cooking equipment needed
- 5-10 Fruved student workers
- Food ingredients
- Judge score sheet
- Giveaway tickets
- Educational materials: mindful eating information

Giveaways

- Mini fridge makeover: fruit-shaped and Fruved magnets, a supply of flavored waters, and other healthy foods for the student's dorm refrigerator
- Others: Fridge magnets; cookbooks

Tips

- Partner with residence halls and other campus organizations
- Invite "big names" on campus to be judges and/or chefs to draw student attention and attendance

Large Event Option 2: Fruved Picnic

Event Objective

- By the end of the event, 50 students will eat lunch together with Fruved.

Activity

- Encourage all students on campus to bring healthy lunches and come eat outside with Fruved
- Very casual - bring beach towels or sheets to sit on.
- Option to bring healthy snacks (e.g., fruit, veggies) and have activities.
- Suggested activities: Spinner with nutrition questions - right answers earn a raffle ticket; another taste test booth; mindful eating activity with chocolate or raisins, etc.

Resources

- 1-2 hours of time
- 1+ Tables, depending on activities
- 3-5 Fruved student workers, including Fruved characters
- Towels/picnic blankets
- Snacks, optional
- Resources differ based on activities provided
- Educational materials: mindful eating information

Giveaways

- Fridge magnets for attendees

Tips

- Set up in a central location on campus
- Plan for a time of year when the weather is nice to eat outside

Sample Social Media Messages

“This week’s goal - focus on mindful eating! Try to eat at least one meal per day without multi-tasking or distracting yourself with TV or the internet! Focus on the experience of eating, the taste of the food, and the signals your body is sending you about hunger and fullness.”

“Have you tried any new foods lately? Mixing up your meals can make your daily dinners less boring and help you expand your palate as well. Try a new food this week or think of a new way to prepare an old favorite!”

“Researchers at the Mayo Clinic suggest it takes 20 minutes from the time a person starts eating for the brain to send signals of fullness. Slow down while you’re downing lunch between classes to let yourself feel full!”

“Take the time to eat dinner with friends and catch up with their days. Enjoy your time together sharing a meal! #getfrurved”

“Fruits and veggies can be enjoyed fresh, frozen, dried, or canned. Try to see which kinds you like best and which have the most flavor!”



SAMPLE PHYSICAL ACTIVITY ACTIVITIES



Intro to Physical Activity

Physical activity and health go hand-in-hand as physical activity is necessary to achieve and maintain good health. On the other hand, physical inactivity can be detrimental to health and has been listed as the number four overall risk factor for premature death across the globe (WHO). So what exactly is physical activity? It has been defined as any body movement that works your muscles and requires more energy than being at rest (NIH). Performing physical activity generally enhances your health and is an important part of a healthy lifestyle.

There are several benefits of physical activity, many of which can be achieved with modest (e.g. 30 mins per day) amounts of physical activity. Some health benefits associated with physical activity include improved mood and mental state, stronger heart and lungs, and stronger muscles and bones. Additionally, routine physical activity can reduce the risk of a variety of chronic diseases including obesity, high blood pressure, high cholesterol, type 2 diabetes, and certain types of cancer (NIH, CDC, WHO). These benefits can be achieved by all people regardless of age, gender, or ethnicity.

The Center for Disease Control (CDC) estimates that approximately 80% of U.S. adults do not get enough physical activity, and only 1 in 3 people are sufficiently active globally (CDC, WHO). These numbers are staggering considering the benefits associated with physical activity. In the Southeast United States, the prevalence of physical inactivity is among the highest in the country and, unsurprisingly, rates of certain chronic diseases such as obesity and type 2 diabetes are also among the highest in the nation (CDC).

How much physical activity is enough? The U.S. government recommends performing ***two and half hours of moderate intensity, one hour and fifteen minutes of vigorous intensity, or an equivalent combination of the two each week***. Moderate intensity is best described as a level that still allows you to carry out a conversation but with a slightly faster breathing and heart rate and mild sweating. Vigorous intensity is best described as a level where conversation is difficult, with heavy breathing, increased heart rate and sweating. It is recommended that aerobic physical activity be performed most days of the week in at least 10 minutes periods while strength training should be performed at least twice a week with a focus on the major muscle groups. Aerobic activities include walking, running, swimming, or cycling whereas strength training encompasses activities such as lifting weights or doing body-weight exercises like push-ups. These recommendations are the minimum to achieve and maintain health and obtain the benefits listed above. Additional physical activity can lead to increased health benefits as well as improvement in aesthetics or athletic performance.

The bottom line is physical activity can yield great health benefits and it is safe for nearly everyone. You can choose the activities you enjoy most to make meeting the recommendations easy and fun. Remember that some physical activity is better than no physical activity, so don't worry if you can't meet your physical activity goals right away. Start small and work your way up by increasing how hard and how often you exercise.

Yoga



Online Interactive Event: How Do YOU Yoga?

- Objective**
 - By the end of the week, 30 students will post and tag Fruved in yoga pose pictures on social media.
- Activity**
 - Students are invited to post pictures of themselves participating in a yoga or mediation activity
 - Each post will be entered in the weekly giveaway
- Tips**
 - Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
 - Have a Fruved member record posts/names each day for the giveaway at the end of the week

Small Event: Pose with Fruved

- Event Objective**
 - By the end of the event, 30 students will take a picture with a Fruved character in a yoga pose, posted to social media.
- Activity**
 - Set up a table to provide education about yoga as a form of stress management and physical activity
 - Ask students to do a yoga pose with the dressed up Fruved characters
 - Encouraged them to post on social media to be entered into the giveaway
 - Students can also be entered into the giveaway by checking-in at the table for the education and promotion
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-5 Fruved student workers, including at least 2 Fruved characters
 - iPads or smart phones to take & post yoga pose pictures to social media
 - Educational information: yoga information, stress management information, Campus Yoga event flyers
 - Giveaway tickets
- Giveaways**
 - None
- Tips**
 - Fruved characters should be knowledgeable about different yoga poses and safety concerns - we don't want anyone getting hurt!
 - Promote yoga as a means of improving flexibility and body awareness to attract individuals wanting to improve athletic performance!

Large Event: Campus Yoga

Event Objective

- By the end of the event, 50 students will take part in at least 15 minutes of the yoga class.

Activity

- Yoga instructors will be invited to lead a free yoga class at a central, outdoor location on campus
- Students will check-in at the event to enter the weekly giveaway
- Fruved characters should be available to encourage students to join
- Set up a meditation area for students to learn about the benefits of meditation
- Students may bring their own yoga mats; try to rent/borrow some from the campus recreation center

Resources

- 2-3 hours of time
- 1-2 Tables
- 5-8 Fruved student workers, including ALL Fruved characters
- Yoga instructor(s)
- Yoga mats, as many as possible loaned from recreation center
- Educational materials: yoga information, meditation information, stress management information
- Giveaway tickets

Giveaways

- Yoga mats
- Short, 15-20 minute sessions that repeat for a couple of hours may work better for students to join in last minute

Tips

- Beneficial campus partnerships for this event include: health-related departments, campus recreation center, campus health & wellness center, yoga or meditation clubs
- Providing healthy refreshments can help draw attention
- Don't forget to thank your instructor - a Fruved gift basket is a good idea!

