

# Healthy Campus 2020

## Executive Summary

Florida State University  
Summer & Fall 2013



# Executive Summary - Healthy Campus 2020 Initiative

## Florida State University

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#### Organizational History

Florida State University was an early adopter of Healthy Campus 2010/2020 over 12 years ago. At that time, the committee determined that alcohol issues and high risk drinking prevention was a priority and should be the main focus of the committee's efforts. In addition, the University was awarded a Partnership for Alcohol grant of \$700,000 to address high risk drinking from an environmental management approach. In 2009 the committee determined the significance in a broader health focus and developed four subcommittees to better address additional areas of health. The committees consisted of Alcohol; Nutrition; Tobacco & Other Drugs and Life Balance. Each committee developed objectives and priorities with corresponding initiatives for each topic area. Three years later, a re-organization of Healthy Campus further developed into 6 Strategic Health Teams that include: Alcohol & Other Drugs, Eating Disorders, Mental Health, Nutrition & Fitness, Sexual Health/Sexual Violence and Tobacco.

#### Strategic Health Teams

The six strategic health teams were determined according to the national Healthy Campus 2020 topic area priorities for college students.<sup>1</sup> Healthy Campus 2020 provides a framework for improving the overall health status on campuses nationwide and extends beyond the traditional approaches of education and treatment. Collaborative efforts of students, faculty and staff can foster healthy environments and behaviors.

Alcohol & Other Drugs: According to the National Institute of Alcohol Abuse and Alcoholism, the consequences of excessive and underage drinking continue to result in dangerous and often life threatening consequences. Assaults, injuries, academic problems, health problems, and even death are often the result of high risk drinking behaviors.

Eating Disorders: College students are at high risk for eating disorders, disordered eating and poor body dissatisfaction and these symptoms have increased significantly among students in the last 15 years.<sup>2</sup> As many as 40% of college women are concerned that their eating or weight is out of control and up to 33% are exhibiting harmful or risky eating behaviors.<sup>3</sup> An increase in college men with eating disorders has also been identified, as men with eating disorders often go undiagnosed.<sup>4</sup> Disordered eating can result in severe physical consequences and is associated with reduced confidence and self-esteem, shame, and other psychological problems.<sup>5,6</sup>

Mental Health: College health centers are seeing more students than ever with severe mental health problems according to the American Psychological Association.<sup>7</sup> Stress ranks as the top academic impediment nationally among college students according to the National College Health Assessment Data (NCHA),<sup>8</sup> as nearly one third of students report doing poorly on an exam, an assignment or in a class due to stress. Anxiety also ranks among the top five academic impediments among college students nationally and both anxiety and depression ranks in the top five for FSU students (NCHA, FSU 2013).

Nutrition & Fitness: According to the NCHA,<sup>8</sup> only about 5% of college students consume the recommended 5 servings of fruits and vegetables each day and most students consume less than 3 servings per day. In addition, less than half of college students meet the American College of Sports Medicine exercise guidelines for at least 30 minutes of aerobic exercise at least 5 days per week. Physical inactivity and poor diet are both associated with a wide range of chronic diseases including hypertension, high cholesterol and type 2 diabetes. Most behaviors established at this time could potentially initiate life-long habits and associated health problems, reinforcing the importance of establishing healthy behaviors during college.<sup>9</sup>

Sexual Health/Sexual Violence: According to the CDC, half of all new sexually transmitted diseases occur among young people aged 15 to 24 years.<sup>10</sup> At Florida State University, only 55.2% of sexually active students reported using a protective barrier during vaginal intercourse and 22.2% reported using a barrier during anal intercourse (NCHA, FSU 2013). This low percent of students practicing safer sex combined with the number one ranking of Leon County having the highest rates of chlamydia, gonorrhea, and syphilis in 2012<sup>11</sup> leads to consistent infection and reinfection. STI/HIV infection can lead to infertility, cervical cancers, PID, and even being ostracized.<sup>12</sup> Nearly 1 in 5 US women and 1 in 71 US men will be a victim of rape in their lifetime. Of those women, 80% of them have experienced their first rape before the age of 25, specific to the college population.<sup>10</sup> At Florida State University, 1.4% of students reported that they were sexually penetrated without consent (NCHA, FSU 2013). Effects of Sexual Assault/Sexual Violence can go beyond the physical – pregnancy, HIV/STIs, bruises, etc. – and into the mental and emotional realm with PTSD, eating disorders, and even suicide attempts.<sup>13</sup>

