

Assignment 7.1

Create a Process Evaluation

Nourishing Minds: Promoting Healthy Eating Habits Among Sorority Women at Emory

University

(NourishU)

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Nourishing Minds Description and Evaluation Plan

College students, especially sorority members, often face unique challenges in maintaining healthy eating habits, including limited time, social obligations, and reliance on processed snacks. *Nourishing Minds* is a semester-long program that addresses these barriers by offering interactive workshops, engaging events, and accessible resources. Through practical education and tailored support, the program equips sorority women at Emory University with the tools to make quick, balanced dietary choices that enhance their health and well-being.

Program Mission: *Nourishing Minds* aims to promote healthier eating habits among sorority women at Emory University by providing education, cultivating peer support, and ensuring accessible resources. Through workshops, partnerships, and engaging activities, the program seeks to empower young women to make balanced dietary choices that improve their overall well-being during and beyond college.

Nourishing Minds has the following goals: (1) Enhance knowledge and awareness of balanced nutrition among sorority women at Emory University by providing tailored education and practical tools to empower informed and sustainable dietary decisions. (2) Promote healthier eating behaviors by encouraging reduced reliance on processed snacks and increasing the consumption of fresh, nutritious, and accessible food options that align with participants' daily routines and busy schedules. (3) Foster a supportive campus environment for healthy eating by partnering with Emory's dining services and local retailers to ensure the availability and promotion of healthier food choices that meet the needs of sorority members.

The *Nourishing Minds* program aims to achieve the following objectives: (1) By the end of the first four weeks of the semester, finalize a curriculum for a 90-minute interactive workshop on quick, balanced meals and snacks that incorporates practical strategies to address barriers to healthy eating, such as time constraints and lack of cooking skills. (Process Objective). (2) By the end of the semester, conduct two 90-minute interactive workshops, with at least 25% of sorority members attending at least one session. (Process Objective). (3) By the end of the semester, at least 80% of participating sorority members will correctly identify three principles of balanced nutrition, as measured by pre-and post-program surveys (Impact Objective). (4) By the conclusion of the semester, reduce the average weekly consumption of processed snacks among participating sorority members by 25%, as measured through pre- and post-program self-reported food diaries (Impact Objective). (5) Before the program launch, collaborate with Emory's dining services and local food retailers to ensure at least five new

healthy grab-and-go options are available and visible, with targeted promotional materials displayed to encourage participation (Process Objective).

Theoretical Frameworks: A Multilevel Influence Approach

The Nourishing Minds program is based on Social Cognitive Theory (SCT), the Health Belief Model (HBM), and the Social Ecological Model (SEM), which together provide a foundation for addressing the individual, social, and environmental factors influencing healthy eating behaviors. This multilevel approach ensures participants have the skills, motivation, and support needed to make and sustain healthier dietary choices.

Individual Level (Intrapersonal Influence)

Nourishing Minds empowers sorority women with the knowledge, skills, and confidence to make balanced dietary choices. This aligns with SCT, which emphasizes building self-efficacy through hands-on learning. Workshops provide practical opportunities for participants to develop meal preparation skills, understand portion control, and learn about the nutritional value of various foods.

Additionally, the HBM is applied at this level by addressing:

- Perceived risk: Educating participants on the long-term health risks of poor eating habits, including chronic disease and fatigue.
- Perceived benefits: Highlighting the immediate and long-term advantages of balanced nutrition, such as improved energy and focus.
- Perceived barriers: Offering practical solutions to challenges like time constraints, cost, and lack of cooking skills, using tools like quick meal ideas, shopping lists, and affordable recipes.

By targeting these factors, the program fosters self-efficacy and equips participants with the tools to make informed nutrition decisions.

Interpersonal Level (Social Influence)

The program incorporates social influences through peer engagement and collaboration, which is consistent with SCT and highlights the importance of observational learning. Events like *“Build Your Own Balanced Snack”* encourage participants to share ideas, observe healthy behaviors modeled by their peers, and reinforce positive social norms around healthy eating.

The HBM is also implemented at this level by introducing cues to action that motivate participants to adopt healthier eating behaviors. These include group challenges, social recognition during events, and accountability partnerships, all creating a supportive environment for behavior change.