Sample Social Media Messages

“Yoga is the journey of the self, through the self, to the self.” -The Bhagavad Gita”

“Yoga increases flexibility which increases muscle performance.”

Cardio



Online Interactive Event: The 5-Day Social Media Cardio Challenge

- Objective**
 - By the end of the week, 30 students will post and tag Fruved in cardiovascular-related exercise activity pictures on social media.
- Activity**
 - Invite students to post pictures of themselves doing some type of cardio every day of the week.
- Tips**
 - Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Cardio Information Table

- Event Objective**
 - By the end of the event, 30 students will receive informational handouts about cardiovascular health importance.
- Activity**
 - Set up a table to promote the benefits of cardiovascular activity
 - At least one Fruved character should be present
 - Hand out flyers & factsheets; use the AHA infographic
 - Promote and invite students to the Leave it on the Field event
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Educational materials: cardio factsheets, AHA infographic
 - Leave it on the Field flyers
- Giveaways**
 - None
- Tips**
 - N/A



Large Event: Leave it on the Field

Event Objective

- By the end of the event, 50 students will complete all event stations, measured by the number of station cards completed.

Activity

- Set up a relay filled with different stations of activities to promote cardiovascular exercise in fun ways.
- Teams of 2-4 students complete this relay challenge together
- Each team registered receives a station card to be checked off at each activity station
- Set up 5-7 stations; ideas include hula hooping, mountain climbers, football tossing, jumping jacks, etc.
- 1-2 station Fruved workers at each station encourage students and provide instruction on how to engage in the activity safely
- All teams receive a consolation prize for completing the challenges - Fruved promotional items (Frisbees, water bottles, etc.)
- Water and small snacks should be provided after the event

Resources

- 2-3 hours of time
- 1 Table
- 7-15 Fruved student workers, depending on stations & activities
- Station resources differ based on activity
- Water bottles and snacks
- Giveaway tickets

Giveaways

- Fitbit - TBD how given away

Tips

- This event can be football/sports themed and coordinated with school colors
- End with a fun all-team event such as a Zumba session
- Music will increase the fun atmosphere

Sample Social Media Messages

“Do cardio for at least 30 minutes a day for at least 5 days this week. Start your cardio challenge today!”

“Physical activity can reduce chronic disease and improve mental health.”

Dance



Online Interactive Event: Dance Like Nobody's Watching

Objective

- By the end of the week, 30 students will post and tag Fruved in dancing pictures on social media.

Activity

- Take a video doing your favorite type or style of dance.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
- Be sure to reply to students' posts to encourage them and thank them for participating! Share/repost tagged videos.

Small Event: Dance Festival

Event Objective

- By the end of the event, 30 students will learn about different styles of dancing from campus organizations, measured via giveaway tickets.

Activity

- Dance festival event to highlight different styles/forms of dancing.
- The site will be filled with dancers and different dance styles
- Invite other dance-related organizations to set up tables to recruit new students
- Encourage students to visit other dance organization tables to learn how to get more involved with dancing on campus
- Education should be provided about dance as a form of physical activity
- Students enter into the week's raffle for the giveaway at the Fruved table

Resources

- 2-3 hours of time
- Tables for each dance organization
- 3-4 Fruved student workers
- Educational materials: dance benefits information
- Zumba party flyers
- Giveaway tickets

Giveaways

- None

Tips

- N/A

Large Event: Zumba Party

Event Objective

- By the end of the event, 100 students will take part in at least one Zumba dance song, measured via giveaway tickets.

Activity

- Set up a non-stop Zumba class for approximately two hours held in a central location on campus.
- Identify and invite several Zumba instructors to take turns leading the dances
- Students can attend the free Zumba class for as long as they want
- Fruved characters should encourage passing students to join the class
- All students that participate for 1+ song can enter into the giveaway

Resources

- 2-3 hours of time
- 1 Table
- 3-6 Fruved student workers, including Fruved characters
- 2+ Zumba instructors
- Music/speakers set up

Giveaways

- Gift card for athletic shoes

Tips

- Coordinate with Zumba classes at the campus recreation center
- Collaborate with any major dance marathons on campus, ex: Zumbathon
- Don't forget to thank the instructors; a Fruved gift basket is a great idea!

Sample Social Media Messages

“Dance like nobody’s watching and you will have so much more fun! #getfrurved”

“Dancing can improve your muscle tone, strength, and endurance! It can help build stronger bones, leading to a reduced risk of developing osteoporosis!”

Flexibility



Online Interactive Event: How Unique is YOUR Flex?

Objective

- By the end of the week, 30 students will post and tag Fruved in flexibility/stretching pictures on social media.

Activity

- Have students share on social media a unique way in which they stretch.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Fruved Twister

Event Objective

- By the end of the event, 30 students will participate in the Fruved Twister game.

Activity

- Set up a Twister mat for students to play with friends
- Information about flexibility and handouts on different stretches should be provided
- Promote hand painting event

Resources

- 2-3 hours of time
- 1 Table
- 2-4 Fruved student workers, including 1+ Fruved characters
- 1+ Twister games
- Educational materials: stretching handouts, flexibility facts

Giveaways

- None

Tips

- Invite students to challenge the Fruved character to a game of Twister if participation with friends is low

Large Event: Hand Print Painting

Event Objective

- By the end of the event, 100 students will place a handprint on the canvas.

Activity

- Students will draw/paint a picture with their handprints with red paint on a huge canvas/paper
- Students will need to stretch from a line to reach the place on the canvas to place their handprint
- Education provided about flexibility should be provided
- There should also be a spinner with different types of ways to stretch shown
- A Fruved character will assist students with stretching techniques

Resources

- 2-3 hours of time
- 1 Table
- 3-4 Fruved student workers, including 1+ Fruved characters
- Spinner with stretches
- Large canvas material or posters
- Red hand paint
- Wipes to remove paint from hands
- Picture of desired canvas picture outcome
- Educational materials: flexibility facts, stretches handout

Giveaways

- Yoga/resistance bands

Tips

- Set up in a central location where canvas can be displayed for a few days!

Sample Social Media Messages

“Flexibility is specific to each joint and muscle group. You can work on a variety of exercises to increase overall flexibility. Increased flexibility helps prevent muscle related injuries and muscle stiffness!”

“Don’t be discouraged with or forego your stretching efforts just because you are not progressing as quickly as you would like - it takes time! One of the keys to maximizing your efforts to increase your level of flexibility is to perform 2-6 repetitions of each stretch.”

“The best time to stretch for flexibility is after a workout. However, you should still stretch after a brief warm-up to prepare for a workout!”

Strength



Online Interactive Event: Find Your Strength

Objective

- By the end of the week, 30 students will post pictures doing strength exercises on social media and tag Fruved.

Activity

- Find unusual ways or places to do strength exercises and share them with Fruved on social media

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Strength Table

Event Objective

- By the end of the event, 30 students will challenge the Fruved character to a strength exercise.

