

University of Mississippi

eGrove

Electronic Theses and Dissertations

Graduate School

2019

Healthy Eating Opportunities and Choices for University Faculty

Selby Rebecca Entrekin
University of Mississippi

Follow this and additional works at: <https://egrove.olemiss.edu/etd>



Part of the [Nutrition Commons](#)

Recommended Citation

Entrekin, Selby Rebecca, "Healthy Eating Opportunities and Choices for University Faculty" (2019).
Electronic Theses and Dissertations. 1604.
<https://egrove.olemiss.edu/etd/1604>

This Thesis is brought to you for free and open access by the Graduate School at eGrove. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

HEALTHY EATING OPPORTUNITIES AND CHOICES FOR UNIVERSITY FACULTY

A Thesis

Presented for the

Master of Science Degree

in the Department of Nutrition and Hospitality Management

The University of Mississippi

by

Selby Entrekin

May 2019

ABSTRACT

College food environments can be obesogenic settings due to the availability of fast food restaurants and buffet style cafeteria's accessible to the university community. These environments often foster eating behaviors that can contribute to rising obesity rates in the United States. The aim of this study was to identify university faculty's perceptions of the campus food environment and access to healthy foods. Investigated were barriers to making healthy food choices on campus and strategies on how to provide and encourage better food choices. Questions were developed to identify barriers, perceptions, and solutions to improve the healthy eating environment on campus. Transcripts were analyzed and coded using a primarily deductive thematic approach based on the social-ecological model. Barriers identified to eating healthy on campus were; lackluster presentation of foods, poor availability of foods, lack of knowledge on healthy food availability, inaccurate nutritional information and portion sizes, and higher cost of healthier foods. Resolutions to creating a healthier eating environment included increasing availability of local produce, having easier access to healthy items, and marketing and providing nutrition information in all on-campus restaurants. Future efforts should invest in marketing to faculty about the nutrition resources available and how to effectively encourage the selection of healthy foods from campus dining venues.

ACKNOWLEDGMENTS

I would like to first thank Dr. Georgianna Mann for her consistent encouragement and edits. I would also like to thank Dr. Laurel Lambert for helping guide me in creating this focus group research and Dr. Kathy Knight for her involvement in my committee. Lastly, a huge thank you to my fiancé and family for their constant love and support.

TABLE OF CONTENTS

ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
LIST OF FIGURES.....	v
INTRODUCTION.....	1
REVIEW OF LITERATURE.....	3
METHODOLOGY.....	19
RESULTS.....	23
DISCUSSION.....	33
BIBLIOGRAPHY.....	45
LIST OF APPENDICIES.....	60
VITA.....	111

LIST OF FIGURES

FIGURE	PAGE
1. The Social Ecological Model	8

CHAPTER I

INTRODUCTION

With the obesity rates continuously on the rise, there is universal concern for the increased prevalence in all populations (Ng et al., 2014). The United States is one of the most obese countries in the world, with projections of 65 million more obese adults by 2030 (Wang, Mcpherson, Marsh, Gortmaker, & Brown, 2011). There are many factors that contribute to obesity including excessive calorie intake, sedentary lifestyles, and poor dietary habits. United States Department of Agriculture (USDA) Dietary Guidelines (DGA) 2015 recommend at least five to nine servings of fruits and vegetables daily, and reports that less than 20% of Americans meet these guidelines on a daily basis (USDA, 2015). Common barriers to not meeting fruit and vegetable intake and other guidelines include inappropriate portion sizes, indulgence in energy dense foods, and increased consumption of food outside of the home. Meals served from fast food restaurants have large portion sizes that maybe two or three times larger than recommended and are often high in fat and sodium. Oversized portions lead to underestimated calorie counts, resulting in excessive calorie intake (Young & Nestle, 2002). This is a concern because on average, Americans consume at least three meals from fast food a week (Kant, Whitley, & Graudbard, 2015). A large part of excessive calorie intake from fast-food is due to societal norms that support obesogenic behaviors (Prinson, Ridder, & Vet, 2013). An obesogenic environment is

defined as an environment that contributes towards promoting unhealthy food choices (Colls & Evans 2013, Giskes et al., 2011). The Social Ecological Model (SEM) is used to acknowledge the social environment around food, creating the foundation for understanding eating behaviors. The components of the SEM are described as the societal/political, community, organizational, interpersonal, and individual characteristics that influence a person's healthy eating choices. The SEM gives understanding to how the specific components impact individuals' healthy eating choices. This understanding can be applied to the worksite setting to create opportunities for individuals to modify their food choices using multiple components of the model to promote healthful eating (Stokols, 1996; Freedman & Rebinstein, 2010). In the community sector, worksites and school/ university settings are a unique health environment because the food choices on site are often limited to cafeterias and fast food restaurants (Tseng et al., 2016). Universities are important environments to study because they are comprised of diverse racial, age, and socioeconomic populations of faculty, staff, and students (Freedman & Rubinstein, 2010). While college student eating habits are well studied, there is limited research on the faculty and staff barriers and perspectives of the healthy eating environment. The aim of this study is to identify the opportunities and perceptions of the food environment on a southern rural university campus. The study will use qualitative methods to examine barriers to making healthy choices on campus and determine strategies suggested by faculty to encourage better food choices.

CHAPTER II

REVIEW OF LITERATURE

A universal concern about the rising obesity rates has caused a call to action to address the increased prevalence of overweight and obesity in all populations (Ng et al., 2014). In 2016, it was estimated that 1.9 billion adults were overweight and of those, 650 million were obese (WHO, 2018). The United States is one of the top three most obese countries in the world behind New Zealand and Mexico (OECD.org, 2017). It is projected there will be 65 million more obese adults in the United States by 2030 (Wang, Mcpherson, Marsh, Gortmaker & Brown, 2011). Body mass index (BMI) classifications of overweight and obese are directly associated with risk of chronic diseases such as coronary heart disease, diabetes, hypertension, and certain types of cancer. (Sturm, 2002; Kearns, Dee, Fitzgerald, Doherty&, Perry, 2014). Due to these strong correlations with chronic disease, obesity is also associated with rising healthcare costs, resulting in higher treatment costs (Ng et al., 2014). Furthermore, projected increases in obesity related chronic diseases suggest a continued cost burden on the healthcare system. According to the CDC (2017), obesity-related healthcare costs were estimated at \$147 billion. It is estimated that 86.3% of adults will be overweight or obese by 2030, and account for 16-18% of total United States healthcare costs (Wang, Beydoun, Liang, Caballero & Kumanyika, 2008). Obese individuals on average spend \$1,420 more on medical expenses than the average non obese

person (Finkelstein, 2009). The substantial increase in the prevalence of obesity has become a global health challenge. Among the factors that contribute to obesity rates, individual lifestyle behaviors are most critical and influential (Fitzgerald & Spaccarotella, 2009).

Behaviors such as excessive intake of empty calories and a sedentary lifestyle are shown to be significant causes of overweight and obesity (Swinbrun et al., 2009; Giskes et al., 2011). The typical American diet is high in energy dense foods of minimal nutritional value and low in fruit and vegetables. The United States Department of Agriculture (USDA) Dietary Guidelines for Americans 2015 recommends at least five to nine servings of fruits and vegetables daily, and less than 10 percent of calories per day from added sugars and saturated fat. On average, over 80% percent of Americans do not meet these recommendations (USDA, 2015). Multiple professional and governmental groups, such as the American Heart Association and the Academy of Nutrition and Dietetics, are charged with the mission to educate and encourage Americans to consume a balanced diet. This balanced diet includes a variety of fruits and vegetables, whole grains, dairy, and proteins as reflected in the Dietary Guidelines for Americans 2015 (USDA, 2015; Choose MyPlate, 2011). USDA's MyPlate recommends half of a plate to be fruits and vegetables, with the other half combining low-fat protein sources, whole grains, and a side of dairy. These recommendations are supported by extensive research showing a diet high in fruits and vegetables, and low in fat correlate to a reduced risk of certain types of cancers and cardiovascular disease (Willett & Stampfer, 2013).

There are many factors that prevent individuals from not meeting or complying with USDA's MyPlate recommendations. Factors such as inappropriate portion sizes, overindulging in energy dense and nutrient poor foods, and the belief that eating healthy means feeling hungry

(Macdiarmid, Loe, Kyle & McNeil, 2013). Other barriers often leading to eating unhealthy include lack of culinary skills and how to maintain a healthy diet on a small budget (Fitzgerald & Spaccarotella, 2009). There is often the perception that eating healthy and adhering to USDA's MyPlate diet can be difficult on a low-budget. In a recent study, researchers determined the cost of adhering to the USDA's MyPlate guidelines for families and individuals and compared it to the funding provided by Supplemental Nutritional Assistance Program (SNAP) recipients. A family of four will spend an average of \$1,200 a month to adhere to the guidelines, which is about \$600 more than what is provided by SNAP (Mulik and Haynes-Maslow, 2017). The findings in the study suggest that adhering to USDA's MyPlate guidelines may be more expensive than originally perceived. Often more inexpensive foods are those with higher energy density and lower nutrient values, and consumption of these foods causes an energy imbalance (Branca, Nikogosian & Lobstein, 2007).

Consumption of food outside of the home and the vastly growing fast food industry are contributing to the increased energy intake in the average American diet. Meals from quick-service restaurants are known for being high in fat and sodium, with a high energy density and a high glycemic load. Food portions at quick service and fast food restaurants are consistently larger than the federal food standard portion sizes. This is due in part to price competition which has fueled manufacturers to introduce larger portion food items as a means of retaining market shares and increasing profits (Young & Nestle, 2002, Livingstone & Pourshahidi, 2014). Food chains, such as McDonald's and Wendy's, have portion sizes two to five times larger than when first introduced in the 1960's. Larger portion sizes often lead to underestimated calorie counts, resulting in the consumption of more overall calories (Young & Nestle, 2002). A common

ready-to-eat fast food meal is generally high in fat and sodium, and rarely contains fruits and vegetables, leading to important nutrient deficits (Lucan & Mitra, 2011). Another component in connection with fast food restaurants is the sale of sugar-sweetened beverages (SSB). They are often purchased with meals at fast food restaurants and contain high levels of added sugars, provide minimal nutrition, offer low satiety, and are easily accessible (Johnson et al., 2009; Malik, Popkin, Bray, Despres & Hu, 2010).

Often a single fast food meal exceeds individual daily energy requirements; thus frequent visits to fast food restaurants are associated with a high BMI and insulin resistance (Pereira et al., 2005). According to 2010 National Health and Nutrition Examination Survey data, the average American eats 3.9 meals away from home and more than half of adult's report consuming more than three fast food meals a week (Kant, Whitley & Graubard, 2015). The mean BMI of those who consumed more frequent fast food meals was consistently higher than those who did not, and HDL-cholesterol was consistently lower. It has been shown that the risk of obesity increases by 26% per fast food meal consumed each week (Garcia, Sunil & Hinojosa, 2012). Despite these risks, fast food sales continue to rise, and quick-service and fast food restaurant sales were estimated at \$233.7 billion in 2017 (National Restaurant Association, 2017).

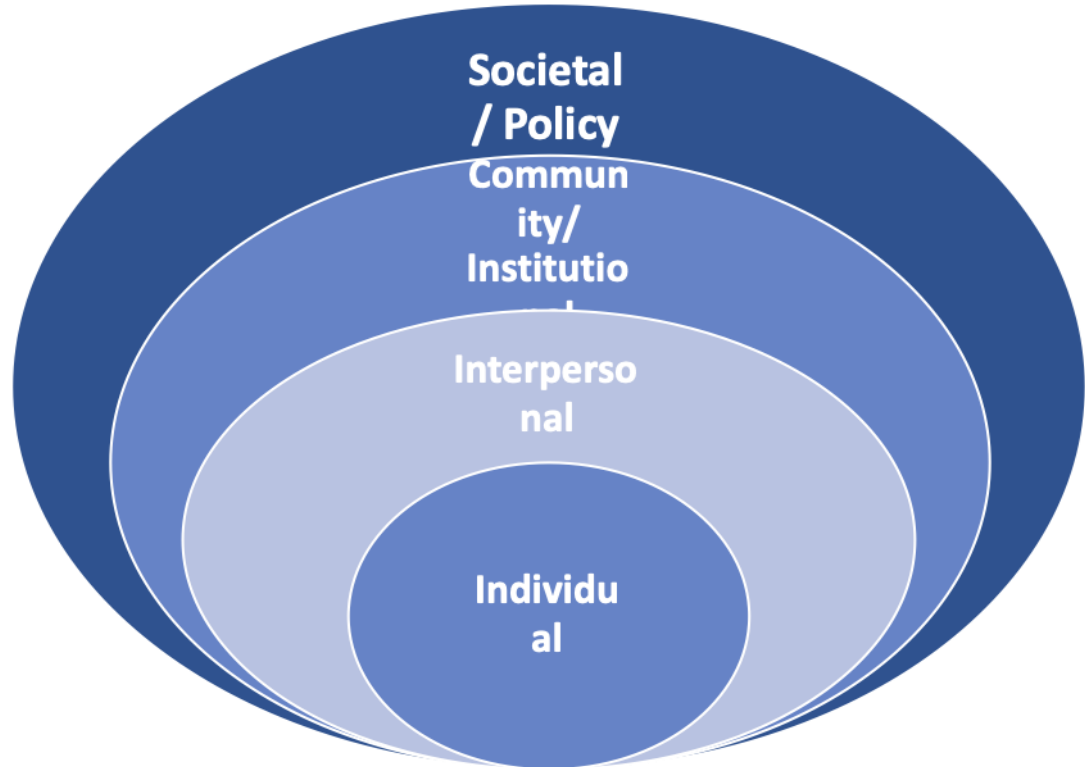
Since most Americans are consistently exposed to fast food advertisements encouraging unhealthy eating behaviors, obesogenic behaviors have become the societal norm (Prinson, Ridder, Vet, 2013). The term "obesogenic environment" defines an environment in which particular physical, social, and economic characteristics contribute towards high obesity rates by promoting unhealthy food choices, particularly energy dense fast food (Colls & Evans 2013, Giskes et al., 2011). It is also characterized by an environment that discourages physical activity

and encourages sedentary behavior. With the current obesity pandemic, it is hard for many individuals to make better lifestyle choices when high energy intake and sedentary behaviors are increasingly promoted and accepted (Swinburn et al., 1999). Research has shown that communities with a higher density of fast food outlets were associated with higher levels of fast food consumption as compared to areas with higher fruit and vegetable availability. Areas with better access to supermarkets and farmers markets had higher consumption of fruits and vegetables, and consequently lower overweight/obesity rates (Lucan & Mitra, 2012).

The Social Ecological Model

The built environment around an individual can be highly influential on their eating behaviors (Townsend & Foster, 2013). The Social Ecological Model (SEM) is a tool used by health professionals to demonstrate and identify how various levels of influence affect an individual's health related behaviors. The SEM describes different environmental and interpersonal factors that can contribute to overweight/obesity and are best addressed using a multilevel approach which includes societal/ policy, community/ institutional, interpersonal and individual (Stokols, 1996).

Figure 1: The Social Ecological Model



Societal

In the outermost ring of the model, the societal/ policy domain governs the overall concept of local, state, national and global laws that support and regulate healthy actions (Boyle, 2017). SEM reasons that an individual’s societal social norms are governed by society and impact how they interact with the built food environment. Societal norms are perceived values about what we believe, how we behave, and how that affects society as a whole. Common societal norms in the current health environment may include preferences for certain types of foods, acceptable body composition, and values on perception of health (Dietary Guidelines, 2015-2020). Norms are classified as the shared assumptions of appropriate behavior based on the values of the society. These values can often vary based on geographic region, such as the northern or southern part of

the United States. The belief and lifestyle values are then interpreted into the policies and personal expectations of the society.

Community/ Institutional

The community/ institutional level of SEM focuses on the networks between organizations and institutions and the policies and regulations that affect how resources and services are provided (Boyle, 2017). The socio-economic characteristics of the community and institutional environment affects the degree of which people have access to make healthy eating decisions. People make daily decisions that affect their health in a variety of settings within this level including schools and worksites. Changing and promoting a healthier environment in institutions and worksites, such as universities, is unique because behavior change can be influenced by the availability and access to restaurants, cafeterias, and recreational facilities (Boyle, 2017). Health promotion at the institutional level initiates behavior change by influencing the organizational system and its policies.

Interpersonal

The interpersonal domain is the social relationships that surround an individual, such as culture, family, and friends. Described by this domain, the choices an individual makes relies on the surrounding support of the environment and what is most socially acceptable in that situation. With increasing food marketing and misleading food information, making daily decisions about food purchases involves personal and socially driven values and family values which can have lasting effects of food choices and health (Boyle, 2017). A person's education and socio-economic status also largely effects how and why a specific type of decision is made, particularly with eating habits, is made.

Individual

All of the SEM level characteristics within the environment directly influence an individual's final decision when making a choice, whether in a food or life decision. Age, race, gender, income, and ethnicity are factors that all influence a person's decision at the individual level. Personal preferences within the individual are often hard to change, but can be positively influenced overtime through educational programs, mass media, and organizational incentives (McLeroy et al., 1988). When applying the theory of the social ecological model, health promotion interventions aim to target the social influences, rather than changing the norms (Fitzgerald & Spaccarotella, 2009). The healthy promotion intervention strategies at the individual level target specific characteristics such as attitudes, knowledge, and skills.

Workplace Food Environment

Specific settings in which groups of individuals in social contexts, such as schools or workplaces, are strategic environments to analyze the food environment. Most adults spend 60% of their day at work, making the physical and social work atmosphere an important factor in overall wellbeing (Symonds, 2013). Providing a healthy workplace could lead to a healthier employee and have many benefits not only for employers, but also be seen in decreased healthcare expenditures (Mendes, Gorguho et al., 2012, WHO, 2008). Obesity health-related issues are related to increased sickness absenteeism and more frequent injuries in the workplace driving up healthcare costs (Schiemer, 2006). Employers' attention to the benefits of maintaining a healthy workforce has increased as evidence of providing health promotion in the workplace has reduced absenteeism (Blanck et al., 2009).

An average of 40% of daily intake is meals consumed in the workplace (Lima et al.,

2018). The most recurrent eating event during the workday is lunch; therefore, it has the potential to be the most influential meal on employee's health. Lack of time and limited food venues near the workplace often lead to unhealthy food choices such as skipping breakfast, snacking for lunch, and consuming soft drinks daily (Eze et al., 2017). Though many workforce participants may bring their lunch, others rely on what is provided by their worksite or in the surrounding area. Employees report that the most influential factor in choosing a meal is convenience, followed by taste and cost (Blanck et al., 2009). A deciding factor when choosing where and what to eat often depends on the availability of a lunch or break room with heating or cooling capabilities, such as a microwave or refrigerator. Generally, when kitchen appliances are available, employees are more likely to bring their lunch from home, which is often healthier than a restaurant meal (Blanck et al., 2009). With convenience being the strongest influence on meal time choice, fast-food restaurants are common purchases for lunch. Unfortunately, foods from fast-food and full-service restaurants tend to be associated with poorer diet quality (Young & Nestle, 2002). However, more time available for lunch and eating with others is associated with better portion control, positive meal satisfaction, and positive post-meal attitudes (Haugaard et al., 2016). A higher perceived satisfaction during and after lunch in the workplace can affect post-meal attitudes and eventually affect after lunch work ethic.

A popular research environment for worksite wellness is Universities because they are a complex institution consisting of a significant quantity of students, but also faculty and staff necessary to operate the university. The dining environment on college campuses is unique setting because of the various populations they are aiming to feed and the potential to either inhibit or promote healthy eating. It is well known that the eating habits of college students is

generally poor but eating habits of faculty and staff have largely been understudied. Like any other workplace, most university workers are on campus for lunch and often breakfast and throughout the day (Freedman and Rubinstein, 2010). Unlike most work environments though, college campuses almost always have cafeterias and restaurants on the campus grounds. Occasionally, workers do not have enough time in between meals or throughout their day to consume a full meal and college campuses usually do not offer snacks in between meals at dining halls or late at night. The foodscape, defined as all the opportunities to procure food within a given area, including availability, accessibility and encouragement of healthy food choices, can heavily influence how an individual makes dietary choices (Lake et al., 2012). The university setting is an important foodscape because it is a captive setting in which a person's overall diet is significantly affected by foods available. Often a one-hour window for lunch is not feasible, leading to increased snacking behaviors. If snacking is their lunch option, snacks available in vending machines are often high in sugar and fat and the most abundant beverages offered are sodas (Lima et al., 2018, Byrd-Bredbenner et al., 2012). In a case study conducted by Symonds and colleagues (2013), staff and students generally perceived the food available on campus to be unhealthy, resulting in a negative impact on the food choices made. Participants reported the cakes and pastries were given more shelf space rather than fruits and vegetables or healthier alternatives. It was also reported that "grab and go's" or snacks offered on campus in between meal times were high in fat or sugar and often cheaper than healthier items served. High prices and time restriction were reported as barriers to consuming healthier foods on campus (Horacek et al., 2013). Although, when the on-campus dining environments of fifteen college campuses were objectively analyzed, results showed that 80% of dining halls offered low-fat,

whole-wheat, and vegetarian options. Dining halls were reported to serve the most variety and the on-campus restaurants showed to have healthy entrées, with nutrition information identifying the healthier options. The research suggests that perceptions of the campus foodscape not having healthy foods are not always accurate. Each campus environment is unique, creating the need for an individual examination to completely understand how to improve the eating atmosphere.

