

ARE YOU "FIT"-4-BYU?

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RESEARCH

Background:

External Environment:

In any university, an organization's budget plays a critical role in their decisions. Given the difficult economic conditions of the current recession, organizations are increasingly conscious of their funding and spending.

Trends in music and fashion, as well as socializing and social tools, such as Facebook and text messaging, are also influential within a university's community, especially among its students.

The Industry:

While Brigham Young University shares many similar characteristics with other universities, idiosyncratic to Brigham Young University is the LDS religious environment. Given this environment, church doctrines directly influence the lifestyles of students, faculty and staff. For example, the Word of Wisdom, as outlined in the Doctrine and Covenants, is strictly enforced, banning the use of alcohol, tobacco products, illegal drugs, coffee and tea. Profanity, pornography, immodest dress and inappropriate conduct are also not tolerated. Conversely, marriage, church callings and other service opportunities are strongly encouraged.

While church doctrines, specifically the Word of Wisdom, promote healthy living, academic pressures, busy schedules, financial struggles and the overall social environment present a challenge to the development of healthy habits.

The Client:

The Brigham Young Student Service Association, more commonly referred to as BYUSA, was established in 1988 under the direction of President Jeffrey R. Holland. BYUSA was established with a vision "to be leaders centered on Jesus Christ, who contribute

to the building of Zion communities which are united in heart and mind that there be no intellectually, spiritually, emotionally, or physically poor among us.” To realize this vision, the association’s mission is to “engage students in opportunities which cultivate:

- A sense of belonging: uniting people to each other and to a cause.
- Refined skills and talents: training, development and application of leadership and practical skills.
- Divine-centered leadership: developing highly capable leaders who desire, seek and do the will of the Lord.
- Meaningful contributions: planning with a purpose, implementing and assessing a variety of meaningful contributions.
- Commitment to future service: reviewing key principles, reflecting on the experience and creating a vision for future service.
- A spirit of honor: inspiring and educating individual students to live with honor and develop ethical courage by abiding by the principles of the Honor Code.

BYUSA focuses exclusively on the BYU student community, thus their slogan is “Students serving students.” Brigham Young University was established in 1875 by the Church of Jesus Christ of Latter-day Saints. As of 2009, the total number of full-time employees was 4,027, including instructional faculty, administration and staff. In 2010, the total enrollment at BYU was 32,947. Of these students 32,486 are members of the LDS Church, 8,628 are married, 6,369 are freshmen, 5,111 are sophomores, 6,397 are juniors, 11,906 are seniors and 3,164 are Graduate students.

The Product, Service or Issue:

Secondary research reveals that about 55% of members within the BYU community are overweight or obese, while around 43% do not get the recommended amount of exercise. This community is composed primarily of students. On average, these students get only seven

hours of sleep a night. Quantitative primary research, conducted through a formal survey, also shows that only 32% of students eat the recommended amount of fruit and vegetables each day (see appendix A; figure 1). The survey, an intercept survey, was conducted in specific locations, including the Harold B. Lee Library, Wilkinson Student Center, Brimhall Building and Brigham Square, and was comprised of questions concerning the following:

- Job
- Hours a week of exercise
- Hours a night of sleep
- Servings of vegetables
- Servings of fruit
- Servings of grains
- Self-perception of health
- Age
- Gender
- Year in school
- Relationship status
- Major
- Credit hours
- Housing

Informal qualitative research corroborates the data presented by the survey. This research also indicates that the emphasis placed on social interactions far outweighs concerns of healthy lifestyles, often displacing the time dedicated for sleeping and exercise. Social events, such as ward activities or dates, provide unhealthy refreshments and a growing reliance on fast food. Accessibility to unhealthy food, whether on-campus or off-campus, further erode the development of healthy habits.

Many students, especially freshman, are unaware of the many health resources and services offered through the university.

Promotions:

As aforementioned, BYU's unique religious environment plays a fundamental role in the actions of not only administration, but students and other community members. The Honor Code, which endorses and enforces the Word of Wisdom, promotes health. BYU also offers a wide variety of Physical Exercise classes, including classes for basketball,

racquetball, volleyball, weight training and numerous other sports and activities. These classes provide opportunities for students to exercise regularly. This exercise, however, is only adequate for students in the class. The problem is that Physical Exercise classes are among the first classes to be filled, limiting the number of students that can incorporate an exercise oriented class into their schedule.

Past promotions within the state of Utah include the Utah Nutrition, Physical Activity and Obesity Program, which the Center for Disease Control instituted in 2008. The program focused on increasing people's participation in physical activities, increasing their consumption of fruits and vegetables. At the same time, the program sought to decrease consumption of soft drinks and high energy foods, as well as to decrease the average number of hours dedicated to TV.

Another promotion was the Utah Partnership for Healthy Weight of 2007, which focused on providing important information and financial resources to businesses and communities to help promote good health. Financial resources originate from the Federal government and flow through the state health department.

Competition:

Qualitative research reveals that the greatest competition for the time and effort dedicated to the development of healthy habits, especially among students, include the following:

- Accessibility to fast food, both on-campus and off-campus
- Video games, especially among male students
- Cheap high-calorie foods which are easy to prepare and quick
- Discouraging distances to BYU fitness facilities and local gyms.
- Expensive gym memberships

- Socializing, including dating, ward activities and Family Home Evening activities
- Accessibility to Facebook, blogs, and other social networking sites.
- Established relationships, such as with a boyfriend, girlfriend or fiancé.

Resources:

The challenges facing the development of healthy lifestyles do not reflect a lack of resources on the part of BYU. As stated previously, the university does offer Physical Exercise classes. In addition, the university maintains large exercise facilities that are available to students, faculty and staff. This access is more limited to guests. The facilities include five basketball courts, dance studios, two Olympic pools and diving area, weight rooms, racquetball courts and an indoor track. Also worth mentioning is the outdoor track, as well as numerous well-maintained fields that can be used for football, soccer, ultimate Frisbee and other activities.

While these facilities can be used independently by students, faculty and staff according to their schedules, and according to the operating hours for the various facilities, tracks and fields, there are university run organizations which can help. For example, Y-be-Fit offers one on one consulting to help students, faculty, and staff members develop personalized health plans. BYU Aerobics is another organization which schedules classes year round.

BYU Wellness is a university sponsored organization that works exclusively with faculty and staff. The mission of the organization is “to encourage university personnel and their families to strengthen their health and well-being as an essential part of provident living and their ability to contribute to the work and mission of the university.” Another important part of BYU Wellness’s mission is “to establish a work environment that promotes healthy lifestyles, decreases the risk of disease, and enhances the quality of life,” and “to provide

educational opportunities, wellness activities, screenings, and other self-improvement opportunities”

BYU Wellness also seeks to promote “positive change in the following six areas:”

- *Emotional*: Recognizing and managing feelings.
- *Financial*: Developing a value-based approach to personal money management.
- *Intellectual*: Acquiring new knowledge through stimulating mental activities.
- *Physical*: Implementing positive lifestyle habits and physical activity.
- *Social*: Maintaining and building healthy relationships.
- *Spiritual*: Integrating gospel principles into personal behavior.

Under BYU Wellness is another program: Y-be-Fit. Unlike BYU Wellness, however, “Y-be-Fit is a personalized, one-on-one assessment and counseling program to specifically identify and target your health needs. Disease prevention and lifestyle modification are the two main areas of focus throughout the individualized 4-month program.”

Other resources include:

- Women’s services, which provide counseling for female students with eating disorders.
- BYU student stakes and wards, as organized through The Church of Jesus Christ of Latter-day Saints. These stakes and wards provide activity committees, auxiliary leaders and important channels which are effective in disseminating messages.
- Local influential, such as Resident Assistants for on-campus housing.

SWOT:

Strengths:

- Religious doctrines, namely the Word of Wisdom.
- Honor code
- Positive peer pressure which encourages mental, physical, emotional and spiritual health.

Weakness:

- Time
- Tight budgets
- High academic standards
- Greater dependence on social environment
- Pressure to graduate, resulting in more credit hours per semester
- Weather, especially the winter season.

Opportunities:

- Physical activities and intramurals
- Pre-existing, structured and financed health programs
- Limited parking

Threats: See competition

Public Profiles: See Appendix B

Situation Analysis:

Recently there has been much concern regarding the health habits of students at BYU. Evidence shows that health habits established in youth and young adult years are more likely to last. Concern is that BYU students are not actively developing good health habits that will ensure life-long health. Research shows that juniors and seniors at BYU get the least amount of exercise. Information also shows that about 55 percent of BYU students are overweight or obese; around 43 percent do not get the recommended amount of exercise and on average students get only 7 hours of sleep. Research also shows that only 32 percent of students eat the recommended amount of fruit and vegetables each day.

The culture at BYU presents many obstacles for students to develop life-long health habits. Social aspects of college result in students not getting adequate sleep and eating less healthy foods because they socialize into the late hours. The intense academic environment also contributes to low amounts of sleep and the tendency of students to eat on-campus. Many students also deal with financial struggles that make it difficult for them to achieve a balanced diet. Busy schedules, weather and distance to exercise facilities negatively impact students' exercise habits. Students are also not fully aware of the resources available through BYU such as Y-be-fit, Women Services, active school clubs and physical education classes. The religious environment at BYU promotes a healthy lifestyle, but host many activities that serve unhealthy refreshments. This negatively impacts students by encouraging unhealthy eating habits in social gatherings. Many professors at BYU also suffer from being overweight or obese. Since they are often a role-model for students, the prevalence of unhealthy examples amongst professors lessons the importance of health in students' minds.

