

FOODSERVICE DIRECTOR

Students Actually Use Campus Wellness Programs, Study Says

YPulse releases Essentials of College and University Wellness Programs study.

Jan. 11, 2013—YPulse, a youth-based market research firm, released Essentials of College and University Wellness Programs, which examined the importance and effectiveness of campus wellness programs. The company used four internet-based surveys delivered to four audiences--chefs, students, foodservice directors and campus dietitians—to gauge the importance of wellness programs on campus.

Study Highlights

- 82% of college operators stated that their campus has a wellness policy or program in place. 45% stated there is a wellness program pending.
- 62% of students surveyed said they were aware of their campus dining's wellness program, with 54% reporting that they have taken advantage of the program.
- The top five components of most campus wellness programs are education, adding healthier options, providing a registered dietitian on campus, physical activity combined with nutrition and posting information about healthy options via website.
- The top five components that students actually use are fitness programs, healthy dining options, stress management, nutrition education and weight management.
- 43% of students reported that they were satisfied with their campus wellness program, with 34% reported being very satisfied.
- Some of the top obstacles operators cited when implementing a wellness program included defining measurable objectives (52%), resources (42%) and student interest (39%).