With the high rates of obesity and the overall health of Americans at risk, health promotion in the workplace is becoming a common theme. Workplace health promotion involves programs, policies, and benefits that support employee health and safety. These programs create a comprehensive approach that addresses multiple risk factors and health conditions (Workplace Health Promotion, 2017). Employers have seen a direct positive link between implementing public health promotion programs within the worksite and a decrease in employee absenteeism and employee poor health (Schiemer et al., 2006). Wellness programs often include worksite nutrition policies that aim to improve healthy dietary intake and physical activity. Many worksite wellness programs are multicomponent, heavily focusing on education and physical activity. Environmental and policy changes have been recognized as important components of a successful wellness program to target individual behavior change because they go beyond communication and education (Engbers et al., 2005). Before promotional programs are designed, a needs assessment of the workplace environment is conducted to understand what barriers exist (Boyle, 2013). The assessments include data collection and analysis to determine the most prevalent issues needing to be addressed. The common barriers identified in the assessment become the plan of action for the health promotion program and workplace environment changes. One impactful environmental change is the food environment that supports healthy

choices, such as providing fruits and vegetables throughout the day. Multiple studies have examined fruit and vegetable availability at worksites, focusing on increasing intake. Sorensen et al., (1998) conducted two studies in two separate worksites to determine whether an increase in availability of healthier foods affected consumption in the workplace. There was a significant increase in self-reported fruit and vegetable consumption and a significant reduction in fat consumption. In similar studies, significant increases in fruit and vegetable intake were consistently reported along with an increase in self-efficacy (Backman, Gonzaga, Surgerman, Francis, Cook, 2011; Henrique Bandoni, 2009). Backman et al. (2011) also found that participants increased their fruit and vegetable purchasing habits at home when employees were given access to fresh fruit and vegetables in the workplace.

An environmental approach to improving healthy choices involves creating opportunities for action by removing barriers that prevent the making of healthy choices. Vending machine interventions in schools and workplace environments are examples of an environmental approach. Price reduction of vending items is one approach that can result in increases in healthier alternatives (e.g. snacks low in fat) with positive responses from employees (French et al., 2001). Another successful environmental intervention within the workplace was a study aimed to increase physical activity by increasing the use of stairs. The stairwells' ambiance was improved with artwork and encouraging music. Motivational signs were strategically placed to encourage the use of the stairs. The average trips per day per occupant increased during the intervention period and participants enjoyed the new stair atmosphere (Kahn-Marshall, Gallant, 2012).

Workplace incentive programs have given varied results on improving healthy behaviors

of employees. Poole, Kumpfer, and Pett (2001) studied a policy change of implementation of monetary rewards for staff who engaged in healthy behaviors such as being a nonsmoker or quitting smoking, attending preventive exams, reducing blood pressure or cholesterol, and participating in educational activities about healthy lifestyles. The program was in effect indefinitely, with data collection after 4 years. Obesity, high cholesterol, and high blood pressure prevalence decreased overall among employees, but physical activity decreased over the 4-year time period. The Harvard Cancer Prevention Program project developed a behavioral intervention model to target risk-related behaviors among the working class. The intervention Healthy Directions – Small Businesses targeted reducing red meat consumption, increasing physical activity, and increasing fruit, vegetables, and multi vitamin consumption (Sorenson et al., 2005). The intervention was eventually made into a policy that included offering healthy choices at meetings and events and providing facilities and signs to encourage physical activity. After the 18-month intervention, workers showed improvements in all categories compared to the control group.

Focus Groups Methodology

The most common research in worksite wellness involves collecting data of measured outcomes after an intervention aiming to increase health outcomes. The methodology of these studies often involve surveys or measured outcomes, giving little self-reported data. Focus group discussion is a unique qualitative data collection method that allows the option to ask open-ended questions, giving the opportunity to learn more about the subject than when using quantitative methods (Hill-Mey, Merrill, Kumpfer, Reel, & Hyatt-Neville, 2013). Focus group methodology has the ability to highlight concerns within a particular research environment, generating a broad

set of qualitative data. Analysis of the qualitative data involves a thematic approach, where common themes within the data set are identified as the results (Kruegar, 1998). Focus groups are an under-utilized research method, especially in the worksite wellness population.

Focus group discussions can be used to determine if similar populations share similar perspectives on a specific topic. In a study evaluating healthy eating knowledge, practices, and barriers, researchers determined that immigrants and refugees in the United States share common themes (Tiedje et al., 2014). The researchers were able to determine the exact barriers faced by these populations and their specific knowledge level on healthy eating. The focus group discussions were an appropriate methodology for this study because researchers were able to obtain unforeseeable outcomes. In a similar study, focus group discussions were conducted to determine attitudes, beliefs, and perspectives of healthy eating and factors that encourage the consumption of fruit and vegetables (Rolinick et al., 2009). Through twelve focus groups, researchers collected a broad set of data that was mainly consistent with the current research. Researchers stated focus groups provided valuable data for practical strategies to improve fruit and vegetable consumption (Rolinick et al., 2009).

Focus group discussions are often used when a researcher wants to determine a *what*, but also a *how* to the research topic (Ansay, Perkins, & Nelson, 2004). These discussions also give the opportunity to determine the *why* participants have the opinions they do. In a university worksite setting, a focus group study was conducted to determine university employee's motivations, barriers, and perceived benefits of the University worksite wellness program (Hill-Mey, Merrill, Kumpfer, Reel, & Hyatt-Neville, 2013). With the focus group discussions, researchers were able to collect an array of data on the study's objectives and discover more

information about surrounding topics. Being able to collect a variety of data including unexpected information is why focus group discussions are an ideal methodology for perception-based research.

Research Gaps and Barriers

A university campus provides a unique setting to study the interactions and influences between the food environment and faculty and staff. There is extensive research on the eating behaviors and patterns of students in the university setting, but information concerning faculty health behaviors is lacking (Deliens et al., 2016). Research at a large urban university in the northern U. S. found that faculty and staff food choices were largely impacted by the food choices offered on-campus (Freedman and Rubinstein, 2010). The study also showed that 42% of respondents were not satisfied with the food choices offered on campus. This research concluded the need for insight into the factors that influence food choices and recommended strategies to effectively encourage university employees to select healthier choices when eating from campus food venues. Freedman and Rubinstein (2010) results were not generalized due to one location and the small university community.

The food culture in the south is well-known for its rich taste and high calories. This societal norm of southern food is portrayed throughout, including university food venues. There is a need for more research on southern and rural university faculty influences and perceptions of the healthy eating environment on campus. The purpose of this study is to determine the perceptions, barriers, and strategies to encourage faculty to make better food choices on campus.

Research Questions:

1. What are faculty's perceived barriers to making healthy food choices on campus?

2. What changes to the campus food environment will facilitate healthier food selections by faculty?

CHAPTER III

METHODS

Participants and Recruitment

In this qualitative study, focus group discussions at a large southern university of 24,000 students was used for data collection. Participants for this study were recruited using a representative sample of university faculty. Recruitment emails were sent per the Office of Institutional Research. The emails were sent to one-third of the requested population per the university recruitment policies. Faculty were invited to respond to an informative survey, requesting their participation in a focus group discussing their thoughts and opinions about the healthy eating environment on campus. Once the survey was completed, faculty had the option to also participate in focus group discussion by selecting a survey link that took them to a third-party website to maintain confidentiality. Once faculty had shown interest in the focus groups, each one was emailed individually to coordinate an appropriate focus group time. There were no qualifiers to participate in this study.

Four focus groups were conducted during the spring and summer academic semesters of 2018. Discussions were held in small private meeting rooms at 12:00pm due to most faculty being available at that time because of lunch. Each focus group consisted of an average of six faculty members. Krueger (1998) recommends 6 to 10 participants per group to provide enough

ranging opinions without participants competing for discussion time. Participants were seated at a round table to facilitate a discussion style setting while the moderator stood at the front. An experienced moderator and co-moderator were present at all focus group discussions. Focus group dialogue was recorded using two audio recorders and the co-moderator taking notes. At the beginning of the session, participants signed an audio recording consent form and were provided a briefing of discussion procedures. The discussion began with an opening statement that introduced the participants to the purpose study and the format of the discussion. Overview of the discussion topics and ground rules were discussed as described by Krueger (1998). Next, participants were encouraged to participate in the conversation by using the introductory questions. The focus group questions can be found in Appendix A.

A sequence of nine open-ended questions were developed based on the Social-Ecological Model to address perspectives of university faculty on healthy foods offered in the food venues on campus. Each question was developed to incorporate a level of the SEM to provide a theory-based perspective of the contributing factors to faculty's opinions. A table of questions and SEM levels can be found in Appendix B. All possible questions were evaluated by three non-participating faculty and edited for clarity and corrections to maintain validity. The questions were created in a sequential order based on Krueger's (1998) categories of questions. An opening question set the basis for the discussion then the introductory question began the official study questions. Two transition questions led to the key questions of the study. The last question of the series was a conclusion question as recommended by Krueger (1998) to bring closure to the discussion and enable participants to reflect on previous answers. Sessions lasted no longer than 60 minutes to again accommodate faculty's lunch hour yet still have the time and ability to

obtain rich data (Krueger and Morgan, 1998). After completion of the focus group discussion, each participant received a meal box gift card equivalent to \$60 funded by RebelWell, the University's wellness program. This study was approved by the Institutional Review Board for Research (IRB) involving human participation at the University of Mississippi. The IRB approval number of this study is #18x-189.

Analysis

Data obtained from recorded audio tapes was transcribed in Microsoft Word (Microsoft Office Professional 2016, Version 16.12 180410) using Express Scribe (version 7.01). Intercoder reliability was used to analyze qualitative data. The moderator and co-moderator were the two investigators who independently evaluated and coded the data. The agreement coefficient for coder reliability was no less than a .80. The agreement coefficient was based on Neuendorf's (2002) notion of .90 or greater is acceptable to all, .80 is acceptable in most situations, and anything below would be disagreement. All data was analyzed and stored through the qualitative software Nvivo12 Pro data processor (NVivo 12 Plus, QSR International, Version 12.0.0.71). An inductive thematic approach was used to examine transcripts and notes to identify recurrent themes and patterns. Data was then systematically identified as coding nodes and grouped together by a means of a coding system. Similar, smaller codes were grouped together to create more general concepts and further categorized into main categories. Focus group themes and categories were reported using a descriptive summary method described by Krueger (1998). Each theme has quotations attached to help describe the outcomes. The moderator and co-moderator completed the coding and analyzing process separately and then compared and analyzed commonly found themes among all focus groups. The focus groups results were

reported together to identify faculty's barriers and proposed solutions to create a healthier food environment on campus.

CHAPTER IV

RESULTS

A total of five focus group discussions were conducted, consisting of five to eight participants per group. The participant sample (n = 25) consisted of eight males and seventeen females. Faculty represented a range of departments on campus.

Identified themes were found within the SEM levels for individual and institutional/community levels (Table X). Subcategories included enablers of healthy eating, barriers to healthy eating, and proposed solutions of improving the healthy eating environment on campus. The final kappa coefficient on agreement in the intercoder reliability was 0.8009. Responses from discussions were both positive and negative with faculty providing descriptive feedback for solutions. Quotes from discussion transcripts are included to demonstrate each category.

Enablers to Healthy Eating

Desire to Make Healthy Choices

When faculty were asked if they tried to make healthy choices on campus, most expressed a desire to do so. Some stated the reason for making healthier choices was because they believed it was important for their health. Others stated weight management or weight loss was their motivation: *“Since the new year, I’ve been focusing on weight loss and so then part of*

that is making healthier choices". Faculty also stated making healthy choices could positively affect their performance in their job at the university: *"Long term health would obviously benefit from better health nutrition, but just in terms of being a faculty member, performance would be better if people could eat better on campus"*.

Appealing Presentation of Food

Only a few faculty members made positive comments about the presentation of food found on campus. Comments were usually about specific restaurants on campus and often concerning those that were generally perceived as healthier options and with fresh foods: *"Like the Mongolian grill stir fry... I can load up on veggies and usually that ends up looking pretty good afterwards. So to me that does appear appealing"*. The university has an on-campus restaurant run by nutrition and hospitality management students, named Lenoir Dining. Lenoir is very popular at the university as you can buy a three course meal for \$7.00: *"If you go to Lenoir hall, everything is presented in a professional restaurant style manner so it always looks appealing whether it's healthy or not"*. Faculty explained that they believe appealing and healthy looking food looked fresh and consisted of multiple colors: *"Like both of the salad bars at The Grill and the Rebel Market. Usually it's very colorful and everything looks very fresh so that's appealing"*. Some faculty believed the foods served were prepped fresh, without preservation: *"But even in the lines, the veggies seem fresh, like they don't come out of a can"*.

Convenience

Convenience here refers to healthy options being easily accessible to faculty. Only a few faculty members expressed the healthy food on campus was convenient because they perceived there were multiple locations with healthy options on campus: *"There's food spread out all over*

campus. Like I don't have to walk that far to find something".

Provision of Campus Wellness Incentives

The campus wellness group, RebelWell, has programs for faculty and staff in the various university departments in which they can participate to encourage making healthier choices. In these programs, RebelWell has given incentives in which faculty acknowledged it encouraged them to participate: *"Incentive I think is important because colleagues have participated in RebelWell (campus wellness program) in my department. (...) We are doing it as a group, and they're tracking our exercise and there was a program where if you filled it out you got a fleece in the winter"*.

Barriers to Healthy Eating

Lackluster Presentation of Food

Faculty were generally not pleased with the overall presentation of healthy foods on campus. Some faculty said the vegetables offered looked as if they had been sitting out all day: *"If you come in and you get something that's been sitting there for half an hour to an hour, it starts turning to mush"*. They also thought when the vegetables on campus were cooked in different ways, they were not cooked properly: *"I mean you can go to 1810 or Johnson Commons and get vegetables and you know get steamed, it's usually overcooked or horribly undercooked"*. The salad bars were often mentioned, and many noted a poor presentation of foods. Faculty said the salad bars were boring and colorless, and easy to pass right by because it was the same thing everyday: *"I don't go to the Rebel Market so much now because there is too many students in the there but the salad bar there is kind of sad looking. Like maybe no one ever eats the salad that's on the salad bar so it just sits there for a long time"* *"I would say that,*

they're kind of presented in the same way everything else is.. and in a way, that makes them easy to pass. So because when I'm passing the salad bar, you just figure you know what's there."

Poor Availability of Foods

Though the university campus consists of multiple venues, faculty perceived a lack of healthy options on campus. Faculty believe there are many unhealthy choices on campus, such as Steak and Shake and Raising Canes. When there are healthy options on campus, there are very few to choose from: *"There's an abundance of unhealthy choices"*. Some faculty commented on the lack of diet-specific choices. For example, one stated there is never a vegetarian option other than a salad. Recently, the university has added two restaurants to campus, but also removed three from campus. Faculty expressed great disappointment in the lack of healthy options offered in the new restaurants relative to the restaurants no longer available: *"The other things is the pavilion, where a lot of students go to eat, there is no healthy option. You have Canes fried chicken and hamburgers"*. Due to the lack of perceived healthy options on campus, eating on campus seems like a burden and some faculty decide not to eat there at all: *"I found it difficult to find a healthy option on campus and so now I just avoid that temptation. I find myself just packing lunch everyday"*. Faculty commented that fewer healthy options are available in the summer, when many restaurants are closed or have drastically limited hours. This leaves even fewer healthy offerings available to faculty who work on campus year around: *"Fall and Spring semesters, you have 20+ options, but as soon as the undergrads leave, you're down to two or three in 2 hour windows"*

Unaware of Options

A common barrier to making healthy eating choices on campus was the lack of

knowledge of what healthy options were available and where to find them. Most faculty stated they felt that they were not completely aware of all the food options on campus: *“We didn’t know about it and so the convenience and general knowledge of where the healthy options are. What are the healthy options?”*. Some faculty adhere to specific diets, such as vegetarian or vegan. Some expressed frustration when looking for diet-specific foods: *“When I do seek vegan options, I just don’t find that there readily apparent and so there’s sort of expedition or digging aspect to it”*. Since most faculty were not aware of healthier options on campus, many assumed all of the options were unhealthy and searched for healthier options off campus instead.

Inaccurate Menu and Portion Sizes

Restaurants and dining hall menus are posted each day online yet many faculty voiced that the menu is often inaccurate. Faculty stated that they like to look at the menus before they choose where to eat, but get very frustrated when they get there to find the menu online was not what was served: *“I’m like oh, the grill sounds awesome. And I show up and it has nothing to do with what was online”*. If the foods listed on online menus are accurate, often ingredients listed are incorrect: *“The website they have like the nutrition information (...) but I found out that it’s actually inaccurate because there was a vegan burger one time, but there was actually eggs in it”*.

Inaccurate Portion Sizes

Nutrition information for university food venues are posted online and indicated by a note card or on a TV screen on the tray line. Faculty expressed concern about lack of portion size accuracy. Some examples that were stated were the pizza slices and stir fry. When the foodservice workers plated their foods, faculty were unsure if they were receiving one portion

size or more than one. This raised concern for many faculty who were attempting to lose weight by counting calories: *“You bring up something interesting because portion size. You go to 1810 or Johnson commons, there’s no real consistency between one person being served than the next person being served may get two pork chops and I may get one pork chop”*.

Inconvenience

One of the strongest opinions among the focus groups, in reference to making healthy choices on campus, was inconvenience. Though this study was completed on a small campus (3,500 acres), faculty expressed that healthier options are not conveniently located, and it takes too long to get there in a reasonable timeframe. If they perceived the healthier options to be located somewhat conveniently, the lines were always too long to wait in: *“The thing is if I’m ever really thinking healthy options, I’m thinking quick. I know there’s healthy options in the Rebel Market, that’s where I go the most. But I have to go about a block over there and I have to wait in line”* Some faculty choose unhealthy options because they feel they do not have any other options as the healthy choice is too inconvenient or takes too much time: *“It’s just so much easier to get something quick that’s probably not that good as the healthy options” “I’m rushed frequently when I’m on campus. I’m in a hurry and I eat whatever is available”*.

High Prices

Faculty expressed a strong opinion about the high prices of foods on campus, especially the healthier options. A popular restaurant known for fresh options, Freshii, was stated as the healthiest option, but also the most expensive: *“Also it has to be affordable. I like Freshii, but it’s not very affordable” “I could go to Johnson Commons or whatever or Freshii every day, but I don’t want to spend that much money”*. Faculty also believe that the unhealthier options are

always cheaper than the healthier ones: *“The reverse is usually true. The bad stuff is cheap and a lot of the healthy options are expensive”*

Lack of Healthy Vending

Though faculty stated they rarely used vending machines due lack of availability, they did express opinions about the lack of healthy options when vending choices were present. Snacks offered in the vending machines are candy, chips, cookies and some granola bars. Faculty expressed a desire for healthier vending machine options such as fresh fruits, unsalted nuts, or raw vegetables. If the vending machines offered healthier options, faculty stated they would be more likely to use them: *“I rarely use a vending machine. If they had healthy options, I probably would actually. (...) If I need a snack, I want protein. And I really don’t want a whole lot of fat”* *“If there was a machine that had nothing but healthy options, you would use them more”*. When vending options were mentioned, faculty commented on the lack of healthy beverage options. This included soft drinks offered in campus restaurants/food venues and those offered in vending machines. Faculty stated there is rarely water offered, most options were soda or coffee: *“I wanted just water. Now the only options they had available was coke. All the flavors of coke that you can get, but they didn’t have water”*. Faculty also said that water is often the same price as soda so the perceived value of soda is higher: *“The water costs the same as the soda and so I’m just like ‘I’ll get a Dr. Pepper instead of water’ even though it’s right there”*

Proposed Solutions

Providing More Healthy Options

Most opinions about the healthy options at this university were noted as barriers. We asked faculty what they thought would strengthen the healthy eating environment on campus to

help mitigate those barriers. The most common suggestion was to increase the availability of healthy options on campus and decrease the unhealthy choices. Faculty often used the word “variety” when discussing the improvement of options. Faculty seek true variety in all restaurants and food venues on campus. They wanted a variety of healthy choices, not just a salad bar every week: *“If they really did get into the variety. True variety”*. One of the highlighted solutions made by multiple faculty members is to make the healthier option more prominent and incorporating it as a regular option. They suggested that food venues already on campus could all offer more healthier options, instead of just one. Adding more healthy options to the current places on campus could also increase the convenience and availability of these options: *“I’d say just incorporating healthy food as if it’s a regular option” “Just more availability and lesser of the things that we know promote disease or promote illness”*. Faculty believe that people choose the unhealthy options on campus because that is what is available. If only healthy options were available, they believe that is what everyone would choose: *“Like if you give people an option. If they’re hungry you give them the option of something not healthy and something healthy, just by nature, they’re going to choose the high fat, high sugar when they’re hungry and cranky and want something fast”*. More healthy options also included the availability of healthier drink options. Faculty expressed a want for flavored waters instead of soda: *“Even if they remove the soda fountains. If they would just put seltzer water and ya know, different kinds of flavorings or fruit juices.”*

Fresher Food/Farmers Markets

Another solution faculty mentioned consistently throughout the focus groups was to incorporate fresher foods into campus food venues. Fresher foods mentioned included fresh

fruits, fresh vegetables, and whole food options. The goal around fresher foods is to have less processed food options and more whole fruits and vegetables: *“Like the [venues] that might have fruit or sandwich, or granola bars. I would like to see something like that. With fresher options instead of everything packaged”* Faculty also mentioned that they would be willing to pay more and snack healthier if the healthier food offered was fresh: *“I wouldn’t mind spending a little bit more of it if it was fresh and I could get access to it without having to plan ahead”* *“I feel like I would snack healthy if I had access to fresh fruits that I didn’t have to bring”*. With fresher foods, faculty mentioned a want for farmers markets on campus and the incorporation of local foods: *“I would love to have more options that our local farms could provide for us”*.