Core Problem:

Due to busy schedules, high academic pressures, financial struggles and the social environment at BYU students are not developing healthy life-style habits.

ACTION PLANNING

Goals and Objectives:

Goal:

To help BYU students develop healthy lifestyle habits by teaching them how to incorporate healthy lifestyle habits among busy schedules, high academic pressures, financial struggles and social life.

Objectives:

1. To increase awareness of health resources available on campus at BYU to 75% by April 2012.
2. To increase the average amount of hours a week of scheduled exercise to 1 hour a week by April 2012.
3. To decrease the percentage of overweight/obese individuals from 55% to 45% by April 2012.
4. To increase the percentage of individuals who meet the daily recommended allowance of two to four servings of fruit from 32% to 45% by April 2012
5. To increase the percentage of individuals who meet the daily recommended allowance of three to five servings of vegetables from 32% to 45% by April 2012
6. To increase the average hours of sleep per night from seven to eight hours by April 2012.

KEY PUBLICS:**Faculty and Staff****Messages:**

Primary Message:

Being “Fit”-4-BYU will increase your job performance and satisfaction. The healthier you are now, the longer you will be able to enjoy your career, your family and your retirement.

Secondary Messages:

- Six out of 10 workers said their time management skills, mental performance and ability to meet deadlines improved on days when they exercised.
- The amount of the overall performance boost was about 15 percent, according to the findings, which were presented this month at a meeting of the American College of Sports Medicine in Nashville, Tenn.
(<http://www.msnbc.msn.com/id/8160459/ns/health-fitness/>)

Primary Message:

When you are “Fit”-4-BYU, your students will follow your example. You are a role model for your students, and when they see you taking care of your health, they will do the same.

Secondary Messages:

- Professors are role models for students inside and outside the classroom environment.
- Many students consider their professors to be close friends.
- Professors can be important in helping many first-year students make the transition from a high school to a university.

Strategies and Tactics:

The following list includes the tactics and strategies for BYU/SA’s “Are you ‘Fit’ for BYU?” campaign to send the primary and secondary messages to faculty and staff to motivate them to perform actions necessary to accomplish the campaign’s objectives.

Strategy One:

Through the use of department communication methods, we will motivate faculty and staff to exercise 1 hour a week in order to increase job performance and satisfaction.

Tactics:

- Email a list of health discussion topics to department chairs that they will discuss in their coordination meetings.

- Sponsor a faculty “Fun Run.”
- Article in department newsletter informing faculty and staff about the health resources available through BYU Wellness.
- Send out a monthly email from BYU/SA to the professors that includes ideas for physical activity at work.
- Have monthly competitions between departments targeting certain areas of physical fitness such as cardiovascular, muscular strength, muscular endurance, etc. Reward the winning department each month with a coupon for a physical fitness related activity.
- Have President Samuelson give a faculty devotional on the importance of health.
- Email faculty and staff a list of easy and active family home evening ideas they can use for their own families

Strategy Two:

Through the use of department communication methods we will communicate the importance for the faculty and staff to be healthy because their students look to them as role models.

Tactics:

- Email faculty and staff expressing to them the importance of their health in relation to the health of their students.
- Feature stories on healthy faculty members.
- Student feedback for teachers.
- Students vote for the healthy faculty/staff of the semester.

Student Employees

Primary Message:

It is important for you to be “Fit”-4-BYU, so you can have more energy, succeed academically and enjoy social activities. There are cheap, easy ways to “fit” health into your schedule.

Secondary Messages:

- “Being sleep deprived can contribute to memory problems and difficulty in logical reasoning; can interrupt physiological processes related to hormone function and blood pressure; and is associated with decreases in both efficiency and ability to concentrate.”
(<http://www.colorado.edu/studentgroups/wellness/NewSite/SleepingAround.html>)
- Only 11 percent of American college students sleep well, and 40 percent of students feel well rested only two days per week. (<http://healthysleep.med.harvard.edu/need-sleep/whats-in-it-for-you/mood>)
- If you want less stress, get more sleep. “Poor or inadequate sleep can cause irritability and stress, while healthy sleep can enhance well-being.”
(<http://healthysleep.med.harvard.edu/need-sleep/whats-in-it-for-you/mood>)

- There are other alternatives to relieving stress than turning to comfort food. Examples are:
 - Go on a walk with a friend
 - Try doing some relaxation breathing techniques
 - Try yoga or other workout programs
 - Take a short, 20-minute power nap
 - Listen to music that helps you relieve your emotions
 - Write in a journal or diary
 - Have a long talk with someone close to you
 - Go for a swim, a jog, or a bike ride
 - Retreat to nature and take a hike
 - Get a group of friends together and play a sport like soccer, basketball, or volleyball
 - Take a hot shower or bath
 - Read a book for leisure (http://dining.byu.edu/eat/relieve_stress.html)
- BYU offers the opportunities for its student employees to maintain a healthy lifestyle by working around their class schedules and offering Cougar Eat employees 50% off of their meals.

Strategies and Tactics:

The following list includes the tactics and strategies for BYU/SA's "Are you 'Fit' for BYU?" campaign to send the primary and secondary messages to student employees to motivate them to perform actions necessary to accomplish the campaign's objectives.

Strategy One:

Through the use of campus employment services, motivate student employees to choose healthier meal options to help them do better in school.

Tactics:

- Reward employees of the month with meal vouchers to healthy locations on or off campus.
- Send out a weekly email to employers to be forwarded to employees with suggestions of food to buy at on-campus locations that are healthy and low-cost.
- Host an end of semester sports conference where different departments compete against each other.
- Place posters and flyers in employee work rooms and offices that give ideas of small daily activities they can do to prepare for the end of semester sports conference.
- Have fitness "benchmarks" that students can achieve to prepare for the end of the semester sports conference.
- Email employers to talk about stress management and health in employee meetings.

Strategy Three:

Using the channel of social media to motivate student employees to exercise and eat healthy as a way to manage their stress levels and succeed in school.

Tactics:

- Create a Facebook group for student employees that is all about health.
- Report progress of each department in preparing for the sports conference on the Facebook page.
- Create a video promoting the importance of health in a balanced life and post it on the Facebook page.
- Create short clips that promote the weekly benchmarks for preparing for the sports conference.
- Post videos of different student employee departments trash talking other departments.
- Post weekly on the wall to remind students to be healthy.

On-Campus Housing

Primary Message:

Become “Fit”-4-BYU and avoid the feared “Freshman 15” by exercising and eating healthy. Maintaining a healthy a lifestyle, including getting adequate sleep contributes to higher levels of concentration and better academic performance.

Secondary Messages:

- Not living with parents influences freshmen’s health habits. “The student tends to eat what taste's good rather than getting the nutrition they need. In the household they may be forced to eat vegetables, but in the cafeteria, they are allowed to eat whatever they want (pizza, ice cream...)” (<http://www.freshman15.com/college-freshman.php>)
- “Diet is an influential health factor that determines one’s ability to function mentally and physically.”
- “Nutritional deficiency among college students is a serious matter as eating habits during college years are likely to continue in adulthood. To get the body to perform at its optimum level, good eating habits should be learned in early stages of life. Food selection during early school years has an impact in people’s future eating habits and overall performance. Thus, it is important for students to learn how to get proper nutrition to keep their cognitive performance at its peak once they embark into the stressful college life.”
- “Research revealed that sleep deprivation can cause drowsiness during the day. This leads to lack of focus during the class and lower test scores.”
- A survey showed that “students who exercised were found to have better academic grades, more harmonious relationship with their parents, and less susceptibility to drug overuse.”
- “College students are likely to fare poorly in academics if they fail to keep their body healthy. Basic health requirements should be met for students to function physically and mentally in a productive way.”
- “Aside from doing their homework, writing research paper, and preparing for exams, students also have to participate in club activities and socialize with people outside their school. Students’ active lifestyle brings a lot of stress, which is why they need to adopt healthy habits. Having a healthy lifestyle will help their mind and body perform properly amid a stressful environment.” (<http://healthy->

lifestyle.most-effective-solution.com/2010/10/22/how-a-healthy-lifestyle-affects-college-students-academic-performance/)

Strategies and Tactics:

The following list includes the tactics and strategies for BYU/SA's "Are you 'Fit' for BYU?" campaign to send the primary and secondary messages to student who live on-campus to motivate them to perform actions necessary to accomplish the campaign's objectives.

Strategy One:

Through the use of RAs we will motivate students who live on-campus to get the recommended amount of sleep, eat healthy and exercise.

Tactics:

- Email RAs to encourages "quite time" hours in the hallways and public areas
- Email the daily recommended amount of sleep, food, and exercise to RAs and have them post in visible locations.
- Email RAs to host weekly floor meetings to allow students to discuss potential problems and solutions to going to bed early.
- Post statistics in dorms showing the relation between sleep and success in school.
- Send representatives monthly to teach students about different health topics.
- Email RAs to encourage hall recipe exchanges.
- Email RAs to organize exercise groups for the students (running, yoga, etc.)

