Environmental Support for Healthy Weight at an Urban University: Memphis Healthy U

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University of Memphis School of Public Health
Roundtable on Obesity Solutions Workshop      May 7, 2018
MEMPHIS HEALTHY U
move more • eat healthier • be tobacco free
In the beginning......
UM Health Fair 2011

Student Demographics (n=240)

<table>
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<tr>
<th>Ethnicity</th>
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<td>Male</td>
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<td>34.2</td>
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<tr>
<td>Female</td>
<td>158</td>
<td>65.8</td>
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<tr>
<td>African American</td>
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<tr>
<td>Other ethnicity</td>
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UM Health Fair 2011
Weight Results (n=240)

- Obese 23.4%
- Overweight 23.9%
- Healthy weight 51.2%
- Underweight 1.5%
UM Health Fair 2011
Systolic Blood Pressures

- Hypertensive 7.2%
- Pre-hypertensive 34.5%
- Healthy 58.3%
UM Health Fair 2011
Diastolic Blood Pressures

- Hypertensive 8.1%
- Prehypertensive 21.5%
- Healthy 70.4%
Percentage of respondents in each BMI category

- **African American**
  - Obese: 20.4%
  - Overweight: 33.8%
  - Normal Weight: 45.8%

- **Asian**
  - Obese: 23.4%
  - Overweight: 26.6%
  - Normal Weight: 50%

- **Caucasian**
  - Obese: 6.7%
  - Overweight: 33.3%
  - Normal Weight: 60%

- **Hispanic**
  - Obese: 0%
  - Overweight: 40%
  - Normal Weight: 60%

- **Other ethnicity**
  - Obese: 30%
  - Overweight: 40%
  - Normal Weight: 30%
2011

University President charges committee (School of Public Health, Department of Health & Sports Science, Student Health Services, Loewenberg School of Nursing, and Dept of Human Resources) with healthy campus initiative.
Objective

Provide environmental and normative support for healthier eating and increased physical activity
Strategic Activities

1. Collaborate with university departments, organizations, and vendors
2. Partner with Aramark Campus Food Service
3. Feature convenient, enjoyable venues for physical activity (stairs, walking trails)
4. Promote shared responsibility
Memphis Healthy U Partners

1. President’s Office
2. Provost’s Office
3. Student Affairs
4. Human Resources
5. Business and Finance
6. School of Public Health
7. Loewenberg Sch Nursing
8. Health and Sport Science
9. Student Govt Assoc
10. Student Health Services
11. Residence Life & Dining
12. Student Recreation Ctr
13. Tiger Dining
14. Athletics
15. Communications, Public Relations & Marketing
Summer and Fall 2012

May: New student orientation begins
June: Healthy U Box Lunches on Aramark Catering menu
June: Website goes live
Aug 22: New faculty orientation (healthy meals)
Aug 26: RecFest
Sept: Tigers Feel Great begins
Sept: Weekly zumba at UC begins
Sept: Rec Center group fitness activities begin
Oct 1: Tobacco policy roll-out
Oct 2: Tiger Blue Goes Green 2012: Bike to Campus Day
Oct 3: Health Fair Fun Run
Nov 16: Desk to 5 K Run
Eat Healthy

Fresco Grilled Beef Soft Taco
160 calories, 4.5 g fat

Fresco Bean Burrito
350 calories, 8 g fat

Fresco Burrito Supreme with Chicken
350 calories, 8 g fat
Aramark

- **JUST 4 U $5.00 MONDAYS - 11:00 am - 2:00 pm** Just 4 U

- Healthy lunch for an incredible price.
Healthy U Box Lunch

• $10.19 Per Person
• Choose Any Sandwich served with Baked Chips, Fresh Fruit Cup, Carrot Stix and Bottled Water