Offer Grab and Go options

Faculty discussed a grab and go healthy snacks and meals as a way to improve the healthy eating environment on campus. Grab and go options suggested include salads, sandwiches, pastas, and fresher snacks. Many faculty stated campus had grab and go options a couple of years ago that they utilized often. They expressed a want for similar options, but more available throughout all of campus. Grab and go options help solve the barrier of convenience and timing. If multiple restaurants on campus offered pre-portioned healthy meals, faculty would not have to wait and worry about timing: *“But if you say, ok here’s a piece of turkey, here’s a small salad with it. Here’s some rice. I would say, “oh that looks really nice. Im just going to grab that bowl and immediately you’ve given me the proper portion size. You’ve given me the variety I want. And its fast”*. Faculty also mentioned a want for pre-portioned, grab and go healthy snacks: *“there was a small refrigerated stand sort of thing that you could go to and get you know these relatively fresh snack type things like its not a meal but I’m just going to go here*

and get some kind of snack. That would be appealing”.

CHAPTER V

DISCUSSION

The purpose of this study was to determine university faculty's perceptions of the food environment on campus. The Social Ecological Model (SEM) was used as the framework for this project where the influential factors for healthy eating identified fell primarily in the individual and institutional levels. As the individual level recognizes personal characteristics and the institutional level focuses on the organizations environment in which an individual works within, it is not surprising that results fell with these two levels. These two levels are highly influential on a university campus because they reflect how the university environment shapes an individual's food choices while on campus. Results from this study reflect these two levels by describing the desire to make healthy choices and the barriers to do so within their institution. Within these two levels, three primary categories were identified: enablers, barriers, and proposed solutions for healthy eating.

Enablers of Healthy Eating

Desire to Make Healthy Choices

A major theme identified at the individual level was the self-motivation to make healthy choices. Most participants expressed a desire to make healthy choices because they believed it was important to their health to do so. This included weight management, weight loss, and chronic disease management such as diabetes. Faculty expressed self-regulatory processes such

as health awareness and self-discipline as determinants of their will to make healthy choices. Some faculty even stated that making healthy choices could positively affect their performance in their job at the university. Previous research using the Temporal Self-regulation Theory (TST) has demonstrated that positive or negative beliefs about health outcomes strongly predicted intentions to choose a healthy option, which is also reflected in this study (Evans, Norman, and Webb, 2017). Faculty that have a desire to make healthy choices on campus were often motivated because of perceptions of a positive or negative health benefit. Another theory that reflects the current study's results is the health belief model (HBM). This theory's key constructs include the perceived severity, benefits, and barriers of a belief about the risk for a disease or health problem (Glanz and Bishop, 2010). The HBM is often applied in prevention-related programs to predict actions in reducing risk factors in health concerns. Therefore, personal desire and health beliefs are a significant characteristic to consider when determining what especially motivates faculty to make healthy choices. Encouraging consumption of healthier choices with positive health messages may be one way to apply this concept. The current university could take this concept and apply it across campus by providing positive health messages on signs and posters in the food venues to encourage making healthier choices.

Presentation of Food

Conflicting opinions on the presentation of food on campus were identified in the discussions. Some faculty expressed that an appealing presentation of food on campus enabled them to make healthier choices. Most positive food presentation comments made by faculty were directed towards specific restaurants on campus and included descriptions of foods like “fresh-looking” vegetables, “colorful” options, and less packaged foods. In contrast, participants in our

discussions stated the healthy foods, such as vegetables, on campus were often presented in a less attractive way relative to less healthy options, making them less inclined to choose them. Research shows that people are more likely to select, consume, and enjoy food when it is presented in an aesthetically pleasing, neat manner (Zellner, Loss, Zearfoos, and Remonlina, 2014). This suggests visual representation of the foods can also prompt expectations of taste. If a meal is presented and plated attractively, people have higher taste expectations. Further, when food is presented neatly, people tend to perceive the food to be of higher quality (Zellner et al., 2011). These results suggest the importance of a positive visual representation of foods to entice foodservice customers and encourage consumption. On this university campus, many of the food venues are buffet lines and foods are produced in large quantities. The large batches of the perceived healthier foods, usually vegetables, often are unappealing because they look as if they have been sitting out for an extended period of time or are soaked in butter or oil. Faculty stated they were more likely to choose the unhealthier option if they thought the healthier option was less appealing. It is possible that the presentation of the food is not the problem, where there may be a larger quality issue. If the quality of the food was better, the presentation would be more appealing. To combat this, the university should aim to focus on quality and acceptable presentation of the healthy food choices. This could be accomplished by teaching staff about proper plating of foods and how to make the plate appealing. Instead of making large batches of foods that sit out for a long period of time, the university could use of fresh vegetables cooked in smaller batches. Batch cooking could be beneficial because it can increase the freshness of the foods served while making them more appealing.

Campus Wellness

The university wellness program, “RebelWell”, was mentioned in focus group discussions as an enabler to make healthier food and health-related choices. This wellness program includes a variety of programs for students and faculty/staff. Led by a registered dietitian, the campus wellness program hosts events such as fitness classes, cooking demonstrations, and weekly group counseling sessions on campus and in the community. The program goal is to teach the community about adopting and sustaining behaviors that help reduce health risks and improve quality of life. Faculty expressed a strong liking for the campus wellness program and said it helps encourage them to make healthier food choices on campus. Worksite wellness programs have shown to increase employee health and improve overall work ethic in the workplace (Schiemer et al., 2006, Engbers et al., 2005). In agreement with the current study, when incentives such as t-shirts or parking passes are provided, faculty are strongly motivated to participate in wellness programs (Hill-Mey et al., 2013). Faculty also portrayed a desire for more direct education with the registered dietitian and more information on how to make healthy choices on campus. Previous work has demonstrated that employee’s at large universities desire program initiatives such as health risk appraisals, “lunch and learns” (lunch hour informational seminars), newsletters, health behavior change coaching, and one-on-one nutrition consultation (Lloyd et al., 2017). These suggestions could be applied on this campus as well with the assistance of increased staffing and/or volunteers. A general suggestion to improve the usefulness of the campus wellness program would be better advertising of what is offered through the program. Though this university does offer counseling sessions with a registered dietitian through the wellness program, having nutrition students deliver group nutrition education classes could help offer the services more broadly and provide students with

valuable hands-on experience. Some faculty mentioned having a registered dietitian work with them in the cafeterias to coach them in making healthier choices would be helpful. A lunch and learn would be a great way to incorporate both recommended components.

Barriers to Healthy Eating

High Prices

Faculty in the current study stated price was a major deterrent to making healthy food choices on campus. Many noted that the few healthy restaurant choices on campus were more expensive than other restaurants. One specific campus restaurant was identified as the healthiest on campus, but the most expensive. The food venues on campus include chain restaurants and two dining halls consisting of multiple all-you-can-eat buffet lines. At the dining halls, customers pay a flat rate for an all-you-can-eat per meal. Some faculty noted that this was a barrier for healthy choices as they felt the need to get the best value for the price of the buffet meal. Faculty in this study discussed overfilling their plates and overeating at the buffet venues, particularly with calorie-dense foods. Previous studies suggest that cost is one of the most influential factors on food choice and price decreases alone can encourage more purchases of healthy foods (Glanz et al., 1998, Horgen and Brownell, 2002). This suggests that a price decrease of healthier food items could promote healthier eating choices, which is a sentiment reflected by these participants as well. It has been demonstrated that when healthier foods costs were lowered, it increased their popularity and sales on campus and encouraged their faculty to consume them (French, 2003). An important consideration for a price reduction strategy, is coupling it with a price increase in other areas to make the idea financially feasible for the institution. A proposed strategy would be to increase the price of high-fat, energy-dense foods, similar to “sin taxes”. This strategy has

been successfully tested and proven feasible over an extended period of time (Hannen et al., 2002). This type of strategy could be applied to the food venues on campus. If the foodservice operation on campus could increase the price of the unhealthier meals such as fried chicken and pizza and decrease the prices of salads bars and vegetable plates, faculty could potentially be more inclined to buy the healthier options. Another strategy to with pricing of healthy foods on campus would be to have the university supplement restaurants so that the prices could be lower. That way, larger chains would not lose revenue, but the prices would be lower overall.

Poor Availability of Foods/ Inconvenience

Faculty consistently voiced the poor availability of healthy foods offered on campus. Though there are multiple restaurants and food venues on campus, faculty perceived there to be few healthy choices at most of the venues. This is compounded by the lack of convenience of the healthy foods offered on campus. Yet, this sentiment was inconsistent. Some faculty believed there were not enough healthy options on campus, making it inconvenient to acquire a healthy meal. While some stated that healthy options were convenient for them so if they wanted to make healthy choices, they could. Though this study took place at a larger school, the campus is relatively small. However, time constraints also created a barrier to get to healthier options on campus, particularly when a small (20-30 minute) window was available to seek, procure, and consume a meal. This small amount of time can be very limiting for faculty, depending on the location of their office on campus. A solution could be to provide healthy options in more locations. If every food venue on campus offered healthier options, faculty may not view inconvenience as a barrier.

Similar to foods in the dining halls, faculty expressed a need for healthier options in the vending machines and suggested snacks such as fresh fruits and unsalted nuts. They perceived the vending machines to only have chips and candy. Vending machines are important to consider when evaluating the overall eating environment on campus because many faculty stated they rely on vending machines as a convenient option when they have time constraints during meal times. Many suggested adding healthier food and beverage choices to vending machines would increase their likelihood of making better choices. Previous work has indicated that increasing the proportion of healthier options in the vending machines decreased the overall calories, fat, sugar, and sodium consumed through snacks and beverages over a 6-month period (Frivois-Shah et al., 2018). This could be feasible in this location, but maintaining revenue is an important factor when considering changing the offerings. Faculty in the present study expressed that choosing a healthy option is increasingly difficult when confronted with high prices for healthier options. Financial feasibility is also a concern when adding healthier foods to the vending machines; however, a previous study demonstrated the feasibility of adding healthier options to a vending machine and labeling them without affecting revenue (Boelsen-Robinson et al., 2017). This was accomplished by labeling items in the vending machine using the traffic light system: green is the best choice, yellow is the “sometimes” choice, and red is the choice that should be limited. If this system was implemented in campus machines, it could improve choices for faculty and potentially maintain revenue. It may also prove beneficial to survey faculty to determine which healthier options may be the most appealing to them to minimize possible waste due to unsold product.

Inaccurate Menu and Portion Sizes

The university foodservice company posts all menus online for patrons to view before visiting the dining venues. Since faculty comments expressed that only certain food venues on campus offered healthy choices, faculty often look online to see what each food venue on campus is offering that day. They expressed concern that often the menus are inaccurate and have mismatching nutritional information. Faculty stated they would choose a food venue based on what they were offering and then arrive to a completely different menu. This caused frustration because they would choose their lunch location due to the understanding they would receive a healthy meal. Along with inaccurate offerings, faculty stated concern regarding inaccurate portion sizes when comparing information online versus the serving size plated. Some faculty said they made food choices based on the nutritional information card posted on the tray line but expressed concern over accuracy as many noticed inconsistent portions, raising the question of the accuracy of the nutrition information given. Previous research has demonstrated that providing nutrition information at the point of purchase does influence food choices in a cafeteria setting (Harnack and French, 2008). A solution would be to update the online menu consistently and ensure that it is always accurate. Another possible solution would be for the foodservice company to standardize the portions they give by providing scoops that match the portion size and nutrition information advertised and provide training to employees. If the amount served was consistent with the nutritional information posted, faculty would be more assured of the content being served and therefore be more willing to make healthier choices.

Proposed Solutions

Providing More Healthy Options

After discussing healthy eating on campus, we asked participants to give suggestions on how to improve the food environment. The most prominent answer given was to increase the number of healthy options on campus and provide them in more locations. Current research suggests that providing more healthy options in multiple locations does promote selection of the healthier choices (Franco et al., 2009). Increasing the availability of healthy foods on campus could be addressed in multiple ways. The university could add a daily healthy option to each restaurant and food venue on campus so that anywhere faculty decided to eat on campus, they would have a healthy meal offering. Creating a healthier environment by offering fresh fruits and vegetables consistently can improve consumption and create better habits (Waters, Zoellner, Estabrooks & Hill, 2018). If every restaurant and food venue on campus offered a consistent healthy option and fresh fruits and vegetables daily, the food environment on campus could be improved.

In changing the campus food environment, it should first be determined whether or not there are sufficient healthy options on campus already, or if faculty are simply not aware of them. To do this, there should be an objective evaluation of the current food offerings. From this data, a targeted intervention could be developed. Furthermore, lack of awareness of healthy options was often noted among faculty. Many faculty expressed their lack of awareness of some of the healthy options on campus, skewing their overall opinion about the environment. This demonstrates the need for better advertisement, such as signage, posted information on the university's website, and possibly a detailed campus map of all the food venues. If a food venue was mentioned that some participants were not aware of, the conversation lead into a discussion about the healthier options offered at that venue. Increasing awareness and advertisement of

healthier food choices on campus could potentially solve a number of issues identified in this research. If faculty were more aware of the options offered, they may have a more positive perception of the campus food environment and be more inclined to make better eating choices.

Fresher Food/Farmers Markets

Though many barriers could be remedied by increased awareness of options available, many studies show that increasing the availability of healthy foods, especially fresh fruits, does increase the consumption of healthy foods. Participants in this study mentioned increasing fresh fruit availability on campus numerous times as a solution to improve the food environment. Some studies have shown that increasing the availability of fresh fruits and vegetables increases the consumption of them in the work place (Sorenson et al., 1998). These results reflect faculty's perception that by increasing fresh fruit and vegetable options and availability would improve the campus food environment. If the university provided more fresh, healthy options, participants in our study stated they would be much more likely to purchase food on campus. Along with fresh fruits, faculty suggested having farmers markets on campus to increase the availability of fresh and local foods. The university has hosted a "pop-up" market before but the event was not well known among faculty. The market was tailored mainly towards students, with little advertisement to the general university community. Perhaps with improved and increased marketing towards faculty and appropriate timing, a farmer's market on campus could be a feasible recurring event to improve the campus food environment while supporting local business.

Results from the current research indicate that what may be perceived as a barrier for some faculty may be an enabler for others. For example, some faculty expressed the all-you-can-

eat buffet style food venues prompted over-eating, while others expressed it helped them to vary their choices. This indicates a need for future research and programming designed to equip faculty with techniques to make better food choices. Our results also showed how the physical and social environments on campus affect individual eating behavior. This indicates a complex strategy is needed to address the environment on campus. As research has shown, a multi-level intervention in the workplace may be the most effective in altering the food environment, rather than specifically targeting self-regulatory learning behaviors (Stokols, 1996; Freedman & Rebinstein, 2010).

Limitations

The Social Ecological Model was used to guide the research to be able to determine the influences of making healthy choices on campus as it is best used to describe environmental influences. When the SEM was used to categorize our results, only two levels were found to be applicable, Individual and Institutional. This leaves out other levels that could influence eating decisions and should be further investigated. A second limitation of this study is that all participants voluntarily engaged in the study which could bias the results documented here as participants may have been more interested in health than non-participants. It is unknown if the current sample represents the campus faculty population. This was a limitation when determining if our participants represented the majority faculty's opinions. This study took place on one large, southern university influenced by a southern food culture. This limits the applicability of this research to other parts of the country. Future studies should explore university eating environment perceptions in other regions, university sizes, and rural vs. urban university locales.

Future research

Though our research presented rich data, future research should include universities from different regions around the globe. Food culture has a strong impact on the built food environment and social norms. Some universities may perceive their healthy eating environment to be supportive instead of lacking. Our research also calls for an objective campus evaluation of the food environment. This research would include evaluating the location of the healthy options on campus, the types of foods provided, and the portion sizes compared to the nutritional information. Future research could also investigate the universities foodservice administration role in the healthy eating environment on campus. A round table meeting discussing the findings of this study may help facilitate changes to the healthy eating environment on campus.

BIBLIOGRAPHY

BIBLIOGRAPHY

Ansary, S. J., Perkins, D. F., & Nelson, J. (2004). Interpreting Outcomes: Using Focus Groups in Evaluation Research. *Family Relations*, 53(3), 310–316.

Backman, D., Gonzaga, G., Sugerman, S., Francis, D., & Cook, S. (2011). Effect of Fresh Fruit Availability at Worksites on the Fruit and Vegetable Consumption of Low-Wage Employees. *Journal of Nutrition Education and Behavior*, 43(4), S113–S121.

<https://doi.org/10.1016/j.jneb.2011.04.003>

Blanck, H. M., Yaroch, A. L., Atienza, A. A., Yi, S. L., Jian Zhang, & Mâsse, L. C. (2009). Factors Influencing Lunchtime Food Choices Among Working Americans. *Health Education & Behavior*, 36(2), 289–301. <https://doi.org/10.1177/1090198107303308>

Boelsen-Robinson, T., Backholer, K., Corben, K., Blake, M. R., Palermo, C., & Peeters, A. (2017). The effect of a change to healthy vending in a major Australian health service on sales of healthy and unhealthy food and beverages. *Appetite*, 114, 73–81.

<https://doi.org/10.1016/j.appet.2017.03.026>

Boyle, M. Al. (2017). Community nutrition in action: An entrepreneurial approach. Boston,

MA: Cengage Learning

Branca, F., Nikogosian, H., Lobstein, T., & World Health Organization (Eds.). (2007). The challenge of obesity in the WHO European region and the strategies for response: summary. Copenhagen: World Health Organization, Regional Office for Europe.

Byrd-Bredbenner, C., Johnson, M., Quick, V. M., Walsh, J., Greene, G. W., Hoerr, S., ... Horacek, T.M. (2012). Sweet and salty. An assessment of the snacks and beverages sold in vending machines on US post-secondary institution campuses. *Appetite*, 58(3), 1143–1151.
<https://doi.org/10.1016/j.appet.2012.02.055>

Choose MyPlate. (n.d.). Retrieved July 30, 2018, from <https://www.choosemyplate.gov/>

Colls, R., & Evans, B. (2014). Making space for fat bodies?: A critical account of ‘the obesogenic environment.’ *Progress in Human Geography*, 38(6), 733–753.
<https://doi.org/10.1177/0309132513500373>

C.R. Symonds, A.C. Martins, & H.J. Hartwell. (2013). Foodscapes and wellbeing in the workplace: a university setting. *Nutrition & Food Science*, 43(4), 356–364.
<https://doi.org/10.1108/NFS-1020120109>

Deliens, T., Van Crombruggen, R., Verbruggen, S., De Bourdeaudhuij, I., Deforche, B., &

Clarys, P. (2016). Dietary interventions among university students: A systematic review. *Appetite*, 105, 14–26. <https://doi.org/10.1016/j.appet.2016.05.003>

Engbers, L. H., van Poppel, M. N. M., Chin A Paw, M. J. M., & van Mechelen, W. (2005). Worksite Health Promotion Programs with Environmental Changes. *American Journal of Preventive Medicine*, 29(1), 61–70. <https://doi.org/10.1016/j.amepre.2005.03.001>

Evans, R., Norman, P., & Webb, T. L. (2017). Using Temporal Self-Regulation Theory to understand healthy and unhealthy eating intentions and behaviour. *Appetite*, 116, 357–364. <https://doi.org/10.1016/j.appet.2017.05.022>

Eze, N. M., Maduabum, F. O., Onyeke, N. G., Anyaegunam, N. J., Ayogu, C. A., Ezeanwu, B. A., & Eseadi, C. (2017). Awareness of food nutritive value and eating practices among Nigerian bank workers: Implications for nutritional counseling and education. *Medicine*, 96(10), e6283. <https://doi.org/10.1097/MD.0000000000006283>

Fitzgerald, N., & Spaccarotella, K. (n.d.). Barriers to a Healthy Lifestyle: From Individuals to Public Policy—An Ecological Perspective. *Journal of Extension*, 47(1), 1-8.

