

**March/April 2012**

**An Empirical Test of an Expanded Version of the Theory of Planned Behavior in Predicting Recycling Behavior on Campus**

**Erin Largo-Wight, Hui Bian, and Lori Lange**

The study and promotion of environmental health behaviors, such as recycling, is an emerging focus in public health. Purpose: This study was designed to examine the determinants of recycling intention on a college campus. Methods: Undergraduate students (N=189) completed a 35-item web-based survey past findings and an expanded version of the Theory of Planned Behavior (TPB). Path analytic models were examined with bootstrapping method. Results: The path coefficients revealed that all of the direct paths were statistically significant except the direct path from descriptive norm to behavioral intention. The model explained 49.3% of the variance in recycling intention. The strongest predictors of campus recycling intention were moral obligation and behavioral attitudes. Discussion: The expanded version of the TPB proved to be a sound theoretical framework to study the determinants of recycling on campus. Overall, the model components had a large effect on recycling intention. Translation to Health Education Practice: Using behavior change theory to understand recycling behavior is prerequisite to evidenced-based recycling interventions. These findings should be used to guide campus recycling interventions.

**Dietary and Built Environment Assessment in a Latino Community**

**Sarah Khan, Stephanie A. Calloway, I. Tatiana Maida, and David P. Rakel**

Assessment of basic dietary intake and community nutrition environment is lacking and needed to improve health outcomes for the growing U.S. Latino community. Purpose: The dietary intake and community nutrition environment of a Latino population in the Midwest was evaluated. Methods: In a community clinic, Block Food Frequency Screeners in Spanish were administered to measure daily fruit, vegetable and fat intake. The community nutrition environment, specifically store outlets, was evaluated on the basis of availability, price and quality of foods using Nutrition Environment Measurement Surveys-Stores (NEMS-S). Results: The adult Latino community's fruit, vegetable, and fat intake is considered "good," except adult males exhibited a "fair" consumption of fat. NEMS-S revealed a good availability and quality of "healthy" food options in the stores, but reported higher prices, on average, for "healthy" options. Discussion: Dietary intake may reflect a community in transition from a predominantly Mexican to a standard American diet. Additional built environment assessment tools should be administered, and those that capture more of the diverse eating practices should be considered for future research, such as the NEMS-Texas survey which was developed for a predominantly Latino population in Texas. Translation to Health Education Practice: The study data are being used and adopted by other social service organizations and to inform health policy makers in Milwaukee. Future directives for research should include dietary assessments that include food items from diverse culinary traditions that more accurately capture dietary intake in United States urban settings. The newer Texas NEMS that includes all fruits and vegetables, may be better suited for urban populations nationally that may have access to fruits and vegetables from around the globe.

## **Family Sources of Sexual Health Information, Primary Messages, and Sexual Behavior of At-Risk, Urban Adolescents**

**Cynthia Rosengard, Candace Tannis, David C. Dove, Jacob J. van den Berg, Rosalie Lopez, L. A. R. Stein, and Kathleen M. Morrow**

Sources of sexual health information exert strong influence on adolescents' sexual behavior. Purpose: The current study was undertaken to understand how family serve as sexual information sources, the messages adolescents recall from family, and how family learning experiences affect sexual behavior among at-risk adolescents. Methods: Individual interviews were conducted with 69 teens, ages 15–18 years, from an alternative high school and a juvenile correctional facility to capture adolescents' early sexual health learning experiences involving family and evaluate their association with teens' recent sexual behavior. Sexual learning narratives were compared among gender and sexual experience groups. Results: Many participants identified family as sexual health information sources. Primary messages recalled: risks of sex, protection, and relationship advice. Many adolescents portrayed learning experiences as negative, cautionary, lacking detail and not always balanced with positive messages. Participants who reported four or more sexual risks were the only group to identify pornography as a sexual health information source. Participants who reported fewer than four sexual risks were most likely to identify family sexual health information sources. Discussion: Participants identified family members as sources of sexual health information, with variations by gender. Negative/cautionary messages require teens to seek additional sexual information elsewhere (primarily friends/media). Males, in particular, appear to often lack familial guidance/education. Translation to Health Education Practice: Sexual health messages should be tailored to adolescents' needs for practical and sex-positive guidance regarding mechanics of sex and formation of healthy relationships, and balanced with cautions regarding negative consequences.

