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Team Vortex
How Might We Statement

How might we instill healthy lifestyle habits into the routines of college students?

Background and Description of Problem

For this project, we will be working with college-aged students. This means the statistics used in this proposal are based off a population of age 19 and up unless defined otherwise. The ages in our project will be the same. The focus will be instilling habits that improve a student's health and health awareness. From this, we are hoping to create long-term habits to make the subject not just conscious about his or her health but also about the health of those around him. Extending into parenthood, we are hoping that these subjects will encourage and instill healthy lifestyle habits into their children. We see this as a much larger indirect impact that this project could have on the county as a whole. For the time being, we will be working strictly on Georgia Tech's campus because of the population availability. We are also assuming that our population is representative of a regular college campus. By making this assumption, we can use this project to shape and change the healthy lifestyle programs at other college campuses. We will be collecting data for the next three months (mid-November to mid-February) and then designing our new healthy lifestyle programs based off the data. The data will be collected directly from the students themselves in order to get the most accurate representation of the population. For example, the data will show us the best times to hold the programs, what the programs should include, and how much someone is willing to pay for a class. From this data, as well as external sources, we plan on being able to develop a well utilized weekly schedule for the Healthy Lifestyle Programs. Since we are working on Georgia Tech's campus, we plan to utilize the space in the Campus Recreational Center that is already being used for healthy lifestyle programs. We also plan on expanding the options for locations that a student can get involved. For example, we plan on adding a mobile aspect to the healthy lifestyle programs. These alternative locations can be anything from Tech Green to a dorm in East Campus to a run around the bio-tech quad (see Objective 2).

This matters because students who have healthy lifestyle habits typically have a BMI of less than 30 (defined as obese by the CDC), a higher GPA, and better memory retention rate [1],[2]. Studies continue to show the effects of poor diets, insufficient sleep, and lack of activity on a college student [1]. Without a change, the significant increase in young adult obesity over the past two decades will continue to escalate. Furthermore, obesity is beginning to affect people at a younger and younger age due to a trickle-down effect between generations[3]. One stakeholder in this project will be the institution, as it will have to pass all ideas and changes we make to the athletic schedule. In the case that the changes will change the cost of classes, involvement, or otherwise, the institution will need to work carefully with us in order to get the correct funding. Another stakeholder in this project are the students. It will be the students that participate, invest, and reap the rewards of this project.

Project Goal

Our group's objective is to educate the general population of Georgia Tech about the various methods by which they can adapt their daily habits and alter their daily routines to live a healthier lifestyle. We do not want to simply advertise and convey these methods; rather, we would like to implement certain changes around campus that would catalyze their willingness to make these healthier life choices.

External Advisors

Throughout our project, we plan to use a variety of resources, including experts on Georgia Tech's campus. We would like to employ the expertise and knowledge of Christie Stewart, Elisha Smith, and Dr. Kenneth Frontman. Christie Stewart is the Director of Healthy Lifestyle Programs at the Campus Recreation Center and Elisha Smith is the Director of the GITFIT programs at the Campus Recreation Center. Their role is instrumental in enabling our team to design and plan a more effective, accessible, and versatile healthy lifestyle programs from the perspectives of active lifestyle choices and options on campus. Dr. Kenneth Frontman is a Senior Staff Member at the Counseling Center at Georgia Tech. He will be very important in helping us to truly understand the needs and the culture of our campus. We have chosen these three individuals because we want our solution to be geared for the Georgia Tech community and they have the resources and experience to provide assistance in these areas.

Objectives

Our first objective is to collect data from our population (Georgia Tech students). From the students, we will collect data through surveys, direct contact/customer discovery, and monitoring participation. In order to collect this data, we need to design surveys that address what days and times would someone go to the Campus Recreation Center to participate in the Healthy Lifestyle Programs, what type of Healthy Lifestyle Program would interest students the most, would students participate in a Healthy Lifestyle Program if it were held outside of the Campus Recreation Center, etc. The customer discovery will involve openly discussing the issues students currently have with the Healthy Lifestyle Programs and what changes they would like to see. Other data would include comparing and contrasting the current attendance of Healthy Lifestyle Programs with the attendance after changes are made.

Our second objective is to expand and improve the healthy lifestyle programs in place at Georgia Tech. This is essential to our project goal, as the development of these programs provides the portion of our plan devoted to physical activity. By utilizing the information that we accumulate using the surveys and customer discovery process outlined in the first objective, we will work to augment and develop the current system for healthy lifestyle activities. We also plan to make the programs mobile.

As described above, we will gauge the interest in including the Healthy Lifestyle Programs in places other than the Campus Recreation Center. For example, programs could be held on Tech Green or on East Campus. This allows those who are not close to the recreation center to participate. Another goal of the data collection is to understand what subjects the students want to would like to partake in during the Healthy Lifestyle Programs. This tailors the classes to what the students want, rather than what the institution thinks the students want.

One of the primary aspects that deters students from participating in exercise classes that are offered by the institute is that there is no personal connection or social connection between the participants in the classes. For this reason, we thought that it would be a good idea to create exercise opportunities for living communities and freshman dorms so that students would be inclined to participate with their friends. These activities could range from fitness programs that are already offered at the CRC to intramural sports that can be competitive events between the individual floors of a dorm or the entire dorms themselves. These intramurals could even be arranged by housing officials or peer leaders and serve as a program that is separate from the athletic services provided by the school.

While the feasibility is low, we would like to try to disperse the fee for GIT FIT programs, including group fitness and instructional classes, across the general fees for recreation that are included in the cost of attendance for the university. Ohio State University made a shift to their fitness classes by allowing any student who activates their identification card for the classes to access them for free [4]. Once the university removed the fee for the programs they experienced higher and longer lasting involvement.

Timeline

See PDF attachment.

Budget

	Fall		
	Item	Price	Total
Expenses			\$0.00
Materials			\$0.00
Services			\$0.00
	Standard Printing	\$0.00	
Travel			\$0.00

Our plan for the fall semester shouldn't incur any expenses, as our plan for the fall semester involves data collection. Because Georgia Tech's central printing is free up to 1200 pages per semester, we should be able to print out all necessary documents for our survey without incurring any fees.

	Spring		
	Item	Price	Total
Expenses			\$0.00
Materials			\$0.00
Services			\$0.00
	Standard Printing	\$0.00	
Travel			\$0.00

For the spring semester, we will be using central printing for any documents we require. We do not foresee any expenses outside of this, as all surveys will be completed by that point.

References

- [1] HealthDay. (2011, Sept. 10). *College Students Not Getting Enough Z's* [Online]. Available: <http://health.usnews.com/health-news/family-health/sleep/articles/2011/09/10/college-students-not-getting-enough-zs>
- [2] A. P. Neubert. (2013, April 15). *College Students Working Out at Campus Gyms Get Better Grades* [Online]. Available: <http://www.purdue.edu/newsroom/releases/2013/Q2/college-students-working-out-at-campus-gyms-get-better-grades.html>
- [3] P. B. Sparling. (2007, July). *Obesity on Campus*. [Online]. Available: http://www.cdc.gov/pcd/issues/2007/jul/06_0142.htm
- [4] R. Bachman. (2014, Oct. 28). *Colleges are Tracking When Students Work Out at Rec Centers*. [Online]. Available: <http://online.wsj.com/articles/colleges-are-tracking-when-students-work-out-at-rec-centers-1414516783?KEYWORDS=college+tracking>