Franco, M., Diez-Roux, A. V., Nettleton, J. A., Lazo, M., Brancati, F., Caballero, B., ...

Moore, L. V. (2009). Availability of healthy foods and dietary patterns: the Multi-Ethnic Study of Atherosclerosis. *The American Journal of Clinical Nutrition*, 89(3), 897–904.

<https://doi.org/10.3945/ajcn.2008.26434>

Freedman, M. R., & Rubinstein, R. J. (2010). Obesity and Food Choices Among Faculty and Staff at a Large Urban University. *Journal of American College Health, 59*(3), 205–210.

French, S. A., Jeffery, R. W., Story, M., Breitlow, K. K., Baxter, J. S., Hannan, P., & Snyder, M. P. (2001). Pricing and promotion effects on low-fat vending snack purchases: the CHIPS Study. *American Journal of Public Health, 91*(1), 112–117.

French, S. A. (2003). Pricing Effects on Food Choices. *The Journal of Nutrition, 133*(3), 841S-843S. <https://doi.org/10.1093/jn/133.3.841S>

French, S., Jeffery, W., Story, M., Snyder, M. (1997) A pricing strategy to promote low-fat snack choices through vending machines. *American Journal of Public Health. 87*(5), 849-851.

Garcia, G., Sunil, T. S., & Hinojosa, P. (2012). The Fast Food and Obesity Link: Consumption Patterns and Severity of Obesity. *Obesity Surgery, 22*(5), 810–818.

[DOI: 10.1007/s11695-012-0601-8](https://doi.org/10.1007/s11695-012-0601-8)

Glanz, K., & Bishop, D. B. (2010). The role of behavioral science theory in development and implementation of public health interventions. *Annual Review of Public Health, 31*, 399.

Grivois-Shah, R., Gonzalez, J. R., Khandekar, S. P., Howerter, A. L., O'Connor, P. A., & Edwards, B. A. (2018). Impact of Healthy Vending Machine Options in a Large Community Health Organization. *American Journal of Health Promotion*, 32(6), 1425–1430.

Hannan, P., French, S. A., Story, M. & Fulkerson, J. A. (2002) A pricing strategy to promote purchase of lower fat foods in a high school cafeteria: acceptability and sensitivity analysis. *American Journal of Health Promotion*, 17: 1–6.

Harnack, L. J., & French, S. A. (2008). Effect of point-of-purchase calorie labeling on restaurant and cafeteria food choices: A review of the literature. *International Journal of Behavioral Nutrition and Physical Activity*, 5(1), 51. <https://doi.org/10.1186/1479-5868-5-51>

Haugaard, P., Stancu, C. M., Brockhoff, P. B., Thorsdottir, I., & Lähteenmäki, L. (2016). Determinants of meal satisfaction in a workplace environment. *Appetite*, 105, 195–203. <https://doi.org/10.1016/j.appet.2016.05.030>

Henrique Bandoni, D., de Moura Bombem, K. C., Lobo Marchioni, D. M., & Constante Jaime, P. (2010). The influence of the availability of fruits and vegetables in the workplace on the consumption of workers. *Nutrition & Food Science*, 40(1), 20–25. <https://doi.org/10.1108/00346651011015872>

Hill-Mey, P., Merrill, R., Kumpfer, K., Reel, J., & Hyatt-Neville, B. (2013). A Focus Group Assessment to Determine Motivations, Barriers and Effectiveness of a University-Based Worksite Wellness Program. *Health Promotion Perspectives; EISSN 2228-6497*.

<https://doi.org/10.5681/hpp.2013.019>

Horacek, T. M., Erdman, M. B., Byrd-Bredbenner, C., Carey, G., Colby, S. M., Greene, G. W., White, A. B. (2013). Assessment of the dining environment on and near the campuses of fifteen post secondary institutions. *Public Health Nutrition, 16*(07), 1186–1196.

<https://doi.org/10.1017/S1368980012004454>

Johnson, R. K., Appel, L. J., Brands, M., Howard, B. V., Lefevre, M., Lustig, R. H., ... Wylie-Rosett, J. (2009). Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement From the American Heart Association. *Circulation, 120*(11), 1011–1020.

<https://doi.org/10.1161/CIRCULATIONAHA.109.192627>

Kahn-Marshall, J. L., & Gallant, M. P. (2012). Making Healthy Behaviors the Easy Choice for Employees: A Review of the Literature on Environmental and Policy Changes in Worksite Health Promotion. *Health Education & Behavior, 39*(6), 752–776.

<https://doi.org/10.1177/1090198111434153>

Kant, A. K., Whitley, M. I., & Graubard, B. I. (2015). Away from home meals: associations with biomarkers of chronic disease and dietary intake in American adults, NHANES 2005-

2010. *International Journal of Obesity*, 39(5), 820–827. <https://doi.org/10.1038/ijo.2014.183>

Kearns, K., Dee, A., Fitzgerald, A. P., Doherty, E., & Perry, I. J. (2014). Chronic disease burden associated with overweight and obesity in Ireland: the effects of a small BMI reduction at population level. *BMC Public Health*, 14, 143. <https://doi.org/10.1186/1471-2458-14-143>

Krueger, R. A., Morgan, L.D. (1998). Analyzing and reporting focus group results: Focus group kit 1-6. Thousand Oaks, CA

Lake, A. A., Burgoine, T., Stamp, E., & Grieve, R. (2012). The foodscape: classification and field validation of secondary data sources across urban/rural and socio-economic classifications in England. *International Journal of Behavioral Nutrition and Physical Activity*, 9, 37. <https://doi.org/10.1186/1479-5868-9-37>

Lassen, A. D., Beck, A., Leedo, E., Andersen, E. W., Christensen, T., Mejbom, H., ... Tetens, I. (2014). Effectiveness of offering healthy labelled meals in improving the nutritional quality of lunch meals eaten in a worksite canteen. *Appetite*, 75, 128–134.

<https://doi.org/10.1016/j.appet.2013.12.005>

Lima, J., Costa, S., & Rocha, A. (2018). How do university workers eat at the workplace?

Nutrition &

Food Science, 48(2), 194–205. <https://doi.org/10.1108/NFS-07-2017-0141>

Livingstone, M. B. E., & Pourshahidi, L. K. (2014). Portion Size and Obesity. *Advances in Nutrition*, 5(6), 829–834. <https://doi.org/10.3945/an.114.007104>

Lloyd, L. K., Crixell, S. H., Bezner, J. R., Forester, K., & Swearingen, C. (2017). Genesis of an Employee Wellness Program at a Large University. *Health Promotion Practice*, 18(6), 879–894. <https://doi.org/10.1177/1524839917725500>

Lucan, S. C., & Mitra, N. (2012). Perceptions of the food environment are associated with fast food (not fruit-and-vegetable) consumption: findings from multi-level models. *International Journal of Public Health*, 57(3), 599–608. <https://doi.org/10.1007/s00038-011-0276-2>

Macdiarmid, J. I., Loe, J., Kyle, J., & McNeill, G. (2013). “It was an education in portion size”. Experience of eating a healthy diet and barriers to long term dietary change. *Appetite*, 71, 411–419. <https://doi.org/10.1016/j.appet.2013.09.012>

Malik, V. S., Popkin, B. M., Bray, G. A., Després, J.-P., & Hu, F. B. (2010). Sugar-Sweetened Beverages, Obesity, Type 2 Diabetes Mellitus, and Cardiovascular Disease Risk. *Circulation*, 121(11), 1356–1364. <https://doi.org/10.1161/CIRCULATIONAHA.109.876185>

McLeroy, K. R., Bibeau, D., Steckler, A., & Glanz, K. (1988). An Ecological Perspective on

Health Promotion Programs. *Health Education Quarterly*, 15(4), 351–377.

<https://doi.org/10.1177/109019818801500401>

Mendes Gorgulho, B., Nogueira Previdelli, A., & Lobo Marchioni, D. M. (2012). Effects of an intervention in the workplace food environment. *Nutrition & Food Science*, 42(3), 156–163.

<https://doi.org/10.1108/00346651211228441>

Mulik, K., & Haynes-Maslow, L. (2017). The Affordability of MyPlate: An Analysis of SNAP Benefits and the Actual Cost of Eating According to the Dietary Guidelines. *Journal of Nutrition Education and Behavior*, 49(8), 623-631.e1.

<https://doi.org/10.1016/j.jneb.2017.06.005>

Musaiger, A. O., Al-Kandari, F. I., Al-Mannai, M., Al-Faraj, A. M., Bouriki, F. A., Shehab, F. S., ... Al-Qalaf, W. B. (2014). Perceived barriers to weight maintenance among university students in Kuwait: the role of gender and obesity. *Environmental Health and Preventive Medicine*, 19(3), 207-214. <https://doi.org/10.1007/s12199-013-0377-z>

National Restaurant Association. Restaurant Industry Outlook - 2017. Available at:

<http://www.restaurant.org/research>. Accessed May 31, 2018.

Ng, M., Fleming, T., Robinson, M., Thomson, B., Graetz, N., Margono, C., ... Abera, S. F. (2014). Global, regional, and national prevalence of overweight and obesity in children and

adults during 1980–2013: a systematic analysis for the Global Burden of Disease Study 2013. *The Lancet*, 384(9945), 766–781.

Poole, K., Kumpfer, K., & Pett, M. (2001). The impact of an incentive-based worksite health promotion program on modifiable health risk factors. *American Journal of Health Promotion AJHP*, 16(1), 21.

Prinsen, S., de Ridder, D. T. D., & de Vet, E. (2013). Eating by example. Effects of environmental cues on dietary decisions. *Appetite*, 70, 1–5.
<https://doi.org/10.1016/j.appet.2013.05.023>

Roache, S. A., & Gostin, L. O. (2017). The Untapped Power of Soda Taxes: Incentivizing Consumers, Generating Revenue, and Altering Corporate Behavior. *International Journal of Health Policy and Management*, 6(9), 489–493. <https://doi.org/10.15171/ijhpm.2017.69>

Schwartz, S.H., 1977. Normative influences on altruism. *Adv. Exp. Soc. Psychol.* 10, 221–279.

Schmier, J. K., Jones, M. L., & Halpern, M. T. (2006). Cost of obesity in the workplace. *Scandinavian Journal of Work, Environment & Health*, 32(1), 5–11.
<https://doi.org/10.5271/sjweh.970>

Sorensen, G., Stoddard, A., Hunt, M. K., Hebert, J. R., Ockene, J. K., Spitz Avrunin, J., . . . Hammond, S. K. (1998). The effects of a health promotion-health protection intervention on behavior change: The Wellworks study. *American Journal of Public Health, 88*, 1685-1690

Sorensen, G., Stoddard, A., Peterson, K., Cohen, N., Hunt, M. K., Stein, E., . . . Lederman, R. (1999). Increasing fruit and vegetable consumption through worksites and families in the Treatwell 5-a-Day study. *American Journal of Public Health, 89*, 54-60.

Sorensen, G., Barbeau, E., Stoddard, A. M., Hunt, M. K., Kaphingst, K., & Wallace, L. (2005). Promoting Behavior Change Among Working-Class, Multiethnic Workers: Results of the Healthy Directions—Small Business Study. *American Journal of Public Health, 95*(8), 1389–1395. <https://doi.org/10.2105/AJPH.2004.038745>

Stokols D (1996) Translating social ecological theory into guidelines for community health promotion. *Am J Health Promot 10*, 282–293.

Sturm, R. (2002). The Effects Of Obesity, Smoking, And Drinking On Medical Problems And Costs. *Health Affairs, 21*(2), 245–253. <https://doi.org/10.1377/hlthaff.21.2.245>

Swinburn, B., Egger, G., & Raza, F. (1999). Dissecting Obesogenic Environments: The Development and Application of a Framework for Identifying and Prioritizing Environmental

Interventions for Obesity. *Preventive Medicine*, 29(6), 563–570.

<https://doi.org/10.1006/pmed.1999.0585>

Tiedje, K., Wieland, M. L., Meiers, S. J., Mohamed, A. A., Formea, C. M., Ridgeway, J. L., ...

Sia, I.G. (2014). A focus group study of healthy eating knowledge, practices, and barriers among adult and adolescent immigrants and refugees in the United States. *International*

Journal of Behavioral Nutrition and Physical Activity, 11(1), 63. [https://doi.org/10.1186/1479-](https://doi.org/10.1186/1479-5868-11-63)

[5868-11-63](https://doi.org/10.1186/1479-5868-11-63)

Townsend, N., & Foster, C. (2013). Developing and applying a socio-ecological model to the promotion of healthy eating in the school. *Public Health Nutrition*, 16(06), 1101–1108.

<https://doi.org/10.1017/S1368980011002655>

Thomas, Graham. (n.d.). Ecological Momentary assessment of obesogenic eating behavior: combining person-specific and environmental predictors. Retrieved from

<https://onlinelibrary.wiley.com/doi/abstract>

Thornton, L. E., Lamb, K. E., & Ball, K. (2013). Employment status, residential and workplace food environments: Associations with women's eating behaviours. *Health & Place*, 24, 80–89.

<https://doi.org/10.1016/j.healthplace.2013.08.006>

Tseng, M., DeGreef, K., Fishler, M., Gipson, R., Koyano, K., & Neill, D. B. (2016).

Assessment of a University Campus Food Environment, California, 2015. *Preventing Chronic Disease*, 13. <https://doi.org/10.5888/pcd13.150455>

The Social-Ecological Model - 2015-2020 Dietary Guidelines - health.gov. (n.d.). Retrieved April 19, 2018, from <https://health.gov/dietaryguidelines/2015/guidelines/chapter-3/social-ecological-model/>

United States Department of Agriculture. (2015). Dietary guidelines for Americans 2015. Retrieved from Washington, D.C https://health.gov/dietaryguidelines/2015/resources/2015_2020_Dietary_Guidelines.pdf

Waters, C. N., Zoellner, J. M., Estabrooks, P. A., & Hill, J. L. (2018). Is the availability of healthy foods related to fruit and vegetable consumption in a rural, health-disparate region? *Journal of Hunger & Environmental Nutrition*, 13(3), 289–303.
<https://doi.org/10.1080/19320248.2017.1364186>

Wang, Y. C., McPherson, K., Marsh, T., Gortmaker, S. L., & Brown, M. (2011). Health and economic burden of the projected obesity trends in the USA and the UK. *The Lancet*, 378(9793), 815–825. [https://doi.org/10.1016/S0140-6736\(11\)60814-3](https://doi.org/10.1016/S0140-6736(11)60814-3)

Wang, Y., Beydoun, M. A., Liang, L., Caballero, B., & Kumanyika, S. K. (2008). Will All Americans Become Overweight or Obese? Estimating the Progression and Cost of the US

Obesity Epidemic. *Obesity*, 16(10), 2323–2330. <https://doi.org/10.1038/oby.2008.351>

Workplace Health Promotion | At A Glance Reports | Publications | Chronic Disease Prevention and Health Promotion | CDC. (2017, October 2). Retrieved July 12, 2018, from <https://www.cdc.gov/chronicdisease/resources/publications/aag/workplace-health.htm>

Willett, W. C., & Stampfer, M. J. (2013). Current Evidence on Healthy Eating. *Annual Review of Public Health*, 34(1), 77–95. <https://doi.org/10.1146/annurev-publhealth-031811-124646>

WHO | Obesity and overweight. (n.d.). Retrieved April 7, 2018, from <http://www.who.int/mediacentre/factsheets/fs311/en/>

Young, L. R., & Nestle, M. (2002). The Contribution of Expanding Portion Sizes to the US Obesity Epidemic. *American Journal of Public Health*, 92(2), 246–249. <https://doi.org/10.2105/AJPH.92.2.246>

Zellner, D. A., Siemers, E., Teran, V., Conroy, R., Lankford, M., Agrafiotis, A., ... Locher, P. (2011).

Neatness counts. How plating affects liking for the taste of food. *Appetite*, 57(3), 642–648. <https://doi.org/10.1016/j.appet.2011.08.004>

Zellner, D. A., Loss, C. R., Zearfoss, J., & Remolina, S. (2014). It tastes as good as it looks!

The effect of food presentation on liking for the flavor of food☆. *Appetite*, 77, 31–35.

<https://doi.org/10.1016/j.appet.2014.02.009>

LIST OF APPENDICES

LIST OF APPENDICIES

1. Focus Group Questions	67
2. Focus Groups Questions and Level of SEM.....	68
3. Focus Group #1 Transcript	70
4. Focus Group #2 Transcript	77
5. Focus Group #3 Transcript	92
6. Focus Group #4 Transcript	104

APPENDIX 1: FOCUS GROUP QUESTIONS

1. How would you describe a healthy meal?
2. Do you try to make healthy food and beverage choices when eating on campus?
 - a. If so, why or why not?
3. What prevents you from making healthy choices on campus?
4. How are healthy items being presented and served?
 - a. Are they served in an appealing manner?
 - b. Did you know that Aramark has nutrition information posted online?
5. Are there places you can go on campus to eat healthy?
 - a. Y: Where are they and what kind of items do you normally select?
 - b. N: What are you looking for?
 - c. N: “Vending” – We’ve tried some healthy vending initiatives in the residence halls. Do you think we need more options here?
6. On a scale of 1-10, how would you rank healthy food offerings on campus?
 - a. If not a 10, what needs to be changed to bring that ranking to a 10?
7. What would a healthy campus-eating environment look like to you?
8. What are some other things that we need to know about the healthy eating environment on campus?
9. How do you think we should encourage healthy eating on campus?

APPENDIX 2: FOCUS GROUP QUESTIONS AND LEVEL OF THE SOCIAL ECOLOGICAL
MODEL

<i>Level of SEM</i>	<i>Focus Group Question</i>
<i>Societal: define based on healthy foods = definition</i>	How would you describe a healthy meal?
<i>Community</i>	<p>What prevents you from making healthy choices on campus?</p> <p>What are some other things that we need to know about the healthy eating environment on campus?</p> <p>Do you try to make healthy food and beverage choices when eating on campus?</p>
<i>Institutional</i>	<p>Are there places on campus you can go to eat healthy?</p> <p>How do you think we should encourage healthy eating on campus?</p> <p>How are healthy items being present and served?</p>
<i>Interpersonal</i>	
<i>Individual</i>	What would a healthy campus-eating environment look like to you?

	<p>On a scale of 1-10, how would you rank healthy food offerings on campus?</p> <p>Do you try to make healthy food and beverage choices when eating on campus?</p>
--	--

APPENDIX 3: FOCUS GROUP #1 TRANSCRIPT

Q1. How would you describe a healthy meal?

- Fresh
- Uh low fat
- Variety
- Grains, carbs
- I would like it to be tasty
- Yeah, that's good
- Colorful
- Not processed
- Low calorie

Q2. Do you try to make healthy food and beverage choices when eating on campus?

If so, why or why not?

- Um, I don't eat on campus very often and if I do its because I forgot to bring something or I'm in a hurry so in that case I just get whatever is handy,
- So you would say you wouldn't particularly try to eat healthy during that time
- Right, right
- I can speak because I'm not actually eating healthy at the moment but that's because I'm extremely hungry and I'm rushed so frequently when I'm on campus I'm in a hurry and I eat whatever is available that is reasonably something that I would eat.
- And what would be an example of a reasonable, like what do you have right now
- Scone and coffee, you know, its very processed so I would not choose it if I had a lot of other options that were reasonably close by – I didn't have time do go elsewhere
- I would say I try, whether or not that's possible, I think there's a difference thing um because there's a lot of barriers to eating healthy on campus, but yes if possible I would choose, I would try to eat healthy on campus
- Well I was just going to add one more thing, I usually look for the cheapest thing there is cause I think the food's very expensive on campus so
- Yes, that should be on that list
- Costs
- All of it has to do with the time, how much time do you have – if I had the time to walk all the way over and now walk all the around the student union to get to something healthier there I would but right now what's available to me and run in and out, is not extremely healthy, It's the Pavilion or Einsteins
- Right so location is a big thing?
- Very big

Q3. What prevents you from making healthy choices on campus?

- Timing
- I'd say, uh, lines
- Yeah
- That goes with the timing
- I mean, yeah, there are some places get super busy during times and its just impossible if you trying to get places in between classes or get something quick and get back to your office to work
- And even at the RebelMarket, they have different places but the ones that are good – there's something different everyday, those are the ones that have a really big line so as you go and get pizza because you just get it and go – that's what you do
- Availability
- Availability – yes

Q4. How are healthy items being presented and served?

