Problem Statement

Student health and wellness is related to a lack of information, access to healthy food, and a culture that values positive wellness behaviors. Wellness impacts every facet of our lives, including the ability to learn, develop, and mature. According to one study, 39% of all college students are overweight, with many students reporting that poor physical health impacted their academic performance.¹

Program Theory of Change – *The mechanism by which change comes about.*

An intervention has been jointly designed by faculty in the Kinesiology Department and student affairs staff in the Wellness Department. The goals of the program are to increase awareness of healthy lifestyles, encourage healthy eating, and create a community that values and supports healthy behaviors. This is based on the idea that students witness improved learning gains when they are healthy.

Program Theory of Action – *What the program does to bring about the change.*

The program is called the Apple a Day program. The program works by delivering apples to participating on-campus students. Students also receive wellness information, coupons, and gift cards. Residence Hall advisors (RAs) are asked to distribute the information and apples and encourage students. Students who participate in the program are required to participate in periodic screenings and ‘check ins.’

Program coordinators have developed a model for how the program works:

CASE STUDY: AN APPLE A DAY WELLNESS PROGRAM
SESSION 1: BUILDING EVALUATION WITH LOGIC MODELS

Assumptions

- First-year students lack information about healthy lifestyles.
- RAs will be adequately trained and will follow through on check-ins.
- Students will read the literature.
- Students will be motivated to make better health decisions and behaviors.

Who is Responsible

- Program administrators (faculty)
- First-year students
- Delivery people
- Marketing and promotions
- RAs

Stakeholders

- First-year students
- Parents
- Campus dining
- Local grocery partners
- Student Health Services