Tobacco: Research findings confirm and the U.S. Surgeon General affirms that tobacco use and exposures to second-hand smoke by non-users constitute a significant health hazard.<sup>10</sup> Through the Florida Clean Indoor Air Act, the state of Florida acknowledges that lighted tobacco products constitute significant health hazards to users and non-users. In addition, lighted tobacco products are a safety concern since they have been identified as contributing factors in numerous accidental fires.



# ALCOHOL & OTHER DRUGS

Indicator	2013 Data	2020 Target
Students who had 5 or more drinks at a time	F 37% M 49%	F<32% M<44%
Students who did something they regretted as result of their drinking	F 37% M 37%	F<32% M<29%
Students who don't (always) avoid drinking games	F 72% M 73%	F<67% M<68%

According to the National Institutes on Alcohol Abuse and Alcoholism (NIAAA), A Call to Action: Changing the Culture of Drinking at US Colleges, several strategies are identified as evidence-based interventions. Successful interventions occur at three distinct levels. The 3-in-1 approach addresses the concept that interventions must operate simultaneously to reach individual students, the student body as a whole, and the greater college community. Commonly used intervention strategies are also grouped into four tiers, based on the degree of scientific evidence supporting them. Tier 1 represents the most effective strategies to prevent and reduce college drinking. Tier 2 represents strategies that have been successful with the general population and which could be applied to college environments. Tier 3 represents strategies that show logical and theoretical promise but require more comprehensive evaluation. And Tier 4 focuses on the need to evaluate these approaches, in particular to identify those that are not proving useful. In 2007, an Update on College Drinking Research was published and the following recommendations follow these guidelines.

## RECOMMENDATIONS

### 1. Increase Student use of Alcohol “Risk Reduction” Practices.

The use of “protective” behavioral strategies – such as avoiding drinking games, eating before drinking, or counting drinks – has been associated with students drinking less and experiencing fewer alcohol-related negative consequences.<sup>12-15</sup> In addition, brief motivational interviewing,<sup>15</sup> cognitive-behavioral skills training,<sup>11</sup> incorporating trained student peers on intervention teams,<sup>16</sup> Internet based interventions,<sup>17</sup> and judicial mandated programming<sup>18</sup> have been shown to increase student knowledge about and use of protective behavioral strategies.

### 2. Campus-Community Partnerships

Research has supported the use of community-level interventions in reducing alcohol-related problems such as underage drinking, heavy drinking and drinking while driving. FSU continues to be an active member of the Leon County Responsible Decision Making Coalition and was most recently the recipient of a Collegiate Success Initiative (CSI) grant through the Department of Children and Families. Funds from this grant were used to: create educational materials for the Medical Amnesty Policy on campus; incentivize peer educators and to help support an internet-based intervention for first year students.

### 3. Increase Opportunities for Substance-Free Entertainment.

A number of substance-free opportunities are available for students at FSU. Since its initiation in 2008, The True Seminole Tailgate event draws several hundred students prior to each home football game and offers free food and entertainment. Seminole Sensation Week, an entire week of events prior to fall semester, has evolved into numerous activities including carnivals, cosmic bowling, student involvement fair, midnight breakfast for a buck, concerts and more. Many of these events continue throughout the academic year to provide students with safe, on campus alternatives.