Strategy Two:

Through the use of auxiliary leaders, we will motivate students who live on-campus to choose exercise more to help them do better in school and feel the spirit.

Tactics:

- Email auxiliary leaders to encourage them to have visiting and home teachers teach health lessons to those they visit.
- Email auxiliary leaders to encourage them to have more exercise oriented activities.
- Give Relief Society and Priesthood leaders a prepared lesson to teach and physical and spiritual health.
- Provide auxiliary and FHE group leaders with a packet of fun activities and healthy refreshment ideas.

Strategy Three:

Through the use of freshman mentors, we will motivate students who live on-campus to choose healthier meal options to help them do better in school and avoid the "Freshman 15".

Tactics:

- Hand out a meal planner direction sheet during New Student Orientation and email out a nutrition spreadsheet and meal planner.
- Email freshman mentors forwardable messages they can send to their mentees that contain healthy meal ideas.
- In freshman orientation, provide students with statistics concerning proper eating habits and success in school/dating.
- Place a poster in the freshman section of the library encouraging students to be healthy.

Off-campus Housing

Primary Message:

BYU offers many free on-campus resources to help you become “Fit”-4-BYU. Invest in your future by being healthy now.

Secondary Messages:

- “The BYU Aerobics Program offers a variety of fitness classes, with the best instructors and most current workouts! This is a fun and affordable way to stay in shape and is located conveniently right on BYU campus!” (<http://wellness.byu.edu>)
- “Eating habits during college years are likely to continue in adulthood.” (<http://healthy-lifestyle.most-effective-solution.com/2010/10/22/how-a-healthy-lifestyle-affects-college-students-academic-performance/>)
- BYU offers free use of facilities for basketball, volley ball, walley ball, racquet ball, swimming pool, badminton, indoor/outdoor track, weight room, indoor/outdoor tennis.
- BYU also offers a personalized fitness consultation program through “Y-be-fit.”
- Habits established early in life do carry on to adulthood.

Strategies and Tactics:

The following list includes the tactics and strategies for BYU/SA’s “Are you ‘Fit’ for BYU?” campaign to send the primary and secondary messages to student who live off-campus to motivate them to perform actions necessary to accomplish the campaign’s objectives.

Strategy One:

To motivate students living off campus, to live healthy through the use of a weeklong event: Health Week.

Tactics:

- Press release for Daily Universe announcing the start of Health week and providing information about the week.
- Monday event to start Health Week: places tables by the parking lots with fruit in the morning: bananas, apple and oranges.
- Tuesday Forum: given by a faculty member who specializes in Nutrition/Health
- Wednesday: Campus-wide walk to school and take the stairs day

- Thursday: Campus-wide nap from 11:00-11:45 am
- Friday: Dance
- Feature story for *The Daily Universe* of students combining social activities and exercise.
- PSA to promote health week.
- \$100 grand prize for video contest. Applicants submit a video showing what they are doing to stay healthy.

Strategy Two:

To motivate students who live off campus to develop healthy habits through strategically-placed on-campus visuals.

Tactics:

- Signs giving in the parking lots encouraging students to walk to school next time.
- Use existing sign-stands: canvas banners featuring people who maintain healthy habits.
- Flyers for the table tents at the Wilkinson Center and Library.
- Posters near all vending machines promoting healthy food choices
- Video segment for the Library's TV, located at the entrance of the "No Shhh" Zone.
- Signs by all stairways that are south of campus.

Married Students

Primary Message:

A healthy lifestyle means healthy relationships. Invest in the health of you and your future of your family by being establishing healthy family traditions that will help you all become "Fit"-4-BYU.

Secondary Messages:

- The health benefits obtained by men who stay married or remarry stem from a variety of related factors, including care in times of illness, improved nutrition, and a home atmosphere that reduces stress and stress-related illnesses, encourages healthy behaviors, and discourages unhealthy ones such as smoking and excessive drinking. Influences of this type tend to enhance a man's immediate health status and may often improve his chances for a longer life.
(http://www.rand.org/pubs/research_briefs/RB5018/index1.html)
- Married people, the data seemed to show, lived longer, healthier lives. "Marriage is a healthy estate," Farr concluded. "The single individual is more likely to be wrecked on his voyage than the lives joined together in matrimony."
(http://www.nytimes.com/2010/04/18/magazine/18marriage-t.html?_r=1)
- "Married individuals are, on average, healthier than their unmarried counterparts"
(<http://hsb.sagepub.com/content/45/1/81.full.pdf+html>)
- "Children are like sponges--they model everything a parent does and incorporate what they see into their own lives. It is important that parents set the right examples for their children. Negative examples can be detrimental to a child's development and can

lead to bad behavior.” (<http://www.livestrong.com/article/75282-parents-effect-child-behavior/>)

- “Being a healthy parent isn't so hard but is vital to raising your loved child. Parents need to always remember to eat healthy themselves so they will have the energy to raise a beautiful baby.” (<http://www.babypages.org/?healthy-parents,68>)
- Children learn by imitating their parents, so your behavior is important to their health as well as your own. “Monkey see, monkey do.”
- More able to deal with stress of married life.
- Healthier mom=easier pregnancy and healthier child

Strategies and Tactics:

The following list includes the tactics and strategies for BYU/SA’s “Are you ‘Fit’ for BYU?” campaign to send the primary and secondary messages to married students to motivate them to perform actions necessary to accomplish the campaign’s objectives.

Strategy One:

Motivate married students through the influential of auxiliary leaders to develop life-long healthy habits for themselves and their family.

Tactics:

- Email auxiliary leaders to inform their organization members of the exercise opportunities available on campus
- Email auxiliary leaders to have visiting and home teachers teach health lessons to those they visit.
- Email auxiliary leaders a list of exercise oriented activities that they can give to the people in their ward.
- Give Relief Society and Priesthood leaders a prepared lesson to teach about establishing healthy family traditions.

Strategy Two:

Help married students to be aware of and use on-campus resources in order to exercise more regularly through the use of social media.

Tactics:

- E-mail married students a schedule of BYU aerobic classes.
- Facebook page giving the schedule and any promotions.
- Article on BYU homepage promoting fitness.
- Create intramural leagues for couples.

BUDGET

Key Public : Faculty and Staff		Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy: Through the use of department communication methods, we will motivate faculty and staff to exercise one hour a week in order to increase job performance and satisfaction.						
Tactics:	Article in department newsletter	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email dept. chairs a list of monthly topics to be discussed in coordination Meetings	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Fun Run Sponsored By BYU/SA	Winner prize: \$10 T-shirt/person in dept.	\$10.00	\$200.00	\$0.00	\$200.00
	> continued	Water cups: \$0.04 per cup (estimated 1200 participants)	\$50.00	\$50.00	\$0.00	\$50.00
	> continued	1,200 5.5 inch by 8.5 inch identification numbers for runners	\$0.04	\$48.00	\$0.00	\$48.00
	> continued	Pre-event advertisements posted at beginning of semester in each department and	\$0.07	\$7.00	\$0.00	\$7.00

		around campus (8.5 inch by 11 inch ads. \$.07 each and 100 needed)				
	Email to dept. chairs a forwardable message about ideas for physical activity at work	Email reminders. No cost.	\$0.00	\$0.00	\$0.00	\$0.00
	Fitness Competitions between departments. Progress recorded through Facebook page.	Prize total Cost: \$2 off Jamba Juice/person in dept.	\$2.00	\$400.00	\$0.00	\$400.00
	Email a list of easy and active FHE ideas they can use for their own families	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Faculty Devotional by President Samuelson	no cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy: Through the use of department communication methods, we will communicate the importance for the faculty and staff to be healthy because their students look to them as role models.						
Tactics:	Email faculty and staff expressing to	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	them the importance of their health in relation to the health of their students					
	Feature stories on healthy faculty members	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Student feedback for teachers	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Students vote for the healthy faculty/staff of the semester	no cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Subtotal:						\$705.00
Public Subtotal:						\$705.00

Key Public: Student Employees		Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy: Through the use of employment communications, motivate student employees to exercise and choose healthier meal options to help them do better in school.						
Tactics:	Meal Vouchers for Employee of the Month	\$2 off coupon for 40 people, once a month	\$80.00	\$640.00	\$0.00	\$640.00
	Emails of healthy low-cost food to buy on campus to employers. Forwarded to	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	employees.					
	End of the semester sports competition between departments	Winner prize: \$10 T-shirt/person in dept.	\$10.00	\$200.00	\$0.00	\$200.00
	> continued	Water cups: \$0.04 per cup (need 1200)	\$50.00	\$50.00	\$0.00	\$50.00
	Posters and Flyers in work rooms and offices	.07 per page for 100 dept.	\$0.07	\$7.00	\$0.00	\$7.00
	Fitness preparedness "benchmarks" emailed to employers and forwarded to employees.	email reminders- no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email employers to talk about stress management and health in employee meetings	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Subtotal:					\$897.00
	Strategy: Using the channel of social media to motivate student employees to exercise and eat healthy as a way to manage their stress levels and succeed in school					
	Tactics: Facebook group for student employees about health	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	Department progress reports of Facebook page. Have rep gather information.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Promotional video on Facebook page	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Short promotional clips	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Trash talk videos	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Posts on Facebook	no cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Subtotal:						\$0.00
Public Subtotal:						\$897.00