- Are they served in an appealing manner?
- So I've actually stopped going to RebelMarket because they have, like, not I mean I do go on occasion, but not as often as I used to. Is I don't eat meat and so they have like, in one place they have the vegan option, but the vegan option is not in along with the other options they have actually have to go in the back and get it so I have to wait longer and its just, like its not, like you don't even see it unless you ask for it and you don't even know what is until you get there because it changes and usually sometimes its good, but sometimes it is a baked potato with salsa on it and that's what they considered their vegan option so I think there's lack of consistency um its not, like its not, unless you ask for it, its not like, you don't see it
- For breakfast, also the rebelmarket, the options they have there is here to get out or an omelet or here you get a scramble eggs so you're going to have eggs just every single day cause there's not, the other in the middle is fruits – there can agree there not ready to be eaten for anybody but they still they cut it and put it there and that's what you have to eat. When you see that its really hard to eat, youre not going to eat it so youre get eggs so I cannot eat that for a whole semester and guess what happened to my cholesterol – yeah, I wasn't even taking medicine for that so I stopped going there because for that to so I go from time to time. I used to buy the meal plan. I don't do it anymore.
- As far as drinks, you have soda. Or coffee. You don't really have healthy drink options, I mean juice but that's still high sugar so its like
- Yep
- And their tea options, you you have to know specifically which ones to go to. Its very easy to get a soda, but not tea. Yeah, so
- Oh well of course they have sweet tea
- Or sweet tea
- Anything that doesn't have sugar in it is hard to find

- Yeah so I think they 1810 grill, they do have better options with the healthy. I consider that's a healthy diet, its just a matter, I cant go there every single day. The timing is the problem and it just, you have even milk there so um and more beverage options and the food options so they do have at least two things, two main um things going on every day and I never find a day that I thing that I thought was not healthy so that's good. Um,
- Their prices are higher. I agree with you, they have wonderful healthy choices but the cost is higher
- All: yeah
- So you can do more often the timing and the costs, yes
- And location is – exactly

Q4A. Did you know that Aramark has nutrition information posted online?

- Just to share the option and then uh campus meal is right? This group? I think of I, I think of usually eating in the meal, uh Rebelmarket, and then a lot of times in the (Eat?) and then Rebel market food is uh very, so delicious, in the variety so nice however sometimes I wonder a lot of salty so uh, I uh, I was a lived in um, I lived in korea so uh asia food and are a little bit different all so salty then we normally use a sauce, a soy sauce, so salty. However, um, lots of Korean people is changing foods style because uh soy and the salty foods is not good healthy or so uh, sometimes making a an illyies? And then cancers so so salty food is sometimes is uh, I I eat it in here so I think of more healthy food is uh not as, less salty than rebelmarket. So uh absolutely and uh each table has salt and pepper. However, Asian food is uh sometimes uh a lot of salty, it is uh, sometimes unhealthy.
- Oh im sorry, you just add. The second part of your question was available nutrition information through Aramark. I looked on our website for information on whats being served on campus and I found it not be very accurate.
- No, no

Q5. Are there places you can go on campus to eat healthy?

Y: Where are they and what kind of items do you normally select?

N: What are you looking for?

- They do have fish, I think, uh salmon fish. And Brussel sprouts, not sure..... and uh corn, and um the chicken, yeah, the chicken and they do have spinach, I like their spinach. That's what I kind of remember
- Uh whatever, I mean they only have one. So its whatever their one vegan option is. But that's, ive actually started going to freshii because they have more options and usually their salads or um just like bowls that have rice and veggies and you can select you know whatever kinds you want .

- I normally eat in rebelmarket and uh beef or chicken and then hamburger and peas and. I like a whole food, absolutely, and so and whole food I like, and sushi. And then so uh I leave in asia so Asian is basic food is uh rice. So I like a rice food and rice meat and together combination food I normally choose so yes
- I used to go to the subway up in the student union cause you can put together something decent at a subway, but they didn't bring it back when they opened the new union
- Yeah I was very disappointed. Why did they not bring it back?
- I thought maybe they would
- I was hoping they would
- I am vegetarian and would prefer vegan if you know, I will eat some cheese but I try to get it as low as possible as far as the cheese goes and the thing about um rebel market is when they first opened up, they had their little salad area. They had pretty lettuce, you know they had the variety type lettuce, not just the ice burg kind of stuff and they had lots of options. Things you could put other than eggs and that cheese product. You know that grated looking cheese stuff. They actually had like, they had feta sometimes. They had like blue cheese or gorgonzala. They actually had some things that were not processed. And so um that is one of the major, I don't actually even bother with their salads there because really to me it's not really a salad. Freshii has nice salads. The other thing that freshii has is, If you are vegan, they will make um smoothies. I used to not get their smoothies because they were not vegan because to me, If you're going to have frozen yogurt you might as well have a milkshake, I mean that's what it is. And so uh they have, it's a non dairy frozen product. I would prefer it be simply fruit but when they don't have that they do have. They have more options that are not traditional. Uh meat and cheese.
- Then freshii is um very very good uh market and so however my... always talks to freshii prices is very expensive
- All: yes, it is
- Uh sometimes I go to the student union and uh panda express.
- Mcalisters, for me, has some things – they will have salads and you can special order if they have something on it you don't like, they will leave it off or you could get a potato or something that, something that is less processed
- I ate there once since they've opened up there and I got a sandwich and it was as if they had made it the night before and put It in the fridge. And so I was not real happy.
 - i. Oh no

Q5A. N: “Vending” – We’ve tried some healthy vending initiatives in the residence halls. Do you think we need more options here?

- I use them sometimes
- We have a POD – is that considered a vending machine?
- Its more of a restaurant
- I have not but I know people that do that get the sushi from there and like it but their other choices are – this is one thing I was fusing at them about. Their bags of chips. I was just looking one day. The big ones. Theyre like two servings. And so I know the students are buying them and eating the whole bag and I was like why don’t we have regular size one serving size bags of chips
- Well sometimes they do and we have a pod in lamar, and I go in there again if I forgot to bring something and look for a cheaper um option. But um yeah they have the pizzas you can buy. A lot of the students buy those pizzas. I don’t eat pizza but um they have salads but ya know. I don’t know when they were prepared. They’re wrapped up, ya know and sitting in the thing. And they have sandwiches but I mean their peanut butter and jelly on white is \$4.00. “Laughter” and I’ve bought that before and its very tasty, but ya know its not healthy and its not cheap
- If knew where the vending machines are – I might use them. I’ve never seen one so I don’t know – im not talking about the pods. Healthy vending machines, if I knew where they were, I would obviously seek them out
- Are they regular vending machines with just maybe some different things in them
- Depends on what they are and cost
- But ya know I teach in tupelo a couple of nights a week and they only thing there is vending machines. There’s no dining options at all and not even close enough to walk to and its potato chips and cookies and things like that. I mean there’s nothing heathy there

Q6. On a scale of 1-10, how would you rank healthy food offerings on campus?

If not a 10, what needs to be changed to bring that ranking to a 10?

- More availability like more options
- In more locations
- And low costs
- Local foods,
- Supporting and then make the food and advertisement and then so it is much more good I think so because of what um fair, food fair, uh last week maybe last week I participated in event for uh the local food is a lot of good quality so uh one person I asking what is uh uh famous local food in state uh sweet potato and so is normal basic and uh food ??? so uh this university is very very uh important and local in this Mississippi state and then so we uh we university are so using and the special and then signed and signature and then so the advertisement is much more good and I think so

- I'd say one thing is just incorporating healthy food as if its just a regular option. Rather than, like I said, when I try and get the vegan entry at rebelmarket, well I have to specially request it and then they have to go into the back and get my serving of it. Just have it out with everything else cause then people who even may not request vegan, they may look at it and say hey, that looks good. I want some of that. So just making it part of, this is part of your regular offerings, part of your regular diet is ya know, fresh fruits, fresh vegetables. Rather than making it separate
- I do not think of myself as eating healthy, but there are certain things I don't eat and so if they had things that were reasonable to eat then ya know just more availability and lesser of the things that we know promote disease or promote illness then have things that people who are past 22 can eat on a regular basis and not have to be at the doctor all the time
- I'd say, I mean, reduce the amount of soda offered in a lot of places and replace it maybe with like just like regular seltzer water that people can flavor with natural fruit juices or something that so its not sugar
- Maybe.....?????? freshi juice and then orange juice and tomato juice and it is much more coke has much more variety than the normal beverage however coke or sprite and then and then chip so I think of more and more freshi and then more healthy food uh and much more beverages
- 7
- I'd go lower than that, I'd say more like a 4
- 5
- I'd say 6
- I'd think 5
- Im going to go more with 4
- I can check the..... ahhhh 7

Q7. What would a healthy campus-eating environment look like to you?

- Farmers markets like they had. Bringing in some more local stuff maybe bringing in some food trucks that does fresh, local foods
- And you'd see students walking around eating apples and ya know instead of drinking cokes and um the flowers would be blooming "laughter"
- It would be more like the 1810 grill but more assessable and other places on campus
- And truly if they had left the rebelmarket like it was the summer when they first opened it. It was like, probably not as nice as um (is it 18 or 1910) whatever that one is over there. Probably wasn't quite that nice but never the less it it was similar um and it was very fresh and and it had a variety uh things and they were very colorful and there were some not processed and it was just it was much better when they first opened it but of course they were trying to I guess gain market share. I don't know
- And less expensive. I mean I know we have students who cant afford to eat on campus and um

- Rebel market is expensive. Before student union is uh before renovation and then uh market has us ma mahur? Also has market and then just to expensive so go to the market, I think so (WHAT?!)
- I go to weir hall often to work over there because I like it better than my office and they have these dodo pizza over there and it used to be nothing over there. They didn't have that. One day, someone decided to rent this place to someone and put the pizza over there but im thinking that if theyre putting that pizza over there they could have put something different that actually people can go and get something to eat and keep going instead of having that pizza. I got the pizza one time. The napkin was kinda clear from all the grease that came off the pizza. The second time that I got the pizza there because that time, the first one I wanted, im not going to lie. But the second time it was just because I was in weir hall. And I don't have time to go to a line. So I went for pizza. I went back to the seat that I was. I opened the pizza and I saw a hair "ew, ew"
- Sometimes it's the same place uh different than.
- I have seen them and theyre good people and I see that they use theyre hands and theyre charging the money and paying. Can I just have my money back please don't offer me any other kind of flavor because I don't want anything
- And I feel kind of guilty for saying that out loud but I think people should know that. You shouldn't be eating over there
- And again, all they really offer is soda
- Yeah the only option there is coke and they have all flavors but they don't vitamin, poweraid or something different at least
- Well there is a, if you go behind there, there is the machine
- The vending machine on the other side, that's what I did one time. Uh I wanted to. I wanted just water. Now the only options they had available was coke. All the flavors of coke that you can get, but they didn't have water. And I don't really like when you get to this... and you get water at the fountain because it has a paper on it that says don't spit here
- One thing I really like about 1810, its nicely presented, nicely and they serve you and it's a buffet kind of so you can go for more plates um like it's not like in a restaurant you like eat what you are given but it has more choices and there are serving with the ya know purple blouses? So I think the clean, I would rank them highly
- To be honest, I wouldn't even mind paying a little bit for fresh option. Like I would pay more to go to freshi than to rebel market but its fresher. Its healthier and I don't mind if it's a dollar more. I don't mind paying a little extra for that. Um if its truly healthy fresh not just like, we bought some apples at the store and we're going to charge you triple. Ya know, just like actually like they put some thought into offering something that is healthier.

Q8. What are some other things that we need to know about the healthy eating environment on

campus?

- I don't know if this is an option but im just thinking and dreaming about this like if we can grow some. Like I don't know, any student projects, if they can grow somewhere I don't know about the space or anything but then they like fresh vegetables. They can um sell and then like (selby says, "farm to table") yeah yeah something like that. But that would never happen
- We've got to do something for the students because if you ever go over to the pavilion at lunch time. There is, they did. One thing. Steak and shake will offer a grilled chicken sandwich is like the toughest piece of chicken you've ever had. Its just like threads. But you cant get just the grilled chicken sandwich, you have to get the big thing of French fries with it and of course whos going to turn that down and it is so salty. And so everything else in there is fried. Every restaurant in there is fried, its fried fried fried ya know.
- A lot of fried
- Go look at them, that's what they're eating for lunch these days and that's what their choices
- Ya know, when we had subway the lines were always really really long there and I think its because it was reasonably priced and you know, it was fresh looking things. You could make a sandwich out of whatever you wanted. I think we just need more options
- Yes yes
- I was really disappointed when the student union closed and they brought in chickfila food truck. That opportunity to bring in a nice, healthy alternative were students would have that as an option and they choose chickfila that offered fried chicken sandwiches and that was it.
- They're delicious
- Im sure they are, but they didn't have grilled chicken. They had no other choice besides white bread and fried chicken
- Fried is uh very very a lot of good places uh focusing food recipes are fried so it uh a little bit of problem. I think so. Fry and then salty foods
- Yeah I think they worry about the boiling vegetables because you cant keep them longer so they fry instead so they can keep longer. So I think that's something to think about but like you could have boiled vegetables with salt and pepper. Maybe butter like carrots so I have not seen that
- So now can they buy frozen. I don't know how it would work, but if they used frozen vegetables, could they steam frozen vegetables to taste ok because I don't think, when they fry, they don't have to buy fresh. And really all theyre doing, theyre probably not even cooking it. Theyre just heating it. Theyre just reheating and maybe drop in oil to reheat but theyre reheating it. And so its cheaper to buy predone and just heat so but they might be able to heat
- But you can roast frozen vegetables and they turn just almost as good as the fresh
- Like cauliflower, and broccoli

- So maybe if they would buy the nonbreaded kind and do something other than
- Ya know we've got the food with the childrens nutrition institute on campus and they have their own... and they're teaching the cooks at schools to cook healthier meals. They need to come in here and teach our people how to cook healthier
- And then fry and then using oil and then we use oil food is sometimes not healthy so I think uh this uh rebel market or other places restaurants on campus and then uh this covered recipe and do not using oil however there is similar tasting uh making it steamed or Bunch more veggies
- Um ya know, if there was some competition on campus. If we had outside vendors we could,
- That's a great idea
- Food trucks

Q9. How do you think we should encourage healthy eating on campus?

- to bring in local options
- by having good options
- again, I think its just. Instead of making it seem like it's a different. Like if you give people an option. If theyre hungry you give them the option of something not healthy and something healthy, just by nature, theyre going to choose the high fat, high sugar when theyre hungry and cranky and want something fast
- Make the healthy option equally as enticing. Ya know so don't put it in the back where you have to ask for it – put it, ya know just make it look like its like as enticing as the fried chicken or, ya know
- If they remove all the vending machines with coke and they put something else (“exactly). When they're thirsty, theyre going to drink that. I don't believe people drink a beer because of the taste. That is something that you keep doing and doing...
- *laughter
- I actually like it
- First time, I doubt it
- If theres something else, they're going to be thirsty. They're going to drink it and eventually they're going to like it
- Even if they remove the soda fountains. If they would just put seltzer water and ya know, different kinds of flavorings or fruit juices that they can use lemon, as a alternative to just getting sugar water, flavored sugar water
- Whats interesting is that im trying to recruit college age females who drink more than 2 soft drinks a day for a study. And they all say they don't. they do not drink at all

- Go to rebel market and get them there because truly them in. im jut right over there and we have the little ya know you fill up your water bottle. My students come with water bottles to class and so I think if you get them that are a little younger you might be able to get them because there probably the ones that are having to live in the dorm and they go to the rebelmarket. That doesn't mean the others aren't actually doing it, but youll actually get to see them when theyre over there.
- They may not even know what a serving is and realize that a bottle of soda is actually more than one serving so ya know I only drink one bottle of soda a day, but that's not a serving
- And maybe some examples of other universities. If you can show like the better healthy option, like the university so if you can like show them, ok this is what happening elsewhere and um so some examples that would be encouraging, I guess
- Anyone have anything else they would like to share
- What about if they just removed the other. Like instead of having that awful cheese product on the little salad bar thing, if they had real cheese and then a person actually wanted cheese and they put real cheese on their salad, then they might say oh ya know, this actually has a good taste to it. I should want it again. And so I think if we didn't just promote the other, then I think we would actually do better
- Its not necessarily promoting the healthy option, its not promoting the unhealthy options
- ???????
- Well I was actually just thinking about what uh the country of chili did recently. Did anybody read about that – there was an article in the newyork times. The goverments undertaking this big campaign to make people eat healthier so now products that are high in fat and or sugar or any of the bad things has a black band on the product itself and so you can tell right away that's a bad thing. They did away with tony the tiger and all the cute things that ya know are on foods to attract children, ya know they did away with all that. I forgotten what else they did. I think they put a big tax on some foods as well.
- Did the band help?
- I think it is
- Cause I know, watching the students. I get it at the pavilion. The steak and shake has the calorie counts on it and im always just like “oh my lord” look at this. And they don't. it doesn't do a thing
- But theyre 22. Theyre going to look like this forever
- I think theres a marketing. I mean, instead of having like the vending mahcin, the soda. We have all the different kinds of coke, and then maybe you have one at the very bottom and that's water. Have water the first thing they see ya know. Or looking for options at the pavilion. Advertise, promote the healthy stuff. Let that be the first thing they see rather than seeing the unhealthy stuff first.

APPENDIX 4: FOCUS GROUP #2 TRANSCRIPT

Q1. How would you describe a healthy meal?

- Fresh
- Yeah fresh
- plant based
- lean
- Natural
- Balanced
- Low sugar content
- Whole foods
- Unprocessed
- Well ideally home cooked, I think for students that's really no

Q2. Do you try to make healthy food and beverage choices when eating on campus?

- If so, why or why not?
- Do I eat ugh, yes I am uhhh whole food plant based vegan so I have to kind of choice the foods that are uh ya know natural and like fit to my lifestyle I suppose
- Yeah
- I try to make healthy choices primarily because I know once the vegan starts I let muscles _____ (inaduable)
- Yeah (laughs) all
- So as uhhh as uhhh as part of the weak (inadauable) day I want to try and stay as healthy as possible so when im on campus I try to choice something healthier
- I to am a vegan and so it its almost ,..... you can go wrong I mean you can eat you know bad things but mainly our campus fairly limited which can be a good thing in a way so that you have to choice healthier things. And I appreciate the fact that they've added uhhhh the daily vegan uhhhh entree at uhhh rebel market. So
- I would say I eat everything uhhhh try to avoide the usally equate healty at home so im usually pressed for time like I ran over here and didn't pick anything up. But uhhh so sometimes its just whatever is most convient and and grab and go and sometimes the options are limited
- Yeah , I, I sense the new year started Ive been focusing on weight loss and so then part of that is making healthier choices obviously umm and so mostly I cook at home now but in the past when I would, I mean I would bring food from home for lunch, but in the past when I would get something on campus it was sort of like um Fridays finally here and im not going to bother packing my lunch and im just going to eat something on campus to make the day easy and then I found it difficult to find a healthy option on campus and so now I to just avoid that temptation I find myself just packing lunch every day because and its there and I eat what I brought and that's it.

Q3. What prevents you from making healthy choices on campus?

- The two big ones would be the lack of tries and too much crowds at Einstein's
- So crowds, lack of choice, what else
- There's an abundance of unhealthy choices
- I think that's definitely true and and um everytime it feels like everytime you ever see adds and new food venue its stake and shake, chicken place fried chicken place its just not healthy
- There used to be that uh do you remember the salad place that was at the union a few, I would go there every chance I get you get five dollars its a solid meal and now they don't have it anymore, I hate it
- Uhhh now you cant get it
- There is a _____ (inaudible) so ive gone to freshii once or twice but in terms of like cost tradeoff you can go to any of the places inside the union and pay half as much for the same amount you know of the meal or whatever and so then there is also that trade off which im sure the students feel you know potentially more than we do but its still uhhh tradeoff that you are making when you go.
- I think really to top _____ (inaudible) but convenience also like there is nothing really on this side, theres starbucks down stairs, so its very spotty distribution
- And you have to could you walk but if you are pressed for time then
- Um, yeah we kinda said it all but like, sometimes if like the options aren't its yeah its really just the options cus sometimes they don't I don't use oils when I cook and stuff so sometimes like the uhhh the daily vegan option at the whatever dining hall umm
- Rebel market
- Its just like oil and tofu, I mean I love tofu but then they drown in oil so its like ahhhh I cant eat that. So
- Yeah so I will to the ----- cost is an issue what ive started doing is when I want to eat on campus should I pay eleven dollars at freshee or just drive out and go to a restaurant and eat whatever I want. And I find myself doing way to often in the past year
- I want the crowds----- food for the money that im paying, then if I have the time they id rather do that
- Subway, to your ----- subway you know you can get a great vegan sandwich or any kind of sandwich at subway for five dollars I mean its really
- Right, yeah it was inexpensive and theres a lot of variety of healthier options so its like you didn't eat the same thing everyday time you went there so that was good. But there is also the issue with the vending machines don't have our building, I don't know if every building has vending machines ours has one on every floor, and I like that they put the water bottle filling stations in so that makes it easier to have water all the time but the vending machines still have nothing good in them. So

- One like ----- like snacks, ----- the entry point is like seven dollars or up for if you want something to eat typically so theres no real like I just want to spend two dollars to get a little something to ----- meal

Q4. How are healthy items being presented and served?