## ALCOHOL TEAM MEMBERS

Allen, Kristen	Mothers Against Drunk Driving
Barber, Kathy	Student Life Cinema
Benbrook, Anna	Health Promotion, UHS
Bramblett, Jim	FSU Employee Assistance Program
Bukanc, Rachel	Student Rights & Responsibilities
Clark, Katie	Student Conduct Board & Panhellenic
Denton, Lisa	University Counseling Center
Frentz, Kevin	Health Promotion, UHS
Howell, Rick	Florida Center for Prevention Research
Izquierdo, Jeremy	FSU Police Department
Kouns, Holly	University Libraries
Lata, John	Athletics
Lopez, Frank	Greek Life
Magnuson, Amy*	Health Promotion, UHS
Meriwether, Lafarin	Housing
Norwood, Jessica	Campus Recreation
Peeples, Heather	Mothers Against Drunk Driving
Russell, Rachel	Student, Women's Student Union
Ward-Roof, Jeanine	Dean of Students
Waters, Mae	Responsible Decision Making Coalition
Weingarten, Ilese*	University Counseling Center
Wilkerson, Tirrell	Health Promotion, UHS

\*Committee Co-Chair

# EATING DISORDERS

Indicator	2013 Data	2020 Target
Students who received information about eating disorders at FSU	F 38% M 30%	F>42% M>35%
Students who are dieting to lose weight	F 55% M 27%	F<50% M<22%
Students who are exercising to lose weight	F 65% M 43%	F<60% M<38%

Evidenced-based primary prevention programs for eating disorders have included dissonance-based programs in which women critique the thin-ideal bodytype in a series of verbal, written, and behavioral exercises; positive body image activities; discouraging “fat talk;” and self-esteem activities. Other promising interventions encourage individuals through motivational interviewing to make gradual healthy lifestyle changes through diet and exercise. Media advocacy, encouraging participants to become critical evaluators of the media also show promising effects in reducing eating disorder symptoms.

## RECOMMENDATIONS

### 1. Additional Eating Disorder Behavior and Attitude Data of FSU Students is Needed

A more thorough assessment of current behaviors and attitudes would be ideal prior to identifying target populations and specific initiatives to address these concerns. Currently, data is limited to students who report being diagnosed with an eating disorder, and many subclinical disordered eating behaviors have not been diagnosed and may go untreated. The current survey in use asks if students are “dieting” or “exercising” to lose weight and due to the nature of the survey questions, it is unclear if these behaviors are extreme or harmful.

### 2. Campus-wide Prevention Program

Following the collection and analysis of accurate assessment measures, a campus-wide eating disorder prevention program will be developed to address the harmful behaviors specific to FSU students. Staff and students will be trained to disseminate accurate, reliable information regarding healthy behaviors and attitudes in their respective areas.

### 3. Educational Programs and Events

FSU departments will partner with student organizations to facilitate effective educational programs that increase awareness of eating disorders and their potential consequences. Primary educational components will include awareness on the diverse populations susceptible to eating disorders, including all ethnicities, races and genders. Two of these successful, annual programs are Love your Body Day in October and National Eating Disorder Awareness Week in February.

## EATING DISORDER TEAM MEMBERS

Black, Allison	Student Activities, Oglesby Union
Bourgoin, Kadie	University Counseling Center
Brewer, Asha	Chiropractic & Massage
Crume, Allison	Office of VP Student Affairs
Fisher, Heather*	Health Promotion, UHS
Gravani, Kristen	Athletics
Heneghan, Patrick	Housing
Magnuson, Amy*	Health Promotion, UHS
Gaby Megias	Student, Women’s Studies Major
Ormsbee, Lauren	Campus Recreation
Plank, Jessica	Graduate Student, Nutrition
Robinson, Michelle	Greek Life, Dean Of Students
Rodarte, Regina	Case Management, Dean Of Students
Rollins, Chelsea	Student, Healthy Noles
Vogel, Heather	Campus Recreation

\*Committee Co-Chair

# MENTAL HEALTH

Indicator	2013 Data	2020 Target
Students report that stress impaired their academics	F 38% M 30%	F<33% M<25%
Students who received information on how to help others in distress	F 38% M 30%	F>43% M>35%
Students who received information on stress reduction from FSU	F 38% M 30%	F>43% M>35%

