

AAHE 2010 Annual Meeting Research Abstracts

A. Oral Presentations-Professionals

Obese Versus Overweight: Should the Weight Loss Messages be Different?

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AAHERCB 14101

Abstract

***Purpose:** To assess if the weight loss concerns and dieting strategies used by African Americans differ by weight status*

***Methods:** A self-administered paper survey was administered to 413 African American women recruited at places such as beauty shops, churches, and sororities. Outcome measures include BMI, weight loss strategies, weight ideation, and demographic information. Data were analyzed using the Student's t-test, odds ratio and Chi-square.*

***Results:** Mean BMI for the participants was 29.60 ± 7.57 . Forty-three percent of the participants were classified as obese ($BMI \geq 30$), 30% as normal weight ($BMI 18.5-24.9$), 25% as overweight ($BMI 25-29.9$), and 2% as underweight ($BMI < 18.5$). Sixty-three percent of obese women said they thought about their weight several times a day compared to overweight women (24%), normal weight women (12%), and underweight women (2%). Obese women were significantly more likely to overeat as a result of stress compared to the women in the other BMI categories ($p < .0001$). Obese women were 1.5 times as likely as overweight women and 2.53 as likely as normal weight women to overeat as a result of stress. Healthy weight loss practices included cutting back on fried foods, cutting back on sweets, and increasing physical activity. Unhealthy practices included skipping meals and fasting. Women with higher BMIs were significantly more likely to fast, join a commercial weight loss program, use meal replacement shakes/bars, and use diet pills ($p < 0.0001$).*

***Conclusion and Implications:** Weight control programs and protocols may need to be different for overweight and obese African American women.*

***Key Words:** Weight Loss, Obese, Overweight, Weight Loss Messages.*

Preliminary Results of the West Virginia Prescription Drug Abuse Quitline

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AAHERCB 14346:

Abstract

Significance: *The West Virginia Prescription Drug Abuse Quitline (WVPDAQ) was designed and implemented as one critical part of a comprehensive plan to address prescription drug abuse with the goals of outreach, service, and research. West Virginia's Department of Health and Human Resources reports that West Virginia's rate of prescription drug abuse treatment admissions is more than four times that of the national average (13.1 vs. 3.1%), having increased by approximately 42% between 1998-2002 alone. Not surprisingly, West Virginia experienced a 550% increase in unintentional poisonings from 1999-2004, the nation's greatest increase.*

Design: *Implemented in September, 2008, the WVPDAQ is a population-based intervention that addresses many barriers individuals face when considering treatment or utilization of services, particularly important for isolated populations in Appalachia. Caller information is confidential, access is broad, and time restrictions and transportation challenges are minimized. Preliminary WVPDAQ process evaluation and caller characteristics are provided.*

Results: *The WVPDAQ initially operated remotely via broadband 7 days a week, 24 hours a day, owing to the topography of West Virginia. However, cost effective analysis revealed remote operation to be unsustainable and operations were shifted to a traditional land-based phone line in March 2009. In addition, caller utilization patterns suggested little activity between midnight and 8 a.m., so hours were adjusted. To date, the WVPDAQ has received a total of 366 calls, completed 343 intake surveys, and 79 follow-up surveys. Majority of callers (59%) have called for themselves; are female (60%); have insurance (55%) and a GED/high school diploma (77%); and are Caucasian (90%). Most callers (77%) report buying their drugs from the street, and half report buying them from friends or family. Contrary to published reports, 93% of callers report they do not "doctor shop" for their drugs. Data will be updated for the presentation, including the computation of inferential statistics across surveys, as the number of calls increases confidence in the findings. Implications of the evaluation findings will be discussed.*

Key Words: *Prescription Drug Abuse, Population Based Intervention .*

Perceptions of Health and Disability among Service Providers in Alabama

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AAHERCB 14448

Abstract

Purpose: Data from Healthy People 2010 Midcourse Review is useful to compare health status of populations related to quality of life and disparities. Little is known about barriers to accessing health information and clinical services in Alabama. Study purposes were to build a database of health information and service needs among those with disabilities and to improve clinical service access. Project funders include the Alabama Council for Developmental Disabilities and the National Network of Libraries of Medicine.

Methods: A collaborative research team representing diverse disciplines and settings formed two working groups to guide the project. Members included university researchers, service providers, students and consumers. Surveys were developed for 4 audiences: Individuals with disabilities, family/other caregivers, health profession students and service providers. The focus of this program is on the final group. Surveys were available in alternate formats and included 27 items. Researchers activated social and professional networks to widely distribute surveys.

Results: Service providers (N =135) revealed areas of strength and need related to health disparities among patients with developmental disabilities. Thirty-seven percent are physicians; 29% are therapists (PT, OT, SLP). Eight of 10 respondents reported understanding developmental disabilities, feel comfortable treating these individuals and believe they do so fairly well. Three-fourths refer these patients to specialists, when necessary. Two-thirds assist their patients or family caregivers to follow treatment recommendations and feel skillful as clinicians with this population. However, only half teach healthy behaviors (diet, exercise, hygiene) and access clinical resources for their patients with disabilities. Four tasks were perceived as “very difficult” for these patients: understanding health insurance benefits, learning about agency programs and services, locating transportation to health care and finding a dentist. Accurate communication, resource availability, obtaining family support and coordinating care were often mentioned as treatment challenges. Providers desire additional continuing education opportunities to increase knowledge and skills. Needs identified from surveys with all four groups will be prioritized for training modules. For instance, video modules and written information will assist caregivers to understand programs/services of Alabama agencies, understand health insurance benefits and communicate needs to health care providers. Training information for service providers may emphasize how to assist the individual with a disability to follow treatment, prevent illness and access valid sources of health information.

Key Words: Health Perceptions, Disability Perceptions, Service Providers.

Minority Youth Swimming: Barriers Affecting Participation and Ability

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AAHERCB 14455

Abstract

Purpose: African American (AA) children suffer fatal drowning events at significantly higher rates when compared with white peers. According to the Centers for Disease Control and Prevention (2008), unintentional fatal drowning is the second leading cause of death for AA adolescent males. The American Academy of Pediatrics (2003) recommends research to better understand swimming barriers encountered by disenfranchised populations, but empirical research concerning minority children's swimming ability is nonexistent (USA Swimming, 2006). This research presentation, for the first time, will report; 1) swimming ability information for marginalized youth, and 2) selected demographic variables influencing swimming ability for these populations.

Methods: Cross-sectional survey research was conducted in six US cities (Chicago, IL, Houston, TX, Memphis, TN, Miami, FL, Oakland, CA, and Philadelphia, PA). Young Men's Christian Association (YMCA) organizations were used to recruit subjects. The priority audience was low SES minority children. The final sample was n=1,680 Parents of children aged 4-11 years and adolescents (12-17 years) completed surveys that research team members or trained YMCA staff supervised during non-swimming, school-site YMCA programs. Descriptive and inferential statistics were conducted, and multiple regression was applied using significant demographic variables by swimming ability.

Results: Findings revealed that AA respondents reported a 57.5% "at risk" (unable to swim or uncomfortable in deep end of pool) swimming ability. Hispanic/Latino (H/L) children noted a 56.2% "at risk" level as compared to 30.9% for White subjects. Age, sex, child's lunch program, parental education, and racial identity variables were all significantly ($p < .05$) related to swimming ability. Regression analysis revealed all demographic variables were significant ($p < .001$) predictor variables. Within this sample, the poor minority children's, specifically AA and H/L, swimming ability was classified as "at risk" swimming. Female respondents were notably more "at risk" regarding their swimming ability than males. Age, race, and socioeconomic factors (lunch program and parental education) were significant barrier variables for children who have low swimming ability. Additionally, information regarding school-based "Learn to Swim" programs in Memphis, TN, will be discussed as possible solutions to this deadly problem. Audience input will be requested to expand on other possible solutions.

Key Words: Minority, Youth, Swimming Ability, Swimming Barriers.

Energy Drink Consumption, Stress, and Academic Standing among College Students

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AAHERCB 14476

Abstract

Purpose: This study was designed to conduct an exploratory assessment of relationships among energy drink consumption, perceived stress, and academic standing between male and female college students.

Methods: Participants completed online surveys consisting of items from the Perceived Stress Scale (Cohen, Kamarck, & Mermelstein, 1983) and items developed by the investigators to categorize energy drink consumption, academic standing, and demographics.

Results: Pearson correlation coefficients revealed positive relationships between participants' perceived stress and energy drink consumption. Correlation analyses also revealed an inverse relationship between participants' energy drink consumption and academic standing. Results from a two-way analysis of variance (ANOVA) revealed that the interaction effect between gender and year in school was not statistically significant for perceived stress, $F(3, 118) = 1.004$, $p = 0.394$. However, two-way ANOVAs revealed statistically significant interactions between gender and year in school for (a) the approximate number of energy drinks consumed on days when energy drinks were consumed during the past 30 days, $F(3, 118) = 3.015$, $p = 0.033$, and (b) the largest number of energy drinks consumed on any occasion during the past 30 days, $F(3, 118) = 3.416$, $p = 0.020$. A statistically significant main effect for year in school indicated that freshmen ($M = 0.330$) and sophomores ($M = 0.408$) consumed a lower number of energy drinks yesterday than juniors ($M = 1.000$). Statistically significant main effects for gender were found for selected energy drink consumption items. Specifically, males reported higher means for all energy drink consumption items with statistically significant main effects for gender. Results from this study illuminate a need for education regarding potential hazards of using energy drinks in response to perceived stress. Results also highlight areas for future research involving gender and energy drink consumption.

Key Words: Energy Drink Consumption, Perceived Stress, and Academic Standing, College Students.

Health Information Sources and Health Literacy Levels of Latinos

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AAHERCB 14567

Abstract

Purpose: As the local Latino community in the Midwest continues to grow at a rapid pace, health educators and other health professionals find themselves without sufficient information to serve the community. Currently, the literature on health information sources and health literacy levels for Latinos in the Midwest is sparse. The literature documents that racial/ethnic disparities do exist in health status. Members of minority groups suffer disproportionately from chronic illnesses and experience higher rates of morbidity and mortality. Differences in healthcare access also play a role in health disparities. Improvement of health status by addressing health disparities is a major role of health education and promotion professionals. Knowing where people turn for health information (sources) and their ability to understand and apply it (health literacy) is instrumental to developing successful health education/promotion programs.

Methods: This study explored both areas and used validated subscales for measuring acculturation (Bi-dimensional Acculturation Scale) and health literacy in English (Rapid Estimate of Adult Literacy in Medicine) and in Spanish (Short-Test of Functional Health Literacy in Adults). It used both qualitative (six focus groups, (n=14 men, and n=19 women) and quantitative methods (n= 190 surveys) to determine a working knowledge of the sources of health information resources and the functional health literacy levels of the population subgroup.