- I don't think the people serving them really trained about it because like you mentioned the vegan option at rebel uh market they kinda ----- I actually had someone say to me, I asked for the vegan option one time he goes you know it don't have meat in it. And I I said, that's the point, and when they keep em kinda they don't really they keep they have to put them in a separate oven and there like two of them so I, I don't know that they really think about it much and and I which which sandwich one time and I I again the person said ok there is no meat on your sandwich. I was like, true that's right. So I just think that ----- beter training of people who, and I realize there busy and they gotta deal with students and this and that, but just if they are going to have those options , I try to understand you know what that means to have those options.
- Uhh following that yes, so the vegan option is in a separate location which is kinda annoying but the same time I like that its separate because then I go to the salad bar station or something or the sushi station and there using the same knife to cut like the fish with the veggie ones then like for me I cant eat it that its same with the salad bar if the cheese is in the tomatoes I cant eat the tomatoes then, It's like that cross contamination so its not appealing to me when there is like other stuff mixed in with you know maybe doesn't look appealing to anybody but especially me like when things are just mixed in with the others just feels dirty
- I was going to say with previous question, rather than this theres not a value to the distinctive you know healthy eating. This also includes people who are allergic to several things
- That's a good questions, I um generally don't eat uh on campus much I try to bring my own food from home and I don't know if it's a chicken and eggs situation where I try to eat non campus and then find what I liked and started bringing my food from home. When I do eat out, so all this to say that I I probably have had limited exposure to what is offered on campus but when I do seek umm vegan options I just don't find that there readily apparent and so theres sorta like uhh uhh little but of uhh expedition or digging aspect to it. Um and then what was the other part. So how are they presented I guess not very
- Yeah , and no you kinda answered some of the previous questions that we had covered before you got here
- Also on that, on the website they have like the nutrition information, for things which I was like ok this is cool, but I found that its actually inaccurate because there was a vegan burger one time and I always double check because im neurotic and there was actually eggs in it so I was like ahhhh so there misrepresenting what they are actually giving.

- You talking about the cheese in the tomatoes made me think about how when its before the Johnson commons changed into the new rebel market they just had a salad bar and it was like a self serve kind of salad bar. And they you paid at the end. I would use that all the time and was very happy that that existed. And now they switched uhhh and I felt like there was a lot of turnover because a lot of people use the salad bar so then the stuff on the salad got turned over a lot. And I don't go to the rebel market so much now because there is to many students in there but the the salad bar there is kinda sad looking like maybe no one ever eats the salad that's on the salad bar so it just sits there for a long time. And a friend of mine works in another department on campus that deals with waste on campus and so I understand that they switch to this someones serving you salad to eliminate waste because they were throwing away so much uneaten food at the end. But for when there is a healthy option its frustrated to be limited in how much of that healthy option they'll give you . cus they make you basically like a side salad and then it doesn't feel like a meal when your eating it and then there is pizza and your like im hungry I need that piece of pizza and so

Q4A. Did you know that Aramark has nutrition information posted online?

- Yes (a few)
- I had no idea
- Everybody ----- I had no idea they had something online I would check that
- Its very clear on their website
- And that's how ive seen it, now their looking for it
- And you said it was very inaccurate
- At least for the vegan burger and then I just stopped trusting it
- Yeah, and that's what I think I just to her point I mean that that's something that they gotta post correct information because people do rely on it, im im not allergic its just a choice but there are people who would really be affected by that and and uhh you know the other thing is I this is just me in perspective if ----- anything that's vegan is gonna be vegetarian but not everything is vegetarian.----- you know open it up to a lot more people if they would just think that way, I mean there are vegan burgers so
- ----- I have a quick question, is freshee part of Aramark
- I think so
- I think its like the chick fil a
- Yeah I think armark is just the dinning halls and then all the other places are like on there own
- Yeah armark would be considered rebel market, grill at 1810,
- The pods are aramark
- Yes, so freshee would be a chain so no, armark would not be considered freshee

- ----- yeah the only thing I would say is when we added uh Einstein's to the law school and working with the university its gotta be an Aramark approved brand. And so I do think – an armark has some control over it.
- You can not have any place that sales food on campus that does not contracted with armark, so if you say if freshee armark. Freshee is freshee, but they have the contract with Aramark to be on campus
- Well then the nutritional information for freshee is not readily available online and they don't have any ingredients lists uhh they yeah
- Nothings organic is it. Im short circuiting. I just turned off my brain, I just like turn it off, its like

Q5. Are there places you can go on campus to eat healthy? Y: Where are they and what kind of items do you normally select? N: What are you looking for?

You can come to my office, ive got snacks for you in my office

- Yeah bring it
- Bring a luch, yeah
- If I don't bring like for days that im super lazy or I don't meal prep or whatever and I do like I when they advertise for the seven for seven meal plan thing, I get that so I only have seven for the whole semester or whatever um so I don't, that's how often I use it but then I'll go to the rebel market where theres another one by like the athletics stuff, I don't know what that ones called
- The grill at 1810
- Uhhh ok we'll they got a good salad bar too and they have smoothies
- Its not organic
- Its not organic but its better I guess
- Well so my comment has to do, the question was whether they had healthy options available on campus, correct. Did I get -----
- So are there places you can go on campus to eat healthy and if so, where are they what kind of items would you normally select
- So how are we going to define healthy, I guess you left that open ended on purpose
- So on the first um, on the first question we kinda went over like describe a healthy meal so these are some of the adjectives that you guys can kinda reference as your thinking about when I say healthy this is the kind of things that were that were thinking about.

- So then, I, I think that part of it is also something that you would want to eat I, right to say something super basic but ---- people assume that if you want to eat vegan then you love greens. I don't like greens I love uh you know lentil stews and and unprocessed. So that kinda stuff I think is not available at least the way I define healthy. And there just isn't a lot of information on what kind of oils they use I mean and and high quality oil is is sortof its it's a must if your going to eat healthy
- Im looking when , im looking for healthy options I either go to that sandwich place on the union now, which which or I go to einsteins, both of which I like to pretend are healthy but I know I mean I I know but that's the most I can get and if im not going off campus that's the one I usually pick.
- Im sorry I would say no to any of those, because most of it is processed and like I ---- picking up on the organic stuff was because I know the chemical that go into strawberries I have the shakes at 8 again I get a ----- I never eat ---- dirty dozen vegetables at home or fruits. Never we'll always go I mean you balance with conventional to but for those just because loads of pesticides in there so high that I at home wouldnt eat it. Here I just ----- - but I have to eat with colleagues so ----
- You know I think one thing im hearing is that people in this room get it and what worries me there there , we don't do a lot of education about healthy eating on this campus and so for the vast majority of students and staff its chick fil a its pizza its stuff that over time is really doing them harm and and and that's how they were raised and im not criticizing that its just but this an educational institution and it seems like were not doing enough for our staff or our students to say, think about other options
- And besides long term health, way back to one of your early questions, I didn't speak up you asked like why do you want to eat healthier food during the day part of it is just that if you eat something really heavy at lunch time it is really hard to get to 5 pm with any sort of focus and you know paying attention to what you're doing and um I Im not as with it as every one else at this table. I mean im getting with its been an effort the last four months but I do notice now that im bringing my own food everyday and meal prepping you mentioned and stuff like that, I just , the its easier to get to 5pm without you know starting to feel sluggish and so long term health would obviously benniefit from better health nutrition but just in terms of being a student or being a faculty member performance would be better if people could eat better on campus.

Q5A. N: "Vending" – We've tried some healthy vending initiatives in the residence halls. Do you think we need more options here?

- Whats in the vending machines, in the residence halls like what did you do as part of that initiative
- So your talking about the rebel well initiative
- So yeah it was a rebel well initiative were we added um smart snacks so ---- was it usda smart snack, that had specific calories and salt regulations and so we put a little green tab on the healthier snacks and so I think they are still doing the results about whether they sold better or worse or um
- But its processed, again
- I think that exactly
- ive seen that at the hospital to where they have like the healthy mark and im not like that's not healthy so I guess its very subjective
- why cant we get the farmers market people for example
- im going to talk about that in just a second
- do they come on Tuesdays, somebody told me that they, in the fall the came the farmers market came to campus a couple of times on Tuesdays
- we have had a couple um I couldn't tell you exactly when, yeah um so
- I will say this I would ---- it feels like im the only person on this table that's least educated about healthy choices and I seem to make my choices about eating with a large less information then you guys do , which I feel bad about but uhhh having said that I go back to the vending machine one because when you say the vending machines not healthy to me if im trying to make a healthy choice im staying away from vending machines I don't event look to see whats in there. That was to much negative brand value on the vending machine stuff.
- ----- im not stepping in near vending machine
- and in terms of you---- im im not as healthy as any of the other people at this table my choices are but uh you know in terms of just like getting people better educated or something its it would be hard to encourage an entire campus to move from panda express to clean vegan everything is unprocessed, that's a hard leap to make. But if you can get someone to go from Doritos to baked potato chips or from doritos to nuts or something like that that's an easier step and like making that in a vending machine is like the first step to you know to doing something better and so that would be even if its not the healthiest option that available in a vending machine just having something that is objectively healthier in a vending machine be good
- so an example kinda of what we did is like we put nature valley bars which some of you may not consider healthy but compared to a honey bun that's kinda what we were what we were looking at um

- I don't think we should go for perfectionism cus that's not that's not the goal with education its gotta be moving people in a better direction. You know it's the whole thing with the how many steps you take a day you know not every body runs so you know to take you know more steps and to walk more is better than not doing it at all and I think that's right I think that's what we should going -----
- ----- like theres natures box that sells ---- business have this so they have much less process so packaged foods versus my colleague was eating cheeseits the other day just because well he was hungry had to get something very processed and so but I don't think they have a vendor program I don't know
- yeah there not we there not vending machines in all buildings and the initiative has not been initiated in all buildings not yet at least. Mary you had something to add
- I just wanted to add to uh the the importance of doing it gradually but also the importance of having that option so the frustrating thing about the vending machines is that I cant get a pack of raw organic almonds even if you don't want to make them organic just you know almonds without added salt or don't make it bbq honey roasted. Just give me the almond and the thing is if that were an option in at least a few of the vending machines some one might try it not as in extreme vegan option just as let me try what these things taste like. Your taste buds change when you start eating differently and they might discover acquired taste or just you know the--- that it's a pleasant experience to eat organic if they aren't organic of course. To cconsume just a nut and its natural form
- Is there any reason to have soft drinks on campus I mean that's my thought
- And yeah, drinks definitely count as soft drinks. i mean im sorry vending soft drinks, vending is --- vending soft drinks is considered vending as well
- I know that would not be a popular to get rid of all the cokes on campus but I mean they , I do and I grew up in Atlanta coka cola runs in the faucets in Atlanta but you know um its just its not a healthy option . it never a healthy option
- Im sorry just thinking steak and shake they --- the vendors they chose to put into the pavilion is just very telling. I mean I know --- its like ughhhh. Others is like o yeah. More fast food but
- Yeah I agree

- The, I don't I've never been to one of the pods I've seen them sort of around but I've never been to one, but I think about you said something like what would you like to see in vending or what would a better sort of thing be, I know there's not room in every building for a pod, like I know really in our buildings were working on the architecture of the building and trying to make better. But the if I think about so I'm gonna say gas station which sounds horrible but sometime you go into gas stations not in Mississippi and you find you know like hard boiled eggs and cut vegetables that are in cups and fruit that's you know unpeeled and all this kind of stuff in like a little refrigerator section in the gas station if there was some like obviously these things can't go into a vending machine cuz who wants eggs out of a vending machine but if there was a small refrigerated stand sort of thing that you could go to and get you know these relatively fresh snack type things like it's not a meal but I'm just gonna go here and get some kind of snack that would be appealing. Much better
- ---- add one more thing, all of eating options to me are geared solely towards students, that's my feeling
- so I just bring my lunch typically I sometimes don't but like today but that's --- I just pull myself out of the equation because this is all for kids ---- the lines are you know you have to beat the class because forget it you'll spend half an hour maybe waiting in line.

Q6. On a scale of 1-10, how would you rank healthy food offerings on campus? If not a 10, what needs to be changed to bring that ranking to a 10?

- I would say 4 out of a 10 maybe a 5, uhh I think there needs to be better options we need to stop stopping by steak and shake everytime ----- I know they want to have steak and shake because that's what the students want but there needs a push and pull where we add healthier options. And also give better information and I think that probably needs to start at the ---- round places like the rebel market and all that. Uh I'd love to see i the think this was one of the questions on your survey when I took that I didn't think about it until now I would love to see uh proper dining place on campus. If I have time I don't want to leave, I'd pay a few extra bucks if I can sit down have good choices for a tasty well prepared meal.
- Lamar dining doesn't count because with students cooking, it's its never as good

- well, this is with some optimism i say a 2, but i think 8 years ago it was 0. absolutely a 0 so i think the university has come some steps forward but has a long way to go and i realize this probably doesnt have to do with athletics. but ive actually driven my family crazy because we have season tickets to the football games and they say, well tell us about your experience and i say theres nothing healthy to eat at sporting events and thats just wrong. Why cant you have one station every time. Its bbq, its fried chicken, its hot dogs. I know people like those things, but we have an obesity problem in this state. We have a diabetes problem, health problems. Why are we adding to that as a university. it doesnt make sense. The reponse i got back was, “people seem really satisfied with our dining choices at the football games” so ya know. I keep trying. With aramark, at least they have made some changes and hopefully we can help them make some more.
- Ill say 3.. ish. So as the representative from the business school, i of course recognize that the university has to make money on doing this and thats its not cheap to have all these of dining places on campus and so they have to make money, ya know they have to support themselves and then make money on top of that. I know that theyre appealing to the target demographic on campus is students and its whatever the students want to eat and thats good. I dont even know if i think there should be more things like freshii, where everything on the menu is geared towards being healthy. it would be a easier step to just make sure that every place that already exists on campus had several healthy options that were available. even steak and shake can sell a salad thats not terrible. They can try to offer something healthy and i think that would also be better. You were saying something about you have to travel all the way accross campus to get to Freshii. Its just this one island far. but if every place on campus had something that was healthy on the menu then it would be accessable to everyone regardless of where they were on campus. That would help bring up the score for me.
- I hosted an event through the students, because i didnt know how many would show up or not, i got alot of food but i got all stuff that i could also eat if i had to take it home. So it was all vegan stuff, which i know, i dont think any one of the students that came were vegan but they all still took, ate it and some even took two because there were extra left so if we had those options available, people will choose it. I would rate it about a 3 as well. I think im spoiled though because where i did my undergrad we were amazing. Having more good options available. I just dont feel like its as easy to find.
- I would say a 2. I think thats fair. Im not being positive or negative. 2 because for all the reasons we’ve discussed. I dont think... if it doesnt come from the top so to speak because its quite a big cultural change and ya know to change someone’s palate. I took a course with students and some Mississippians joined us in California and there were some that just refused to eat certain things that were outside their palate, like pizza. Unless you partly educate, and i know that the big Greek crowd and the sorority girls like going to green line, but then you see them pouring the dressing on, but they like it because it is supposedly healthy. They think its cool and healthy. We really target the lowest common denominator in getting a steak and shake. I think low taste sells.

- 2 - to take it to a 10, i would definitely would like to have more whole food options. truly whole foods. I would love to have more options that our local farmers could provide for us. i dont see why we're somehow not partnering with them. Organic... because there are times when i assemble a meal when I haven't been able to bring my food from home. If i can get to Starbucks and get their oatmeal, but i dont want any dried fruits or whatever, because i know they're full of sugar and oil, and whatever else they feel they need to put into dried fruit. So I'll just get the plain oatmeal and run to the pod to see if i can get a banana, so i assemble a meal that way and its time consuming and at the end of the day maybe its not really what you wanted. If steak and shake ... if they had a baked potato. If they had a baked potato.... i dont want it because its on the dirty dozen. Ill eat nonorganic if at least its not on the dirty dozen. By the time youve gone through, whats whole foods, is it on the dirty dozen list, then your options are severely reduced. so to have more options, to have them be whole foods, to have them be local and to have more organic options would inch towards 10.
- Can I say one more thing.... I think that the food industrial complex in aramark is part of that. Sorry. I think that we are with Aramark in control, dictating who comes in. A huge conglomerate that controls food sourcing.
- I dont agree with that.... aramark is a food industry they are controlling stuff... that is not true. Look at us, we are a bunch of faculty members sitting on campus, talking about how they university needs to do that, aramark needs to do this. How often have you gone to a UM organized by faculty on this campus and found terrible food options too. I am a vegetarian because I grew up without eating meat and I cant get myself to eat meat, though ive tried it, but ive gotton to events organized on campus by honors societies and for graduations which are all catered by faculty members who are organizing this and have terrible food options. and I go and im like well, i got nothing to eat. Im going to eat bread and fill my stomach up. If we cant do it by ourselves, the change has to happen even within the faculty. In the sense that when fellow faculty members decide we are going to put together an event and order food for everyone to eat, why dont we decide we have to order better food. Aramark is surely at fault but i think there are bigger problems here besides aramark. My department chairs always orders food that he knows i can eat when he hosts events.
- I'm all for.... efforts, which is what i think your proposing but theres a systemic issue that i think the question was directed at. And thats where i was directing the sourcing of this.
- I'm just saying its much more complicated than this.. The culture is different but in order to get a local farmers going, would they have to go through Aramark to be approved?

- Related to this issue, i like what you said about we're a bunch of faculty members sitting at this time table complaining about this. the issue is that we can afford to pay whatever it would costs to get whole food that came from some local place that was organic and was vegan and all this kind of stuff. I got an email from a student saying "can you promote this in my class. their going to be collecting food from the dorms to put in the food pantry in town because lafayette county is one of the top 10 most food insecure counties in the entire nation. and I feel like not having grown up in Oxford and i move here and i feel like it feels like some sort of marage in the state of MS, where everyone is farely wealthy, living here in all of this. and Yet our county is one of the most food insecure counties in the whole country. I want people to eat really great food but if no one can afford to eat any of it, then you just have a bunch of starving students who are eating popartars in their dorm rooms because theres no food they can afford anywhere.
- Can i add that thats part of being not well educated. I surveyed on a graduate TA salary \$13,500 a year and i traveled back home. Everything on that salary and it was bye eating dried legoms are so inexpensive. Even organic can be realtively inexpensive. I think that people think they cant afford things because they dont know what options are out there that are really inexpensive. so popartars are not that much cheaper.
- Im not saying for home cooking, because i know for home cooking, you can make things really inexpensive, which is partly why i bring all of my food to campus because its just way cheaper than buying stuff on campus but as a university that has to provide this food to tens of thousands of people on campus everyday. I understand what youre saying about lentils scaling up are still inexpensive compared to other sorts of things but if they buy tons and tons of lentils and no one eats any of them, then thats just a cost that they've gotten no money back on and the students are just like, im not eating lentils and so now the university has lost money on those lentils and the students are still hungry. I dont know that we're ever going to get at a university level to a point where everyone is eating whole organic food that was grown within 50 miles of here or whatever. I dont know that at this scale, it can happen.

Q7. What would a healthy campus eating environment look like to you?

- Campaigning for healthy eating environment. Like you point it out. No one seems to know what it is.
- I would like to see more... having knowledge about healthy items knowing that dried legumes are really cheap that i can make a healthy choice. Its not going to try and make me eat dry legumes because i dont want to eat dry legumes. There's the information part but theres also the motivation part. Providing options is good but how is the university of MS helping students find which options to choose. We should be encouraging students to make those choices. Not by just providing options and information, but encouraging them to do so. I dont know what sort of programs the university has to offer to do that but that has to be a part of that package.
- How do you think we should encourage healthy eating on campus?