Activity

- Set up a table to advertise and provide information on strength exercises and activities.
- Spinner/wheel used to share different strength related activities
- Fruved character challenges the student to do the activity to win a small prize
- Promote large strength event

Resources

- 2-3 hours of time
- 1 Table
- 2-3 Fruved student workers, 1 Fruved character
- Spinner wheel with strength exercises
- Educational materials: strength exercises, physical activity guidelines and facts

Giveaways

- Fruved promotional items (Frisbees, cups, magnets, USB, pens)

Tips

- N/A

Large Event Option 1: Obstacle Course

- Event Objective**
 - By the end of the event, 50 students will complete the obstacle course for physical activity.
- Activity**
 - Obstacle course using ROTC or other courses with a bracket tournament
 - Number of rounds depends on number of students/teams signed up
- Resources**
 - 2-4 hours of time
 - 3-5 Fruved student workers
 - Educational materials: physical activity guidelines/facts
 - Refreshments: water, snacks
- Giveaways**
 - None
- Tips**
 - Partner/coordinate with ROTC on campus for event & staffing/safety
 - Create a Facebook event for students to RSVP, be reminded, share with friends, etc

Large Event Option 2: Strength Fitness Classes

- Event Objective**
 - By the end of the event, 50 students will join Fruved in one or more promoted strength fitness classes/activities on campus.
- Activity**
 - Promote and invite students to join at group fitness strength-related classes, rock wall, or other strength activities
- Resources**
 - 2+ hours of time
 - 2-3 Fruved student workers at each activity, 1+ Fruved characters
 - Educational materials: physical activity guidelines/facts
- Giveaways**
 - None
- Tips**
 - Coordinate with your recreation/wellness center's fitness classes
 - Host specific strength/lifting introductory class
 - Create a Facebook event for students to be invited and get reminders
 - Rock climbing wall has gone over very well in the past

Optional Education Materials

- Choose MyPlate - Stay Fit on Campus:
<http://www.choosemyplate.gov/sites/default/files/tentips/DGTipsheet28StayFitonCampus.pdf>
- ACSM Fitness Brochure: <https://www.acsm.org/docs/default-source/brochures/resistance-training.pdf?sfvrsn=6>
- Fitting Fitness into Busy College Life:
<http://www.newhaven.edu/953174.pdf>
- Strength and resistance exercises:
http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/FitnessBasics/Strength-and-Resistance-Training-Exercise_UCM_462357_Article.jsp#
- Increasing Physical Activity <http://www.choosemyplate.gov/increase-physical-activity#sthash.p2vU0ciW.dpuf>

Sample Social Media Messages

“The Physical Activity Guidelines for Americans recommends that muscle strengthening activities be done at least two days a week.”

“Studies have shown that strength training increases lean body mass and increases resting metabolic rate (a measurement of the amount of calories burned per day) in adults.”

“Adults should train each major muscle group two or three days each week using a variety of exercises and equipment, but there should be a rest period of 48 hours between resistance sessions to ensure prevent of overtraining.”

“Eat complex carbohydrates and protein 1-2 hours before a workout. Too many simple carbs can cause a blood sugar spike and then a dip.”



Steps

Online Interactive Event: Step UP to the Step Challenge

- Objective*
- By the end of the week, 30 students will post and tag Fruved in pictures on social media challenging the Fruved character's steps.
- Activity*
- Challenge a Fruved character: students try to complete more steps than the Fruved character.
 - Each weekday, a different Fruved character will challenge students to beat their step count
 - Throughout each day, the Fruved characters should take selfies in the costume with a new step count to update students
- Tips*
- Be sure to post step count updates regularly.
 - Share examples of students who are close to beating the character to encourage others!
 - Share how the Fruved character is tracking steps (pedometer, FitBit, etc.) and encourage student participation.

Small Event: Pedometer Expo

- Event Objective*
- By the end of the event, 50 students will set a personal goal for reaching a certain number of steps per day.
- Activity*
- Set up a table for education and information on how to utilize the pedometer features on smart phones and other devices to track steps
 - Provide information on how many steps are recommended each day
 - Allow students to set a personal goal
 - Share the benefits of physical activity/walking/not being sedentary
- Resources*
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Steps goal setting forms/pledges
 - Educational materials: daily steps recommendations, physical activity/sedentary behavior fact sheets, step-counting apps handouts
 - Large event flyers
- Giveaways*
- Education and information
- Tips*
- Become familiar with various types of pedometers and step count trackers.

Large Event: 5K Run/Walk

- Event Objective**
 - By the end of the event, 100 students will travel 5 kilometers to add to their daily step count.
- Activity**
 - Organize or partner to promote a campus 5k event
 - Can be a color party (similar to Color Run or Holli Festival)
 - Participants entered into giveaway
- Resources**
 - 2-4 hours of time
 - 2-4 Tables, varies by set up
 - 4-10 Fruved student workers, varies by set up
 - Educational materials: cardio & steps factsheets, AHA infographic, etc
 - Giveaway tickets
- Giveaways**
 - FitBit
- Tips**
 - Look to partner with other organized walks/runs!

Example Goals:

- Track your steps using a pedometer, fitness tracker, or smart phone app every day this week
- Walk at least 10,000 steps per day 4 out of 7 days this week
- Take a longer route to class at least once a day every day this week
- Participate in the “Challenge the Fruved Character” social media event and “beat” the character at least three days this week
- Participate in the 5K event this week

Sample Social Media Messages

“Aim for 10,000 steps a day to get moving. If you’re already active, shoot for 30-60 minutes of walking, 3-4 days a week!”

“Find a fitness app for your phone to count steps. Many phones already have one; you just need to use it! Tell us your favorite fitness app?”

“A regular walking program can help reduce blood cholesterol, blood pressure, and weight and help improve cardiovascular endurance and bone strength.

<http://www.acefitness.org/>”

“A great way to increase motivation and get more steps every day is to create a walking challenge with friends.”

“Let’s get to steppin! The Fruved Banana is on the prowl trying to get more than the daily 10,000 steps. Can you beat Banana? Banana will post the total steps at 10pm tonight.”



SAMPLE STRESS MANAGEMENT ACTIVITIES

Intro to Stress Management

Stress is an inevitable part of life and during college, stress can be particularly high. According to the Anxiety and Depression Association of America (ADAA), 80% of college students say they sometimes or often feel stressed. When stress levels get too high, it can have some pretty serious consequences. Too much stress can cause behavioral, emotional, cognitive and even physical symptoms. Some of these symptoms include headaches, trouble sleeping, irritability, chronic worrying, and social isolation. Proper stress management is essential for student success during college and it is important to manage stress before further mental health issues arise.

Many factors contribute to high stress levels during college. Balancing living away from home, strenuous academic expectations, financial burden, post-graduation planning and social demands all increase stress levels for college students. Consequences of high stress levels can manifest in a variety of ways.

There are many techniques to manage stress. Getting adequate sleep, positive thinking, using relaxation techniques and regular physical activity can all aid to reducing stress. Further, most college campuses offer a variety of resources to help students manage stress, such as student wellness centers, counseling services and peer mentoring programs. Below is a list of 7 areas that can help college students manage stress.

1. **Eat well** - A steady diet of pizza and vending-machine food can decrease energy levels in the body, leading to a lower threshold for stress. Follow a diet rich in vegetables, fruits, and whole grains.
2. **Avoid unnatural energy boosters** - Artificial stimulants like caffeine pills or prescription meds may help you stay awake for that all-night study session, but putting off your body's need to sleep will ultimately result in an energy crash, resulting again in a greater susceptibility to stress.
3. **Get plenty of sleep** - Not getting enough sleep impairs academic performance and makes it harder to get through the day.
4. **Think positive** - Research has shown that positive thinking may improve physical well-being, produce lower feelings of depression and produce lower levels of distress.
5. **Have a stress "outlet"** - This could be a social activity like going out or participating in intramural sports, finding a hobby or joining a social club.
6. **Engage in relaxation techniques** - This can include things like slowly counting to ten, meditation, thinking positive thoughts, visualization or playing with a stress ball.
7. **Talk to someone** - Sometimes just talking about what's stressful or having someone listen to your problems can drastically reduce stress. Most college campuses have a wellness clinic with counselors that are happy to speak with students!