Key Public: Student who live on-campus		Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy: Through the influence of RAs we will motivate students who live on-campus to get the recommended amount of sleep, eat healthy and exercise.						
Tactics:	Email RAs to encourage "quiet time" hours in the hallways and public areas	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email the daily recommended amount of sleep, food, and exercise and have RAs post in visible locations	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	Email RAs to host weekly floor meetings to allow students to discuss potential problems and solutions regarding going to bed.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Send a rep to teach students monthly on how to manage their time.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email RAs to encourage hall recipe exchanges	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email RAs to organize exercise groups for the students (running, yoga, etc.)	no cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Subtotal:						\$0.00
Strategy: Through the ward auxiliary leaders, we will motivate students who live on campus to exercise more often						
Tactics:	Email auxiliary leaders to encourage them to have visiting and home teachers teach health lessons to those they visit.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email auxiliary leaders to encourage them to have more exercise	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	oriented activities.					
	Give Relief Society and Priesthood leaders a prepared lesson to teach about physical and spiritual health.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Provide auxiliary and FHE group leaders with a packet of fun activities and healthy refreshment ideas.	One, 3 sheet pamphlet (\$.21 in total) to the 53 on campus wards	\$0.21	\$11.13	\$0.00	\$11.13
Strategy Subtotal:						\$11.13
Strategy:	Through the use of freshman mentors, we will motivate students who live on-campus to choose healthier meal options to help them do better in school and avoid the "Freshman 15".					
Tactics:	Handout meal planner direction sheet during New Student Orientation and email out nutrition spreadsheet	8.5" by 11" example weekly nutrition sheet and grocery list. \$.07 per student.	\$0.07	\$441.00	\$0.00	\$441.00
	Email freshman mentors forwardable messages that they can send to their mentees that contain healthy meal	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	ideas.					
	Handout a health statistics sheet during New Student Orientation.	8.5" by 11" nutrition stats sheet. \$.07 per student.	\$0.07	\$441.00	\$0.00	\$441.00
	Poster in Freshman section of the library encouraging students to be healthy.	42 x 56 inch banner	\$80.00	\$80.00	\$0.00	\$80.00
Strategy Subtotal:						\$962.00
Public Subtotal:						\$973.13

Key Public : Students who live off campus		Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy: To motivate students, especially those who live off campus, to live healthy through the use of a weeklong event: Health Week						
Tactics:	Press release for Daily Universe	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Featured story promoting Health Week	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Advertisements for Health Week	20 board displays and materials. \$13 per stand.	\$13.00	\$260.00	\$0.00	\$260.00

	Wristbands given out at the RB	2000 wristbands for \$.17 each	\$0.17	\$340.00	\$0.00	\$340.00
	PSA Advertising Health Week	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Monday: Hand out fruits	apples and bananas (\$.29 total per person) with an estimated attendance of 750	\$0.29	\$217.50	\$0.00	\$217.50
	Tuesday: Health Forum	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Wednesday: Campus wide-walk to school; take the stairs day	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Thursday: Campus-wide nap	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Friday: Dance	N/A	N/A	N/A	N/A	N/A
	> Refreshments	for 1000 people, at \$.50 per person	\$0.50	\$500.00	\$0.00	\$500.00
	>DJ and decorations	DJ Bmoney charges \$300 for event and decorations	\$300.00	\$300.00	\$0.00	\$300.00
	\$100 grand prize for video contest	one \$100 prize given to video contest winner	\$100.00	\$100.00	\$0.00	\$100.00
Strategy Subtotal:						\$1,717.50
Strategy: To motivate students who live off campus to						

sleep better through strategically-placed on-campus visuals in order to improve their academic performance						
Tactics:	Parking lot signs	14 signs at \$10 per	\$10.00	\$140.00	\$0.00	\$140.00
	Sign-stands advertisements	5 sign stands at \$30 each	\$30.00	\$150.00	\$0.00	\$150.00
	Table-tent flyers	110 sheets at \$.07 per sheet.	\$0.07	\$7.70	\$0.00	\$7.70
	Vending machine posters	36 posters at \$3 per sheet.	\$3.00	\$108.00	\$0.00	\$108.00
	Video segments in library	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Signs by south of campus stairways	25 signs at \$.75 each	\$0.75	\$18.75	\$0.00	\$18.75
Strategy Subtotal:						\$424.45
Public Subtotal:						\$2,141.95

Key Public: Married Students		Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy: Motivate married students to develop life-long healthy habits for their family through their auxiliary leaders						
Tactics:	Email auxiliary leaders to inform their organization members of the exercise opportunities on campus	no cost	\$0.00	\$0.00	\$0.00	\$0.00

	Email auxiliary leaders encourage them to have visiting and home teachers teach health lessons to those they visit	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Email auxiliary leaders a list of exercise oriented activities that they can give to the couples.	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Give Relief Society and Priesthood leaders a prepared lesson to teach about establishing healthy family traditions	no cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Subtotal:						\$0.00
Strategy: Help married students to be aware of and use on-campus resources in order to exercise more regularly through the use of social media.						
Tactics:	Email married students a schedule of BYU aerobics classes	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Facebook page	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Article on BYU homepage	no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Create intramural leagues for couples	\$10 for winning shirts (team size of 12) per sport (5 total)	\$10.00	\$600.00	\$0.00	\$600.00
Strategy Subtotal:						\$600.00
Public Subtotal:						\$600.00

TOTAL CAMPAIGN COST: \$4,717.08

EVALUATION CRITERIA AND TOOLS

Objective 1

Criteria: 75 percent of members of the BYU community become aware of health resources available at BYU

Tool: Replication of benchmark survey of members of the BYU community after campaign launch

Objective 2

Criteria: 1 hour of scheduled exercise a week among members the BYU community

Tool: Replication of benchmark survey of members of the BYU community after nine months

Objective 3

Criteria: 55 percent of overweight/obese members of the BYU community decrease to 45 percent of overweight/obese

Tool: Replication of benchmark survey of members of the BYU community after nine months

Objective 4

Criteria: Two to four servings of fruit are consumed by members of the BYU community daily

Tool: Replication of benchmark survey of members of the BYU community after nine months

Objective 5

Criteria: Three to five servings of vegetables are consumed by members of the BYU community daily

Tool: Replication of benchmark survey of members of the BYU community after nine months

Objective 6

Criteria: Seven to nine hours of sleep are slept by members of the BYU community per night

Tool: Replication of benchmark survey of members of the BYU community after nine months

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APPENDIX A: SURVEY RESULTS

Respondent #	Class	Age	Gender	Relationship Status	Major	Credit Hours	Housing	Job	Hours a week of exercise	Hours of sleep a day	Meal Plan	How often do you eat on campus	Fruits a day	Vegetables a day	Grains a day	Do you consider yourself healthy
74	2	24	M	M	Engineering and Technology	11	Off	Y	8	4	Y	0	3	1	6	Y
53	1	19	F	S	Fine Arts and Communications	15.5	On	N	1	5	N	1	2	2	6	Y
6		20	M	M	Engineering and Technology	15	Off	Y	1	5	N	2	2	2	2	Y
47	1	21	M	E	Business Management	15	Off	N	20	5	Y	3	3	3	5	Y
32	2	22	F	S	Fine Arts and Communications	14	Off	Y	4	5	N	0	0	4	2	Y
55	1	18	F	S	Undeclared	14	On	Y	2	6	Y	2	3	0	4	Y
69	1	18	F	S	Fine Arts and Communications	13	On	N	2	6	Y	1	2	3	4	N
41	1	18	F	S	Engineering and Technology	13.5	On	Y	3	6	Y	2	2	1	5	Y
71	1	18	M	S	International Studies	14	On	Y	6	6	Y	3	3	3	4	Y
22	1	18	F	S	International Studies	15.5	On	N	6	6	N	0	4	3	6	Y
66	1	19	M	S	Business Management	15	On	N	1	6	Y	3	3	2	3	Y
42	1	19	F	S	Humanities	14	On	N	1	6	N	0	1	2	4	N
39	2	19	F	S	Fine Arts and Communications	14	Off	N	0.5	6	N	0	2	1	5	Y
40	3	20	F	D	Fine Arts and Communications	13	Off	Y	2	6	N	3	1	1	5	Y
18	3	20	F	S	Life Science	12	Off	N	10	6	N	0	4	3	8	Y
34	1	21	M	S	Fine Arts and Communications	15	Off	N	3	6	N	2	2	2	5	Y
12		21	M	S	Life Science	14	Off	N	4	6	N	5	2	2	5	Y
57	3	22	M	S	Life Science	14	Off	Y	8	6	N	3	1	3	3	Y
43	3	22	M	E	Engineering and Technology	12	Off	Y	8	6	N	1	3	2	5	Y