Healthy U Sandwich choice
• Roasted Turkey on Whole Wheat Bread w Lettuce & Tomato
• Roasted Turkey Wrap w Lettuce & Tomato
• Roast Beef on Whole Wheat Bread w Lettuce & Tomato
• Roast Beef Wrap with Lettuce and Tomato
• Vegetarian Sandwich on Ciabatta Bread w Lettuce, Tomato, marinated Vegetables
• Vegetarian Wrap w Marinated Vegetables, Lettuce & Tomato
Move More
2013

Interim President requests daily noon fitness activities on the Alumni Mall
2013

- Shared responsibility for activity leadership across 17 colleges, departments, and the community
- Graduate assistants coordinate day-to-day operations
- Variety of activities (yoga, football toss, Tai Chi, Zumba, etc)
- Avg 33 participants/day
VETERANS DAY MARCH & RECOGNITION WALL
Tuesday, November 11, 12:30 pm
Alumni Mall

Featuring Guest Speaker
Corporal Joseph R. Tiscia, Jr.
United States Marine Corps, Recipient of The Silver Star & Purple Heart
Former U of M Student

March Through Campus | Write Thank You Cards to Troops

#WEFIGHTLIKETIGERS

memphis.edu/alumni/tigertroops.php
March In March

celebrating
WOMEN OF CHARACTER, COURAGE & COMMITMENT

Kick off Women’s History Month at Midday Moves!

Monday, March 3, 12:30 pm
Alumni Mall

Participate in a one-mile march around campus beginning in front of the Administration Building and ending at University Center where the official opening ceremony for Women’s History Month will commence.

For more information contact
jpsavell@memphis.edu or
901.678.3119
Food Court Brand Trends
(by product sales counts)
Bottled Water vs. Soda
(by product volume)

- Bottled Soda
- Bottled Water

Candy Bar Sales
(by product volume)

- Candy Bars

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<th>Year</th>
<th>Sales</th>
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September 2014

Midday Moves begin at 12:30 PM unless otherwise denoted. In case of inclement weather, events will be held at the Campus Recreation Center. Follow us on Twitter @MiddayMoves and “Like” us on Facebook!

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<th>MONDAY</th>
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<th>WEDNESDAY</th>
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<td>Public Health: “PLAYGROUND GAMES” 12:30-12:50p</td>
<td>Army ROTC: “BASIC TRAINING” 12:30-12:50p</td>
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Come Move With Memphis Healthy U!

MID DAY MOVES

When:
Monday-Thursday at 12:30 pm

Where:
Outside of the UC on the Alumni Mall

What:
15-20 Minutes of Fun Movement Activity

For the schedule of activities and information regarding location, contact:
memphis.edu/middaymoves

All activities are free and open to the public.

THE UNIVERSITY OF MEMPHIS

THE UNIVERSITY OF MEMPHIS®
School of Public Health
Come Move With Memphis Healthy U!

MID DAY MOVES

When:
Every Monday and Thursday
at 12:30 pm

Where:
Outside of the UC
on the Alumni Mall

What:
15-20 Minutes of Fun
Movement Activity

For the schedule of activities
and information regarding
inclement weather:
memphis.edu/middaymoves

All activities are free and
open to the public.

Driven by doing.

THE UNIVERSITY OF MEMPHIS

School of Public Health
MEMPHIS HEALTHY U

**DANCING WITH THE TIGERS**

2016 KICK-OFF

Wed. JAN. 27

11:30

UC ATRIUM

COME SHOW US YOUR MOVES!

BE PART OF OUR MUSIC VIDEO!

PROMOTING HEALTHY LIVING THROUGH FREE CAMPUS EVENTS
LEARN MORE AT MEMPHIS.EDU/MEMPHISHEALTHYU
Lessons Learned

• Administrative directive/support critical
• Make food service changes “cost-neutral”
• Identify champions
• “Start where the people are”
• Welcome diverse perspectives and tailor accordingly
Opportunities for Collaboration

• Partner with university ROTC’s to create a culture of health “pipeline”
• Develop relationships with local colleges/university presidents
• Work with Schools of Public Health/APHA via Surgeon General
THANK YOU!