One of the primary goals of Fruved is to help college students manage stress. By educating students about causes, consequences and effective management of stress, Fruved seeks to help build healthier, more resilient college students. The mental health of our college students is key to creating a prosperous, healthy generation.

Music

Online Interactive Event: What's YOUR Happy Song?

- Objective*
- By the end of the week, 30 students will post and tag Fruved in songs/music on social media.
- Activity*
- Invite students to post what music relaxes them or their happy song(s).
- Tips*
- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
 - Share/repost students' songs!

Small Event: Pass it On

- Event Objective*
- By the end of the event, 30 students will listen to and load a song on the music device.
- Activity*
- Set up a table with MP3 players or iPods and headphones set up.
 - Students listen to a song that was previously loaded by another student
 - After listening to a song, they load their favorite song for the next student to listen to
 - Giveaway tickets distributed to students who participate by using social media to share
 - Education about the positive effects of music on stress levels shared
- Resources*
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Educational materials: Music education flyer
 - Name that Tune event flyers
- Giveaways*
- None
- Tips*
- N/A



Large Event: Name that Tune

Event Objective

- By the end of the event, 50 students will challenge a friend to the competition.
- Set up a competition between two players
- A song is played
- When a player thinks they know the name of the song, they "buzz" in
- The music is stopped and the player who buzzed in guesses the song

Activity

- If they guess correctly, a point is awarded
- If they guess incorrectly, the other player has a chance to answer for a point
- If neither know the answer, the song is skipped and no points are awarded
- First to five points wins
- Winners can earn one additional giveaway ticket
- Education about the positive effects of music on stress provided
- The raffle giveaway for the headphones is after the event

Resources

- 2-3 hours of time
- 1-2 Tables
- 3-4 Fruved student workers
- iPod or other music device
- Educational materials: music education flyer
- Giveaway tickets

Giveaways

- Beats Headphones
- Small earbuds with cases

Tips

- N/A

Sample Social Media Messages

“Music can help you sleep better over time.”

“Instrumental music helps you study while pleasurable music helps the testing process.”

“Listening to music can have a tremendous relaxing effect on our minds and bodies. Music can absorb our attention; it acts as a distraction and at the same time it helps to explore emotions.”

“Use neutral music to retain info; later use pleasurable music to quiz yourself. #getfruvd”

Time Management



Online Interactive Event: Stress Tips

Objective

- By the end of the week, 30 students will post and tag Fruved in stress management/organization tips on social media.

Activity

- Have students share how they manage their time or tips they have for other students about how to stay organized and on top of their schoolwork.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
- Try to start discussions among students about how they use the stress/time management tips

Small Event: Stress Balls

Event Objective

- By the end of the event, 30 students will make and take away a stress ball.

Activity

- Set up a stress ball making area: balloons & sand or rice
- Coordinate with other campus organizations to set up information tables about stress management
- Education should be provided about wellness campus resources
- Time Management Tips education flyer provided
- Tickets handed out to students at this event for the weekly giveaway

Resources

- 2-3 hours of time
- 1+ Tables: one for Fruved, one for each organization present
- 2-3 Fruved student workers
- Balloons
- Sand and/or rice
- Small funnels
- Educational materials: time management flyer/tips
- Stress Exposition event flyers

Giveaways

- None

Tips

- N/A

Large Event: Stress Exposition

- Event Objective**
- By the end of the event, 100 students will participate in at least one stress management activity at the exposition, measured via giveaway tickets.
- Activity**
- Partner with other campus and local organizations to provide stress management activities
 - Dog therapy
 - Improv group for students to watch and relax
 - Yoga session(s)
 - Stress coloring books and games
 - Light snacks and refreshments, if possible
 - Tickets handed out for the weekly giveaway
- Resources**
- 3-4 hours of time
 - 2+ Tables
 - 3-4 Fruved student workers
 - Stress coloring books & coloring utensils
 - Bottled water, snacks
 - Educational materials: time management flyer, stress management facts
 - Giveaway tickets
- Giveaways**
- Stress/Time Management gift bucket - includes Fruved promo items, air fresheners, coffee mugs, and other miscellaneous items
- Tips**
- Many campuses have an event similar to this; partner to promote and expand!

Sample Social Media Messages

“Color code your planner to help with separating your daily responsibilities. #getfruvd”

“Take the 1st 30 minutes of every day to plan your day. This will set you up for a successful day. #getfruvd”

“Time management entails not only making a plan for yourself but realizing that sometimes your plan will not always work and CAN be changed to make more sense with your time.”

“If you’re studying for that big test or doing homework, you probably shouldn’t be seeing this! Log off...but before you do, give us a like and/or shout out. Happy studying!”

Meditation



Online Interactive Event: Mantra Competition

- Objective**
 - By the end of the week, 30 students will post and tag Fruved in mantra examples on social media.
- Activity**
 - Develop your most creative mantra and post it to our social media.
- Tips**
 - Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Mindful Eating Table

- Event Objective**
 - By the end of the event, 30 students will describe their mindful eating experiences.
- Activity**
 - Mindful eating with dark chocolate and raisins
 - Students place a small piece of dark chocolate on their tongue
 - Allow it to melt
 - Describe the sensation of slowly eating the chocolate
 - Students place a raisin in their mouth
 - Describe the mouthfeel, taste, difference from chocolate
 - Information on how to meditate provided
 - Promotion for the Bubble Meditation event
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Educational materials: meditation factsheets
- Giveaways**
 - None
- Tips**
 - N/A

Large Event: Bubble Meditation

Event Objective

- By the end of the event, 50 students will spend at least 5 minutes focusing on meditation through bubble blowing/breathing exercises.

Activity

- Group meditation using bubbles with a breathing exercise
- A Fruved character should lead the meditation
- Students given small bubble container, sit in a group, and control breathing through blowing the bubbles
- May be a longer event where students can come and go, or can be limited to one hour
- Participating students receive a giveaway ticket towards the weekly giveaway

Resources

- 2-3 hours of time
- 1 Table
- 3-5 Fruved student workers, including Fruved characters
- Small bubble containers
- Educational materials: meditation techniques handout

Giveaways

- Yoga mats

Tips

- N/A

Sample Social Media Messages

“Try counting your breaths to keep your mind from wandering if you lose focus while meditating. #getfruvd”

“Stretching before meditation allows your muscles to loosen up so you can sit more comfortably.”

“Feeling down? Studies show that meditation practice over time increases happiness!”

“Meditate with a candle. Using it as your focus point allows you to strengthen your attention. #getfruvd”

“According to a study published by Harvard Medical School, meditation can help improve digestion and lower blood pressure.”

Positivity



Online Interactive Event: Positive Thoughts

Objective

- By the end of the week, 30 students will post positive thoughts on social media and tag Fruved.

Activity

- Share a positive thought to our social media page.

Tips

- Start with promotion of the activity and to get the ball rolling, have a few example posts from your organization members!