Results: Focus group data; survey instrument data which includes descriptive results; acculturation subscale; English health literacy levels; Spanish health literacy levels; analysis of relationships between measured variables will be reported and discussed.

Key Words: Health Literacy, Latinos, Health Information .

Energy Drinks: The New Gateway Drug

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AAHERCB 14631

Abstract

Since the inception of Red Bull in the U.S. in 1997, energy drink use has grown exponentially. Sales in North America have increased from 200 million dollars in 2002, to \$3.5 billion in 2006 and \$4.7 billion in 2007. Energy drink use has increased dramatically due to aggressive advertising campaigns targeting adolescents and young adult populations. One example often seen on college campuses is energy drink companies giving students free samples at athletic events and during times of increased academic stress. The objective of this marketing strategy is simple. They give students free energy drinks to get them using their product. Then, once students are hooked, they charge high prices (\$2-4 per can) taking full advantage of the addictive properties of their drinks and shots.

Stimulants added to energy drinks (guarana, yohimbine HCL, evodiamine, yerba-mate, ginseng, N-Acetyl-L-Tyrosine, etc) have been found to have similar actions and pleasurable effects on the brain and its neurotransmitter systems (dopamine, serotonin, epinephrine) as other drugs of abuse. Furthermore, scientific research indicates adolescents and young adults are vulnerable to addictions, due to incomplete development of the memory and pleasure reward centers of the brain (NIAAA, 2009). Thus, it makes sense for alcohol and energy drink advertising campaigns to target populations who are vulnerable to coercion and more likely to become long term users of their products.

Marijuana has been termed as a “gateway drug” because it has been linked to the increased use of alcohol and drugs. Results of our research studies on college students (N=401, N=362) suggest energy drinks could be the next gateway drug. Our research indicates energy drink users consumed more than double the amount of alcohol and had far riskier drinking habits than those who drank alcohol only. Additionally, results of quantitative measures indicated energy drink users were significantly more likely to participate in risky behaviors such as drinking and driving and the use of amphetamines.

Given the addictive nature and probable gateway effects of energy drinks, it is critical we take measures to protect the future health of society. The fact is energy drinks are unregulated by the FDA and have not been recognized as safe. This presentation will provide information on the usage patterns and health risks associated with using energy drinks. Prevention measures such as suggestions for new FDA regulations and the development of energy drink awareness programs will also be presented.

Key Words: *Energy Drinks, Gateway Drug, College Students, Health Risks, Usage Patterns .*

Nutrition Intervention for College Students: Fighting the Obesity Epidemic

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AAHERCB 14771

Abstract

Purpose: *The obesity epidemic among Americans continues to challenge the health promotion field. The incidence of obesity in the United States has increased from 15% in 1976 to 34% in 2006 (Ogden, 2007). Although there have been numerous studies on overweight and obese individuals during adolescence and adulthood, there is a gap in the research among the college age population. Because the college years are a critical developmental period with positive or negative behaviors being easily influenced, (Hull, 2007), college campuses are an ideal place to integrate obesity prevention programs within academic courses and/or other programming. The purpose of this study was to examine the effects of incorporating a nutrition component in an exercise-based curriculum course over a semester.*

Methods: *Participants were undergraduate students from a rural college in Southeastern United States. Participants registered for Fitness 4 Life [F4L] class during registration based upon the class description given in the course catalog. The control group was randomly selected from similar type of physical activity classes, body conditioning. Three F4L classes were chosen with equal classes of a control group. Participant and controls were given a pre-test/post-test that consists of 24 total questions with 8 from each category (dining out, portion size, and reading food labels). Hands-on lessons were given to each class of the experimental groups during the semester. Interventions included trips to local dining places and grocery stores. The nutrition intervention curriculum lasted 15 weeks, with pre- and post- fitness assessments the first and last week. Pre and post-assessments obtained the following information: height, weight, blood pressure, resting heart rate, exercise heart rate (3 minute step test), and body composition using skinfold (Jackson-Pollock). Statistical tests included descriptive statistics (frequencies, means), dependent (paired samples) t-test to assess statistical significance between pre and post fitness assessment, and two-way ANOVA to test between-subjects effects. Alpha levels were set at 0.05, and reports used 95% confidence intervals.*

Results: *Results indicated that a nutrition intervention incorporated into a weight management-based curriculum improved knowledge levels and physical measurements ($p < 0.05$). This study demonstrates that college curricula are a viable resource in which the student can positively impact their nutritional knowledge and thus weight management skills. Long term research is needed to see if the nutritional knowledge and improved weight maintenance differences continue to exist between intervention and control group.*

Key Words: *Obesity, Nutrition, College Students.*

Weight Loss Best Practice: Delphi Assessment and Literature Review

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AAHERCB 13771

Abstract

Weight loss and weight maintenance require different behavioral and lifestyle approaches as well as different skill sets. This presentation will describe best practice for both weight loss and weight maintenance. Findings are based on a comprehensive review of the behavioral, cognitive, self-help, clinical, and programmatic literatures for effective weight loss and weight maintenance techniques. Additionally, results of a Delphi assessment of the weighted importance of various techniques and approaches by the top weight loss researchers in the world will be explained. The presentation will discuss 23 general and theoretical approaches to weight control, as well as 76 specific weight loss or maintenance techniques. Categories discussed include: self monitoring, stimulus control, contingency management, cognitive restructuring, social support, diet, physical activity, weight loss pacing, and programmatic characteristics. By the conclusion of the presentation, participants will be able to discuss best practice in weight loss and maintenance including: 1) describing which techniques have been shown to be most effective in research, and 2) explaining the approaches and techniques recommended mostly by experts.

Key Words: *Weight Loss, Delphi Assessment, Weight Maintenance.*

Examining Student Attitudes and Preventative Effects of Drug Testing

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AAHERCB 14906

Abstract

Purpose: This study examined student attitudes toward high school drug testing and the preventative effects of a random drug testing program. **Significance:** Findings from this study provide insight into high school student attitudes towards random drug testing at school and may lend support to random drug testing programs in high schools.

Methods: A one-page survey was distributed to students in one midwestern high school (N = 2000). Face and content validity and stability reliability were established a priori. Internal consistency reliability ranged from .80 to .89.

Results: A total of 1500 high school students returned completed surveys (75%). Of respondents, half were male and half were female. More than one in three (34%) students reported being tested for drugs at school or at school events. Females were significantly more likely than males to support random drug testing at school and to believe testing prevents alcohol and drug use among students.

Conclusions: These findings suggest females may be more likely than males to support drug testing programs. Educational programs should target males with information regarding random drug testing at school.

Key Words: Drug Testing, High School Students, Attitudes.

B. Poster Presentations – Professional

Enhancing Learners' Comprehension via a Web-Based Text Visualization Tool

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AAHERCB 13742

Abstract

Identification of repeated words is a method to improve new reader's comprehension of a text. Other techniques include attention to bolded words, headings, or images. While repeated words may not point directly to the central theme, they provide important clues about that theme. The practice of identifying repeated words is not exclusive to new readers. It is also taught to individuals who have a different reading level or to persons seeking to develop speed reading skills. It can be argued that even mature readers can benefit from this practice as interpretation of a text may be clouded by external factors including: personal experiences, gender, culture, or mood.

In health education, a factor impeding reader comprehension is medical terminology. Unfamiliar and frequent use of medical terms may increase the cognitive load placed on the reader, thus preventing him/her from grasping the key concepts. By identifying repeated words, the learner can bypass some of these terms and focus in on the author's intended purpose. Identifying repeated words usually requires the reader to underline or highlight the words as they come up. This practice can turn cumbersome with longer texts where the distance between or the number of repeated words becomes greater.

This presentation introduces the audience to a web-based text visualization tool called Wordle. To use Wordle, one simply drops text into the online text box and the image appears. The image allows the user to see how frequently words appear in a given text, drawing each word at a size proportional to its frequency. In other words, the size of a word is proportional to that word's word count. To reveal how Wordle can be used in health education to improve learner comprehension, results from an action research study are shared.

College health majors watched a film and wrote a brief summary about the key concepts. The instructor then provided students with an electronic copy of the film's script to "drop" into Wordle. Learners were instructed to re-write their film summaries. Second summary submissions were very different than the originals and learners indicated they had extracted new meanings from the film. This could signify that learners originally had missed the central themes or that the repeated words pointed to other/sub-themes. In either case, use of the text visualization tool inspired new interpretations of learning materials and helped learners to identify key concepts. A demonstration of Wordle is conducted.

Key Words: *Web Based Text Visualization tool, Medical Terminology, Learner Comprehension.*

Minority Organ Donation on an East Texas University Campus

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AAHERCB 13798

Abstract

Introduction: More than half of the national transplant waiting list is made up of multiethnic populations. Although it is possible for a candidate to match a donor from another racial or ethnic group, transplant success rates increase when organs are matched between members of the same ethnic background. Statistics from the National MOTTEP and the Organ Procurement and Transplantation Network show that: 1) more than 83,000 persons are currently on the national transplant waiting list; 2) 16 people die each day waiting for a life-saving organ transplant; 3) a disproportionate number of people who are on waiting lists and dying—approximately 50%—are racial/ethnic minorities; and 4) minority donors account for only about 25% of the available donor pool.

Purpose: The research project addresses the following questions: 1) What are the factors that contribute to fewer minorities participating in organ donation; 2) How can health educators increase minority donation awareness; and 3) What implications do these results have for minorities needing an organ donation?

Methods: Two thousand needs assessment surveys were distributed to various classes and offices on the Texas A&M University-Commerce campus. All participants were requested to complete the 5 question anonymous survey and return them to the facilitator. Following analysis of the results, a month-long education and awareness campaign that delivered a culturally sensitive message, through ethnically similar messengers, was given on campus at various student meetings and events. Brochures and other information about organ/tissue donation were distributed. Additionally, radio PSA, college newspaper, sandwich boards, flyers, & incentive pins were utilized.

Results and Conclusion: Sixty percent of the people surveyed were non organ donors. Among the 1,200 non organ donors, 80% reported that their non-participation was due to lack of knowledge, 15% due to scared/confidentiality, and 5% due to religion/values. After the informational campaign, 600 students (50%) signed donor cards with 30% being minorities. Students decided for future purposes campaigns should be held in more locations, utilize campus TV informational ads, have tables at multi-cultural festival. The students began to develop a program called Lion Savers, which would also incorporate blood donations, drunk driving contracts, and STD awareness.

Key Words: Minority, Organ Donation, College Students.