54	4	22	F	S	Social Science	14	Off	Y	6	6	N	1	1	1	4	Y
62	3	23	F	S	Life Science	16.5	On	Y	3	6	Y	2	1	1	9	Y
4		24	M	M	Life Science	14	Off	Y	0	6	N	2	0	2	8	Y
8		22	M	S	Life Science	15	Off	Y	2	6.5	N	4	1	3	8	Y
56	1	18	F	D	Social Science	12	On	Y	3	7	Y	1	2	2	4	Y
70	1	18	F	S	Humanities	16	On	N	3	7	Y	3	4	2	4	Y
65	1	18	F	S	Education	17	On	N	4	7	Y	2	3	2	4	Y
26	1	18	F	S	Undeclared	14	On	N	4	7	Y	1	2	2	6	Y
19	1	19	F	S	Undeclared	14.5	On	N	0	7	Y	0	3	2	4	Y
64	1	19	M	D	Life Science	15	On	N	2	7	Y	2	1	1	4	Y
49	1	19	F	D	Physical and Mathematical Sciences	15	On	N	6	7	Y	3	3	3	4	Y
15	1	19	F	S	Business Management	14	On	Y	7	7	Y	1	2	3	3	N
3		19	F	S	Fine Arts and Communications	13	On	Y	5	7	N	3	1	2	3	N
13		19	F	S	Fine Arts and Communications	15.5	Off	N	6	7	N	1	1	2	4	Y
29	2	20	F	D	Fine Arts and Communications	12	Off	N	3	7	N	1	1	1	1	Y
72	2	20	F	S	Life Science	16	On	N	6	7	N	1	2	2	6	Y
63	3	20	F	S	Engineering and Technology	14.5	Off	N	4	7	N	1	2	1	10	Y
2		20	F	S	Social Science	16	Off	Y	3	7	N	3	2	2	7	Y
58	2	21	M	S	Engineering and Technology	13	Off	Y	0.5	7	N	2	1	0	2	Y
75	2	21	M	S	International Studies	14	Off	N	10	7	N	2	0.5	0.5	6	Y
35	3	21	M	S	Fine Arts and Communications	16	Off	N	1	7	N	1	1	1	2	Y
28	3	21	F	S	Fine Arts and Communications	9	Off	N	3	7	N	1	1	1	6	Y
33	4	21	F	E	Life Science	15	Off	Y	3	7	N	1	2	1	6	Y
44	4	21	M	S	Fine Arts and Communications	13.5	Off	Y	8	7	N	0	1	1	4	Y
11		21	F	S	Humanities	16	Off	N	8	7	N	2	3	2	6	Y
48	2	22	F	S	Business Management	15	Off	Y	3	7	N	2	2	3	4	Y
24	3	22	M	S	Engineering and Technology	14	Off	Y	2	7	N	3	1	3	6	Y
36	4	22	M	D	Fine Arts and Communications	14.5	Off	N	4	7	N	3	1	1	3	Y
76	2	23	F	d	Fine Arts and Communications	15	Off	N	3	7	N	2	3	1	3	Y

78	3	23	M	S	Life Science	16	Off	Y	8	7	N	2	3	3	6	Y
51	4	23	M	M	Social Science	15	Off	Y	3	7	N	2	2	3	8	Y
7		23	M	M	Engineering and Technology	15	Off	Y	0.5	7	N	4	2	3	15	Y
67	3	24	M	D	Business Management	13	Off	Y	0	7	N	1	2	5	10	Y
27	5	25	F	S	Life Science	10	Off	Y	3	7	N	1	3	2	6	Y
23	2	51	F	M	Humanities	16	Off	N	2	7	N	0	2	2	6	Y
14		22	M	E	Humanities	15.5	On	N	10.5	7.25	Y	1	1	1	8	Y
31	2	21	M	E	Life Science	14	Off	Y	5	7.5	N	0	2	1	4	Y
79	3	22	M	S	Business Management	14	Off	Y	5	7.5	N	2	2	1	4	Y
50	1	18	F	S	Social Science	17.5	On	N	2	8	Y	1	1	1	3	Y
20	1	18	F	S	Undeclared	14	Off	N	8	8	N	0	3	2	4	N
80	1	19	F	D	Social Science	15	On	Y	1	8	Y	2	1	2	6	N
17	1	19	F	D	Life Science	16	On	N	3	8	Y	1	3	2	4	N
25	1	19	F	S	Education	9	On	N	4	8	N	0	3	3	7	Y
21	1	19	F	S	Business Management	15	On	N	5	8	Y	1	2	2	4	Y
81	1	19	F	D	Life Science	14	On	N	8	8	Y	1	3	3	3	Y
30	2	19	F	S	Fine Arts and Communications	3	Off	Y	2	8	N	1	3	2	1	Y
16	3	20	F	E	Social Science	16.5	Off	Y	8	8	N	0	3	2	5	Y
5		20	F	M	Humanities	15	On	Y	5	8	N	0	5	2	2	Y
52	1	21	M	S	Physical and Mathematical Sciences	15	On	N	1	8	Y	1	3	3	5	Y
45	1	21	M	S	Business Management	14	Off	Y	5	8	N	0	0.5	0.5	4	Y
46	1	21	M	S	Undeclared	14	Off	Y	7	8	N	1	1	0	4	Y
37	3	21	F	S	Fine Arts and Communications	14	Off	Y	2	8	N	2	1	1	6	Y
77	3	21	F	M	Life Science	12	Off	Y	2	8	N	1	3	2	6	Y
1		22	M	S	Life Science	14	Off	N	1	8	N	1	1	2	7	Y
68	4	23	M	S	Business Management	14.5	Off	Y	5	8	N	1	1	1	10	Y
10		24	M	E	Social Science	15	Off	Y	20	8	N	3	3	2	5	Y
9		27	M	M	Physical and Mathematical Sciences	15	Off	N	3	8	N	1	2	4	6	Y
73	2	19	F	S	Humanities	15	Off	N	6	9	N	2	2	2	8	Y

61	2	21	F	M	Social Science	18	On	Y	1	9	N	2	2	4	3	Y
38	4	22	F	M	Fine Arts and Communications	15	Off	Y	0.5	9	N	2	6	1	2	Y
59	2	24	M	M	Life Science	12	Off	Y	3	9	N	1	1	3	10	Y
60	3	24	M	M	Social Science	12	On	Y	0	9	N	1	0.5	3	3	Y

Conclusions:

Most students get an average of 7 hours of sleep a night.

Single people get the least amount of sleep.

The only people in the survey who consider themselves unhealthy are women.

Fine Arts and Communications majors get the least amount of fruits, vegetables, fruits, and grains.

Students with more credit hours tend to eat on campus more.

Almost all Business Management, Engineering and Technology and Fine Arts and Communications majors live off campus.

22-year olds eat the least amount of fruit a day.

Married people get the least amount of exercise.

Single people eat on campus the most.

When compared with other classes, seniors get the least amount of fruit and vegetables.

When compared with other classes, juniors and seniors get the least amount of exercise

APPENDIX B: Public Profiles

Public Profiles						
	Psychographics	Demographics	Self-interest	Relationship	Influentials	Communication channels
Freshman	LDS, heterosexual, annoying, immature, dependent, dating	17-19 50% male and female Mostly Caucasian 6,369 Live on campus	Fun, socially accepted, not gaining "freshman 15"	BYU/SA-freshmen are more interested in on campus activities	Upper classmen, RA's, parents, teachers/professors, church leaders, peers	Social media, church activities and announcements, phones, RAs
Non-married	LDS, heterosexual, dating, sports, maintaining relationships	17-25 Mostly live off campus Mostly Caucasian	Marriage, relationships, grades, getting into programs, careers, jobs	BYU/SA has influence	Parents, church leaders, teachers/professors, student organizations, peers	Social media, school newspaper, phone
Auxiliary Leaders	Dating, relationships, good leaders, LDS, students	18-25, students, mostly Caucasian, live on and off campus	School, having fun activities, spiritual well-being of themselves and those in their organizations	Auxiliary leaders in student wards are students, so BYU/SA can reach them through the means it uses to reach all students	Peers, parents Bishops and Ward Relief Society Counselors	Email, texts, social media, ward council
Married Students	LDS, family centered, frugal, interested in spouse	Women 19-22, men 22-25 Caucasian, live in houses/married housing	Spouse, providing for their family, establishing healthy habits, saving money, creating a family, establishing career	BYU/SA plans activities	Spouse, church leaders, spouse's parents, teachers/professors	Social media, church activities/announcements, phones, texting

Professors	LDS, most are married, value education, read, well-educated	35-70 Live in Utah valley mostly Caucasian	Tenure, academic success of students, position, relationship with their students, research (grants, recognition, etc.) responsibility	Sometimes work with BYU/SA to plan activities	Administrators, bosses, fellow professors, dept. chairs, church leaders,	Training meetings, email, letters, memos
Students employees	LDS, value education, working through school	18-25, live on and off campus Mostly Caucasian, sometimes graduate students in the dept. they work for	Having a job, education, Balancing work, school and social life	Sometimes work with BYU/SA	Employers, BYU	Communication from BYU, employee training meetings, social media, text messages
BYU/SA school leaders	Pro-active attitude	Upper classmen	Self-promotion, promotion/reputation of BYU Student involvement	They are the student leaders	Administration, students, other clubs and organizations	Email, social media, group meetings
Students who live on campus	LDS, heterosexual, annoying, immature, dependent, dating	Mostly freshman, 18-19, mostly Caucasian 6,369, unmarried In prerequisite classes	Location of facilities, social aspect of housing, dating	BYU/SA connects to them through on campus activities	RA's, parents, peers, church leaders, student leader, professors	Social media, email, church activities/announcements, phone and texting
Students who live off campus	More independent, LDS	Mostly upper classmen, 19-29, mostly Caucasian, some married, returned missionaries	Money, grades, getting into programs, location of facilities	BYU/SA connects to them through on campus activities	Roommates, girl/boyfriends/spouses, Church leaders, teachers and professors, department advisement, friend groups	Social media, email, church activities/announcements, phone and texting