Small Event: Positive Message Sharing

Event Objective

- By the end of the event, 50 students will create a positive mantra for the wall.
- Take and leave positive mantra wall.
- Students write positive messages on a post-it note and stick it on the wall
 - They can pick another post-it note with a positive message on it that another student wrote to take with them
 - If a post-it note will be removed, Fruved should replace it to keep the message on the wall

Activity

- Can include pre-written positive quotations or random acts of kindness cards
- Share how positivity can reduce stress
- Spinner wheel can also be incorporated: allow students to spin for a positive message for a Fruved character to deliver
- Share on social media
- The wall should be left in a central location for a while to act as an art and conversation piece, if possible
- Promote Feel Better Fast Workshop

Resources

- 2-3 hours of time
- 1 Table
- 2-3 Fruved student workers
- Large poster board(s) or presentation tri-fold board
- Colored post-it notes
- Markers
- Educational materials: stress management handouts

Giveaways

- None; mantra post-it notes

Tips

- N/A



Large Event: Feel Better Fast Workshop

Event Objective

- By the end of the event, 50 students will participate in a mindfulness or stress reduction activity offered through the workshop events.

Activity

- Contact the student wellness center on your campus to see if there are any stress reduction workshops or programs that Fruved can host
- Include a focus on mindfulness and emotion regulation
- The wellness center may also provide educational resources

Resources

- 2-3 hours of time
- 2-3 Fruved student workers
- Educational materials: resources from wellness center, stress management handouts, meditation techniques handout, etc

Giveaways

- None

Tips

- N/A

Sample Social Media Messages

“Positive emotions broaden your sense of possibility and open your mind up to more options.”

“Practice gratitude. One of the best ways to shift focus away from negativity is to list things in your life you’re grateful for.”

“Today’s goal: Write down one positive note about each day, every day this week.”

“See if you can catch yourself judging yourself or others & counter each negative thought with 2 positives. #PositivelyFruved”

“Positive people who regularly express positive emotions are more resilient when facing stress, challenges, and adversity.”

“Another way to “trick” your mind into being more positive: smile more. Smiling can instantly change the way you feel internally.”

“Positive leaders are more likely to win the support of others and achieve greater success in the workplace.”

Sleep



Online Interactive Event Option 1: Sneaky Campus Naps

- Objective**
 - By the end of the week, 30 students will post and tag Fruved in pictures on social media of where they sneak in a nap on campus.
- Activity**
 - Post a picture of or describe your favorite napping spot on campus.
- Tips**
 - Start with promoting the activity and have a few example posts from your organization members; get the ball rolling!

Online Interactive Event Option 2: Sleep Challenge

- Objective**
 - By the end of the week, 30 students will post and tag Fruved on social media what time they went to bed and how much sleep they got for one day/night.
- Activity**
 - Fruvers, we are challenging you to a 5-day sleep challenge this week! Post what time you went to bed last night and how many hours of sleep you got. #Takes8ToBeGreat
- Tips**
 - Start with promoting the activity and have a few example posts from your organization members; get the ball rolling!
 - Congratulate students who met the 8 hour goal and encourage students who did not

Small Event: Sleep Importance Table

- Event Objective**
 - By the end of the event, 30 students will download a sleep-related app on their phone and/or make a dreamcatcher craft.
- Activity**
 - Set up a table to share information about the importance of adequate sleep
 - Share and help students download sleep related Apps
 - Include a craft where students can make [dreamcatchers](#)
 - Participating students receive a giveaway ticket for sleep related items such as hammocks, pillows, and eye masks
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Dreamcatcher materials: plastic rings, yarn, beads, feathers
 - Educational materials: Sleep application list, sleep factsheet
 - Campus-wide nap flyers
- Giveaways**
 - Dreamcatchers
- Tips**
 - Become familiar with various sleep-related apps.

Large Event: Campus-wide Nap

- Event Objective**
- By the end of the event, 100 students will have taken a 15-minute nap at the same time.
 - Promote the idea of getting the whole campus to take 10-15 minutes for a nap at the same time.
 - Organize the event to occur in the afternoon during a common free time
- Activity**
- Give away free tea for students to sample (ensure it is caffeine free)
 - Music should be playing in the background
 - Fruved characters should be present and invite students to join
 - Could wear sleep masks or carry pillow/blanket
- Resources**
- 1 hour of time
 - 1 Table
 - 3-5 Fruved student workers, including Fruved characters
 - Hot tea
 - Honey, sugar, milk, etc. for tea
 - Small Styrofoam cups
 - Music-playing device: iPod with speakers, etc
 - Giveaway tickets
- Giveaways**
- Body pillows and/or hammocks
- Tips**
- N/A

Sample Social Media Messages

“The National Sleep Foundation states that regular exercise can make falling asleep easier, but sporadic exercise just before bed will make it difficult to fall asleep. Tuck in with a book instead.”

“Healthy sleep is essential for optimal learning and memory function. Get your sleep! #getfruvd”

“College students are the most sleep deprived individuals in the country! How are your snooze skills?”

“Sleep plays a critical role in fighting infections, energy, memory, learning, and other vital functions, so get your rest! #getfruvd”

“Avoiding screens right before bed could help you sleep. The bright light from computer screens signals to your brain that it’s time to be awake.”

“Research shows that the effects of caffeine can last between 5 and 8 hours. Instead of that afternoon coffee or energy drink try taking a short powernap to re-energize.”

Friendships



Online Interactive Event: Friends Help Friends be Healthy

- Objective**
- By the end of the week, 30 students will post on social media, pictures of them doing healthy activities with friends and tag Fruved.
- Activity**
- Post a picture of you and your friends on social media engaging in a healthy behavior and describe how your friends positively impact your lifestyle.
- Tips**
- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
 - Post Fruved characters doing healthy activities

Small Event: Friendship Photo Booth

- Event Objective**
- By the end of the event, 30 students will take and post friendship pictures to Fruved social media.
- Activity**
- Students will have the opportunity to have their picture taken with a Polaroid camera with friends and Fruved characters.
 - Participants will receive a printout of their photo
 - If polaroid or similar printable camera is not available, ask friends to post their photos to social media at that time
 - Have “best friends” and “friendship” signs/props to hold in the pictures
 - Share the health benefits of friendship
 - Have supplies for students to make a fruit/veggie valentine for a friend
 - Fresh fruits such as clementines, pears, apples, and bananas
 - Students can “tattoo” the outside of a fruit peel with cute messages for friends
- Resources**
- 2-3 hours of time
 - 1 Table
 - 3-5 Fruved student workers, including 1-2 Fruved characters
 - Polaroid camera
 - Posters cut out to be picture frames with “best friends” or “friendship” written/decorated on them, include Fruved name
 - Fruits with peels: bananas, oranges, clementines, pears, apples
 - Markers
 - Educational materials: friendship benefits factsheet
 - Promote Healthy Relationship event
- Giveaways**
- None; friendship tattooed fruits
- Tips**
- N/A

Large Event: Healthy Relationships Program

- Event Objective**
 - By the end of the event, 50 students will learn ways to reduce stress within their relationships.
 - Collaborate with student counseling or wellness center on your campus.
- Activity**
 - Focus on reduction of stress by building healthy relationships
 - Provide free refreshments/snacks and giveaways to attending students
- Resources**
 - 2-3 hours of time
 - 2-3 Fruved student workers
 - Educational materials: from partner organizations
 - Snacks & refreshments
- Giveaways**
 - Dependent on resources
- Tips**
 - N/A

Sample Social Media Messages

“Research shows that friends can have a significant effect on one’s physical activity and dietary habits. Are your friends a positive influence on your health behaviors? Show how your friends positively impact your lifestyle by posting a picture of you and your friends engaging in a healthy behavior, like walking, on social media!”