Environmental Level (Community Influence)

At the community level, Nourishing Minds collaborates with Emory’s dining services and local food retailers to address structural barriers to healthy eating. This aligns with the HBM by focusing on:

- Cues to action: Using targeted promotional campaigns, such as posters, social media outreach, and email blasts, to raise awareness about healthy food options.
- Perceived barriers: Improving access to affordable and convenient healthy food choices by introducing five new grab-and-go options on campus.

Complete and Acceptable Delivery of Nourishing Minds

Curriculum Component

The curriculum for the Nourishing Minds program includes two structured 90-minute workshops designed to promote balanced nutrition and meal preparation. These workshops provide participants with the skills, knowledge, and confidence needed to make quick, balanced dietary choices. To ensure fidelity, facilitators will undergo pre-session training and follow a standardized implementation guide. Each workshop will include the following:

- Delivery of interactive, hands-on activities, such as creating simple, balanced meals and learning portion control. (Fidelity)
- Group discussions to reinforce peer learning and engagement. (Dose Delivered)
- Distribution of printed and digital materials, including recipe kits, meal-planning guides, and food pairing sheets. (Dose Delivered)
- Follow-up participant surveys to assess knowledge retention and confidence in meal preparation. (Dose Received)

Workshop 1: Principles of Balanced Nutrition and Meal Preparation

This workshop introduces participants to the foundational principles of balanced nutrition, including understanding macronutrient proportions, portion control, and the importance of incorporating a variety of food groups. Participants will learn practical strategies to address barriers such as limited time and cooking skills. Hands-on activities will guide participants in creating simple, nutritious meals using accessible ingredients. By the end of the session, participants will gain confidence in their ability to make healthier dietary choices.

Workshop 2: Quick and Affordable Meal Ideas and Overcoming Barriers

The second workshop builds on the principles introduced in Workshop 1 by teaching participants how to prepare quick, affordable, and portable meals. This session focuses on overcoming common challenges such as busy schedules, cravings for processed snacks, and limited budgets. Participants will learn meal-prepping strategies and explore affordable, nutritious food options available on campus and in the local community.

In addition to the structured workshops, the program includes five 60-minute informal events designed to encourage peer engagement and reinforce positive eating behaviors through social modeling. These events include 'Build Your Own Balanced Snack,' 'Quick and Healthy Meal Prepping,' 'Smart Snacking 101,' 'Creative Food Pairing Challenge,' and 'Healthy Hydration Tips.' Each event fosters hands-on participation and

collaboration, empowering sorority members to share strategies and model healthy eating habits for one another.

Curriculum implementation will be monitored through:

- Fidelity: Adherence to the workshop implementation guide — measured via facilitator logs and session recordings.
- Dose Delivered: Completion of two scheduled workshops — measured via facilitator reports.
- Dose Delivered: Completion of five informal 60-minute events, such as 'Build Your Own Balanced Snack,' 'Quick and Healthy Meal Prepping,' 'Smart Snacking 101,' 'Creative Food Pairing Challenge,' and 'Healthy Hydration Tips' — tracked via facilitator reports to ensure all events are delivered as planned.
- Dose Received: Participant engagement and use of materials — measured via post-workshop surveys.
- Reach: Attendance of at least 25% of sorority members at each workshop — tracked through sign-in sheets.

Social Support Component

The Nourishing Minds program will host five informal events, such as “Build Your Own Balanced Snack,” to promote peer engagement and collaborative learning. These events are designed to complement the workshops by creating opportunities for social modeling and reinforcing healthy eating behaviors. These informal events aim to provide participants with additional opportunities to apply learned concepts, practice healthy habits, and foster peer collaboration in a supportive environment. Each event will include:

- Facilitated group activities, such as assembling balanced snacks using provided ingredients and guides. (Fidelity)
- Distribution of recipe cards or food pairing guides designed to reinforce healthy eating concepts introduced during workshops. (Dose Delivered)
- Opportunities for peer-to-peer interaction and sharing of meal preparation strategies. (Dose Received)

Social support implementation will be monitored through:

- Fidelity: Adherence to a standardized checklist for each event — tracked via facilitator logs.
- Dose Delivered: Completion of five scheduled events — tracked via facilitator reports.
- Dose Received: Engagement levels, measured through participant surveys and observational data.
- Reach: Attendance logs for each event to assess participant turnout.