## **Music Videos and Sexual Risk in African American Adolescent Girls: Gender, Power and the Need for Media Literacy**

**Alyssa Robillard**

Music videos contain sexual content often reflecting women as promiscuous, submissive, or passive. Few studies have examined gender- and sex-related attitudes in African American females, particularly across genres of music videos. Purpose: Using constructs from Cultivation Theory, Theory of Gender and Power and Social Cognitive Theory, this study examined the association of music video viewing, gender roles, self-efficacy for condom use, and condom use among a sample of African American adolescent girls (N = 522). Methods: This study employed a cross-sectional design using baseline survey data collected through a larger study testing an HIV-risk reduction intervention. Results: Viewing frequency was highest for rap (97%) and R&B (80.4%) videos. Negative exposure in videos significantly predicted perceived personal influence and condom use self-efficacy. Girls who watched rap videos held less traditional attitudes toward women than those who watched rap and R&B combined. Discussion: An examination of music videos allows a broader evaluation of factors that may support sexual risk behavior. Further, R&B videos may contain images that romanticize male-female relationships and reinforce unhealthy gender roles. Translation to Health Education Practice: Research should examine media literacy approaches in combination with appropriate HIV

prevention education to develop youth as informed, critical consumers of sex-related gendered content in various music video genres.

### **The Impact of Bullying and Victimization on Students' Relationships**

**Jannick Demanet and Mieke Van Houtte**

Bullying is antisocial behavior, in which people are willfully and repeatedly hurt. Bullies are perpetrators of this behavior, victims are those who are bullied, and bully/victims are students who both bully others, and are bullied themselves. Bullies, victims, and bully/victims are at risk for psychosomatic health problems. However, few studies have focused on their social health. Purpose: This study explores differences between non-involved students, bullies, victims and bully/victims in self-reported attachment to peers and parents, perceived support from teachers, and belonging to the school, in Flemish secondary schools. Methods: We use data from the Flemish Educational Assessment (FIEA), consisting of 11,872 students in 85 schools. Multivariate analyses of variance (ANOVA) were performed. Results: Non-involved students felt most attached to peers, parents, teachers, and school. Bullies matched the level of parental attachment of the non-involved, and are even more popular among peers. Victims are especially unsuccessful among peers. Bully/victims felt least attached to peers, parents and school, and least supported by teachers. Discussion: Bullies appear to be popular among peers. Victims and bully/victims lack a number of important sources of support. Translation to Health Education Practice: The results of this study endorse peer-group level intervention initiatives. Furthermore, we support whole-school approaches that include all actors – including pupils, parents, and teachers– in combating bullying.

### **Prevalence of Complementary and Alternative Medicine Use Among U.S. College Students: A Systematic Review**

**Amy L. Versnik Nowak and Heidi M. Hale**

Research shows that Americans are using increasing amounts of complementary and alternative medicine (CAM) and that education is a significant predictor of CAM use. The purpose of this systematic review is to summarize key research findings on CAM use rates among U.S. college students and recommend future actions for researchers and health educators. A systematic search sought out peer-reviewed studies that provide empirical data on rates of CAM use among the general college population in the U.S. Findings in 10 studies were reported and compared to 2007 NHIS data. Use of acupuncture, homeopathy, NVNM, massage therapy, healing therapy/Reiki and yoga is significantly higher among U.S. college samples than the general U.S. adult sample with NVNM and massage therapy showing small effect sizes ( $d > .20$ ,  $r > .10$ ). Future research must address the limitations of previous studies. Health education efforts are needed to prepare college students for making informed decisions regarding CAM use. Health educators can incorporate CAM topics into curricula, distribute CAM literature, organize campus-wide presentations, and include CAM providers in health fairs. Health educators should be prepared to discuss CAM safety and efficacy with students and provide referrals to reputable CAM providers.