An Interdisciplinary Approach to Obesity Prevention among Children

International Electronic Journal of Health Education, AAHE 2010 Annual Meeting Research Abstracts

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AAHERCB 14048

Abstract

Introduction: *The current epidemic of childhood obesity has been referred to as a national crisis. There are many modifiable factors that have contributed to the documented increase in overweight and obesity rates among children. Inactivity and poor eating habits are two key contributors. Promoting physical activity and healthy eating and creating an environment that supports these behaviors are essential to addressing the problem. The school environment provides an excellent opportunity to influence lifestyle changes.*

Purpose: *The purpose of this study was to design an effective obesity prevention program for elementary students that focused on physical activity, healthy eating, and self-esteem. The investigators for this study have backgrounds in Health Education, Physical Education, Dietetics, and Social Work. This interdisciplinary approach helped to provide a unique insight into the physical, emotional, and psychological dimensions of obesity prevention.*

Methods: *One thousand five hundred and twenty-two K - 5th grade students participated in the study. Participants completed a 27-item pretest and posttest, and were measured for height and weight pre and post. Participants in the treatment group (n= 1,384) participated in a variety of activities that took place during school hours over the course of four months (i.e., pedometer activity, healthy snacks and fruit smoothie activities, self-esteem workbooks, and a family fitness fair). In addition, teachers were provided with Take-10 and Fit-Bits curricula and encouraged to infuse these physical fitness based activities into their daily curriculum.*

Results: *Pretest results indicated that approximately 50% of K-2nd grade students would like to exercise every day. However, when asked what their favorite activities were, 72.6% identified 'watching TV' and 68% reported 'playing video games.' Ninety-two percent felt that it was very important to eat healthy; however, the majority chose unhealthy snacks (i.e., cookies, ice cream) over healthier snack options. Eighty-three percent of participants in grades 3-5 reported that they like to be physically active, and 86.2% stated that participation in physical activity makes them feel good. The majority (91.9%) believed that healthy eating was important, and 74.6% were happy with their body.*

Conclusions: *Initial results indicate that young children understand how important healthy eating and daily physical activity is for their overall health. However, many of their reported behaviors do not reflect this. BMI results indicated that 23.5% of K-2nd grade and 16.5% of 3-5th grade participants were either overweight or obese. Post-test results will be available at the time of presentation.*

Key Words: *Obesity, Prevention, Children.*

Weight Loss Behaviors of African American College Females

International Electronic Journal of Health Education, AAHE 2010 Annual Meeting Research Abstracts

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AAHERCB 14100

Abstract

Purpose: *To assess weight loss concerns and dieting behaviors of African American college females .*

Methods: *402 African women college females completed a self-administered paper survey. Recruitment was done on various locations on two four-year university campuses. Outcome measures and analysis included BMI, body satisfaction, and weight loss strategies. Data analyses included the Student's t-test, odds ratio and Chi-square.*

Results: *Based on BMI, 56% of respondents were classified as normal, 25% as overweight, 9% as obese, 7% as extremely obese, and less than 2% as underweight. Thirty-seven percent reported being satisfied/very satisfied with their weight, while 36% said they were somewhat satisfied, and 27% said they were dissatisfied/very dissatisfied with their weight. Fifty-eight percent of all respondents said they wanted to lose weight. Those who wanted to lose weight had a significantly higher BMI than those who did not (27.80 ± 5.61 versus 21.68 ± 2.49 , $p < .0001$). Most tried to lose weight by increasing physical activity (80%), decreasing fried foods (74%); decreasing sweets (66%); and meal replacement drinks/bars (53%). Other methods used included weight loss supplements (50%), low-carbohydrate diets (45%), skipping meals (41%), fasting (20%), joining a weight lost program (15%), and eating less meat (15%).*

Key Words: *Weight Loss, Dieting Behaviors, African American, College Females.*

Elementary Health Education Curriculum Outcomes: A Longitudinal Study

International Electronic Journal of Health Education, AAHE 2010 Annual Meeting Research Abstracts

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AAHERCB 14102

Abstract

Purpose: *The major morbidity of school-aged children limits a child's ability to learn and the health status of the population. Behaviors that influence health status (e.g. eating behaviors, physical activity, drugs tobacco and alcohol use) can be modified or prevented. The purpose of the study was to determine the impact of the Michigan Model for Health curriculum on student knowledge, attitudes, skills, and behaviors related to health. Research has shown that school health education can reduce the prevalence of health-risk behaviors among students. The strongest influence on students' health attitudes and behaviors occur in coordinated health programs whose lessons reinforce healthy behaviors and include a minimum time of instruction.*

Methods: *During the school years 2006 - 2008, 52 schools in two states were recruited to participate in a randomized controlled study. Schools and teachers received an incentive to participate in the study and were required to attend curriculum implementation training. Approximately 2500 students provided informed consent forms and participated in the 2 year study. The evaluation included an experimental design, with a time series data collection. Students enrolled in the 4th grade were randomly assigned to groups and were followed through the completion of the 5th grade curriculum. A pre-test was administered before the Michigan Model curriculum was implemented. An immediate post-test was conducted at the conclusion of instruction and a delayed-post test was conducted five weeks after the instruction was completed. The data collection procedures were repeated during the second year of study (5th grade). Data were analyzed using inferential statistics.*

Results: *Analyses indicated that the Michigan Model curriculum produced significant, positive differences in several areas, including students' interpersonal communication skills, social emotional skills, and self-management skills. In addition, students who received the Michigan Model exhibited better drug and tobacco refusal skills and less alcohol and tobacco use in the past 30 days, while students in both the control and treatment groups showed lower intentions to use alcohol and smoke cigarettes.*

Conclusion: *A comprehensive school health education curriculum can produce significant changes in students' health skills, behavioral intentions, and behaviors. These improvements are consistent across the two-year span.*

Key Words: *Elementary Education, Elementary Curriculum, Michigan Model .*

Identifying the Top Sexual Myths of Selected Midwestern College Students

International Electronic Journal of Health Education, AAHE 2010 Annual Meeting Research Abstracts

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AAHERCB 14253

Abstract

The purpose of this qualitative study was to identify the most common sexual myths held by college students enrolled within human sexuality classes at a Midwestern university (n= 150/mean age=22 years old). Students from human sexuality classes were asked to voluntarily participate in a focus group discussion within each human sexuality class conducted during the Spring 2009 and Summer 2009 semesters. Participants were asked to create a list of sexual myths that they have heard of or which they currently believed to be true. (A sex myth is a false belief about a sexual behavior or physiology that is not scientifically accurate.) Within each class, focus groups were first organized by gender, and each group's responses were recorded and rank ordered 1-10. The most common myths held by males included: shoe size dictates penis size, men who have lots of facial hair gave more oral sex, etc. The most common myths held by women included: shoe size equals penis size, the withdrawal method is an effective form of birth control, etc. After each gender group had identified their top ten responses, the class, as a whole, ranked what they collectively believed to be the top ten myths of college students. Penis size equaling shoe size was the most common response given by both genders. Other myths included: sex in the pool kills sperm, drinking Mountain Dew reduces sperm count, and big girls give better oral sex.

Descriptive statistics were analyzed for gender and age, and the frequency of specific myths was reported. Following the identification of these myths, the researchers also developed an informational podcast debunking the 10 most common sexual myths identified by both genders. The major benefit of this research was in identifying and addressing the most common sexual myths generally held by college students. It is imperative that college students be adequately informed about human sexuality facts, and that sexual misinformation be corrected so that individuals may make intelligent, informed decisions. This is particularly important in light of the fact that 1 in 4 sexually active college students will develop a Sexually Transmitted Infections (STI) before college graduation, and that the potential for unwanted pregnancy and other health related issues are potential issues of concern.

Key Words: *Sexual Myths, College Students, Human Sexuality Classes.*

Prevalence of Hypertension among Pre/Elementary School Children

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AAHERCB 14292

Abstract

Purpose: Childhood obesity is a growing problem in the United States. Several chronic conditions such as Type-II diabetes, hypertension, etc, are becoming increasingly prevalent among children. This study was designed to: 1) investigate the impact of body mass index (BMI) on hypertension levels among pre-school and elementary students in Louisiana and 2) implement effective intervention strategies to prevent obesity and chronic medical conditions among high-risk children.

Methods: To achieve the objectives of this study, BMI and blood pressure levels were assessed among pre-school and elementary students in Louisiana. Systolic and diastolic blood pressure measurements were assessed for over 500 children using the latest standards set by the National High Blood Pressure Education Program Working Group on High Blood Pressure in Children and Adolescents. Based on the BMI levels, children were classified as being normal weight, at-risk and overweight. Based on the systolic and diastolic blood pressure levels, children were classified as being normal, pre-hypertensive and hypertensive.

Results: Results indicated that half (50%) of the children who were overweight had abnormal blood pressure levels. Statistical analysis indicated significant effect of BMI on hypertension levels among children. Following the study results, BMI and other fitness levels have been assessed in over 4500 children across the state and high-risk children are being referred to school nurse/physician for follow-up on hypertension status. School and community based interventions are also being implemented to prevent chronic conditions. Results of this study will help clinicians and public health professionals to understand the significance of assessing BMI and blood pressure levels in school children. The study also provides some guidelines to school and community based interventions to reduce the burden of childhood obesity.

Key Words: Childhood Obesity, Pre-school Students, Elementary Students, Hypertension .

Quality of Health Information in Select General Readership Magazines, 2005-2008

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AAHERCB 14317

Abstract

Purpose: *The Leading Health Indicators (LHIs) are a set of 10 high-priority public health issues in the United States. These indicators are intended to help everyone easily understand and improve personal health, the health of families and communities. Beyond informing individuals, mass media can play an important role in setting the public agenda and stimulating public attention to issues. The purpose of this study was to evaluate health-related articles and their association with the Leading Health Indicators in mass-circulating general readership magazines.*

Methods: *The 2007 Magazine Publishers of America list of leading magazines was used to select magazines. Researchers were interested in general readership magazines that did not have a target audience based on sex, hobbies, geographic location, or age. General readership magazines, listed in the top 35 based on circulation, were considered with four magazines selected: Reader's Digest; Time; Newsweek; and U.S. News and World Report. ProQuest was searched to obtain all health-related articles (n=55) available between July 2005 and August 2008. Articles were assessed on their relation to LHIs; sources of information used; presentation of incidence and prevalence statistics; risk factor presentation; and prevention measures cited.*

Results: *Each LHI was addressed in at least one article except for substance abuse. The most frequent LHIs addressed were Overweight and Obesity in 21.4% of the articles and Mental Health in 19% of the articles. Many articles identified more than one source of information with experts (i.e., MDs or PhDs) as the most frequent source of information (92.9% of articles). Other sources of information included research institutions (40.5%); government sources (26.2%); refereed journals (23.8%); and foundations (11.9%). Incidence and prevalence statistics were presented in a number of the articles with the general magnitude of morbidity and mortality being cited most often. Modifiable and nonmodifiable risk factors were presented in less than 25% of the articles. Prevention measures were also identified in several articles with primary prevention being presented seven times more frequently than secondary prevention measures and three times more frequently than tertiary prevention measures. The most frequently cited primary prevention measures were physical activity and dietary modification.*