“Did you know that working out with friends can help you stay committed, push yourself, and have fun? See for yourself by engaging in some type of physical activity with a friend or group of friends for at least 30 minutes one day this week.”

“If a friendship lasts longer than 7 years, psychologists say it will last a lifetime.”

“Studies show that being around friends during stressful times effectively reduces levels of the stress hormone, cortisol. So next time you’re feeling stressed, do yourself a favor and reach out to a friend.”

“‘One of the most beautiful qualities of true friendship is to understand & be understood.’ Lucius Annaeus Seneca”

“Communal meals can be a great way to establish a healthier and happier environment. By working together to prepare a meal and gathering around a table, friends can strengthen social connectedness in a way that non-face-to-face interactions cannot. So instead of interacting through phone or social media, try spending some quality time with a friend by planning and preparing a healthy meal together!”



SAMPLE MISCELLANEOUS ACTIVITIES

Thanksgiving



Online Interactive Event: Share Your Thanks

- Objective**
- By the end of the week, 30 students will post and tag Fruved on social media about what they're thankful for.
- Activity**
- Post one thing, one person, and one situation for which you are thankful each day!
- Tips**
- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
 - Share/repost student posts

Large Event: Fruved Thanksgiving & Food Drive

- Event Objective**
- By the end of the event, 150 food drive items will be collected for donation.
- Activity**
- Thanksgiving dinner with canned goods food drive
 - Thanksgiving dinner for all peer mentors/mentees
 - Invite members of other campus organizations that have been very involved and/or helpful in past Fruved events
 - Include the Fruved organization members, if possible
 - Send invitations a couple weeks ahead of time, with reminders
 - Include games or activities as well for more fun
 - Inquire into campus catering or local companies for dinner
 - Ask for each guest to bring 1-2 food drive items to donate to a local food bank
 - Can extend to be a campus-wide food drive if desired
 - 3-4 hours of time
 - Tables to accommodate all guests and food
 - Location should provide tables & chairs
- Resources**
- All Fruved student workers available
 - Invitations - paper and electronic
 - Resource for provided games/activities
 - Educational materials: healthy eating, portion sizes handouts
- Giveaways**
- Donation to a local food pantry
- Tips**
- N/A

Sample Social Media Messages

“There’s so much to be thankful for. Tell one person how much they mean to you today!”

“The “cornucopia” (Latin cornu copiae) or “horn of plenty” is a symbol of abundance and nourishment, commonly a large horn-shaped container overflowing with produce, flowers, or nuts (Merriam-Webster.com). You can see why this is the symbol of Thanksgiving!”

“This week try writing down things you are grateful for each day. Research has found that if you do that, you will have greater well-being. This includes less depression and stress and more happiness. Not sure if you believe this research or that it would work for you? Try it for a week and see if it makes a difference in your life.”

“Gratitude- If you count your blessings you are more likely to be more satisfied with life and overall more positive and optimistic. We are grateful for all the Fruvers out there. Thank you for being you!”

“Giving back to the community with canned goods is very helpful and inexpensive when you don’t have much to give.”

“Research has shown that when you are being grateful you have increased brain activity in the anterior cingulate cortex and medial prefrontal cortex. This is part of the reason that gratitude is associated with more positive wellbeing. Go stimulate that anterior cingulate cortex by telling someone you care about- how grateful you are they are in your life!”

Substance Abuse



Online Interactive Event: Anonymous Testimonials

- Objective**
- By the end of the week, 30 students will share or view student testimonials of personal connection to substance use/abuse.
 - Video of student testimonials to capture the seriousness of substance abuse through personal testimonies of students on campus through passive intervention. We don't want to show faces, but instead only have voices narrating the video and at the end of the video bring everything together with an overarching thought that "substance abuse affects all, it has no certain face."
- Activity**
- Can collect testimonials via text submission and have others voiceover the video
 - OR can share testimonial quotations via social media with a common hashtag about substance abuse not having a certain face.
- Tips**
- N/A

Small Event: Pledge Table

- Event Objective**
- By the end of the event, 100 students will sign the pledge to not abuse drugs/alcohol.
- Activity**
- Set up a table to promote dunking booth event and substance abuse pledges
 - Pledges to not abuse substances - for every pledge made you get to add a gallon of water to the dunking booth
 - Information on substance abuse will be provided
 - Activities: substance abuse trivia, beer simulation goggles, alcohol portion size measurements
- Resources**
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Substance abuse pledges
 - Pens
 - Educational materials: alcohol simulation goggles, portion size measures, substance abuse factsheets
- Giveaways**
- None
- Tips**
- N/A

Large Event: Dunking Booth

- Event Objective**
 - By the end of the event, 100 students will sign the pledge and throw a ball at the dunking booth.
- Activity**
 - Set up a dunking booth with campus celebrities - professor, dean, mascot, etc.
 - Information on substance abuse will be provided
 - Students sign pledge in order to throw a ball at the booth
- Resources**
 - 3-4 hours of time
 - 1 Table
 - 1 Dunking booth & balls
 - Water source to fill dunking booth
 - 3-4 Fruved student workers
 - Substance abuse pledge
 - Pens
 - Educational materials: substance abuse factsheet
- Giveaways**
 - None
- Tips**
 - N/A

Sample Social Media Messages

“Alcohol poisoning comes from excessive drinking. This suppresses the respiratory system, causing the body to struggle to remove the toxins from alcohol consumption. Care for your body and don’t end up in the hospital because of binge drinking!”

“Smoking hookah has many of the same health effects as smoking cigarettes! The CDC cites that ‘...because of the way a hookah is used, smokers may absorb more of the toxic substances also found in cigarette smoke than cigarette smokers do.’ Skip the hookah pipe next time-your lungs will thank you!”

“Abusing prescription drugs like Adderall and other stimulants can lead to dangerous amounts of strain on someone’s heart affecting heart rate and breathing.”

“Seek help on campus with your health-promotion service if you/a friend is having a hard time with substance abuse.”

Healthy Body Image



Online Interactive Event: Compliment YOU!

- Objective**
 - By the end of the week, 30 students will post and tag Fruved on social media with a personal compliment.
- Activity**
 - Share a non-appearance based compliment about yourself!
- Tips**
 - Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Compliment Table

- Event Objective**
 - By the end of the event, 30 students will submit compliments about themselves.
- Activity**
 - Set up a compliment table on campus
 - Students enter the weekly giveaway by submitting a non-appearance based compliment about themselves, placed into a bowl
 - Pull one winner announced on social media
 - Optional: Mirrorless Monday
 - Partner with another organization (residence hall association) to cover mirrors and write positive messages/affirmations in their place
- Resources**
 - 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Paper & pens for compliments
 - Box or bowl
 - Educational materials: healthy body image facts
- Giveaways**
 - Spa/massage gift card
- Tips**
 - N/A

Large Event: EveryBODY is Beautiful

- Event Objective**
- By the end of the event, 50 students will participate in a promoted exercise class.
- Activity**
- Can be in collaboration with your student health organization.
 - Host an EveryBODY can exercise event with
 - Free yoga
 - Zumba
 - Healthy body image information shared
 - Participating students can enter into the weekly giveaway
- Resources**
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers at each class
 - Educational materials: healthy body image facts
- Giveaways**
- Spa/massage gift cards
- Tips**
- Utilize community resources - many local businesses like to contribute!
 - Don't forget to thank your exercise class instructors! A Fruved gift basket is a great idea.

