

Title:

Building Relationships to Implement Large-Scale Cardiovascular Screenings on College Campuses

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Session Title: Heart Checks: Preventing Cardiovascular Disease in Young Adults

Slot: G 06: Monday, 30 October 2017: 1:15 PM-2:30 PM

Scheduled Time: 1:55 PM

Keywords:

cardiovascular prevention, college students and marketing

References:

Burke, J.D., Reilly, R.A., Morrell, J.S., Lofgren, I.E. (2009). The University of New Hampshire's Young Adult Health Risk Screening Initiative. *Journal of the American Dietetic Association*, 109 (10)1751-1758.

Egan, B.M., et al. (2011). Impacting population cardiovascular health through community-based practice network: update on an ash-supported collaborative. *Journal of Clinical Hypertension*, 13 (8), 543-550.

Farley, T.A., Dalal, M.A., Mostashari, F., & Frieden, T.R. (2010). Deaths preventable in the U.S. by improvements in use of clinical preventive services. *American Journal of Preventive Medicine*, 38, 600–9.

Abstract Summary:

For a college or school of nursing, which does not already provide health screenings to campus students, a thoughtful approach to planning is necessary to building the relationships and communications campaign required to reach and engage students in their heart health.

Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
1. Identify successes, challenges, and lessons learned during the relationship-building required to offer cardiovascular health screenings of college students at The Ohio State University to inform the planning of similar events on other campuses.	Relationship-building a) Successes in cross-campus collaborations i. University president’s office ii. Student Life iii. Student Wellness iv. Greek Life b) Challenges with building relationships: silos abound i. IMG ii. Residence Halls

	and Dining Services c) Lessons learned around campus partnerships
2. Develop a marketing and communications campaign to raise awareness about cardiovascular health among students.	Communications campaign a) Collaboration with University marketing and communications i. social media ii. b) Major event planning with Athletic Department i. Athletic Director and coaches ii. Key sporting event a. Marching Band b. Advertising and University hospitals c) Engaging student groups in messaging i. Greek Life ii. Student wellness organizations d) Creating incentives for student participation

Abstract Text:

Background: Although cardiovascular disease (CVD) is popularly thought of as an affliction of the aged, it begins developing much earlier in an individual's life. Among 18-24 year-olds, greater than 50% have at least one cardiovascular risk factor and nearly one-fourth have advanced atherosclerotic lesions. What's more, studies have revealed that college students possess scant knowledge of the disease and its risk factors compared to other health issues. Large-scale health screenings are one potential method to increase CVD awareness and improve the health of this population. For a college or school of nursing, which does not already provide health screenings to campus students, a thoughtful approach to planning will build the necessary relationships and communications campaign required to reach and engage students in their heart health. **Purpose:** This presentation will provide a framework for the development of strategic partnerships and communications necessary to execute large scale cardiovascular screenings on a college campus of over 59,000 students. **Methods:** Cross campus partnerships were developed over the course of a 6-8 month time frame. Leadership from the office of the University's President, Student Life, Student Wellness, Greek Life, and the College of Nursing collaborated on best practices for engaging college aged individuals within their subgroups. Multiple engagement activities promoting heart health were planned in an effort to raise awareness of cardiovascular risk factors and cardiovascular prevention in the younger age group. The communication campaign targeted such venues as large sporting events, student groups, and the university hospital. **Results:** Successful execution of four cardiovascular screenings and multiple outreach and engagement activities on cardiovascular health have occurred cross campus from August 2016-February 2017. **Conclusions:** The execution of large scale health screenings on college campuses takes extensive planning and collaboration from multiple groups within the university. Through the development of strong partnerships and clear communication, more students can be reached and more awareness and education on cardiovascular risk can be raised.