Conclusions: *Mass media can be a valuable tool for dissemination and stimulation of public attention to high-priority public health issues. Enhanced coordination of dissemination efforts is needed between health educators and members of the press to ensure accurate, balanced, detailed and comprehensible health information.*

Key Words: *Leading Health Indicators, Health Information, Health Related Articles.*

Predicting Body Image Quality of Life through Structural Equation Modeling

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AAHERCB 14336

Abstract

Introduction: *Body image has been defined as the way in which the body appears to oneself; body image is integrally tied to self-concept, which in turn is related to an individual's self-esteem or general feelings of competence and confidence. A representative national survey of 803 adult women, found that approximately one-half of respondents reported globally negative evaluations of their appearance and a preoccupation with being or becoming overweight. Subjective body image is defined as multidimensional and variable, depending upon the situation. It may vary in the degree and nature of its impact on an individual's quality of life.*

Purpose: *The purpose of this study was to develop a structural equation model (SEM) that examines associations among dimensions - internalization of thin ideal, appearance comparison, attention to body shape, body image self-consciousness, and body image avoidance - and the relative influence of each on the development of body esteem and quality of life. The analysis was conducted to test the hypothesis that higher commitment to the cultural ideal of thinness, and greater levels of body comparison, attention to body shape, body image self-consciousness and body avoidance will lead to lower levels of body esteem and body image quality of life. SEM allows the examination of the nature and strength of the relationships among these factors.*

Methods: *Participants were 308 women, aged 18 - 35, randomly selected through a survey company from a sample pool of 2.5 million. The testing instrument consisted of 255 items, comprised of seven validated scales related to body image. The survey was administered on-line and respondents received a small incentive for completing the questionnaire.*

Results: *The measurement model fit the data sufficiently according to fit indices for the sample: CFI=.99, NFI=.98 and Non-normed Index= .91. Body image self-consciousness and body image avoidance were found to have a strong negative direct effect on body image self-esteem, -.35 and -.43 respectively. A strong negative direct effect was also found from body image self-esteem to body image quality of life (-.60).*

Conclusion: *Cash and Fleming stated that the fundamental goal of interventions should be to promote body acceptance and, as a result, improved quality of life. This research indicates that utilization of structural equation modeling can enhance understanding of the relationships between and among factors that contribute to quality of life, thus enabling the design of more accurately targeted interventions. This study suggests that intervention should target self-consciousness and body acceptance.*

Key Words: *Body Image, Quality of Life, Adult Women.*

Fitness for Life: Changes in Motivation and Self-Efficacy

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AAHERCB 14338

Abstract

With the increase in the obesity rate among Americans, it is important to provide students with skills and knowledge about physical activity and nutrition. Students at a Mid-Western University are required to enroll and complete a two credit "Fitness for Life" course. The course was designed to provide students with the foundation for a healthy lifestyle. The course content includes instruction on physical activity for health and on nutrition. The course has a lecture and a lab component. A pre-post test was conducted during the spring 2009 semester to determine if the semester long course had had an effect on motivation to exercise, nutrition and exercise self-efficacy, and BMI of the students enrolled. A questionnaire was administered during the first week of classes and again during the last week of the semester. Gender, age, height and weight data were collected during the same periods. The questionnaire included 10 questions on motivation to exercise and 10 questions on exercise and nutrition self-efficacy. The survey was a required component of the course, however, students had to consent to the inclusion of their data in the study. Names of students who consented were provided to the instructor after final grades were submitted. Four hundred and ninety four students agreed to participate in the study. The results will help the justification of the need for such course in the General Education course requirements.

Key Words: *Self-Efficacy, Fitness, Motivation, College Students.*

Statistics and Unconventional Wars

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AAHERCB 14341

Abstract

Purpose: *The purpose of this research is to depict statistical challenges in assessing individuals' health outcomes after participating in modern time wars, i.e., Iraq, Afghanistan compared with other 20th century's wars, i.e., Vietnam, Korean wars.*

Methods: *A descriptive design is used in order to account for several issues. First issue is defining a veteran and the population cohort, identifying the study sample, i.e., soldiers (a) at different stage in life (b) of different gender, education, family status (mothers with small children), and (c) the optimal statistical design. Second issue is the number of deployments of different lengths versus the traditional one long deployment. Third issue is to identify the type of exposure to modern war agents. Finally, the last issue will be to identify the causes of post traumatic stress disorders, i.e., psychological origins versus collision origins. Data is collected from public sources – Center for Disease Prevention and Control (CDC), National Institute of Health (NIH), and Department of Veteran Affairs. Descriptive and inferential statistics will be used to assess individuals' health outcomes.*

Results: *The results are expected to be consistent with traditional war trauma described in the literature in addition to novelties brought about by the wars in Afghanistan and Iraq, which will indicate major differences in individuals' health outcomes. Practical implications of this research is targeting especially healthcare scientist and intends to guide their steps in drawing inferences to help them institute the best therapeutically treatment approaches. We believe that this research is also important because it may elucidate the extent of veterans' difficulties of coping with day-to-day events after their return to the USA.*

Key Words: *Statistical Challenges, Health Outcomes, Wars.*

Religiosity, Spirituality, and Sexual Behaviors among College Students

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AAHERCB 14354

Abstract

Purpose: Several studies have examined the relationship between religiosity, spirituality and sexual behaviors among adolescents and young adults; yet, many of these studies tend to use one-item indices to examine religion or spirituality that are insufficient in capturing the layers of religiosity and spirituality. The purpose of this study was to examine multidimensional measures of religiousness and spirituality and sexual attitudes and behaviors among college students.

Methods: Participants in this study were recruited from students attending four college institutions. All participants received a package containing a survey, cover letter, consent form, and a business reply envelope. The participants also had the option to complete the survey online. The IRB at each institution approved the study. The survey contains questions regarding sexual behaviors, sexual attitudes, ethnic identify, interpersonal spirituality, intrapersonal religiosity and spirituality, and demographic information.

Results: Nine hundred and fifty one students completed the survey during the fall 2008 and spring 2009 semesters. The majority of respondents were female (68.5%), White (83%), never married (95%), and heterosexual (95%). Students' ages ranged from 18-25 years old, with a mean age of 19.9 years. Among participants who indicated that they have had sexual intercourse (70%), the majority had vaginal sex and oral sex (74%) within the past three months. Only 41% reported condom use for vaginal sex and 3% reported condom use for oral sex. A correlation analysis showed a significant relationship ($p < .05$) between sexual attitudes, some of the sexual behaviors and the religious and spiritual variables (e.g., daily spiritual experiences, values and beliefs of religion and spirituality, and spiritual disclosure). The analysis also showed a positive relationship between sexual attitudes and ever having sexual intercourse ($p < .001$), and an inverse relationship between sexual attitudes and number of sexual partners and sexual intercourse within the past three months ($p < .001$). Results of this study can help support the incorporation of religiosity and spirituality into development of health education program for college students.

Key Words: Religiosity, Spirituality, Sexual Behaviors, College Students.

Addressing Youth Obesity through After School Fitness Programs

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AAHERCB 14369

Abstract

Purpose: The purpose of this study was to evaluate the effectiveness of the KidShape intervention program on improving psychosocial factors, body composition, and physical fitness among overweight youth. KidShape focuses on three main components: healthful eating habits, physical activity, and psychosocial factors. Ultimately, the program is designed to improve the overall quality of life for families by providing effective pediatric weight management programs for overweight children and knowledge of healthy practices for parents. This study examined the impact a 9-week curriculum-based intervention program on the overall health of overweight youth, ages 6-14. KidShape aims to provide learning opportunities that empower youth to feel better about themselves both physically and mentally as a result of increased physical activity.

Methods: Three cohorts of at-risk youth participated in the 9-week KidShape program over the span of a year. Data from three cohorts of KidShape participants were collected and analyzed. A self-report questionnaire was used to assess participants' perceptions of their quality of life at baseline and post-intervention. Dartmouth COOP charts measured various aspects of health including feelings and attitudes about physical and psychosocial well-being. Additionally, each participant's body composition was determined using a hand-held bioelectrical impedance with both pre and post test measures recorded. The Harvard Step Test for Elementary School Children was used to measure cardio-respiratory endurance. Participants completed the step test prior to beginning the program and also at its conclusion.

Results: Twenty-seven percent of the participants were classified as having "poor" cardio-respiratory health at the beginning of the study. Sixty percent were rated as "average" and thirteen percent were "good." Only 7 percent of the participants had a body fat of less than 30 percent. Sixty percent had a body fat between 30 and 39 percent while 33 percent measured 40 or over. Dependent t tests indicated significant improvement at the conclusion of the program with increases in physical efficiency indices and decreases in body fat percentages. Items that measured psychosocial factors provided insight into participants' perception of their physical abilities, social support, and academic abilities. Dependent t tests concluded there were significant changes in perceptions of how well they performed in school and their ability level in physical activity. No significance was found in their emotional status or feeling of being supported socially. Results of this study provide suggestions and guidelines for after school programs for overweight and obese youth.

Key Words: Obesity, After School Fitness Program, At Risk Youth.

Health Behaviors of College Students

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AAHERCB 14434

Abstract

College is an exciting, transitional time for students as they depend less on their parents when making personal decisions. While most young adults crave their independence, they may be less successful in always choosing healthy behaviors. For example, on most campuses, one of the major problems is binge drinking. Other high-risk health behaviors that adversely affect students' mental and physical health often include unprotected sexual activity, drug abuse, and an inability to deal with stress.

There are over 7,100,000 interscholastic athletes in the United States. However, it is unknown if these adolescents made healthy choices only because it enhanced their chances for competitive success. But, less than 500,000 of these athletes will continue their competitive careers in college. Those who play on intercollegiate teams often benefit from coaches and services that help athletes maintain physically active lives, refrain from consuming harmful substances, or engage in other healthy behaviors that will enhance their performances. Former high school athletes may either have learned the importance of making decisions that impact their overall wellness or lack the knowledge and self-discipline to continue to make wise choices to benefit their mental and physical health during college. A third group of college students who have never been athletes may already have set their lives on a trajectory of making good health choices as adolescents because they had no one associated with sports directly controlling their actions prior to college. However, they may not have learned what is good for their bodies and minds from a health perspective.

Since there is limited information about whether there are any differences among the intercollegiate athletes, former higher school athletes, and non-athletes relative to the rationale for their lifestyle choices, the purpose of this study was to analyze the health behaviors of these three groups of college students. It is hypothesized that intercollegiate athletes will make more healthy choices than either of the other two groups. Possible reasons that intercollegiate athletes engage in unhealthy behaviors less often could be because of the self-discipline and year-round time requirements associated with their sports plus the support personnel and services provided to them. It is also hypothesized that because of the absence of structured competitive experiences in college, former high school athletes will make less healthy decisions than college students who have never been athletes, especially during the first two years of college.