In addition to adequate mental health services and treatment, a broad public health approach is essential to respond effectively to the mental health needs of college students. Prevention should focus on changing cultural norms and increase help seeking behavior. Efforts should identify students at risk, assist in the development of life skills, promoting social networks and restricting access to potentially lethal means.<sup>21</sup>

## RECOMMENDATIONS

### 1. Collaborate to Expand Suicide Prevention Across Campus

Strengthen and expand the current suicide prevention initiatives on campus through collaborative efforts among multiple departments. Currently, several departments are involved with suicide prevention programs and research studies. Team members plan to join efforts and work together to develop a comprehensive suicide prevention plan.

### 2. Advocate for Legislation

Advocate for legislative bills pertinent to mental health issues. The team plans to be proactive in identifying pertinent legislation that may have an impact on the mental health needs of the students.

### 3. Research Study Assistance

Assist with Academic Achievement, School Burnout and Cardiovascular Health Research Study. Psychological status has been linked to cardiovascular health in college students in research conducted here at FSU.<sup>22,23</sup> The team will be supporting the researchers in their study.

## MENTAL HEALTH TEAM MEMBERS

Asselin, Craig	University Counseling Center
Bamber, Mandy	College of Nursing
Barber, Kathy	Student Life Cinema
Becker, Marty	Human Services Center, COE
Bramblett, Jim	FSU Employee Assistance
Coburn, Mary	VP, Division of Student Affairs
Contreras, Rosie	Student, SGA President
Cormier, Eileen	College of Nursing
Ebener, Tim	Student Disability Research Center
Fincham, Frank	Family Institute
Harris, Lauren Chappell	Student, President of TWLOHA
Hayden, Seth	Career Center
Kleuver, Steven	Housing
Krzanowski, Deidre	Student, NAMI on campus
MacFarlane, Darren	Case Manager, DOS
Mackintosh, Randi*	University Counseling Center
Magnuson, Amy *	Health Promotion, UHS
May, Ross	Family Institute
Mazza, Nick	College of Social Work
Painter, Carol	College of Medicine
Russell, Jim	FSU Police Department
Sanchez-Gonzalez, Marcos	College of Medicine
Smith, Siouxniqua	Student Veteran Center
Wilkes, Mary	FSU Employee Assistance

# NUTRITION & FITNESS

Indicator	2013 Data	2020 Target
Students who report receiving information on nutrition from their institution	F 54% M 52%	F>59% M>57%
Students who report receiving information on physical activity from their institution	F 62% M 61%	F>67% M>66%
Faculty/staff who engage in no leisure time physical activity	N/A	
Students, faculty/staff who meet current federal physical activity guidelines for aerobic physical activity	F 50.9% M 55.9%	F>55% M>60%

According to the Center for Disease Control, <sup>24</sup> to be most effective, programs should focus on health promotion as well as disease prevention. Efforts should focus on promoting physical activity; community wide campaigns and fruit and vegetable consumption. A combination of these initiatives are listed in the recommendations below.

## RECOMMENDATIONS

### 1. “Every Step Adds Up” Campaign

Development and distribution of “Every Step Adds Up” campaign to encourage students to make small steps towards a healthier lifestyle. Campaign includes posters in residence halls, advertisements in the Student Life Cinema, Health Spot activities, presentations and discussions.

### 2. Health Risk Assessment

Development and distribution of a Health Risk Assessment (HRA) to faculty and staff to assess health behaviors and attitudes. On-line survey is promoted during faculty and staff health and wellness presentations and discussions.

### 3. Campus Collaboration

Conduct a large scale on campus collaborative event and several smaller experiential programs (cooking classes, couch to 5k) to promote the health and wellness services to FSU students. The first large scale event developed and initiated by the team was conducted in March, 2013 in honor of National Nutrition Month. The event was well received by hundreds of FSU students and was a successful collaboration of several departments and student organizations.