RAs	Independent, LDS, good leaders, outgoing	Not freshmen 20-23 years old Single, mostly Caucasian	Helping others, Getting cheap housing, money	BYU/SA connects to them through on campus activities	The freshman they are in charge of Their boss Hall advisors	Social media, email, church activities/announcements, phone and texting, RA training meetings
BYU Food Services	<p>BYU Dining Services nourishes the campus community in a spirit of hospitality which supports learning, enhances community and builds character.</p> <p>Vision: Culinary excellence based on wellness, service and sustainability.</p> <p>Values: Competency Respect for Sacred Resources Integrity Teamwork Exceeding Customer Expectations</p>	On-campus	<p>Providing students with easy-access, healthy food options</p> <p>Budgeting (food prices, etc.) want people to have meal plans-can afford to make it cheaper if more people eat on campus.</p>	Sometimes works with BYU/SA, provides catering for activities and events	BYU administration and policies	Emails from BYU, training sessions, BYU websites

	Respect for All Individuals Innovation Accountability					
Student clubs	Being involved Having fun, serving, making a difference	Student led clubs with a faculty adviser	Being involved Giving students the opportunity to develop interests, serve, be active Some clubs help students prepare for the future, funding/budget	Work with BYU/SA	Students, faculty advisor, BYU policies	Email, social media

APPENDIX C: Communication Confirmation Tables

Communication Confirmation Tables							
KEY PUBLIC	SELF INTERESTS	PRIMARY MESSAGES	SECONDARY MESSAGES	INFLUENTIALS	OBJECTIVES	STRATEGIES	TACTICS
Adult Faculty and Staff	Tenure, academic success of students, position, relationship with their students, research (grants, recognition, etc.) responsibility, job satisfaction	Develop a healthy lifestyle by including more exercise so that you will have higher performance and job satisfaction. The healthier you are now, the longer you will be able to enjoy your career, your family and your retirement.	<p>“Six out of 10 workers said their time management skills, mental performance and ability to meet deadlines improved on days when they exercised.”</p> <p>In a survey the overall job performance was increased by 15% when individuals exercised. http://www.msnbc.msn.com/id/8160459/ns/health-fitness/</p>	Administrators, bosses, fellow professors, dept. chairs, President Samuelson	<p>To increase awareness of health resources available on campus at BYU to 75% by April 2012.</p> <p>To increase the average amount of hours a week of scheduled exercise among the BYU community to 3.5 hours by April 2012.</p> <p>To decrease the percentage of overweight/obese individuals in the BYU community from 55% to 45% by April</p>	Through the use of department communication methods, we will motivate faculty and staff to exercise 3.5 hours a week in order to help increase their job performance and satisfaction.	<p>Articles in department newsletters informing them of health resources available on the campus and encouraging them to participate in them.</p> <p>Email list to department chairs of health topics to be discussed in coordination meetings.</p> <p>Sponsor a faculty “Fun Run.”</p> <p>Forwardable email to department chairs that includes ideas for physical activity at work.</p> <p>Monthly fitness competitions between departments.</p>

					2012.		Have President Samuelson give a faculty devotional on the importance of health.
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KEY PUBLIC	SELF INTERESTS	PRIMARY MESSAGES	SECONDARY MESSAGES	INFLUENTIALS	OBJECTIVES	STRATEGIES	TACTICS
Student Employees	Having a job, education, Balancing work, school and social life	It is important to schedule time for adequate sleep so you can work harder, do better in class and feel better about yourself. There are also cheap ways to get nutritious meals.	<p>Being sleep deprived makes it harder to remember things and concentrate. (http://www.colorado.edu/studentgroups/wellness/NewSite/SleepingAround.html)</p> <p>Only 11 percent of American college students sleep well, and 40 percent of students feel well rested only two days per week. (http://healthysleep.med.harvard.edu/need-sleep/whats-in-it-for-you/mood)</p> <p>If you want less stress, get more sleep.</p>	Employers, BYU	<p>To increase the average hours of sleep per night for the BYU community to seven to nine hours by April 2012.</p> <p>To increase the average amount of hours a week of scheduled exercise among the BYU community to 3.5 hours by April 2012.</p>	<p>Through the use of campus employment services, motivate student employees to choose healthier meal options to help them do better in school.</p> <p>Through the use of campus employment services, motivate student employees to</p>	<p>Provide meal vouchers to departments for their employee of the month.</p> <p>Forwardable email to employers with suggestions of food to buy at on-campus locations that are healthy and low-cost.</p> <p>End of semester sports competition between departments.</p> <p>Posters and flyers in employee work</p>

			<p>(http://healthysleep.med.harvard.edu/need-sleep/whats-in-it-for-you/mood)</p> <p>There are other alternatives to relieving stress than turning to comfort food.</p>			<p>choose exercise as a way to help them manage stress.</p> <p>Using the channel of social media to motivate student employees to exercise and eat healthy as a way to manage their stress levels and succeed in school.</p>	<p>rooms and offices</p> <p>Fitness competition preparation “benchmarks” emailed to employers and forwarded to students</p> <p>Email employers to talk about stress management and health in employee meetings</p> <p>Facebook group for students employees on health.</p> <p>Department progress reports on the Facebook page.</p> <p>Promotional video on Facebook page.</p> <p>Short promotional clips.</p> <p>Trash talk videos</p> <p>Weekly posts</p>
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KEY PUBLIC	SELF INTERESTS	PRIMARY MESSAGES	SECONDARY MESSAGES	INFLUENTIALS	OBJECTIVES	STRATEGIES	TACTICS
On-campus students	Location of facilities, social aspect of housing, dating, grades	Avoid the "Freshman 15" by exercising and eating healthy. Maintaining a healthy a lifestyle, including getting adequate sleep contributes to higher levels of concentration, which lead to better academic performance.	<p>Not living with parents influences Freshman's health habits. (http://www.freshman15.com/college-freshman.php)</p> <p>Diet is an important factor contributing to mental and physical health.</p> <p>Eating habits established in college carry on into adult life.</p> <p>Sleep deprivation negatively affects one's ability to concentrate</p> <p>A survey showed that students who exercised were had better grades and healthy relationships.</p> <p>Because students deal with a lot of stress, they need to stay healthy in order to cope with it. (http://healthy-lifestyle.most-effective-solution.com/2010/10/22/how-a-healthy-lifestyle-affects-college-students-academic-performance/)</p>	RA's, parents, peers, church leaders, student leaders, professors, peer mentors	<p>To decrease the percentage of overweight/obese individuals in the BYU community from 55% to 45% by April 2012.</p> <p>To increase the average fruit consumption among members of the BYU community to meet the daily recommended allowance of two to four servings by April 2012</p> <p>To increase the average vegetable consumption among members of the BYU community to meet the daily recommended</p>	Through the influential of RAs and church leaders we will motivate students who live on-campus to get the recommended amount of sleep, eat healthy and exercise.	<p>Email the RA's to encourage "quiet time" hours in the hallways and public areas.</p> <p>Email the daily recommended amount of sleep, food, and exercise and have RA's post them in visible locations.</p> <p>Email RAs to host weekly floor meetings In it the students can discuss potential problems and solutions regarding going to bed.</p> <p>Have a</p>

					<p>allowance of three to five servings by April 2012.</p> <p>To increase the average hours of sleep per night for the BYU community to seven to nine hours by April 2012.</p>	<p>representative teach students how to implement healthy changes into their lives.</p> <p>Email RAs to encourage hall recipe exchange</p> <p>Email RAs to organize exercise groups for the students (running, yoga, etc.)</p> <p>Email Bishops and encourage them to have personal interviews with students regarding health, post announcements of fitness</p>
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						<p>facilities in ward bulletins, hold more exercise oriented activities, and have a Word of Wisdom lesson.</p> <p>Meal planner direction sheet handed out during NSO</p> <p>Email mentors can send to their mentees about healthy eating ideas.</p> <p>Stats sheet provided during NSO concerning proper eating habits and success in school/dating.</p> <p>Poster in the freshman section of the library</p>
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Through the use of freshman mentors, we will motivate students who live on-campus to choose healthier meal options to help them do better in school and

						avoid the "Freshman 15".	encouraging students to be healthy.
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KEY PUBLIC	SELF INTERESTS	PRIMARY MESSAGES	SECONDARY MESSAGES	INFLUENTIALS	OBJECTIVES	STRATEGIES	TACTICS
Off-campus students	Money, grades, getting into programs, location of facilities	BYU offers many free on-campus resources to help you be healthy. Invest in your future by being healthy now.	<p>BYU offers many free or low-cost aerobics classes on campus. (http://wellness.byu.edu)</p> <p>"Eating habits during college years are likely to continue in adulthood." (http://healthy-lifestyle.most-effective-solution.com/2010/10/22/how-a-healthy-lifestyle-affects-college-students-academic-performance/)</p> <p>BYU offers free use of facilities for basketball, volley ball, walley ball, racquet ball, swimming pool, badminton, indoor/outdoor track, weight room, indoor/outdoor tennis.</p>	Roommates, girl/boyfriends/spouses, Church leaders, teachers and professors, department advisement, friend groups	<p>To increase awareness of health resources available on campus at BYU to 75% by April 2012.</p> <p>To increase the average amount of hours a week of scheduled exercise among the BYU community</p>	To motivate students, especially those who live off campus, to live healthy through the use of a weeklong event: Health Week	<p>Event to start Health Week: places tables by the parking lots with fruit in the morning: bananas, apple and oranges.</p> <p>Press release for Daily Universe announcing the start of Health week and providing information about the week.</p> <p>Tuesday Forum: given by a faculty member who specializes in</p>