- One option might be to tell people like me who don't have knowledge about healthy eating, but somebody like Richard here, who can sit and talk to me about what is processed foods, don't eat that. That's this kind of food, so why don't I invite you to lunch two or three days a week and I teach you this over the next few weeks and then you are on your own. He's kind of keeping me in check from bingeing eating and eating unhealthy food. and maybe that can help improve my diet and you can be my check guy. I don't know if you can do that with a campus though
- On a bigger scale... I work with some that live in the LRC and they all expressed the need to want to learn about healthy eating, especially when we're stressed and it's crunch time. And I thought that was great since the building has a kitchen, but it's usually dominated. They also live with the international students and it's dominated by them. But if we could come in, which I offered to do. Come in and teach them. I cooked for them, teach them about health, so there's how many dorms on campus? If we could have some sort of initiative where we come in and talk to them in their dorms, I think they would be more open to it.
- When we think about ordering... at the law school, we order pretty much all of living foods at this point because we have a lot of people who have different diets for different reasons. Living foods can meet that. I think before that, it was always pizza, Newks. The same stuff. Living Foods doesn't cost any more to us in terms of budget, but yet they provide food, or a couple of options. Everybody seems happy. It's much healthier. and we do that for every faculty meeting, every speaker. It seems to work. so looking at other options for those of us on campus who order food for events to really think that through.
- Getting from educating them to actually adopting new eating habits. It's in the palate, right? So if we can somehow get people to come in and have students sample things that they wouldn't ever choose if they knew this is what this is. but once you try it and it tastes so good, then you have experiential knowledge of that item. That might be a way ... I understand that it's not going to happen large scale. I think there is a way to get people to try different options and then once they have had a pleasant experience, they may be more willing to adopt that new practice.
- It's doable... just once step at a time. and there has to be some governmental policy behind it too. but that's a problem we can't solve.
- I think you have to satisfy the folks who you've had these sessions with. You get them on board eating on campus, it's most likely they'll be talking. Part of the shift over years of folks coming from different backgrounds, but we have lots of students who are out state. some of them are more familiar with, but they've seen a whole foods and stuff like that. If they're not unaware of eating healthier than they do. So if you support more people who are actually excited about eating healthy, it actually does spread. You have to make them happy

- There might have to be some way, I know you're talking about changing the campus and we're talking about educating the students. There has to be some way to get the students to think longer term because I am concerned that even if there were a bunch of healthier options on campus. Like whenever I go past Freshii, there's no body in there. So even if there are a bunch of healthier options on campus, if their choice is between something that is healthy and pizza, or something that is healthy and steak and shake that um ... I think that in the short term, where they're so stressed about everything and all they want is something short immediate gratification. They're always going to pick the less healthy option and it's hard, ya know, we were all college students. It's hard to as a college student, to be thinking about when I'm in 30's how do I want to feel and be. And all you can think of is today I'm hungry now, I have this limited amount of money and what I can get for this limited amount of money that's going to make me forget the class I was just in. Part of it is just trying to get people to take a longer term perspective when they're making these choices.
 - I used to work for the sustainability office on composting and I've been surprised how in the last 3 years, they've really gotten the students on board. I'm impressed and so because they have a campaign with advertising broadly and making it cool, and now they have tons of volunteers to sift. Partly you have the education, that's how it happened. Somehow giving some key leaders helped get the Greek system interested and that trickled. That's strategy though.
 - My university where I did my undergrad, we had a school permeable culture so we had our own garden and everything and we actually incorporated into the dining hall. Obviously not in every dining hall not the whole dining hall, but there was a section where it's, oh this is the students grew this.
 - We would have to think about all the culture around this campus too.
3. How should we encourage healthy eating on campus?
- You have to have this peer pressure sort of thing. You were saying it could be negative peer pressure and you were saying you wanted it to trickle down from the cool kids. Where I went to undergrad, they basically made this infographic type posters and they would hang them up all over the health center and all over the dorms. It wasn't about healthy eating. It was about trying to prevent binge drinking. It said, no one likes a sloppy gater, and then they would have info about only 2 out of 10 students say they drink more than 4 drinks. They were trying to take this assumption that students have that every Thursday Friday Saturday that people were just going out and getting really drunk. So they were saying that this is not actually what's happening. If you don't go out binge drinking on the weekend, your normal. I feel like a similar thing could be done with eating because part of this cultural assumption might be you making an assumption about what other people are doing even if it's not what they're actually doing. If there were some similar campaigns about what students actually think. It's ok to want to eat healthy food.
 - If there was a group of people who could meet up and go eat healthy on campus once a week, I would go join the group. Social infractions about healthy eating.

APPENDIX 4: FOCUS GROUP #3 TRANSCRIPT

Q1. How would you describe a healthy meal?

- Lots of vegetables
- Colorful
- Green
- Variety
- Fresh
- Local
- Low-fat
- Not deep fried
- Nothing that will make me sleepy afterwards
- I know this isn't a adjective, but it depends what aspect of health I'm going for. Because if im looking for Healthy, a healthy meal might be different if im trying some other health aspect
- Light / light feeling; they kind of counteract each other at times but something that doesn't leave me hungry I guess. Sometimes If I just have a salad I find myself still feeling hungry afterwards
- Real – not artificial
- Tasty

Q2. Do you try to make healthy food and beverage choices when eating on campus?

If so, why or why not?

- Depends on the day. Most often yes, I try to make healthy choices but every once and while. Especially when its fried chicken thursday at the JC. I don't go every week but, once a month I aim for health whatsoever during that meal.
- I try. As well. Um, you said why? To avoid gaining weight
- If I did eat on campus, I would try to eat healthy. Um because yeah, I don't want any kind of afternoon crash. I want to have energy to teach um uh but I have to say ive been interested in trying Raising Canes chicken at the Pavillion. I haven't yet but um yeah im from the north so I don't know what raising canes is. I would like to try it
- Its surprisingly good.
- Its pretty good. Mostly its your basic fried chicken tenders but theyre very very fresh and they've got a sauce which is horrible, its not healthy at all, but its delicious
- yeah its terrible for ya
- like I said, I like to go to the pavilion, but I don't do it very often because none of the options are particularly healthy
- yeah, it would be the thing as a treat.
- I try to stick to, okay I survived another month,

- Well I was recently diagnosed with type 2 diabetes so I rarely eat on campus anyway. So as a way of controlling what I eat is making sure I'm eating healthy. Um but yeah that's why it's like I appreciate McAlister's salad. I mean ok, they're not super healthy but they're better than a hamburger from steak and shake. Um so uh those are my whys and kind of what I do thinking about that
- I don't know, I just want to live forever *laughter*
- I'm going to say yes and I, I'm 1 point away from being pre-diabetic. My brother has diabetes and he had skin cancer. My other brother had prostate cancer so to avoid disease that my siblings had or my parents, my mom is pretty healthy but really that's why I try to make the healthy choices.
- The one thing I might add because I don't think I actually mentioned why. I don't usually worry about gaining weight too much because as a geologist, I'm out in the field a lot but I need to make sure that I stay in shape so it kind of correlates with that. I burn through a huge number of calories so I don't tend to worry about what I eat as much because every single weekend I'm usually hiking for miles. But I have to make sure that I can continue to do that and to be able to do my job so.

Q3. What prevents you from making healthy choices on campus?

- Bad habits
- Will power
- Delicious temptations
- Time – sometimes it takes a long time to get to a certain place on campus and that's why I find myself, if I don't bring my lunch, I just run down to the pod. So I think time is a big restraint.
- I actually eat a lot of ramen in my office if I don't have time, which is hold over from undergrad. That I never managed to get away from in grad school. Well it's like you can make you a thing of ramen and eat it in 20 minutes and sometimes that's all I have between my morning class and afternoon class so
- For me it's not knowing really what's available so I kind of just assume it's all unhealthy so I'm just like, ya know I just prepare everything myself and yeah. Maybe if I knew of some good healthy options on campus then
- Healthy options that are consistently healthy
- Consistency
- I think somebody else said this, but my own will power. Just not wanting to pick what I perceive to be healthy
- I know someone else mentioned this earlier, it kind of depends on the day too so like your just sitting in your office craving chocolate and there's nothing you can do about that. Ya know, and sometimes it's better to just go get a piece of chocolate than to sit there and crave it.

- Sometimes if I need an energy burst, like I know im going to be going into something in the afternoon and I need a energy burst for me that usually correlates to sugar. Which is bad, but for me it tends to work. Ill go get a candy bar or ill get something and it will give me something and it will give me that burst of energy to get me through the afternoon meeting that I actually have to be paying attention at and I cant just sit back and not pay any attention.

Q4. How are healthy items being presented and served?

Are they served in an appealing manner?

- I think so, but I cant really elaborate on it very much
- Generally, I like to go for the stir fry that I have at the JC whenever. Like the Mongolian stir fry because I can choose what goes in there and usually theres a little bit of oil they fry it in but its not overwhelming and I can load up on the veggies and usually that ends up looking pretty good afterwards. They played it up really nicely with the stir fry and the rice and all of that stuff. So to me that it does appear appealing and I don't know if it is actually healthy, but it seems it to me because I can load up veggies
- Its kind of the healthiest option over there
- Among others – yes
- I think for me it depends on the venue because ya know if you go lenoir dining in Lenoir hall, everything presented in an professional restaurant style manner so it always looks appealing whether its healthy or not. The POD, I've never looked in those, somebody eats in the pod, yeah. I've never looked at those so I don't know what they look like. I think the grill presents things in a better light than does the rebel market. But that might be an unfair statement.
- To me, both of them are about the same because I've been to the grill a number of times and its, a cafeteria is a cafeteria. You walk up and they serve it up for you and for most of them, ya know, unless they are making an effort to make it look nice on your place. Its usually just, alright, there it is. When youre looking at it. Like both of the salad bars. At the grill and at the rebel market. Usually its very colorful and everything looks very fresh so that's appealing. I mean once it ends up in my bowl, generally it's not quite as appealing. Because I plated it myself, so its not a fancy salad ya know but I mean to me, its kind of good to make a cafeteria appealing. I don't know what anyone else thinks about that but to me, harking back from undergrad, the cafeteria is a cafeteria
- So has anybody eaten a freshii? Ive heard good things from other folks
- I have. I like freshii. I find it a little pricey I guess for what you get but I think its attractive and you mentioned the salads at the pod and it reminded me. My colleques and I joke that you don't get the salads on Friday because they're a little more whilted on Friday. Like at the beginning of the week, the salads look really fresh and packed well but they start to kind of decline
- Are the pods open on the weekend?

- No I don't ... at least not in lamar. And they close early on Fridays so Fridays always kind of slim picking
- Is the pod the thing that has starbucks coffee in it sometimes? They've been open on some Saturday mornings
- Oh really
- There's a starbucks in lamar?
- Well it's not a proper starbucks, they just have the starbucks coffee
- Ok ok
- From the starbucks here or in coulter
- It's a machine that suspenses starbucks brand coffee

Q4A. Did you know that Aramark has nutrition information posted online?

- I did know that
- Well it's not always correct
- I have noticed that as well
- I look at the menu to decide if I want to go to rebel market or do I want to go the grill and Im like oh, the grill sounds awesome. And I show up and it has nothing to do with what was online so I'd say 4/5 it's correct
- I have noticed that as well. I usually look at the menu before I decide if I want to walk that far either to the JC or to the Grill because im kind of in between both and usually it's correct. Like certain days – like Thursday I know fried chicken at the JC. But sometimes they change it up. Sometimes it matches and sometimes it doesn't. and when it doesn't match, im usually very frustrated because, I was like no that sounded good, that's what I wanted and now. I still eat there but...
- I've never looked at it
- I didn't know it was available
- Well there's starbucks, I think they use the same materials that most starbucks use so I know that nutrition information is there but ive never noticed the other
- In the JC in a couple of the different stations they have a little card that they post nutrition information just right at the serving line. Not always but for some of the things. I've noticed that. Um usually like the things that don't change. The pizza always has the card there, that kind of thing.
- How accurate is that information
- That I don't know
- Because the pizza is such different sizes – is it possible the factor of 2 or
- That's a good question
- That's a valid question

- Well and its also when it relates to the serving information like the stir fry – am I getting one serving in what I request or am I getting 1 ½ servings or 2 servings because you look at box that has serving size and its like 2 crackers and I usually have a handful of crackers as a snack when I’m hiking so I know getting way more than one serving in those but for. I find it very hard to judge serving sizes when things like that.

Q5. Are there places you can go on campus to eat healthy?

Y: Where are they and what kind of items do you normally select?

N: What are you looking for?

- You can eat healthy at the grill, you can eat healthy at the JC, you just have to be picky about what you choose, I think. Um like the salads at McAlister’s, you can get a salad where you can pick and choose what to put on it. You can choose not to put salad dressing. You can make it as healthy as you want to. Generally at most of the grills, I don’t tend to think that the entrees that they’re serving are particularly healthy. But there are options.. usually the soups seem to be fairly healthy. The salads seem to be pretty healthy. Um the sandwich bar at the JC, I semi frequently eat there too. Yes, there are options, but you have to look for them, I think.
- I have no idea what I would be looking for otherwise
- Well since you mentioned freshii, I actually forgot about freshii. I just don’t go there but I perceive it as healthy. The wraps.
- I haven’t ever been to freshii, but if I wasn’t already looking for salad, which is my regular lunch. A salad with some kind of protein on it. I probably would go for something like a wrap.
- I guess based purely on the name, it sounds like it would be healthy.
- It certainly sounds like it would be and like I’ve said, I heard good things about it from people who have been in there.
- For me, im too price sensitive. Like I pay \$6.75 for a meal at the grill or RebelMarket and freshii is getting close to \$12, I think. So im not paying two lunches to go to freshii. Because my cheapness is the barrier
- Price sensitive, I like that
- You can load a certain number of meals on to your card to go to the grill, to go the JC and ya know, we can do that 7 for 7 meal deal everyone and while. I loaded the 50 when I first arrived and haven’t made it through all of them but I know its less than 7 dollars, so I’ve got these meals so I might as well use them.
- Ill say yes too and I think all the places on campus, you can get healthy food, at least I can. I just have to watch what I choose or have them modify it. So the person behind the line has to work with me. Um, and if we do add price, I definitely go to the Grill because, \$7. Or less I guess.
- I would be looking for salads, wraps, soups

- Its hard to find something at 3:00 or if you decide you need an afternoon snack or something to go with your coffee, I don't know where to find anything that's real healthy. I mean a Danish is hardly healthy.

Q5A. N: "Vending" – We've tried some healthy vending initiatives in the residence halls. Do you think we need more options here?

- I just know that the vending machine in my building is not healthy. Its candy and chips. Not that I don't get candy every once in a while when I need my
- We have tried healthy vending in the library because the kids stay here all the time. Well I know that dean has talked about asking for that so idk if they filtered that all the way out.
- I have no idea what better options could go in the vending machines. What are considered healthy vending options.
- I haven't noticed a change in vending machines that I see, but I know what youre talking about. Like the ones that might have fruit or sandwich, or granola bars. I would like to see something like that. With fresher opitions instead of the everything packaged
- DH: For me, I don't think the vending machines will sway my behaviors because my wife and I, we bring our lunch every day simply out of price point and then we can control the health. And so for us, to even eat in my own building or go to the grill, it's a treat. So Im not sure. I think it could influence other people who don't make their own food but for me, it wont make a difference.
- I feel like I would snack healthy if I had access to fresh fruits that I didn't have to bring. Because ill go to the grocery store, I will get fresh fruit and I usually eat most of it and then I get tired of banana, or apple or oranges I happen to have gotten before I usually finish the last of them and if I could have access to that where I... all I needed is one. Like a dollar for a banana or something. I wouldn't even mind spending a little bit more of it if it was fresh and I could get access to it without having to plan ahead.

Q6. On a scale of 1-10, how would you rank healthy food offerings on campus?

If not a 10, what needs to be changed to bring that ranking to a 10?

- I would say, since im going off of no knowledge really. I know there are some healthy offerings on campus, they exist somewhere. And I don't even go by the union anymore, I just consider that like closed down and theres nothing in there. So I know there was food options in there, maybe there still are. But I guess I would give it a 6. I know there are some out there but I think may be just bringing awareness more to faculty, knowing what options are available to bring that up to.
- I would definitely go over 5. I mean I think the option are there, I just don't know about all of them.

- Im thinking whether I'm going to raise my number because im in the 6 -7 range as well but im thinking, it could just be I don't know, I haven't found them on campus but baked meats instead of fried meats. Like can I get a piece of baked chicken with some vegetables that aren't cooking til they're so soft theyre not useless. I'm from California, you cant cook vegetables. And you don't cover bacon. If I knew those kinds of options, I might look for a hot meal instead of a salad as a treat. But I haven't been to the grill so I don't know if maybe that's available out of the grill.
- Depends on the day
- I think you've got ... im saying 6-7ish. I would maybe verge up to an 8 because I do go to multiple different places and you can eat healthy if you know where to look. I wouldn't give it a 10. I would say, im a big fan of roasted rotisserie but the problem with those is that if they're sitting out too long, like one big improvement would be smaller batches more frequently so that you know you're not making this one huge batch and then its sitting there because if you come in and you get something that's been sitting there for half an hour to an hour, it starts turning to mush, but if you come in and they just put this out because it just finished cooking its usually a lot better so I don't know how feasible that would be but if they could cook smaller, more frequently. I think things would be more appealing and it would be easier to do slightly healthier options.
- Well, im not really that generous with 10's but I don't know, I think we're pretty close. Maybe 8 or 9. But for me, its location. Like it never really crosses my mind to go to residential college. It never even crosses my mind to even go there. And the grill, that's clear across campus. And then the union is close, but maybe if we dining hall. So I think its more about distance needed to travel.
- I do think the campus is pretty, theres food spread all over campus. Like I don't have to walk that far to find something. Its just like you said, im about half way between the JC and the grill because im right on the circle so to me, going to either one depends on if im meeting friends for class. Or friends for lunch because more of my friends are over by the JC which is why I tend to go over there more often. The grill is a special trip so I don't do it nearly as often. I don't tend to go to most of the other small locations, partially because I don't know about them. And also because yeah, it's a distance, so why walk that much further when I can. I only have a certain amount of time in between and some of the people I have l lunch with have an hour so we have to be very careful to make theyre back at the end of the hour.
- Its hard, if you have to go very far at all. Because im kind of a slow eater and I like to enjoy.
- That's why we never eat off campus because its just travel time in there too and you lose your parking spot.
- I tell you the shuttle, the shuttle works. The shuttle from the circle to the square. You can do it. Most of the restaurants. You can get there, eat, and get back in an hour. If you catch the shuttle right on time but it works great.
- A great idea would be a shuttle to the grill. I don't even know if there is one but that would help it. An underground subway would help it. Or a sky tram.
- Good luck getting that one

- Lovely idea
- Well ive heard good things about the grill but ive never been out there because its all the way over there.
- One of them would be this thing I mentioned about the snacks in the afternoon. Like If starbucks started offering fruit, that would be great one. Or something like that and the other one is actually in the summer and intersession. The choices are dramatically reduced, the grill is shut down for the summer I believe, or at least for half of it. Im not sure exactly when theyre closed but they were closed last summer at some point. And rebelmarket offers a lot less options in the summer time. So its much harder to avoid eating friend chicken or whatever.
- To build on that a little bit sometimes in the summer, ill go some place that is the normally open and it wil be randomly closed wehere I just. Ok I was expecting this to be open and it's not open and then the hours are more restricted and sometimes the Jc will close because the interssession ended on a Thursday and not a Friday and I was not aware of that because I wasn't teaching and I forgot to pack and lunch and ill go be like alright, we're going to eat out of the vending machine instead. Or again, im going to have ramen in my office. Or something like that. That's more.. that might be a notification if they announce the hours more. Ive never seen an announcement for hours, ive always had to go look it up. Or I just miss the email. Or I just don't read the daily email.
- Because if its in the Um Today, no body reads all of that. Whole long list.
- I don't think its listed in there.
- Do they post similar restrictions or hours
- They do post them online – you can find them if you go hunting for them, but sometimes I just forget to go hunting before I walk across campus
- I don't eat all the time on campus. I usually bring my lunch so if I... they may just be because of where I'm located in Guyton. We do have a POD. So we have a \$7 little salad if you want that. So I mean, I would say for me when I do go eat, ive been pleased with the food except there's not a lot of fresh food, and fresh vegetables and I'm going to say probably around a 6. And its not just for me.. im considered about students. And so what are they... the intake they have constantly and if there's more choices, will they take advantage of that and how can we help encourage that.

Q7. What would a healthy campus-eating environment look like to you?

- fresher, more local food. If we.. this is a slight tangent, but I like eating at the ravine in town because they have a list of local sources and I know, I recognize them because I see them at the farmers market. If we had something like that where a point of pride, we gather food from local sources. Its more in the summer time rather than the winter time when the semester is in session when you can get access to that kind of thing. But I shop at the farmers market because I know that if is coming from farm to table.
- Would there be an opportunity to have a farmers market.
- they have one about once a semester
- I didn't know about it until it was shutting down...

- I don't have the same expectation of the dining halls because there's so many people they have to feed, but in lenoir, I probably do have a higher expectation for farm to table. So for me, I don't think that. But I'm glad you do. I just wanted to throw that out there
- I don't know how feasible it is
- If we're thinking in terms of like the ideal, I see students and faculty and we grab our food and we run back to our offices or the students are eating it wherever and I would like to see more seating, more communal actual dining instead of so much grab and go.
- I think that's a great observation like the grill is really noisy and feels like a gymnasium. It's really bright with TV's everywhere
- Just making sure.. the hamburger stand and the pizza stand and taco stand that there are lots of veggies and vegetarian protein options and just. Maybe students don't take advantage of them but they do have those options. But we also have the options to make different choices, even in the places where we don't necessarily think of them as healthy foods
- More vegetarian options would be nice, even for those of us who are not vegetarian.
- Besides availability of more options, I think the visibility. Knowing about them, because for me I'm coming from a place of not knowing what exactly is out there, I just don't know and then another idea that came to me was maybe something. Like food trucks would be cool to have. That would appeal to me. And then also, outdoor seating. There just doesn't seem to be anywhere to, even on the square, I don't see too many roof tops, like places to sit outside. So on campus, that would be nice.
- And if there are outside places, but they're not chrome. So it's like weeds and the sun reflection.
- I think the dining hall, the 1810 or the other one does a pretty good job because they don't have trays so they actually have to carry their plates so it discourages over eating. I think that is a good thing. I mean, I really it's hard for me to think of anything to add that would make it healthier because I think it's their if you want to make that choice. But maybe that's just my perspective.
- One of the starbucks, has a nice little outdoor seating area that has tents over the tables and things like that. I've only ever been to that starbucks like once or twice but that's a nice little – you go inside, you get your meal and then you can take it outside to enjoy fresh air. It was a really nice area. And I would go get a snack specifically from that location because I could sit outside in the shade and it was pleasant. And I haven't done it in a while, obviously because it was shut down but if we could have more seating like that. Because in the summer time, I don't like to be outside. It's miserable outside so I don't tend to do it. But in the spring and fall, the pollen is everywhere so I don't tend to sit outside. So that kind of limits me to the winter time. But there's not much on campus for.. not many options. I have no idea how that relates to healthy, but if we're talking health overall, taking your food and walking some place is better than just sitting in the same spot.