## NUTRITION & FITNESS TEAM MEMBERS

Aebersold, Scott	Seminole Dining
Black, Allison	Student Activities, Student Union
Bukanc, Rachel	Student Rights & Responsibilities
Carlton, Kristin	University Health Services
Davidoff, Chanel	Student, Healthy Noles President
DiBiasi, Michael	Campus Recreation
Fisher, Heather	Health Promotion, UHS
Gartley, Kathy	Human Resources
Gerbers, Kellie	Campus Recreation
King, Sydney	Campus Recreation
Leach, Malorie	Student, College of Comm. & Info.
Lieblong, Linda	Human Resources
Magnuson, Amy*	Health Promotion, UHS
McDonald, Nathan	Center for Leadership
McLaughlin, Kelly	Human Resources
Moore, April*	Fitness & Movement Clinic, Campus Rec
Ormsbee, Lauren*	Campus Recreation
Ormsbee, Michael	Nutrition, Food & Exercise Sciences
Palazzolo, Melina	Student, Campus Rec
Panton, Lynn	Nutrition, Food & Exercise Sciences
Rollins, Chelsea	Student, Healthy Noles Vice President
Swiger, Laurie	Athletics
Swiman, Elizabeth	Office of Sustainability
Trumbower, Jason	FSU Police Dept
Wilkerson, Tirrell	Health Promotion, UHS

# SEXUAL HEALTH/VIOLENCE

Indicator	2013 Data	2020 Target
Students who use condoms for vaginal sex	F 58% M 48%	F>60% M>55%
Students who have received information about STI prevention	F 62% M 64%	>70%
Students who have Received information about sexual assault/relationship violence	F 72% M 66%	>75%

According to the CDC, half of all new sexually transmitted diseases occur among young people aged 15 to 24 years.<sup>10</sup> At Florida State University, only 55.2% of sexually active students reported using a protective barrier during vaginal intercourse and 22.2% reported using a barrier during anal intercourse (NCHA, FSU 2013). This low percent of students practicing safer sex combined with the number one ranking of Leon County having the highest rates of chlamydia, gonorrhea, and syphilis in 2012<sup>11</sup> leads to consistent infection and reinfection. STI/HIV infection can lead to infertility, cervical cancers, PID, and even being ostracized.<sup>12</sup>

Nearly 1 in 5 US women and 1 in 71 US men will be a victim of rape in their lifetime. Of those women, 80% of them have experienced their first rape before the age of 25, specific to the college population.<sup>10</sup> At Florida State University, 1.4% of students reported that they were sexually penetrated without consent (NCHA, FSU 2013). Effects of Sexual Assault/Sexual Violence can go beyond the physical – pregnancy, HIV/STIs, bruises, etc. – and into the mental and emotional realm with PTSD, eating disorders, and even suicide attempts.<sup>13</sup>

## RECOMMENDATIONS

### 1. Increase Knowledge of Sexual Health and Sexual Violence Issues

Various avenues will be analyzed in regard to increasing the knowledge base of FSU students, particularly the at risk populations. They are: A) Create a database of existing FSU organizations committed to sexual health or sexual violence issues. B) Plan and evaluate a Sexual Health/Sexual Violence themed event in April to correspond with Sexual Assault Awareness Month and STI Awareness Month. C) Increase the percentage of students who report that they received information on sexual assault/ relationship violence and sexual health.

### 2. Increase Healthy Sexual Habits & Behaviors

Behavioral Change in relation to Sexual Health will focus on increasing the rate of condom and contraception use, increasing HIV/STI testing, decreasing STI rates, and encouraging an environment in which students are comfortable choosing to abstain from sexual activity.

### 3. Influence Social Norms in Support of Gender Equality, Respect, and Safety using Targeted Media.

The focus will be to increase the number of FSU men and women who, A) would intervene to prevent sexual harassment/sexual assault, B) understand the importance of getting consent before sexual intimacy, C) agree that blaming sexual assault victims is wrong; while also concentrating on decreasing the number of sexual partners per year/frequency of sex per month reported by FSU men and women.