Key Words: *Health Behaviors, College Students, Athletes.*

Qualitative Cultural Research: Lessons Learned from Chinese-American Immigrants Genomic Study

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AAHERCB 14491

Abstract

Purpose: *Although Chinese American Immigrants are the fastest growing Asian subgroup in the United States, social and behavioral research on this particular group is limited due to a variety of barriers. This study aimed to encourage researchers to overcome the barriers associated with performing qualitative cultural research with Chinese American Immigrants. The objectives of this study were to 1) discuss the challenges of conducting qualitative cultural study with Chinese American immigrants, 2) describe lessons learned from qualitatively interviewing Chinese American immigrant communities in the Southeastern area regarding their perspectives about family history and genetic testing, and 3) provide recommendations and suggestions regarding this type of research methods.*

Methods: *Since September 2008, we have conducted genomic study of Chinese American immigrants in two major Chinese American immigrant communities in the Southeastern area. A total of 46 Chinese American immigrants participated in our study.*

Results: *This qualitative cultural study highlighted numerous significant and unanticipated challenges that emerged from various aspects of the study, including the IRB review process, informed consent, participant recruitment, community engagement, interview guide development, data collection, data analysis (with qualitative data analysis software), data interpretation, publication, and funding challenges. Potential strategies for dealing with these challenges and future recommendations are discussed. Our experience may help researchers conduct qualitative cultural research not only with Chinese American immigrants but also with other ethnic minority groups, ultimately reducing health disparities in the United States.*

Key Words: *Genomic Study, Chinese-American Immigrants, Qualitative Research.*

Arkansas Health Educator Practice Act: CHES Perceptions and Advocacy Efforts

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AAHERCB 14503

Abstract

Purpose: In 1997, Arkansas became the first state to enact legislation regulating “persons engaged in the practice of health education.” This poster presents the results of a web-based survey to determine the impact of this law (the Arkansas Health Educator Practice Act).

Methods: Certified Health Education Specialists in Arkansas responded to a web-based survey items designed to elicit their perceptions of outcomes resulting from the Act. Additional items queried health educators about advocacy efforts related to hiring CHES.

Results: The findings indicated some Arkansas CHES experienced salary increases and most reported increased recognition as a result of the Act. The greatest impact noted by CHES was improved employer support for continuing education. However, survey results showed many respondents were not familiar with the Act and with advocacy efforts that had been undertaken in Arkansas. Results of this study indicated a need for increased efforts to educate health education students about the Act and provide them with advocacy training. Additionally efforts should be made to educate practicing health educators about the Act and to support continued advocacy for the profession. Respondent's suggestions for advocating for health education will be presented.

Key Words: Health Educator, CHES, Advocacy.

Insight Gained from School Nursing Record-Keeping

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AAHERCB 14577

Abstract

Introduction: In recent years, the landscape of health issues involving school-aged children has become more intricate. Societal changes impact health care needs of children, and therefore, school nursing services. Current factors influencing health care needs include higher proportions of working parents, increased outpatient management of chronic illness, shorter hospital stays, higher rates of immigration, and larger numbers of children dependent on medical technology (Schainker, O'Brien, Fox, & Baucher, 2005). Record-keeping of student health data is one of the most challenging duties of school nurses (National Association of School Nurses, 2004). Presenting issues, including illness, injury, oral health problems, administration of medication, and hearing, vision, scoliosis, and body mass screenings, are documented in school nurse records. With only 45.1% of schools having the recommended nurse-to-student ratio of 1:750 (Brenner, Wheeler, Wolfe, Vernon-Smiley, & Caldart, 2007), investigating why students visit a school nurse has the potential to showcase the need for compliance due to needs of students.

Purpose: This study was designed to determine whether changes occurred in presenting issues when visiting the school nurse over a five-year period, and to identify factors that may have contributed to changes.

Methods: A sequential, mixed method design (Creswell, 2003) was implemented. Presenting issues cited among students at a suburban high school upon visiting the school nurse were evaluated quantitatively using nurse records. Semi-structured interviews were utilized to explore perceptions of school nurses regarding why changes occurred in prevalence of presenting issues. Independent groups analyses of variance (ANOVA) were computed to determine whether differences in number of visits and occurrences of various presenting issues existed by academic year. Then, the transcriptions from the interviews were analyzed using a constant comparison method (Strauss, 1986).

Results: Findings indicated that though the total number of visits to the school nurse significantly decreased over the five-year period, several significant increases were found with specific presenting issues. More students visited the school nurse in the most recent year due to: mental/behavioral health support, administration of anticonvulsants and asthma and insulin medication, and blood glucose and blood pressure testing. Themes emerged from the qualitative data related to why changes may have occurred, including differences in school population and student needs. Awareness of trends related to health issues is paramount to success of school nurses. Increases in needs related to mental health and obesity indicate that beyond knowledge, enhanced training is desirable to support today's students (Nauta, Byrne, & Wesley, 2009).

Key Words: School Nursing, Record Keeping, Mixed Methods.

Benefits of Campus Recreational Sports on African American College Students

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AAHERCB 14580

Abstract

Purpose: *The purpose of this study was to assess the benefits of campus recreational sports facilities and programs among African American students.*

Methods: *A convenient sample of students from classes in the Department of Health and Human Performance at a small southeastern private historically black college and university was utilized in the study. The instrument consisted of a modified version of the National Intramural-Recreational Sport Association's Quality and Importance of Recreational Services Survey. Analysis of variance and independent t-test were used to test for differences between classification and the benefit of participating in campus recreational sports facilities ($\alpha = .05$).*

Results: *The reported benefits of campus recreational sports facilities and programs included enhancing communication skills (80%); gaining respect for others and having a sense of belonging/association (79%); a sense of accomplishment (77%); enhancing leadership skills (76%); improving problem solving skills, developing friendships, handling several tasks at once, fitness, sports skills, and physical strength (75%). Analysis of variance revealed juniors scored higher than freshmen and sophomores on benefiting from handling several things at once. Freshman scored higher than sophomores on benefiting from developing friendships. Juniors and seniors scored higher than sophomores on benefiting from understanding written information. Freshmen scored higher than sophomores on benefiting from handling several tasks at once. Males had higher scores than females on benefiting from self-confidence, feeling of physical well-being, sense of adventure, group cooperation skills, respect for others, communication skills, defining problems, problem-solving skills, weight control, sports skills, fitness, physical strength, stress reduction, balance/coordination, developing friendships, and handling several tasks at once.*

Conclusion: *Although limitations to the study exist, the results provide further evidence that students benefit from participating in recreational sports. This is a finding that can only serve to increase the practitioner's understanding of those who use such facilities and programs. More studies are needed to further examine the benefits of participating in campus recreational facilities and programs on African American students.*

Key Words: *African American, College Students, Recreational Sports Facilities and Programs.*

Preventing Substance Abuse - What Science Shows and What Is Effective

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AAHERCB 14596

Abstract

Substance abuse is ranked as the number one underlying cause for health, family, and societal problems in America (Hanson et al., 2009). Most substance prevention programs are not research based and have been ineffective at helping adolescents and young adults make good decisions (NIAAA, 2008). Understanding motivational interviewing and counseling techniques is essential to effective implementation of prevention programs. Science shows adolescents and young adults are vulnerable to serious brain impairments and addictions, in part, due to incomplete development of the memory (e.g., hippocampus) and pleasure reward centers of the brain (Lubman, Yücel, & Hall, 2007; Clark, Thatcher, & Tapert, 2008).

Individuals start experimenting with drugs and alcohol during adolescence or young adulthood. While no one sets out to become addicted, recreational use of substances often gravitates towards abuse and serious consequences for the user and society. Research on adolescent and college drinking trends indicates a critical need for updates to existing prevention programs (Masten, Faden, Zucker, & Spear, 2008; Ford, 2007). We now know that the younger one starts using alcohol and drugs the more likely they are to become addicted and suffer from lifelong problems (NIAAA, 2008). Yet, only 15% of all treatment programs are designed to help adolescents who can benefit the most from early prevention and treatment efforts (Miller & Carroll, 2006). We will expose many common misconceptions such as the notion of “hitting rock bottom” which have particularly detrimental implications for adolescents and young adults (NIAAA, 2008).

This session will describe our current research findings on alcohol, energy drinks, drug use, and related risk taking behaviors (drinking & driving) among college students. We will also present significant findings from other researchers and explain new research based guidelines for effective treatment and prevention programs. We offer practical solutions to existing problems and misconceptions within the most popular prevention programs. Specific guidelines for developing effective prevention and treatment programs will be described in detail. To help those in need it is critical to understand how substances change the users thought processes and how to communicate effectively with the afflicted. Utilizing the entire community, this session will focus on data driven strategies and innovative ideas to help adolescents and young adults make better decisions as well as re-examine current treatment protocols.

Key Words: *Substance Abuse, Substance Abuse Prevention, Adolescents, Young Adults.*

What Have We Really Learned about Being Healthy?

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AAHERCB 14687

Abstract

*This study is historical research designed to compare current health recommendations with those from texts from the 1920s, 1930s and 1940s. Comparisons of the health recommendations regarding physical activity, nutrition, disease prevention, rest/sleep, mental/emotional health, and alcohol, tobacco, and drug use will be presented. Historical health knowledge and recommendations that are consistent and similar to current knowledge and recommendations will be discussed. For example, historical recommendations for physical activity include the need for regular exercise, the role of exercise in strengthening the heart, lungs, and muscles, the impact of exercise on appetite, and the effectiveness of hiking/walking as effective physical activity. In Newmayer and Broome's 1928 book entitled *The Way to Keep Well* their recommendation regarding walking/hiking is that "Hiking, or walking long distances in the open air, is a very popular exercise. There is probably no other form of exercise in which health, pleasure, and education can be more easily combined. It is particularly pleasant if a group of friends go on a hike together." This is consistent with current recommendations that walking is an activity to be encouraged for most Americans and with recommendations related to the 10,000 steps per day. Another example of consistent historical and current recommendations from Newmayer and Broome's 1928 textbook entitled *Health Habits* is that "Everyone should drink a glass of water first thing in the morning, and also a glass before going to bed at night. Then, during the day, one should drink four glasses of water." This recommendation is somewhat less than current recommendations of eight glasses per day but is consistent with the need for water as a primary nutrient. Inconsistencies or discrepancies between historical and current health knowledge and recommendations will also be presented. For example of historical health knowledge that is inconsistent with current comes from Burkard, Chambers, & Maroney's 1936 book entitled *Health by Doing*, "Teachers and parents . . . know that the use of tobacco interferes with good attention and with learning." This is inconsistent with indications from current neurology research that suggests that nicotine enhances mental alertness. At the conclusion of the presentation participants will be able to describe areas in which historical health knowledge and recommendations are consistent with current knowledge and recommendations. Participants will be able to describe areas in which historical health knowledge and recommendations are inconsistent with current knowledge and recommendations.*

Key Words: *Healthy, Historical Research, Health Recommendations.*

Reducing Risk Factors for High-Risk Rural Youth through After-School Programming

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AAHERCB 14717

Abstract

Purpose: Lack of recreational and educational opportunities are often reported as risk factors for early involvement in substance use among rural youth. This study was designed to assess the effects of reduction of risk factors for high risk rural youth through after-school programs.