Q8. What are some other things that we need to know about the healthy eating environment on campus?

- More advertising. More advertising of the options. And the hours, especially in the odd times of the semester
- I think, its underutilized. I don't know why its underutilized. There's tons of students there but I don't think there's many faculty and staff. (talking about the grill). I feel there's more at the grill. I don't know, I really don't ever hear faculty say, oh hey, Im going to the dining hall. Ya know what I mean, we do but it might be department specific.
- My whole department goes
- Few of my department goes, usually if anyone goes, there are one or two of us and its an every once and a while thing. Its not a common occurrence. But that's also.. I try to pack my lunch. I cook in the evenings and bring left overs for lunch the next day. And its usually at the end of the week when I'm sick of cooking, that I run our of lunches and I tend to eat out at the cafeteria or at the grill and its one of those.. I don't know if that would change if things got healthier because I do tend to cook at the beginning of the week and I just loose all ambition at the end of the week.
- Maybe not environment, but healthy.. the coffee places on campus, I've seen give you a reusable cup and if want to go drink a coffee at the starbucks and just sit there and drink it, there's no option for .. that's true at the grill also, if you get a coffee, its in a paper cup. I don't know if that's true in rebel market or not.
- You can get a mug if you're at the JC, ya know, you can get a mug for whatever hot drinks your doing, but if you're getting one to go, of course its always reusable.
- Well I'll just throw this out there, unless you plan, its expensive because the 7 for 7 only happens twice a year and twelve bucks or whatever, the dining hall is not cheap. Or a \$7 dollar salad, my hats off to those of you who buy those.
- That's your desperate moments and afraid of not finding a place to park

Q9. How do you think we should encourage healthy eating on campus?

- Listing nutritional information more widespread as accurately as possible. So some people can make informed decisions and consistency with serving sizes. So its not like this giant slice of pizza or this small slice of pizza. Not just this one cart saying this one piece of pizza is 500 calories. I guess consistency and information for the patrons.
- If there is a bowl of apples or a bunch of banana's people will grab and go. And I don't know if there is way to encourage a grab and go at buildings, just so kids are grabbing an apple and eating it as their walking around. I mean that's vitamins and nutrition and its healthy. So I don't know If there would be a way to do some kind of initiative for different schools or departments to jump on the band wagon to try and create a more healthy environment.

- Limit the options – increase the healthy options and decrease the unhealthy ones and I hate to say that because I know my fried chicken is going to be the first to go but. If the options of what they can choose are still tasty, but they're healthier. Then we don't even have to tell them if they're eating healthier. It's just naturally a by-product of there are 1 really unhealthy, but there are 5 healthy. Just probability.. and chances are pretty good that they'll probably end up with one of the healthier options
- And this goes along with it, at the POD in Lamar, there are the \$7 dollar salads and then there's the Papa John's pizzas that are between 5-6 dollars and so. You go in and you see the pizza there and students... pizza and salad with a \$ 2 dollar difference
- Sometimes people know better, but they're not going to necessarily do better.
- It goes back to the price point.
- When they have the fried chicken and fried catfish in our department, that's the day everyone plans to go. It's fried chicken day!
- I say incentivize it. So for instance, if we had the opportunity to let's say, I worked at a university that did this, set a health goal for the year and then if you had a health goal and developed a smart goal that was measurable and then you go a rebate on your health insurance, like \$120. Or if it was part of the Turner Center, if we could incentivize healthy eating through the Turner Center, so if we exercise so many times a year, we got a free membership the next year but at the Turner Center, RebelWell would have healthy eating advertising or things like that. So I think it needs to be incentivized. We'll save money on health care costs if our people eat healthier so. I don't know about Aramark's bottom line and I don't even know if they're involved with this, but I think we need to go beyond that.
- Incentive I think is important because colleges have participated in RebelWell in my department. We have point person who sends emails out and we're doing it as a group, and they're tracking their exercise and there was program where if you filled it out you got a fleece in the winter. And ya know that's just fun to do with your colleagues and check in with everyone so just little things like that. Little programs and if I could save money on health insurance, that's better than a fleece
- Going back to the points that were made earlier, the nutrition information isn't always right or people don't know where to find it so it needs to be dummy proof ya know. It has to be clear where it's at and what it is.

APPENDIX 5: FOCUS GROUP #4 TRANSCRIPT

Q1. How would you describe a healthy meal?

- Varied
- Balanced
- Protein, vegetables
- Green
- Lean
- Small
- Less processed
- Fewer additives, growth hormones
- Fresh

Q2. Do you try to make healthy food and beverage choices when eating on campus?

If so, why or why not?

- If healthy, by small, yes. The older I get, the harder it is so
- Yeah, also just trying to, if not lose weight at least maintain. I just also prefer fresh food. That's one reason I wouldn't go to Johnson Commons
- Yes and it's one of the reasons I go to 1810 more often than going to, not to pick on anyone, but Canes. Eating fried chicken every, while delicious, is probably not the best for me.
- I would be more of the person on the fence. So sometimes yes, sometimes no.
- I would say that. I mean some days it's... I don't really care whether it's healthy or not but
- Do I try to make an effort most days? Yeah. Because like I said, sometimes it's not and sometimes it's out of convenience. If I got 30 minutes to eat because class is at a certain time, I'm going to go with what's next door
- Usually convenience is the reason for the sacrificing?

Q3. What prevents you from making healthy choices on campus?

- Convenience.. especially where we're located, Canes and steak and shake are right across the street so .. not convenient because the line is so long
- And you have a lot of arguments about whether it's fresh or how many antibiotics
- It also has to be affordable. I like freshii but it's not very affordable.
- I don't think anything prevents me, other than me. I can choose healthy every time every meal. I just don't. partly because the first word you have there.. varied. When I cook at home, it's varied.
- Not enough good options.
- Especially in the Summer... for the price I'm willing to pay.
- I mean that's the other thing, I could go to Johnson Commons or whatever or freshii everyday but I don't want to spend that much money so...

- Johnson commons isn't varied enough for me daily for me to work? But I don't think...

Q4. How are healthy items being presented and served?

Are they served in an appealing manner?

- I wouldn't say they turn me off anymore than most green things do for a meal.
- I would say that, there kind of presented in the same way everything else is.. and in a way, that makes them easy to pass. So because when I'm passing the salad bar, you just figure you know whats there but maybe if they had a sign or something or with a special salad or something or like hey, check out our pickled beats or our airloum tomatoes or something. Because you know its there but youre thinking, oh well I figured I want some lettuce and maybe a sprinkle of blue cheese maybe
- The main line is different everyday but the salad bar.. the bowl of lettuce will always be the bowl lettuce.
- Well and iceburg lettuce to me is ... useless.
- No nutritional value anyway
- If you put enough meat, cheese, and dressing on top and croutons and bacon, then it ok.
- I forgot to mention Lenoir hall as one of the dining options that actually does frequent, I think they do have some pretty good variety.
- Just because its very very well varied and they give you a good balance.

Q4A. Did you know that Aramark has nutrition information posted online?

- Yes and no. yes I do know. No ive never looked at it.
- Yes once, but I really didn't want to know so
- I think its definitely helpful but the problem is ... most people overlook it and theres no real reason for most people to really look at it
- Now my wife would. My wife, if she were an employee, would totally because she uses a calorie counter app on her phone and she would. If she were eating on campus, she'd go look up every item she ate. But I just kind of go with the moderation thing as much as possible and I really don't want to know that my meal is 52% fat or how many calories from fat. I just don't want to know.

Q5. Are there places you can go on campus to eat healthy?

Y: Where are they and what kind of items do you normally select?

N: What are you looking for?

- The answer for me is yes and then I go to 1810 and I go to lenoir dining. Lenoir does a good job of giving you a vegetable that maybe, if it were not part of the package, I probably would not choose. But going to 1810, I do try to, I am consciously making decisions every once and a while, adding some green to my plate, not just mashed potatoes.
- Our plates are usually brown.
- The thing is if im ever really thinking healthy options, im thinking quick. I know theres healthy options in the rebel market, that's where I go the most. But ya know, I have to go about a block over there, I have to wait in line. So I know you can go to subway or freshii. I think sometimes chickfila is healthy. I mean probably not,
- I guess my thing is, when I think of it on campus, what really comes to mind is salad. And I don't like salads all that well and they really don't go down well with me. And so ya know. You said what came to mind. I mean you can go to 1810 or johnson commons and get vegetables and ya know get steamed, its usually overcooked or horribly undercooked, but you can get some things but the first thing that comes to mind is salad. Wherever it is because they all have salad options
- I almost always do the stir-fry station at rebelmarket because that's usually pretty good
- Well I like the sushi
- Sometimes the sushi is really healthy, sometimes its not. But I think if they, the first word which is very important to me, if they had more varied options. I think youre idea was really great about. If you walked in and got a specialty salad today and we're gonna have beets and all these kinds of things. They might attract or if they said, we're going to have sotoma, a tie, Greek papaya salad today and if they did that kind of thing, then it would be a lot more fun to think about it. But again my first thought is iceberg lettuce. I just don't want to go there
- And almost every salad could be a wrap. So you said you don't really like salad, they could put that same thing in a pita or in a tortilla so that would also maybe help make it... but heres the thing about the rebelmarket is when you go, ya know got to set aside a least half an hour. Even if youre just going to grab something and go, you need at least a half an hour
- Not to mention, what prevents you from eating healthy .. it's the convenience and the wait times.
- And theres hardly anything available during the summer
- That's a big thing just among universities. Everywhere ive been to, that's just how it is. Fall and spring semesters, you have 20+ options. But as soon as the undergrads leave, youre down to two or three in 2 hour windows.
- I mean, that's why we pick 1810. A lot of times... 5 min walk, no line, and protein protein. And hot rolls. And then youre out.
- You can get in and out of there really quickly. And then when they do the 7 for 7, it's a good deal.

Q5A. N: "Vending" – We've tried some healthy vending initiatives in the residence halls. Do

you think we need more options here?

- I rarely use a vending machine. If they had healthy options, I probably would actually. I mean, when I get hypoglycemic, if I need a snack, I want protein. And I really don't want a whole lot of fat. If they had something that went down that road rather than the 2 gs of salt in the peanut butter crackers.
- There's also a lot of sugar in a lot of those options too.
- Every once and a while, I may get something in between classes. And that one has one has some healthy options but it still has all the other chips and stuff like that. So if there was a machine that had nothing but healthy options, you would use them more because the thing is.. its just that you mean to good things, but then there are the chili cheese fritos and you're just like, I could either get the baked chips but your had just goes to the.... If there was more.. like if it was really full of healthy options and maybe if the bad cost just a little bit more, that would be
- The reverse is usually true... the bad stuff is cheap and a lot of the healthy options are expensive.

Q6. On a scale of 1-10, how would you rank healthy food offerings on campus?

If not a 10, what needs to be changed to bring that ranking to a 10?

- 8 – I think there are offerings, 10 would just be more variety. Creative variety. Im just really picky, but I like... when my kids were growing up, we cooked food from 3 countries every week. I like variety and to eat the same thing, even if its something I like.. eating it day after day gets boring. I'd be a whole lot more excited about going out to eat if they had real variety.
- Offered more consistently too
- And affordable
- I guess it depends on the time of year. Right now, not very high.
- I'd summer is like a 4.
- 8 – I use the rebel market the most . The worst days are Thursday and Friday because that's fried chicken and fried fish. But even in the lines, the veggies seem fresh, like they don't come out of a can. And they always have a little sushi station. And they have pizza, though not often vegetarian pizza. So I would give it an 8. The reason that its not a 10 is because of costs in the vending machines. The water costs the same as a soda and so im just like, ill get a dr. pepper instead of a water even though its right there. And the convenience, its just so much easier to get something quick that's probably not that good as the healthy options.

- I'd probably be a lot harsher, in the summer it's a 2 and its mainly just options. I thought the union would be open, but it wasn't. so I went over to the commons and the only line that wasn't 30 people back was the service line and they had gumbo, which is not really the best thing. And during the school year, I would say about a 6. You have more options but theres more people so in general, its almost a wash. Ive been to a lot of other universities, particularity universities that know how to do variety well. Like you said, the water stations is good. Encouraging people to have water stations in more of the buildings. Not just the ones that are recently renovated. Finding ways to process people a little bit quicker without sacrificing anything. Everyday, on a Thursday, in that line, youre probably going to have that fried chicken. Its probably going to be green beans or okra. Theres almost the sense of, even though theres a vegetable option, it always seems to be the same vegetable option.
- That's why I would say it's a 6 because even if there are options, when you go to 1810, 3 days a week for 2 weeks, youre going to see the same food over and over again. They are healthy options, it's the same healthy options over and over again. Theres not a lot of variety and it is just more convenient to go to the vending machine and get a snickers bar as opposed to having to walk over the residence halls to get a healthy vending option. We didn't know about it and so the convenience and general knowledge of where the healthy options are. What are the healthy options. And then lenoir is great but theres limited seating, limited time slots. The time slots, depending on when you teach, the time slots may not fit your teaching schedule.
- The water stations, I spent a year at another school.. and even the really old water fountains, all of them had filters on them. So even if you cant do the fancy filtered water deal, you could put a filter on the old fashioned water machines. Im still sticking with an 8. Cost and convenience. I don't know if this would cost them more money, but a grab and go. Could we have more grab and go?
- They have it for the athletes down at 1810. But its only for the athletes.
- Well the pod has all sorts of convenience foods but its like air port prices. And there aren't many healthy options.
- Instead of going to the fried chicken lines, I can just grab this and take it to my office or take this on my way to class.
- There used to be a place in the union that had like noodle bowls that you could just grab and they didn't do it this. You didn't have to wait for it to be prepper or anything else. If you were in a hurry and the line wasn't too bad, that was not a bad option. But its gone.

Q7. What would a healthy campus-eating environment look like to you?

- When I was in boulder, that was just the mentality, there was so many options, it was pushed. That's just the culture there. You gotta be hipster, but you had to make an effort to get the unhealthy options. Vs an effort to get the healthy options. And I think the problem is its backwards. And that's just the commonality of it. If you want to be healthy, you have to put in more effort. The problem is, especially for faculty, we don't have the time or energy. We just want to get something to eat. Johns just looking for some meat, trying to be healthy but if youre going to put barriers, well then that's the way it is. The crazy thing about the one at boulder is they have the same thing. One major caf, but there was a main service line, a pizza line, there was a grill line, there was a Hebrew line, there was a Mongolian line. They had so many different random small stations, but it was so varied, that you could go there and there was always something a little different each time.
- The stir fry, 1810, the pasta line.. but theyre not fast. And so again, its one of those, if youre in a hurry. Youre not going to go over there, place the order, go back to your table. Wait. Go pick it up.. I mean...
- With the sushi line, they have stir fry and sushi, but they also have the pre-made this. So instead of having the pick what you want, having a bunch more, ok we made these things, pick them up. That way, the service line can prepare these things and then the people can get those.
- That's the way the noodle place worked in the old union. Was they prepared a bunch of, had them in bowls and you just grabbed it and went on.
- If they prepared it ahead of time and prepared a healthy balance. If I could go in and get spaghetti with pesto and grilled chicken and maybe a little romaine or spinach around the edge, as a salad, I would totally do that.
- But if you give me the choice, a lot of times im going to go grab some pizza with... im going to look at the turkey and say ok its dry. Im going to go get the Salisbury steak, because I know that's decent and some mashed potatoes. But if you say, ok here's a piece of turkey, here's a small salad with it. Heres some rice. I would say, "oh that looks really nice. Im just going to grab that bowl and immediately you've given me the proper portion size. You've given me the variety I want. And its fast.
- You bring up something interesting because portion size. You go to 1810 or johnson commons, theres no real consistency between one person being served than the next person being served because john may get two pork chops and I may get one pork chop. Having a consistent.. if I were to go look up the nutritional value information, I have no clue what mine was vs. what his was. Or my meat loaf might be this big and your might be that big.
- I think for us, and maybe for some students, when I was that age, I loved the all you can eat. I wont even tell you how many calories I ate per day in college. But for some of us, if there were a 4 dollar proportioned well-balance option that you could get real quick, that would be an everyday thing. But if pay for all I can eat, its really hard not to eat all I can eat because in your head youre saying, if I eat more, im getting a better value. So I might as well get free lasagna's because theyre there.
- I like the idea of you saying to make it a little bit cheaper. That's incentive.

- Make it fun and interesting. For example, in rebelmarket, the place where they have a big bowl of yogurt. Or some cottage cheese and some pineapples and apples, or whatever. But if you have just a little sign up there that says “make a parfait”. And they had cups with strawberries and blueberries or whatever the fruit is. That big globby bowl of yogurt is like not appetizing what so ever. but if you have a picture of, make your own parfait; and post it on such and such. So that’s something that is already there, but its just presented in a way that makes it so easy to walk past. Or to just
- Im going to go back to the cost thing, if you had something like that said, pick any three items that fit in this for \$3.
- I like it
- Ya know, heres the size, this is what you have to work with but pick 3 and whatever the cost.
- But again, if you made the healthy proportionately smaller and healthy and cost cheaper, I think you’d find people that would do it.
- You could serve more people and you could probably make more money.
- To even just highlight the healthy options that are there already. Like.. I don’t think ive ever seen a vegetarian.... Lets say they decide to have a vegetarians pizza with olive oil and low fat cheese or no cheese or whatever they do to try and make it a healthier option. Then if they had little pieces, maybe somebody walked around and they would ask if they’ve tried our healthy ya know, or our this is what we’re selling the Mongolian grill or whatever. They could have those little cups of it. And just walk around.
- Serve flat breads. Get rid of the cheese and sauce. And put olive oil and pesto
- Again go with pesto, you have a lot of flavor there and you get a little color, a little pretty and a whole lot better.
- The other part that may be an issue ... what’s the fraction people that really care. I mean, when I was 20, it was all about quantity. If I had been 20 and you had offered me little things, I would have gone for the all I can eat. I understand it may be difficult for them to change a lot, unless you just decide culturally, we’re going to change it.
- Its almost like you could start with the faculty and staff because lets be honest, they’re older and more health conscious. But when you’re 20, you can eat 6000 calories and you still look the same.
- I think a lot of our students are becoming a lot more health conscious.
- For students, the convenience angle might work just as well.
- If they really did get into the variety. True variety. If you had a chili head station, you could go and pick a variety of really spicy food that they had from different cuisines, different whatever every day. Those are things you can do that can be really really healthy.

Q8. What are some other things that we need to know about the healthy eating environment on campus?

- not varied enough, not scattered around enough.

- Its a lot times, is just letting the students and faculty know what they are and where theyre at.
- Theyre not well publicized
- I don't think ever been to that freshii place.
- Its entirely too expensive.
- It is the type of food I would want to eat
- And I hear theres pods on campus, but ive never seen them
- Oh theres one in lamar
- A lot of times its just communication and information
- In terms of communication, the kind of places that people pass by .. I know what the rebelmarket serves on Thursday and Friday because they serve the same thing. The other days of the week, I don't know but I'd walk around there or by the library or something everyday, so if they had a poster board or something
- I use the online information
- I know that I could look it up online, but if I could just walk in ... ya know, some weeks youre like, this week, im going to watch my calories and you make it two weeks and the third week your forgot to pack that lunch. If I was just walking around and I could see today at 1810 theyre having blah blah blah, id be like I might go to 1810
- They put it on the ole miss homepage though
- And they put the best options for today and stuff
- The other things is the pavilion, where a lot of student go to eat, there is no healthy option. You have Canes fried chicken and hamburgers.
- Those lines are incredible during the fall and spring
- The scary thing about steak and shake is that its cheap

Q9. How do you think we should encourage healthy eating on campus?

- Portion size, convenience, variety, affordable
- Gamify a little bit
- The order in which you present options, makes a difference in the choices people make. Just steer them in the right direction
- Maybe more connections with groups and stuff on campus such as rebel well.
- If there was some way to make it a raffle for how many times you went to the salad line and at the end of the month, you get a free meal. Just something to make it fun.
- Incentives
- Even just having someone go around and talk about what rebel well is .. going back on the communication. We always have people coming in talking about bits of campus and the culture. Even with the early faculty group or something. Just tell us what rebelwell is and what its about.
- Free delivery on campus with the order of a group of 8 or more. If they could go online and order it. And it would be 6 bucks and they didn't have to go anywhere.

- Oh my that would be awesome.

VITA

Selby Entrekin

EDUCATION

B.S, Nutrition and Dietetics, University of Mississippi, May 2017