## CATFISH\* TEAM MEMBERS

Ashton, Melissa	Victims Advocate, Dean of Students
Barber, Kathy	Askew Student Life Center
Benbrook, Anna**	Health Promotion, UHS
Bukanc, Rachel	Student Rights & Responsibilities
Carbonell, Joyce	Faculty, Women's Studies
Clark, Marie	FSU Police Department
Frentz, Kevin	Health Promotion, UHS
Gaby Megias	Student, Women's Studies
Gill, Beth	Medical School
Howell, Rick	Florida Center for Prevention Research
Hughes, Jade	Housing
Jenije, Ochuko	Athletics
Kalich, Kelly	Undergrad Student
Luffy, Lauren	Student Activities
Mennicke, Annelise**	Florida Center for Prevention Research
Maselli, Ember	Graduate Student, Social Work
Padron, Alegra	Student, Women's Student Union
Russell, Rachel	Student, Women's Student Union
Sanchez, Claudia	Graduate Student, Public Health
Shapiro, Sue	University Counseling Center
Shiner, Susannah	Greek Life, Dean of Students
Simmons, Latricia	University Health Services
Wilkerson, Tirrell	Health Promotion, UHS

\*Campus Action Team for the Improvement of Sexual Health

\*\*Committee Co-Chair

# TOBACCO & OTHER DRUGS

Indicator	2013 Data	2020 Target
Any cigarette use within the last 30 deays	F 10.6% M 14.6%	F<6% M<10%
Awareness of current smoking policy	68%	90%

FSU has made the decision to become a 100 percent Tobacco- Free University in order to reduce tobacco use among students, faculty, staff, and visitors; reduce health risks for non-smokers; and maintain and protect the campus environment. FSU joins over 800 smoke free campuses nationally, 15 of those in the state of Florida. This initiative is supported by the State of Florida Department of Health, the American College Health Association, and the Centers for Disease Control and Prevention. Goals for the team are to raise awareness and knowledge of the tobacco policy and increase compliance rates among students, faculty, staff and visitors.

## RECOMMENDATIONS

### 1. Develop a strategic plan of implementation and awareness of the Tobacco Free Policy

Students, faculty, staff and academic departments are involved in the planning, development and execution of the tobacco free initiative. Multimedia messages and materials were crafted to inform and educate the campus community about the policy; the positive health benefits to be gained by the implementation of the policy; and the availability of smoking cessation support. In addition, a tobaccofree.fsu.edu website, videos, signs, decals, brochures, newsletters and mailings were developed to inform the community of the policy.

### 2. Develop a priority list of “other drug” objectives and a strategic plans for achieving those objectives

Additional students, faculty and staff who have a personal or professional interest in other drug education and prevention will be recruited to the prevention team to assist in the development of goals, objectives and initiatives.

## TOBACCO TEAM MEMBERS

Bowman, Te'Rel	Civic Center, Director of Event Operations
Bukanc, Rachel	Student Rights and Responsibilities
Bumpus, Kendra	Housing
Calohan, Claire	Panama City Campus
Carlton, Kristin	University Health Services
Conner, Melissa	Panama City Campus
D'Urso, Jennifer	Leon County Health Dept
Frentz, Kevin*	Health Promotion, UHS
Fuentes, Ivan	Student, Student Government
Gibbs, Renisha	Human Resources
Gomariz, Jose	Faculty, Modern Language and Linguistics
Jacobson, Tom	Facilities
Lorenz, Janet	Student, Nursing Student Organization
Mack, Stephanie	Graduate Student, Communications
Molinari, Alex	Graduate Student, Public Health
Perry, David L.	FSU Police Department
Rawls, Shiffany	Human Resources
Rowan, Alan	Faculty, Public Health
Sanchez, Claudia	Graduate Student, Public Health
Shaw, Ken	Panama City Campus
Solomon, Vanessa	Center for Leadership and Social Change
Swiger, Laurie	Athletics
Thomas, Laurie	Facilities
Usher, Chenikka	College of Medicine
Vinson, Lynn	Health Promotion, UHS

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