Methods: After a comprehensive needs assessment in two rural communities in southeast Missouri, the One Life: Choose to Live Free after-school program was developed to provide an environment conducive to positive behavior change. The program emphasized healthy behaviors, increasing protective factors, and decreasing risk factors for substance use. High-risk students were identified by school administrators at two high schools in rural Missouri. A total of 55 students participated in this after-school program which met bi-weekly for a total of 12 sessions during the academic year. This bi-weekly meeting followed a Lighted Schoolhouse model. Activities at the Schoolhouse focused on enhancing life skills and reinforcing positive influences on behavior, in addition to recreational activities. A pre-test/post-test design was used to measure changes among participants' attitudes and behavior using a validated instrument.

Results: Thirty-day smokeless tobacco use was reduced from 5.1% of participants reporting use to 2.6% ($p=.041$). Similarly, 30-day cigarette use was reduced from 11.1% of participants reporting use to 7.7% ($p=.036$). Reduction of 30-day alcohol use was also seen as use decreased from 18.2% of participants to 10.3% ($p<.001$). In addition to the decrease in 30-day substance use, other positive results of the program included an increased interest in higher education among participants. Historically, the two communities involved in this program have very low rates of high school completion (72.9% and 61.1% compared to 81.3% statewide) and college completion (10.6% and 9.6% compared to 21.6% statewide). Another objective of this program was to increase the participant interest in higher education. Only 37.5% of participants had any interest in attending college at pre-test, but this increased to 41.8% after the program ($p=.029$). Likewise, only 18.2% of participants had any interest in vocational training at pre-test, but this increased to 30.9% ($p=.046$). The One Life: Choose to Live Free program proved to be a moderately effective program to reduce substance use and increase interest in academics, thereby reducing risk factors and increasing protective factors among rural youth.

Key Words: Risk Factors, High-Risk Rural Youth, After- School Programming.

Restriction of Calories Prior to Alcohol Consumption among College Freshman

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AAHERCB 14754

Abstract

Purpose: According to the National College Health Assessment, more than three-fourths of college students in the U.S. report consuming alcohol on at least one day in the past month. First-year college students have been identified as one of the groups within the college population that are at high-risk for engaging in binge drinking. In addition to high-risk alcohol consumption, disordered eating is also an issue plaguing college campuses today. The combination of lack of food with heavy alcohol consumption increases a person's risk of alcohol-related consequences, including alcohol poisoning. While several studies have explored the relationship between disordered eating behaviors and alcohol consumption, few have examined the drinking motives among individuals engaging in such eating behaviors, recently dubbed "drunkorexia" by the popular media. This study examined the restriction of caloric intake among students prior to planned alcohol consumption.

Methods: Participants included a sample of 690 freshmen (473 females, 217 males) at a southeastern university. First-year students completed an online survey at the end of their spring semester. The survey comprised measures for self-reported alcohol consumption, binge drinking, and caloric intake habits prior to bouts of drinking.

Results: The results indicated that 14% of the students reported restricting calories prior to drinking, with 6% doing it to avoid weight gain and 10% to enhance the alcohol effect; no differences were found by gender. Chi square analysis revealed that students who engaged in more frequent drinking and binge drinking episodes were more likely to restrict caloric intake prior to drinking than those engaging in less frequent episodes. Based on the study findings, campus-based strategies to address "drunkorexia" through appropriate alcohol and eating disorder prevention and intervention programs are recommended.

Key Words: Alcohol Consumption, College Freshman, Calories.

Exercise Regulation of Jazzercise Participants

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AAHERCB 14926

Abstract

Purpose: *It has been well documented that regular physical activity participation is associated with positive physical and psychological health (Bauman, 2004; Blair et al., 1995). Studies have demonstrated a decrease in mortality and morbidity for those adults who participated in regular physical activity (Blair et al., 1989). Despite these benefits, 50% of those who enroll in physical activity programs drop out after the first 6 months (Dishman, 1994). It appears that programs which incorporate certain determinants of physical activity such as peer leaders, social support, appropriate activity level and enjoyable activities lead to higher adherence levels. Jazzercise is one particular exercise program which has been successful over the past 40 years in attracting individuals to participate in these classes. The focus of these classes was to present enjoyable, challenging exercise routines taught to contemporary music. Instructors do not critique form or steps and use a room without mirrors to lessen student's potential discomfort. The classes are taught by certified instructors and are available in all 50 states, Japan, Latin America and Europe. Because of the success of this program, this research was designed to examine motives to participation and perceived benefits of participation.*

Methods: *In a cross-sectional study approved by the institution's IRB, 90 women participating in local Jazzercise classes completed questionnaires assessing their level of participation, perceived health status, motivation for participation, the Behavioral Regulation in Exercise Questionnaire revised (BREQ-2; Markland & Tobin, 2004), perceived benefits and general demographics.*

Results: *The women ranged in age from 22-70 years old (Mean 49.27 + 10.23 years), most were highly educated (67% with education beyond high school), and most reported very good or excellent health (76.9%). In addition, over 50% of the women surveyed participated in Jazzercise for more than 6 years. ANOVA found no age group differences between those <50 years and those >50 years in any of the exercise regulation subscales (external, introjected, identified, and intrinsic regulation, and amotivation). However there was a significant inverse relationship between years of participation and external regulation ($p < 0.001$) and direct relationship between participation years and intrinsic motivation ($p < 0.001$). The results suggest that as participation increased, external regulation (often guided by rewards and constraints) decreased while intrinsic motivation (striving to be competent in mastering a new skill while experiencing enjoyment) increased. Practical implications may include the promotion and adaptation of such classes to various populations such as youth, older adults and males.*

Key Words: *Jazzercise, Physical Activity, Exercise Regulation.*

Bone Mineral Density Among Young and Middle-Aged Non-Menopausal Hispanic Women

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AAHERCB 14944

Abstract

Purpose: Osteoporosis is a growing concern and appears to be afflicting women at a younger age than in previous years. The determination of factors associated with the development of this condition, seems warranted. Currently there have been many investigations examining the relationship of Body Mass, Fat Mass, and Lean Body Mass on the development of bone mineral density (BMD). A review of these studies reveals conflicting results. For example, a recent investigation of 20-25 year-old women found BMD to be positively correlated with both Fat Mass and Lean Body Mass. A subsequent investigation utilizing slightly older female subjects (non-menopausal), revealed only Lean Body Mass to be correlated with BMD. A plausible explanation for the discrepancy in the findings may be a confounding variable related to hormonal differences associated with younger and older women. The intent of this study was to investigate differences between factors affecting BMD in women at an age of peak bone mineral development (18-25 year-olds) and older women (40 +) that have not yet experienced menopause.

Methods: 109 Hispanic females participated in the study. All participants (56, 18 to 25 year-olds and 53, 40 + year-olds) received dual-energy X-ray absorptiometry (DXA) scans revealing BMD in the left and right femur and lumbar spine. Participants were also assessed for BMI, and Body Composition. Body Composition was tested using Bod Pod measures for a majority of the subjects; however, skin-fold calibration was used for some subjects. Correlation analysis was run on 88 subjects (45 in the younger group, and 43 in the older group) for whom complete data were collected.

Results: Analyses revealed that in all subjects, bone mineral density was mildly correlated for the left femur ($r = .443, p < .001$) and the right femur ($r = .453, p < .001$) with body mass. There was a weak correlation ($r = .202, p = .059$) between body mass and lumbar spine BMD. Perhaps the most interesting results were found in the descriptive statistics revealing that 27% of the 18 to 25 year-olds had BMD results reflective of osteopenia the precursor of osteoporosis, while only 25% of the 40 + year-olds showed low measures. These results suggest further research is needed to determine current trends related to the development of osteopenia and osteoporosis among Hispanic women.

Key Words: Hispanic Women, Bone Mineral Density, Young and Middle Aged, Non-Menopausal.

The Labels of Over-the-Counter Allergy Medications: Vocabularies and Their Readability

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AAHERCB 14949

Abstract

Purpose: A national survey found 14% adults obtained below basic health literacy and they also perceived their overall health as poor. According to the FDA, 4-18% of adverse drug reactions occur because of misuse or overdose of OTC medications. Thus, our study signifies the necessity to possess pharmaceutical literacy among consumers. This study aims to explore the vocabularies used on the labels of the Over-The-Counter (OTC) allergy medications for adults and their readability converted to consumer's grade levels.

Methods: The researchers identified three major brands of OTC allergy medications and obtained their labels. We then determined the reading level using both the SMOG readability formula and the Flesch-Kincaid Grade Level feature on Microsoft Word 2007. In addition, we used SPSS to calculate the frequency of vocabularies and determined the 10 most commonly used words. Within the realm of health literacy and communication, we define pharmaceutical literacy as the degree of understanding that a self-administering consumer has about their prescription or non-prescription medication.

Results: Our results showed the 10 most commonly used words on the labels by frequency. In addition, the SMOG and Flesch-Kincaid readability scores ranged from 9.3 to 10.7 and 7.9 to 9.6 respectively, appearing above the average adult reading level.

Conclusions: We concluded individuals should obtain certain level of pharmaceutical literacy and suggested future research to identify the necessary vocabularies for consumers to learn. Furthermore, we suggest drug manufacturers consider the reading level on OTC labels in order to decrease misuse.

Key Words: Allergy Medication, Pharmaceutical Literacy, Over The Counter Medication.

C. Poster Presentations – Student

Perceived Benefits and Barriers to Physical Activity in College

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AAHERCB 14466

Abstract

Background/Purpose: Physical Activity (PA) is important in all aspects of life for individuals of any age. Studies support PA as a means to reduce the development of cardiovascular disease (e.g. Berlin & Colditz, 1990; Lee, Sesso, & Paffenbarger, 2000) as well as decrease mortality rates (Wei et al., 1999), increase longevity (Lee & Paffenbarger) and enhance quality of life (Bize, Johnson, & Plotnikoff, 2007). PA may be of even more importance during the college years, as habits formed at this time may continue throughout life. Further, the incidence of physical inactivity and obesity increase with age (Sallis, 2000; Caspersen, Pereira, & Curran, 2000), with the most dramatic increase occurring between late adolescence and early adulthood during the college years (Stevens, Jacobs, & White, 1985). Despite the innumerable benefits associated with PA, encouragement from programs like Healthy Campus 2010, and the presence of large fitness centers, many college students still remain sedentary. It has been reported that as little as 16% of college students do not engage in PA (Huang et al., 2003). Previous research has indicated that barriers are a common reason people do not engage in PA. If individuals can overcome such barriers, then PA levels may increase. Further, the perceived benefits of PA will motivate them to become engaged. Therefore, the purpose of this study was to explore the benefits and barriers to PA in an undergraduate population to increase PA on college campuses.