			BYU also offers a personalized fitness consultation program through "Y-be-fit."		to 3.5 hours by April 2012.	<p>To motivate students who live off campus to maintain healthy habits through strategically-placed on-campus visuals in order to improve their academic performance</p>	<p>Nutrition/Health</p> <p>\$100 grand prize for video contest. Applicants submit a video showing what they are doing to stay healthy.</p> <p>Signs giving health statistics and tips in the parking lot (because off campus students drive to school. Few signs with simple messages)</p> <p>Posters in on-campus sign stands.</p> <p>Flyers for the table tents at the Wilkinson Center and Library.</p> <p>Posters near all vending machines promoting healthy choices</p>
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							<p>Video segment for the Library’s TV, located at the entrance of the No Shhh Zone.</p> <p>Signs by all stairways that are south of campus.</p>
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KEY PUBLIC	SELF INTERESTS	PRIMARY MESSAGES	SECONDARY MESSAGES	INFLUENTIALS	OBJECTIVES	STRATEGIES	TACTICS
Married Students	Spouse, providing, establish healthy habits, saving money, creating a family, establish career	Healthy lifestyle= healthy relationships. Invest in your future and the health future of your family by being healthy now.	<p>Married men receive health benefits that their unmarried counterparts do not. This increases their chances for a longer life. http://www.rand.org/pubs/research_briefs/RB5018/index1.html)</p> <p>Married people tend to live longer, healthier lives. http://www.nytimes.com/2010/04/18/magazine/18marriage-t.html? r=1)</p> <p>“Married individuals are, on average, healthier than their unmarried counterparts”</p>	Spouse, church leaders, spouse’s parents, teachers/professors	<p>To increase awareness of health resources available on campus at BYU to 75% by April 2012.</p> <p>To increase the average amount of hours a week of scheduled exercise among the BYU community to</p>	Motivate married students to develop life-long healthy habits for their family through their ecclesiastical leaders	<p>Email leaders encouraging them to include questions concerning health in personal interviews, such as those for ecclesiastical endorsements.</p> <p>Email Bishops about BYU’s fitness facilities that they can pass on to their ward members.</p>

		<p>(http://hsb.sagepub.com/content/45/1/81.full.pdf+html)</p> <p>Children model the behavior of their parents, so you need to set a healthy example to your children. (http://www.livestrong.com/article/75282-parents-effect-child-behavior/)</p> <p>Being healthy will give you more energy to deal with the stresses of parenting. (http://www.babypages.org/?healthy-parents,68)</p> <p>Healthier mom=easier pregnancy and healthier child</p>		<p>3.5 hours by April 2012.</p> <p>To decrease the percentage of overweight/obese individuals in the BYU community from 55% to 45% by April 2012.</p>	<p>Help married students to be aware of and utilize on-campus resources in order to exercise more regularly through the use of social media.</p>	<p>Email Bishops ideas for promoting healthy habits</p> <p>Facebook page for married students focusing on health and fitness opportunities offered by BYU for couples</p> <p>Small article on the BYU homepage promoting of BYU</p> <p>Create intramural league for married students.</p>
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Are you “FIT”-4-BYU?

For more information about how you can
be healthy visit:
<http://wellness.byu.edu>

BYU/SA
student service association

To the Auxiliary Leaders of BYU Student wards:

My name is Amy Merrill and I am working with BYU/SA to promote student health. Auxiliary leaders including the Relief Society presidency, Elders Quorum presidency and Family Home Evening group leaders have a large influence on the students they serve. We want to ask you to encourage the personal health for the students under your stewardship. Thank you.

Amy Merrill
BYU/SA Campaign Coordinator

Message:

To whom it may concern:

My name is Amy Merrill, and I am working with BYU/SA on a campaign to promote health among students at Brigham Young University. I am contacting you because we desire your assistance in encouraging health among the students in your wards. The following is a list of ideas that could be implemented to increase and promote health among the students in your class, quorum or Family Home Evening group. If needed, you are more than welcome to add to or alter these suggestions in a way that will best accommodate the needs of your ward.

- Discuss with students in home teaching and visiting teaching visits what they are doing to be healthy. Are they eating nutritious food, exercising and getting enough sleep? Encourage and help them to do so if they are not.
- Have ward communications committees announce in Sunday bulletins, weekly emails and other communication methods information about the fitness resources provided by Brigham Young University.
- Have ward Elders' Quorums, Relief Societies and Family Home Evening groups perform more exercise oriented activities from the provided packet.
- Have a physically active opening and closing social.
- Serve healthy refreshments at activities.
- Give the provided lesson promoting the importance of exercise and adequate sleep in relation to the word of wisdom.

Thank you for your assistance in our joint effort to increase the physical health of students at Brigham Young University, which will increase their spiritual health as well.

Thank you.

Amy Merrill
BYU/SA Campaign Coordinator

CONTACT: Sarah Shepherd
435-649-2349
November 8, 2011

Want to be active and have a social life? Just Dance

Packed into a large dark room with lights flashing from the screen, the sound of the dance music blaring amidst the screaming of hundreds of fans, it was Greg Hammer's time to shine as he won the epic four-week long Just Dance tournament held by fellow students.

Tall, energy-filled Hammer was one of 500 contestants in the tournament held in October where players dance to popular songs on the Wii. The tournament was started by Tom Johnson, a sophomore from Gilbert, Arizona majoring in Recreation Management.

"The idea for the tournament started off as just a way to get close friends together and do something fun, cheap and active," shouted 22-year-old Johnson over the excitement. "I had no idea that it would evolve into a large event that's getting all this attention."

Johnson first thought of starting a Just Dance tournament when he and his friends were walking past a booth promoting BYU/SA's "Health Week" at the beginning of fall semester. They group realized that they could do something fun and active that would benefit them physically as well as socially.

BYU/SA's "Health Week" encouraged students to remember to take care of themselves physically even with their busy schedules of work, school and social life. The week included a Tuesday Forum about health, activities promoting health and free fruit given to students in the morning. Johnson realized that he didn't have to give up his social life, school or work schedules to focus on health, but rather just make a few changes to incorporate a healthy lifestyle into his often hectic days.

So Johnson decided to go through with his idea for a Just Dance tournament. Through social media including Facebook and Twitter, along with personal text messages on cell phones, word of the tournament spread. With only about 100 people anticipated to be in the tournament, Johnson was shocked when he heard that just over 500 people wanted to play.

"I got a text from one of my mission buddies about the tournament," said Hammer, the 2010 Just Dance tournament winner. "He found out about it from a friend in a business class and knew I was good at that game and thought it would be a good way for both of us to meet people."

Hammer was right as over 1,000 excited fans came to watch the tournament that was held in the ballroom at the Wilkinson Center on BYU campus.

"I just heard the dance music and followed it to where the tournament was going on," said Annie Sanders, a 19-year old sophomore from Billings, Montana. "I watched it for a few minutes and was so impressed by the amount of dancers and how good they were that I texted my friends to come see."

Students weren't the only ones watching as both faculty and staff of BYU would come down to watch the event.

“I think it’s a wonderful idea,” said Laurie Wilson, an esteemed public relations professor at BYU known for her many incredible achievements in the field. “You’ve got all of these students coming together to be active and to interact with each other.”

Members of the BYU community were so impressed with the tournament that Jamba Juice, along with the bookstore, offered free smoothies and money towards the bookstore as prizes for the winner.

Johnson plans on making the tournament an annual event and would love to have an even larger amount of contestants in this next year’s competition.

So if you are wondering how you can add a little more exercise into your crazy schedule without losing time for socializing, remember, just dance.

#

Search
Home Profile Account ▾

Fit4BYU Employee Challenge

Closed Group

✎ Edit Group
⚙ Edit Settings

Share:
 Post
 Link
 Photo
 Video
 Event
 Doc

Share something with the group

Sarah Shepherd

I'm so excited for this challenge! Look out everyone, you're so going down!

last Friday · Like · Comment · Subscribe

Amy Merrill changed the group profile picture.

last Friday · Like · Comment · Unsubscribe

Amy Merrill

Instead of a donut for breakfast, grab a banana or an apple! Fruit is a great start to your day and gives you more energy!

last Friday · Like · Comment · Unsubscribe

Amy Merrill

Tip of the week: Have 5 minutes? Do some jumping jacks! This will get your heart going and increase your energy level!

last Friday · Like · Comment · Unsubscribe

Amy Merrill changed the group description to "Getting ready for the end of semester employee student challenge? This is the place to help you prepare! Get weekly updates on what you can do to prepare to dominate now. You can also post videos of yourself "trash talking" other groups of student employees. Get ready to rumble...get FIT4BYU!!!"

last Friday · Like · Comment · Unsubscribe

Amy Merrill added Robbie Jenkins, Erik Andersen and Sarah Shepherd to the group.

last Friday · Like · Comment · Unsubscribe

Amy Merrill created the group.

last Friday · Like · Comment · Unsubscribe

1-7 of 7 posts · Share

Members (4)
See All

Chat with Group

Add Friends to Group

Leave Group

Recommended Pages
See All

Jason Ashby

Jason A. Ashby suggested you check out his page.

