

# **A HEALTHIER U**

## **WELLNESS AND WEIGHT MANAGEMENT**

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## THE DATA

- Over one-third of all food purchases in the United States are spent on food-away-from home, bought in restaurants and take-away food outlets.
- Their rise has coincided with population level increases in obesity.
- Health Risk Assessment data shows overweight and obesity are health risks and weight management is an area of interest for Drexel employees
- In 2010, over 30% of college students were overweight or obese nationwide.
- Improving the availability and increasing the promotion of healthy foods, are strategies to improve diet and decrease obesity and other health-related risks at Drexel University.

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## THE PROBLEM

- University Wellness identified that it was difficult to make healthy eating choices on the university city campus.
- We found that there was both a lack of information about menu items and a lack of information about what constitutes good nutrition.
- Decision made to engage a three-pronged approach in order to address this oversight and to contribute to the health of everyone who lives, works, and dines at Drexel University

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## THE SOLUTION

- Formation of a committee to research and implement healthy dining options at campus dining locations
  - The Healthy Campus Nutrition Committee of Drexel University was formed with the goal of integrating healthier nutritional options into the campus environment.
  - Members of the committee include representatives from across the campus community, representing offices such as University Wellness, the Department of Nutrition Sciences, Drexel Business Services the Drexel School of Public Health and Sodexo
- An educational campaign to identify better choices within the University community
- Nutritional counseling to address individualized nutrition and weight management concerns.

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## ENVIRONMENTAL CHANGE



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## HEALTHIER U “SELECTIONS”

- Collaborative effort with Nutrition Sciences, School of Public Health and Sodexo Food Services
- Healthy menu items identified with a prompt
- Low saturated fat, low sodium, high fiber
  - One Full Heart:
    - Less than 10% saturated fat
    - Greater than 2.5 g fiber
    - Less than 800mg sodium
  - One half heart misses one of three criteria



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## MARKETING AND COMMUNICATIONS

- A dedicated website with an up-to-date list of healthier menu items.
- A press release and articles
- Brochures and flyers
- Campus dining locations provided with stickers with the Selections logo
- Healthier U app. For I-phone and android
  - Map of all dining locations
  - Utilizes Grading system
- Drexel Food Day
  - Annual campus-wide event highlighting “Selections”
  - Free samples provided by vendors
  - Advertising use of the smart phone app

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The background of the slide is a photograph of a modern, multi-story building with large glass windows. The building is illuminated from within, and the windows reflect the city skyline in the background. The city skyline includes several tall buildings, some of which are lit up. The sky is a pale blue, suggesting dusk or dawn. In the foreground, there is a sidewalk with a person walking and a bicycle. A street sign with an arrow pointing right is visible. The overall scene is a vibrant, urban environment.

**PROGRAM AND POLICY TO INFLUENCE  
BEHAVIOR CHANGE**



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## DRAGON NUTRITION

- Utilize experts from our School of Nutrition Sciences
- Evidence-based protocol
- Teaches healthy lifestyle choices and modifications for better weight management, weight loss or general health
- Series of 3 nutrition consultations with a Registered Dietitian (RD)

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- Session 1: Getting to know you

In this session, the RD will measure, record and analyze anthropometric data to determine your body mass index. A diet history will be recorded and analyzed using nutrition analysis software to determine the macronutrient and micronutrient composition of your diet. Your family history and past medical history will be reviewed to determine your risk for chronic disease.

- Session 2: Build a healthy meal plan for your lifestyle

Session two will review the results of the diet analysis, nutritional adequacies and inadequacies within the diet will be addressed and personalized recommendations will be provided. Individual Caloric needs including appropriate carbohydrate, protein and fat requirements will be calculated. Personalized nutrition plans will be developed to meet your goals.

- Sessions 3: Leave with better habits

The RD will work with you to find lasting nutrition solutions that are tailored to your goals and lifestyle. You will learn how to incorporate mindfulness and intuitive behaviors to make eating easy. Life is stressful enough, eating shouldn't be.

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## DRAGON NUTRITION

- Integration into University culture
  - Create a new policy/benefit
  - “Weave” into the work environment
- Available to all benefit-eligible employees who are eligible to receive medical coverage through Drexel.
- On site at Drexel Recreation Center
  - Convenience
  - Natural synergy with other health-related programs (i.e.; Gym memberships, Personal Training services)

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## OUTCOMES

- Surveys suggest more easily identified options in dining establishments
- More healthy options available
- Increased sales of “healthier” options
- Significantly higher participation rates for nutrition counseling than previous efforts through health care provider

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## OTHER INITIATIVES

- Healthier Vending
  - Negotiate Vending contracts
  - Minimum number of Healthier options
- More selective with partnerships of dining establishments
  - Inclusion of healthier options
  - Share in the vision of a healthy campus community

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THANK YOU

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