Method: A convenience sample of male and female students was recruited from social science undergraduate courses to complete an online version of The Expected Outcomes and Barriers for Habitual Physical Activity survey. This 30-item instrument, which uses a five point Likert-scale, asks participants to indicate their level of agreement or disagreement with a statement. High scores indicate they are strongly in agreement while low scores indicate they are in disagreement.

Results: The top five benefits found were: Appearance, Feel Better, For Good Health, Self Image, and To Stay In-Shape. The top five barriers found were: Lack of Motivation, Too Busy, Not Enough Time, Too Lazy, and Too Tired. Because of immense physical and psychological benefits of PA as well as the long-term consequences of inactivity, it is imperative to create programs which maximize benefits while minimizing barriers. Knowing the benefits and barriers to PA in college students, such programs can be created and implemented, thus assisting college populations to maximize PA on campus.

Key Words: Physical Activity, College Students.

Enhancing Exercise Behaviors: Application of Self Efficacy Concepts

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AAHERCB 14484

Abstract

Background/Purpose: More than 33% of the US population is obese. Coupled with sedentary lifestyles, obese people are at greater risk for stroke, heart disease, type II diabetes, and other diseases. Recommendations for exercise state that adults participate in moderate exercise intensity five times a week or vigorous intensity exercise three times a week. Only 49% of the population meet or exceed exercise recommendations. While health professionals struggle with the problem of inactivity among Americans, concepts of self-efficacy offer promising insights. The purpose of this study was to describe the concepts of self-efficacy and to discuss strategies for enhancing exercise behaviors.

Methods: Data sources were obtained from a search of multiple databases including PubMed, Science Direct, Academic Search Premier, and Google Scholar. Study inclusion criteria were publication in the past 10 years and utilization of self efficacy to increase initiation and adherence to exercise and physical activity behaviors.

Results: A variety of studies were identified that utilized self efficacy, with success, to enhance exercise behaviors. Performing activity tasks that were perceived as challenging yet attainable was shown to enhance self efficacy. Lower intensity activities were preferred, especially by women. Studies indicated that previously sedentary populations required low levels of intensity to achieve efficacy. They were able to progress gradually once they adjusted to the initial level of intensity.

Conclusion: Concepts of self efficacy can be utilized successfully to enhance exercise behaviors. Encouraging clients to participate in low intensity activities that offer a degree of challenge is recommended. During exercise performance, health professionals can provide positive reinforcement via verbal encouragement when exercise modality is new or unfamiliar. Additionally, recognizing that arousal states are normal when a new or unfamiliar exercise modality is introduced is suggested as well as sharing techniques that reduce agitated states. Tailoring the self efficacy strategy to the population is also recommended—previously sedentary people need lower intensity activity and more time to adjust.

Key Words: Exercise Behavior, Self-Efficacy, Physical Activity.

Teenagers' Perceptions of Anti-Tobacco Campaigns and Education

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AAHERCB 14542

Abstract

Background/Purpose: While tobacco use is the single leading preventable cause of death in the United States, 25% of teenagers nationwide report current tobacco use. Studies provide mixed results regarding which types of anti-tobacco campaigns and educational strategies are most effective in reducing tobacco use among teens. Anti-tobacco campaigns and education are only effective if they are relaying messages to youth in meaningful ways that give them the skills and attitudes necessary to choose to be tobacco free. This study offers a detailed look at how teenagers, themselves, perceive anti-tobacco messages. Specifically, the effectiveness of American Legacy's Truth Campaign, fear appeals, and celebrity testimonials will be presented. Teenagers' perceptions on specialized educational strategies including guest speakers, peer education, and direct instruction were examined.

Methods: A purposive sampling technique was used to select 204 high school students that were 18 years of age or older and attending public high schools in western Pennsylvania. The representative sample included male (N=112) and female (N=92) participants from five different school districts. A survey was used as the means of data collection.

Results: Among the students surveyed, 30.1% reported current tobacco use, a figure higher than that of the national average. Current tobacco users had more negative perceptions of anti-tobacco messages than non-users, past user, and experimental users. Peer pressure was the most commonly reported reason as to why teens initiate tobacco use, and teens perceived fear appeals to be more effective in reducing tobacco use than the Truth Campaign or celebrity testimonials. The majority of students reported that peer education would be an effective means of teaching anti-tobacco education at the elementary and secondary levels. Yet, a high percentage of current tobacco users perceived all approaches to anti-tobacco campaigns and education as ineffective.

Conclusion: There is no sole reason why teens begin using tobacco products; therefore, it is likely that there is no magical approach to anti-tobacco education. This research demonstrated that existing anti-tobacco campaigns and education are essential components of tobacco control initiatives because of their ability to deter non-users, experimental users, and past users from using tobacco products. New strategies should be developed to help current tobacco users choose to be tobacco free.

Key Words: Anti-Tobacco, Teenagers, Tobacco.

Undergraduate Students and Diversity

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AAHERCB 14594

Abstract

Background/Purpose: American society is experiencing an increase in diversity (ethnic, sexual, religious, etc.). There is strength in diversity, but also challenges in preparing undergraduate students to function in this diverse society. Understanding students' abilities to appreciate and value diversity, and understanding which demographic factors contribute to this ability are important to meeting this challenge. The purpose of this study was to explore the attitudes of students, in basic health education classes, toward cultural diversity, and to explore relationships between demographic variables and attitudes toward cultural diversity.

Methods: The University's Human Subjects Committee granted permission to conduct this research at a Midwestern university with less than 10,000 students. Convenience sampling was used to recruit participants. All students in four sections of a basic health class, mandatory for all university undergraduate students, were invited to participate. All students in these classes that were present on the day of the survey participated, for a total 124 respondents. Students completed a demographic sheet and the Pluralism and Diversity Attitude Assessment. This assessment measures acceptance of diversity on four scales: Appreciate Cultural Pluralism, Value Cultural Pluralism, Implement Cultural Pluralism, and Uncomfortable with Cultural Diversity. Stanley-Wilson reported a test-retest reliability coefficient of .84 and an alpha reliability coefficient of .91 for this assessment. Demographic variables included gender, race, community of origin, sexual orientation, marital status, religious affiliation, and parental education. Data were analyzed using SPSS.

Results: Respondents (N=124) were primarily white (113), heterosexual (118), single (114), and between the ages of 18-21 (98). Ages ranged from 18 to 42 years of age. Crosstabs were used to contrast demographic variables with the four scales. Chi Square analyses demonstrated that there was no relationship between demographic variables and the four scales, with one exception - Implement Cultural Pluralism. Respondents who reported that they were raised in an urban or suburban area were more likely to report that they would or might implement the ideals of cultural pluralism ($p=.05$).

Key Words: College Students, Diversity, Attitudes.

ChaCha: Nothing to Dance about When it Comes to Health

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AAHERCB 14608

Abstract

Background/Purpose: *A relatively new mobile text message service, ChaCha, describes itself as “a smart search engine powered by human intelligence”. The service claims to provide only high-quality, accurate information, yet there is no research published, to date, substantiating this claim. The purpose of this study was to assess the extent to which health and wellness-related information disseminated by ChaCha is accurate and complete.*

Methods: *The study consisted of texting 40 pre-determined health-related questions to ChaCha, compiling answers, and analyzing answers and websites referred for accuracy and completeness. For each of the nationally recognized 10 content areas of health, the researchers developed 40 questions. The questions were texted to ChaCha by the researchers over a period of 1 week. Each question was asked twice verbatim, for a total of 80 text questions to ChaCha. Accuracy was determined by comparing ChaCha responses to three of the most well-known and popular college health textbooks. The level of accuracy of responses was scored using a Likert scale ranging from 1-inaccurate and incomplete to 5-completely accurate and complete. Websites referred by ChaCha were analyzed in the same manner.*

Results: *Results indicated only 12.5% of ChaCha responses were rated accurate and complete, while 22.5 % of ChaCha's responses rated completely inaccurate/incomplete. The mean score given was 2.88 (partially accurate). Given the maximum 160 character text message allowance, ChaCha had either not given enough information to accurately answer the question or had given incorrect information that they received from an unreliable source. Only 6% of ChaCha responses came with a website referral. The mean score yielded a higher, more accurate result than text alone however, it was not remarkable. This suggests consumers will obtain a more detailed answer through the website referrals.*

Conclusion: *While ChaCha provides a fast, efficient method to find answers, the accuracy and completeness of the answers is questionable and not consistent with evidence-based research. The findings are consistent with previous research questioning the accuracy and quality of health information on the Internet. Translation to Health Education Practice: Health educators can use the results of this study to alert the public that ChaCha is not a reliable source for health and wellness-related information.*

Key Words: *Health and Wellness, ChaCha, Health and Wellness-related Information.*

Potential of Tea to Minimize Today's Major Health Issues

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AAHERCB 14729

Abstract

This abstract will define tea, briefly describe the most prominent health conditions facing Americans today, and discuss how tea might help alleviate or even prevent these conditions. White, green, yellow, oolong, black, and pu-erh teas are considered to be true teas because they all come from the leaves of the camellia sinensis plant. These different tea types come from the manner and length of time they are processed. Tea's most prominent contents are polyphenols, L-theanine, and caffeine, which synergistically provide many health benefits. Tea has also played an important role in forming the cultures of many large countries such as China, Japan, and the United States and even provides a large portion of a country's exports, as seen in India. It was estimated, in 2006, that 80,000,000 people had one or more forms of cardiovascular disease (CVD) consisting of coronary heart disease (CHD), heart failure, stroke, and hypertension (American Heart Association, 2009). According to the Centers for Disease Control and Prevention (CDC, 2009) 30 percent of the adult population is obese. The World Health Organization (WHO, 2009) states that over 17 million Americans have diabetes. Research has shown tea to provide extra protection against obesity and diabetes which are both high risk factors for CVD. Tea not only helps prevent risk factors for CVD but also has been shown to attack direct causes and symptoms of CVD by acting as an anti-inflammatory and vasorelaxant while also lowering blood pressure and cholesterol levels. Some forms of cancer have also been shown to fall victim to tea's induced apoptosis and inhibition of tumorigenesis and carcinogenesis. More standardized research needs to be conducted on the potential positive impact of tea; mainly in the areas of cancer, diabetes, inflammation, and psychological abnormalities. In addition, previous studies need to be expanded and standardized to accurately demonstrate tea's potential. Brewing any form of true tea can provide a cheap alternative to drinking sodas and highly sugared beverages. Loose leaf tea can provide multiple batches, the freshest flavor, and highest levels of antioxidants to you and your family. By brewing a large batch of tea and then storing in the refrigerator, one can produce enough tea not only to aid in reaching the recommended daily fluid of 8-10 cups of fluid a day but to also provide the body with valuable nutrients to help protect the body and mind.