Sample Social Media Messages

“Being #bodypositive means respecting your body by engaging in healthy behaviors. Write down one non-appearance based aspect of yourself that you like every day this week.”

“Instead of looking at pictures for motivation to get active, try setting a goal with a friend for this week OR write down and share the ways your body lets you enjoy life - like dancing, running, hugging, and smiling.”

“When comparing ourselves to others, we have a natural tendency to only focus on the qualities we are most insecure about. In this ‘comparison trap’, we choose to make comparisons with people we think are particularly gifted with respect to the specific quality we are insecure about. Don’t fall into this trap! Instead of selecting certain individuals to compare yourself to, look around at everyone. Notice that each person has certain unique qualities that are particularly beautiful. So instead of focusing on your insecurities, reflect upon the things you like about yourself and that others like about you!”

“The images we see in the media everyday are not an accurate reflection of how women really look. Models spend hours having hair and makeup done by professional stylists. Unless you have your own stylists and photographers, don’t compare photos of yourself to those you see in the media!”

Try Something New



Online Interactive Event: New Adventures Challenge

- Objective**
- By the end of the week, 30 students will post pictures on social media with the phrase “trying something new” and tag Fruved.
- Activity**
- Post on social media something new that you tried this week.
 - We especially want to see you try beans!
- Tips**
- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!

Small Event: Bean Taste-Testing

- Event Objective**
- By the end of the event, 30 students will taste test the different bean products offered.
- Activity**
- Provide samples of different products made with different kinds of beans
 - Students taste test
 - Try to guess which kind of bean is in each sample
 - Share health & fun facts about different beans and recipes
- Resources**
- 2-3 hours of time, not including recipe/product preparation
 - 1 Table
 - 2-3 Fruved student workers
 - Bean recipes
 - Bowls
 - Spoons
 - Napkins
 - Educational materials: bean recipes, bean nutrition information
- Giveaways**
- None; free food samples
- Tips**
- N/A

Large Event: Bean Recipe Competition

- Event Objective**
- By the end of the event, 30 students will enter recipes into the bean recipe competition.
- Activity**
- Host a competition to make/taste different products made with beans.
 - Invite deans and/or professors as celebrity judges
 - Different entry categories can include different types of beans to use or different types of dishes to make (desserts, smoothies, chilies, etc.)
 - Students participating and attending can enter into the weekly giveaway; 5 tickets to participate, 1 to attend
- Resources**
- 2-3 hours of time
 - 1 Table
 - 2-3 Fruved student workers
 - Educational materials: bean recipes, bean nutrition information
- Giveaways**
- Blender/Juicer; fruits & smoothie ingredients with it
- Tips**
- N/A

Sample Social Media Messages

“Trying something new requires courage. And needing to summon courage is itself a benefit. With increased courage from one new thing, you can more easily muster up courage for other things in your life!”

“Trying something new keeps you away from boredom and forces you to learn new skills. The mind is always eager to learn so as long as you give it more opportunities to do so. Trying something new gives your mind these opportunities.”

“Go to the gym and use a machine that’s new to you. Ask someone for an explanation if you need to! #getfruvd”

“After trying a vegetable for 14 consecutive days, preference and enjoyment may significantly increase toward eating the vegetable. It could take trying a new food 14 times or more to change how you feel about it!”

“Food neophobia: the reluctance to eat new foods - this often leads to lower consumption of fruits and vegetables. Try something new today!”

Maintaining Healthy Lifestyles



Online Interactive Event: Keep Up the Healthy Habits

Objective

- By the end of the week, 30 students will post and tag Fruved on social media sharing plans to stay healthy.

Activity

- Share a picture on social media that describes what your summer plans are and how to plan to keep up with the healthy lifestyle changes you have made this year.

Tips

- Start with promotion of the activity and have a few example posts from your organization members; get the ball rolling!
- Share/repost student posts to promote good habits

Small Event: Healthy Brain Awareness

Event Objective

- By the end of the event, 30 students will name one way they plan to keep up a healthy lifestyle.

Activity

- Set up a table for education about brain health awareness and strategies
- Remind students about recommendations to keep their brains healthy
- Promote Pool Party event

Resources

- 2-3 hours of time
- 1 Table
- 2-3 Fruved student workers
- Educational materials: healthy brain/lifestyles handouts
- Pool party flyer

Giveaways

- None

Tips

- N/A

Large Event: Pool Party

Event Objective

- By the end of the event, 50 students will continue healthy summer behaviors through the pool party activities.

Activity

- Pool party for students
- Coordinate with campus recreation center and/or wellness centers
- Promote healthy behaviors for summer: hydration, sun screen, substance use, healthy eating, exercise, etc.
- Free food and drinks
- Sunscreen & chap stick giveaways
- Races & games

Resources

- 2-4 hours of time
- 1 Table
- 3-6 Fruved student workers
- Sunscreen samples
- Water and snacks
- Educational materials: assortment of all topics handouts

Giveaways

- Sunscreen, chap stick, food

Tips

- N/A

Sample Social Media Messages

“According to the American Psychological Association, involving a buddy on your health journey will keep you motivated and accountable! Having someone to share your success and hardships with makes maintaining your healthy habit easier! #getfruvud”

“Advice from the CDC: Be careful not to put yourself down or think that one mistake ruins a whole day's worth of healthy habits. You can do it! Change doesn't happen overnight!”

“Add variety and stay motivated! Now that healthy eating & physical activity has become a part of your routine, mix it up with new activities, exercise partners, foods, recipes, and rewards. #getfruvud”



Appendix

GetFruved Fall Semester Timeline

Event/Item	Aug	Sept	Oct	Nov	Dec
Student Org Leaders Meeting 1					
Market/Promote Events					
Fruved-Hosted Events					
Online Surveys					
HCEAs					
Progress Report 1					
Plan for Spring Semester: Town Hall, Meetings, Events					

GetFruved Spring Semester Timeline

Event/Item	Jan	Feb		Mar	April	May
Student Org Leaders Meeting 2						
Progress Report 2						
Market/Promote Events						
Fruved-Hosted Events						
Town Hall Meeting						
Student Org Leaders Meeting 3						
Administrators Meeting						
Progress Report 3						
Wellness Report Cards Round 2						
Ripple Mapping						

Contacts for Surveys & Fruved Components

Component	Contact
College Environment Perceptions Survey (CEPS)	Dr. Kerri Martin - kmarti50@utk.edu
Student Priorities Survey	Dr. Kerri Martin - kmarti50@utk.edu
Wellness Report Cards	Dr. Kerri Martin - kmarti50@utk.edu
Readiness to Change Survey	Dr. Kerri Martin - kmarti50@utk.edu
Combined Surveys	Dr. Kerri Martin - kmarti50@utk.edu
Healthy Campus Environmental Audits (HCEA)	Dr. Tanya M Horacek - thoracek@syr.edu
Health Peer Mentoring	Dr. Kerri Martin - kmarti50@utk.edu
Wellness Course	Dr. Kendra Kattelmann - Kendra.kattelmann@sdstate.edu
Ripple Effect Mapping	Dr. Melissa Olfert - Melissa.olfert@mail.wvu.edu
For questions outside of the areas outlined above, contact Dr. Sarah Colby at scolby1@utk.edu	