Environmental Support Component:

The program collaborates with Emory's dining services and local retailers to create a supportive campus food environment. These partnerships focus on reducing structural barriers to healthy eating by introducing five new healthy grab-and-go food options supported by targeted promotional campaigns. This component includes:

- Collaborative planning with dining staff to introduce and promote healthy food options. (Fidelity)
- Distribution of promotional materials, such as posters, social media posts, and email campaigns. (Dose Delivered)
- Participant feedback surveys to assess awareness and use of the grab-and-go options. (Dose Received)

Environmental support implementation will be monitored through:

- Fidelity: Adherence to promotional plans and quality of campaign materials — tracked through facilitator logs and feedback from dining staff.
- Dose Delivered: Introduce five food options and complete promotional campaigns, measured via facilitator and dining partner logs.
- Dose Received: Participant awareness and purchases of healthy food options — assessed through surveys and monthly sales data.
- Reach: Percentage of participants who incorporate grab-and-go options into their routines — tracked through surveys and sales trends.

Health Communication Component:

The Nourishing Minds program distributes educational materials, such as recipe cards, food-pairing guides, and meal-planning sheets, in both print and digital formats. These resources are designed to extend learning beyond workshops and events, ensuring participants have ongoing access to tools that promote healthy eating habits. This component includes:

- Development and distribution of standardized materials, ensuring alignment with program goals. (Fidelity)
- Use of campus-wide promotional channels to encourage resource utilization. (Dose Delivered)
- Follow-up interviews and surveys will be conducted to evaluate participant engagement with the materials. (Dose Received)

Health communication implementation will be monitored through:

- Fidelity: Consistency in the design and distribution of materials — tracked via facilitator logs.
- Dose Delivered: Full distribution of all planned resources to participants — measured through distribution logs.
- Dose Received: Participant application of strategies in daily routines — assessed via surveys and interviews.

Process Evaluation Plan for Nourishing Minds

Target of Question	Process- Evaluation Question	Method of Assessment for Question	Resources Required	Reason
Recruitment	*Which communication strategies (emails, flyers, social media) were most effective in raising awareness and encouraging participation?	Post-event participant surveys and tracking outreach method engagement rates	Survey tools, staff time, analytics tools for social media and email platforms	* Understanding effective outreach methods is critical for future program scalability and improving recruitment efforts.
Reach	*What percentage of eligible sorority members participated in at least one program activity?	Attendance records and demographic analysis	Sign-in sheets, online registration systems, data analysis software	*This provides insights into the program's ability to attract the intended audience and indicates overall reach.
Reach	How many participants engaged in multiple program activities or workshops?	Cross-check attendance across events	Attendance records, spreadsheets, or database tools	
Fidelity	*To what extent were facilitators adhering to the standardized curriculum and implementation protocols?	Facilitator checklists, observation forms, and session recordings	Standardized checklist templates, recording equipment, staff time for observation	*Ensures program integrity and consistency, which are essential for replicating results.
Fidelity	Were recipe kits, food pairing guides, and other materials distributed as planned?	Distribution logs and participant surveys	Distribution tracking sheets, survey software	
Context	*What external factors, such as scheduling conflicts or meal plan? limitations, influenced program participation?	Focus groups with participants and staff	Facilitators, focus group space, recording equipment	*Identifying barriers allows for adjustments to increase accessibility and participant satisfaction.
Context	Are there any cultural or environmental barriers that limited engagement?	Follow-up interviews with participants	Trained interviewers, interview guides, audio recorders	
Context	How did participant feedback from informal events influence program adjustments?	Analyze post-event surveys and conduct short interviews with participants to identify common these and actionable suggestions.	Survey tools, facilitator time for conducting interviews, data analysis software	

Dose Delivered	*How many workshops, events, and resource distributions were delivered compared to the planned schedule?	Program activity logs and facilitator reports	Staff time for logging activities, digital tracking software	*Evaluating this ensures that the program implementation aligns with the intended structure.
Dose Delivered	Are Emory dining services and local retailers consistently promoting the five targeted healthy food options?	Observations and partner feedback surveys	Trained observers, partner liaison staff	
Dose Received	*What proportion of participants actively used the distributed materials (e.g., recipe cards, guides) in their daily routines?	Post-program surveys and interviews	Survey tools, interview staff, data analysis software	*This helps assess the practical impact of the program and its success in facilitating behavioral change.
Dose Received	How effectively did participants incorporate meal-prepping strategies into their weekly habits?	Participant follow-up surveys and self-reported food diaries	Survey software, food diary templates, staff for analysis	

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