Key Words: *Tea, Health Conditions, Prevention.*

Live Well with Stem Cells: Health Educators and Biomedical Technology

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AAHERCB 14734

Abstract

Background/Purpose: *Description of Presentation: Health educators are immersed in biomedical ethical dilemmas perpetuated by rapidly changing technology which allows for extraordinary medical interventions. Health educators working in the community or medical care settings need to prepare themselves to navigate these challenges and be willing to serve as a resource person to help educate their clients in appropriate decision-making. The purpose of this study was to investigate attitudes of stem cell research and cloning among older adults in a community setting.*

Methods: *Stem cell research is a controversial topic and at the same time has the potential to cure many diseases (NIH, 2009). The two most studied types of stem cells are adult stem cells and embryonic stem cells (Enger, 2007). The researcher hypothesized that people over 65 will have more negative attitudes about stem cells than the younger age groups. The research design used was a quantitative, descriptive, non-experimental study in which a 23-question survey measured the attitudes of a rural, elderly population in Georgia (n=107) regarding stem cell research and cloning. The sampling methodology conducted in this research was a non-probability, sample of convenience. Descriptive and inferential statistics reported means and significant differences.*

Results: *Data analysis indicated that 66.3% of the participants would allow doctors to use stem cells on them if they were diagnosed with a disease that could be cured with stem cells. The mean average for stem cells found people “moderately favorable” in favor, yet moderately unfavorable for cloning. Over half (57.5%) of the participants believe that cloning should not be allowed. Religion was a significant factor ($p < 0.05$) that determined how positive an attitude one might have, while age, gender and occupation were not. The use of stem cells shows promise for treating and curing diseases that today have no cures or treatments. Health educators could play a role in assisting people in the community to better understand stem cell research and the potential benefits that might arise from their application.*

Key Words: *Biomedical Technology, Health Educators, Stem Cells.*

Social Cognitive Theory Based Predictors of Alcohol-Use among College Athletes

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AAHERCB 14739

Abstract

Background/Purpose: It is a common notion on college campuses that student athletes as a group are less likely to engage in alcohol abuse than the general student body as they are more inclined to maintain top physical fitness and would therefore be drinking less than nonathletes. However, literature shows that intercollegiate athletes are at particularly high risk for excessive alcohol consumption and resulting negative alcohol related health consequences. This study examined the extent to which selected social cognitive theory constructs influence alcohol use and binge drinking among college athletes. Social cognitive theory (SCT) is an established behavioral theory and is used in predictive and intervention studies.

Methods: A 53-item self reported, valid and reliable questionnaire was e-mailed to the college athletes to report on personal characteristics, frequency and quantity of alcohol use, frequency of binge drinking, situational perception, alcohol expectations (comprising of outcome expectations and outcome expectancies), drinking refusal self-efficacy and self control for quitting alcohol. The study was conducted at two large Midwestern universities for a period of five months using Survey MonkeyTM.

Results: Results highlighted that there was a problem of alcohol use among college athletes and further showed a statistical significance and relation between the constructs of social cognitive theory and its influence on alcohol use and binge drinking behavior among them. Interventions should be developed for college athletes using SCT constructs to influence alcohol use and binge drinking behaviors.

Key Words: Social Cognitive Theory, Alcohol-Use, College Athletes.

A Web-Based Intervention for Unsafe Drinking Among Asian Indian Students

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AAHERCB 14762

Abstract

Background/Purpose: Asian Indian college students are considered a model minority in the United States. However, literature has shown that there are a growing number of Asian Indian college students who are consuming alcohol in more than the recommended amounts. A preliminary study done at two Midwestern Universities found that 62% of Asian Indian college students had consumed alcohol in the past 30 days, and 44% of males and 7% of females had engaged in binge drinking in the past 30 days. The purpose of this study was to conduct a web-based intervention among Asian Indian college students using social cognitive theory that focused on enhancing situational perception pertaining to: alcohol use, outcome expectations and outcome expectancies, drinking refusal self-efficacy skills, and self control for quitting alcohol.

Methods: A total of 60 participants were randomized to intervention (n=30) and control group (n=30). The intervention was done for a period of 6 weeks. The control group received modules on general health-related topics such as diet and exercise, while the intervention group received modules on alcohol facts and effects, perceptions of peer drinking norms, resources to develop alternative healthy behaviors, ways for developing drinking refusal self-efficacy skills, and self control to quit drinking alcohol. A 60-item valid and reliable, self-report questionnaire was used to tap the frequency, quantity, and predictors of alcohol use and binge drinking behaviors. Pre-test and post-test survey was conducted to measure the effectiveness of the intervention.

Results: Results showed significant changes in constructs of social cognitive theory, alcohol use, and binge drinking behaviors. The results of this study would indicate that social cognitive theory may be a useful framework for designing interventions in this area.

Key Words: Web-Based Intervention, Drinking, Asian Indian, Students.

Social Support and Chronic Disease: Implications for Health Education

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AAHERCB 14824

Abstract

Background/Purpose: *Chronic diseases are the leading cause of death in the United States, claiming approximately 1.7 million Americans each year. Interventions are often limited in effectiveness for disease prevention and management. Utilizing social support in health education interventions and chronic disease management programs may greatly enhance adherence to preventive behaviors. The purpose of this study was to describe social support, its relationship to chronic disease, and strategies that health education professionals can employ to strengthen chronic disease programs and interventions.*

Methods: *A comprehensive review of scientific literature was conducted. Data sources were obtained from a search of multiple databases including PubMed, Science Direct, Academic Search Premier, and Google Scholar. Study inclusion criteria were publication in the past 10 years and use of key words such as social support, chronic disease prevention, and management.*

Results: *Social support is a resource that can increase motivation and skills to engage in self-care or disease management behaviors. Studies demonstrated that social support can improve exercise behaviors, quality of life, mental and physical functioning, self-esteem, mood, perceived control, informational competence, and participation in healthcare.*

Conclusion: *Health educators should assess social networks and resources, identifying and addressing deficits. Peer support groups seem to be most beneficial for those with deficits in their existing social networks. Support groups and peer discussion groups are most effective when therapeutic and facilitated by a professional. Primary functions of support include goal setting, disease status monitoring, attempting self management, and obtaining regular physician care. Health educators can provide encouragement and provision of motivation, enhance coping strategies, assist with disease management behaviors, and facilitate problem solving skills. Many different types of social support programs in a variety of settings using numerous modes of education, support, and communication will increase program participation and enhance program effectiveness.*

Key Words: *Social Support, Chronic Disease, Health Education.*

Sexual Content of Minority Preferred Magazines: A Longitudinal Study

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AAHERCB 14934

Abstract

Background/Purpose: Early sexual initiation among American adolescents represents a major public health crisis. African American adolescents are confronted with significant sexual health threats. Many unexplored factors may influence sexual behavior among adolescents, including media exposure. Data are limited regarding the sexual content of advertising and less is known about sexual content presented to adolescents in magazines. To date, research on the sexual content presented in the media has focused on television, which becomes a less influential media source to adolescents as they age. The purpose of this study was to compare the prevalence of sexual advertisements in four of the most widely read magazines by at-risk, African Americans adolescents.

Methods: The most commonly-read magazines by African Americans were selected: *Ebony*, *Jet*, *Maxim*, and *Vibe*. The unit of analysis was a single advertisement or advertisement insert occurring in these magazines. Advertisements were coded if they were full, three quarters, half, or less than half of a page. Advertisements in these magazines were coded for sexual dress and sexual interaction. Non sexual dress included models in everyday attire. Sexual dress included revealing clothing, implied nudity, partially dressed, or partial nudity. When more than one model was present, sexual interaction was coded. Non sexual interaction included holding hands, playing, etc. Sexual interaction included hugging, caressing, kissing, or more explicit sexual behaviors. Baseline data were collected in 2006 and follow up data were collected in 2009.

Results: Two hundred and sixty-one (n=261) advertisements were coded at baseline; 189 were coded at follow up. At baseline and at follow up, sexual content accounted for 24% of magazine advertisements. Sexual dress accounted for 15% (20% at follow up), sexual interaction accounted for 6% (3% at follow up), and advertisements with both accounted for 3% (2% at follow up) of the sexual content found in magazine advertisements. *Ebony* contained 21% at baseline (20% at follow up); *Jet* included 20% at baseline (0% at follow up); *Maxim* contained 35% at baseline (32% at follow up); and *Vibe* included 21% at baseline (25% at follow up) of sexual advertisements.

Conclusion: Advertisements should be evaluated to understand the sexual content to which adolescents are exposed, as marketers continuously use sex and sexism to sell products to adolescents. This study provides initial data concerning the sexual content of magazine advertisements; however, further investigation is warranted.

Key Words: Sexual Content, Minority Preferred Magazines, Sexual Advertisements.

Exploring Sexual Intentions of African American Adolescents: Research Opportunities

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AAHERCB 14950

Abstract

Background/Purpose: *Early sexual initiation among American adolescents represents a major public health crisis. African American adolescents report earlier age of sexual initiation, which places them at an increased risk of poor health outcomes. Many unexplored factors may influence sexual behavior among adolescents; failure to include African American adolescents in research assessing the influence of media, specifically music lyrics, presents a barrier to obtaining needed information for program development. The purpose of this qualitative study was to obtain information regarding African American adolescents' perceptions of sexual attitudes and music lyrics, and to assess differing perceptions among urban and rural adolescents.*

Methods: *IRB approval was obtained from the associated institution. Parental consent and student assent were secured. This qualitative study utilized a focus group design. Focus groups were separated according to gender with corresponding moderators of the same gender and ethnic background. After the focus group phase, designated exploratory interviews were conducted for each grade level. A survey based on retained information was developed and tested for validity by the primary researcher.*

Results: *Two primarily African American middle schools in the southeastern United States were selected. Focus groups were conducted (n=12) with 6th to 8th grade students. Twenty students resided in a rural county and 16 students resided in an urban county. Nineteen (n=19) students were female and 17 (n=17) were male. Students were asked questions regarding factors that they believe influence their perceptions and intentions regarding sexual behaviors, and their perceptions about music lyrics. Focus groups were conducted during school hours; males were in one room and females were in a separate room. Sixth, 7th, and 8th grade students were interviewed separately during their designated exploratory periods. Responses to questions were highly similar, irrespective of study site and grade level, but responses differed slightly by gender. Adolescents perceived similar influences and had similar perceptions related to music lyrics. Detailed accounts of focus group data will be presented.*

Conclusion: *Research examining the influence of music lyrics on the sexual attitudes of African American adolescents is limited. The current qualitative study indicated that students do not perceive music as having an influence on their sexual attitudes and behavior. This finding was consistent despite gender, grade level, and study site. Research on this population is crucial for the development of tailored health interventions to address risky sexual behavior of at-risk adolescents.*

Key Words: *Sexual Intentions, African American, Adolescents.*