Campus Health Organizations Student Leaders Meeting 1

Meeting Goals

1. Become acquainted with each other's organizations
2. Learn about Get Fruved
3. Review health topics to be addressed on campus during the fall semester

Agenda

1. Meet & Greet
 - a. Introduce yourself, your organization, the organization's focus/goals, etc.
2. Get Fruved explained
 - a. Purpose
 - b. Goals
3. Review 24 health topics
 - a. Identify which are already planned for during the year
 - b. Create semester calendars with events
 - c. Plan partnerships with Fruved and other organizations
4. Set Next Meeting: January ____



Campus Health Organizations Student Leaders Meeting 2

Meeting Goals

4. Review campus survey and assessments results
5. Prepare for Town Hall meeting
6. Review health topics to be addressed during the spring semester

Agenda

5. Review & discuss survey and assessment results
 - a. Campus Environmental Perceptions Survey
 - b. Community Readiness Survey
 - c. Student Priorities Survey
 - d. Wellness Report Cards
 - e. Healthy Campus Environmental Audits
6. Town Hall meeting preparation
 - a. Date, time, location:
 - b. Identify priority items for Town Hall meeting
 - c. Identify potential panel members for Town Hall meeting
 - d. Determine plans/methods for meeting recruitment
 - i. Students
 - ii. Faculty/staff
 - iii. Administrators
7. Review 24 health topics
 - a. Identify which will be covered during the spring semester
 - b. Update the semester calendar with events
 - c. Plan partnerships with Fruved and other organizations
8. Set Next Meeting: February ____



Campus Health Organizations Student Leaders Meeting 3

Meeting Goals

7. Debrief Town Hall meeting
8. Develop a plan to bring to a meeting with campus administration

Agenda

9. Debrief Town Hall meeting
 - a. Review discussion by topic
 - b. Priorities: students, faculty, staff, administrators
 - c. Compare priorities to objective assessment results
10. Plan administration meeting
 - a. Who:
 - i. Administrators:
 - ii. Students/organizations:
 - b. What:
 - i. Priorities
 - ii. Topics & potential policy solutions or campus changes
 - c. When:
11. Review spring event calendar
 - a. Topics, organizations, promotion
 - b. Gaps that Fruved will fill this semester:
12. Questions/comments?

GetFruved 24 Health Topics Event Planning List

Health Topic	Organization(s) Planning Event	Date(s) of Event
Getting Fruved 1		
Getting Fruved 2		
MyPlate		
Fiber		
Perfect Portions		
Hydration		
Savor the Flavor		
Yoga		
Cardio		
Dance		
Flexibility		
Strength		
Steps		
Music		
Time Management		
Meditation		
Positivity		
Sleep		
Friendships		
Thanksgiving		
Substance Abuse		
Healthy Body Image		
Try Something New		
Maintaining Healthy Lifestyles		



GetFruved Town Hall Meeting

Agenda

1. Welcome & Introduction of Panel
2. Review campus survey & assessment/audit results
3. General Discussion:
 - a. Attributes that make it easier to be healthy on campus?
 - b. Organizations on campus that help or can help make you healthy?
4. Healthy Eating Discussion:
 - a. When is it hard to eat healthy on campus?
 - b. Describe instances or promotion and/or missed opportunities for healthy eating on campus?
 - c. Portion sizes and offerings in dining halls?
 - d. Vending machines on campus?
5. Physical Activity Discussion:
 - a. Describe instances of promotion and/or missed opportunities for physical activity on campus?
 - b. Physical activity classes on campus?
 - c. Barriers to physical activity students may face on campus?
6. Stress Management Discussion:
 - a. Describe instances or promotion and/or missed opportunities for stress management on campus?
 - b. Challenges to promoting time management and stress management among students?
 - c. Do students feel supported in times of stress, regarding resources?
7. Other discussions



GetFruved Administration Meeting

Agenda

1. Introductions & GetFruved Project
2. Review campus survey and assessment/audit results
 - a. Campus Environmental Perceptions Survey
 - b. Community Readiness Survey
 - c. Student Priorities Survey
 - d. Wellness Report Cards
 - e. Healthy Campus Environmental Audits
3. Review Town Hall meeting discussions & priorities
 - a. General
 - b. Healthy Eating
 - c. Physical Activity
 - d. Stress Management
 - e. Other
 - f. Priorities
4. Discuss & advocate for potential policy solutions/campus changes
 - a.
 - b.
 - c.

What is Ripple Effect Mapping?

Ripple Effect Mapping (REM) is an evaluation tool that is used to help understand what impact a program or intervention has had on the participants and the campus community by determining the positive outcomes using Community Capitals Framework (CCF). In other words, this reflection activity will help the participants, session leaders, campus administrators, community members and researchers understand how Get Fruved has affected individuals, peer groups and environments. Benefits of using a community impact evaluation like Ripple Effect Mapping range from increased motivation within the campus community to live a healthier lifestyle, and increased funding for programs such as Get Fruved. Without evaluation tools such as REM, programs within a community are unable to defend or justify the program need, provide evidence of positive outcomes, and show the participants of the program, their families and the campus community, resources that can be utilized for a healthier you!

In order to lead this evaluation activity, having an understanding of the Community Capitals Framework (CCF) approach will be key. The Community Capitals Framework (CCF) is an approach that was created to better analyze how successful communities work. There are seven areas in which successful, sustainable communities thrive. These seven areas are known as ‘capitals,’ or resources that communities use to build upon and form new assets. These capitals include social, human, cultural, natural, built, financial and political. These capitals will be used throughout the REM session and a short definition of each capital are as follows:

Social: the connections and bonding between people and organizations that help make things happen and link new people together.

Natural: natural resources such as rivers, parks, outdoor recreation areas, farmlands, etc.

Cultural: ideas and customs such as local traditions, art, music, ways of thinking, family customs, etc.

Human: the knowledge, skills, and abilities of people such as work skills, leadership ability, health and wellness of people, etc.

Political: access to power and the ability to affect change due to a title, one’s leadership, or work position such as government officials.

Financial: the monetary resources available to invest including business, entrepreneurship, etc.

Built: infrastructures that support the community such as telecommunications roads, buildings, etc.

During the REM session, participants will reference these capitals to understand and explain how Get Fruved has affected these resources within the community. Still unsure? Not to worry! We have provided training instructions and a training video for you, available on our Fruved.com website, but first here’s a quick example.

Let’s pretend you are the facilitator of the Ripple Mapping group and today’s the big day! Your group of Fruvers have arrived for your Ripple Mapping session but how do you begin? First, welcome the Fruvers and explain why we want their feedback and also how this activity will help us in the future. Next, you will lead an ice-breaker activity and explain the capitals you learned above. Once your group is feeling comfortable with this idea and each other, let the session begin! Asking questions, receiving responses and discussing how these responses relate to your campus and the community is Ripple Mapping in a nutshell. But don’t take my word for it, go online and get the full training experience, all just clicks away!

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Printed Name

Date