Like

Sponsored
Create an Ad

Shoe Lover's Paradise

shoedazzle.com

Join Kim Kardashian's shoe society. \$39.95 a pair. Free shipping. ShoeDazzle.com.

Become a Doctor

uag.edu

UAG School of Medicine 14,000+ graduates, 92% Residency placement, Hands-on experience. Register for our information sessions.

Graphicast Inc.,

Visit our Page and become a Fan.

Like · 1,451 people like this.



Are you "Fit"-4-BYU?

"College students are likely to fare poorly in academics if they fail to keep their body healthy."

- <http://healthy-lifestyle.most-effective-solution.com/>

BYU offers many free on-campus resources to help you be healthy. Invest in your future by being healthy now.



Keep track of your own health at <http://www.facebook.com/Fit4BYU>



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This wristband is designed to replace the existing wristbands which are given to student, faculty, staff and guests who will be using the BYU athletic and exercise facilities, such as the basketball courts. These wristbands will be used from the start of the fall 2011 semester until they run out.

Public Service Announcement

FOR USE: September 12- September 23

Time: 30 seconds

Agency: BYU/SA

Title: "Health Week"

As a college student luxuries like free food, naptime and dances don't come around every day but during BYU/SA's "Health Week" students can enjoy all this and more for a whole week.

Come to BYU campus from September 19th through the 23rd as BYU/SA shows everyone how trying to be a little healthier can be fun and doesn't have to get in the way of your daily to-do list.



BYUSA – Brigham Young University – Provo, UT

CONTACT: Robert Jenkins
770-845-9691
FOR IMMEDIATE RELEASE
September 12, 2011

Health Week forum for a healthy life

PROVO, Utah – Because Brigham Young University is one of the top universities in the nation, many students, especially young freshman, worry that they are not fit for the pressing demands of such a prestigious university. These students, though they met the high academic standards of acceptance, often feel intimidated. This intimidation often leads to stress, stress that can slowly erode a student's health.

To help these new students become fit for BYU, as well as to help experienced students remain fit for BYU, BYUSA is dedicating the third week of the semester to health. In honor of this Health Week, Michael D. Barnes, department chair for the Department of Health Sciences will address students, faculty and staff during a special forum. His address, which will be held at 11:05 a.m. on Tuesday, September 20 in the Marriott, will focus on ways by which one can balance his or her busy schedules and make room for healthy habits. The forum is also open to the community, and BYUSA is encouraging all local community members to attend, making for a healthier BYU community. The forum will also be broadcast on all BYU broadcasting channels.

“As is evident from the Word of Wisdom, the Lord places a high priority on health,” President Cecil O. Samuelson said. “While not every student is here to acquire a health related degree, it is our responsibility as a university to educate everyone about health, and thus helping them develop life-long health habits that will directly determine their success in life.”

The Monday preceding the forum, BYUSA student volunteers will man several tables loaded with fruits, including apples, bananas and oranges. The tables, which will be located near all the major campus parking lots, will help remind faculty, staff and students who live off campus. Tuesday, Wednesday and Thursday evenings, several prominent faculty members will be giving lectures ranging from useful exercises to healthy eating to tips for sleeping well.

Alluding to the late President Hinckley's description of BYU, President Samuelson added: “It is our hope that greater physical health, coupled with mental health and spiritual fortitude, will elevate this university to unprecedented heights, making it truly an ensign to the nations.”

Instituted in 1988, the BYU Student Service Association is a student run organization dedicated to serving the BYU student body and aiding the BYU administration.

#



Are you Fit-4-BYU

A Campaign for a Better Life

Opportunities Provided Through
Brigham Young University:

Y-Be-Fit: A \$30—\$70 one-on-one
health consultation service.

Check <http://wellness.byu.edu/> for details

In order to decrease stress, apply appropriate
sleeping strategies.

Free information at [http://wellness.byu.edu/pics/
documents/wellandwise/insomniahandout.pdf](http://wellness.byu.edu/pics/documents/wellandwise/insomniahandout.pdf)



Remember, You Should:

- Sleep 8—9 hours a night
- Exercise for 30 minutes/day
- Eat 2—4 servings of fruit/day
- Eat 3—5 servings of vegetables/day

~



For More Information, Contact the Health Services
Department of BYU/ SA at:

Phone: (801) -555-3251

Email: Fit4BYU@byu.edu

Facebook: www.facebook.com/Fit4BYU

Fit-4-Byu

BYUSA



BYU HEALTH

On-campus resources

Here are just a few resources to help you become "fit" for BYU:

- **Richards Building:** Located in the southwest corner of campus, the "RB" is a popular location for students interested in a variety of different activities. The building contains basketball courts, pools, dance studios and racquetball courts, meaning the RB is at the heart of all BYU intramural sports. Surrounding the RB are other BYU facilities, such as tennis courts and fields, and the legendary Smith Field House that includes weight rooms and an indoor track.
- **BYU Aerobics:** Want to take classes that are fun? BYU Aerobics offers a wide variety of classes at different times, making it easy to "fit" into your schedule. Whether your thing is zumba or yoga, these classes make it fun to stay fit. And the best part is there is no grade. Visit the website at fitness.byu.edu.
- **Y-be-FIT:** Unlike BYU Wellness, Y-be-FIT offers one-on-one counseling that is tailored to each person. While working with a personal counselor, you will identify specific ways to prevent disease and develop healthy lifestyles. You can learn more about Y-be-FIT, go to wellness.byu.edu and click Y-be-FIT underneath the Wellness home tab.



C:\Users\frontdesk\Pictures\healthy-food-display.jpg

WHY HEALTH MATTERS

Staying healthy is important for many reasons, and here are just a few:

- Sleep deprivation leads to drowsiness during the day, and drowsiness makes it harder to focus, resulting in lower test scores.
- Eating well, sleeping well and getting enough exercise help your body handle the stress which can be brought on by your busy schedules and, of course, the ups and downs of your social life.
- Research proves that students who exercise get better grades and have healthier relationships with their parents.

Being on your own at BYU

Not living with parents influences a new student's health habits. According to one study, "the student tends to eat what tastes good" as opposed to getting the nutrition he or she needs. "In the household they may be forced to eat what they are allowed to eat whenever they want."

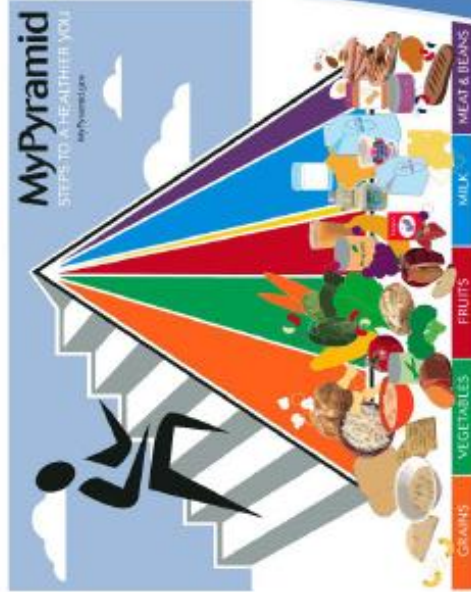
Being independent from you parents, however, does not mean you are independent from important laws of physical health. Get the most out of your BYU experience by maintaining a healthy lifestyle, including adequate sleep and exercise, all of which contribute to academic success.



Avoid that feared "Freshman 15"

People often get the wrong idea about dieting. Dieting does not necessarily mean eating less food, but rather eating the right kind of foods. The food pyramid provides great guidelines for transforming unhealthy meals into power-packed meals that increase your ability to function well physically, mentally and even emotionally.

While eating well is important, it is not the only way to become healthy. Becoming fit for BYU also involves getting the proper amount of sleep and adequate exercise. These many seem impossible to fit into your schedule, but nothing pays in the end like healthy habits established now. Plus, you won't have to worry about that feared "Freshman 15."



EXERCISE

Exercise does not have to mean going to a gym, playing sports or jogging several times a week. Although you should exercise at least half an hour every day, there are lots of ways to get adequate exercise, such as push-ups at home, going for a walk, or even flying a kite! Use your imagination!

EATING

Adjusting your meals to better follow the food pyramid is the best way to ensure you are getting the right nutrients. Throw in an apple, some carrots or some yogurt. Scientists recommend getting 2-4 servings of fruits a day and 3-5 servings of vegetables.

SLEEPING

It's understandable. You're here at BYU and it is non-stop fun with friends. After a few months, though, you really start to feel the strain on your body, and that is no fun. Pause the fun a few hours earlier in order to get the 7-9 hours of sleep your body needs.

Fit-4-BYU

