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NFSC 465

Community Nutrition

Nutrition Education Plan for FitU

Project

I would like to put together a brochure for the FitU program. There is already a brochure that is in circulation around the school, but I feel that a new one needs to be made to better explain what the FitU program is. I would also like to update the FitU website to explain what the non-diet approach is because many people get their information through the internet and not paper sources anymore.

Rationale

The reason I would like to put this new brochure together and update the website is because while I have been the FitU Office Manager I have received multiple phone calls and emails from prospective clients asking what exactly FitU is all about. I then proceed to tell them that this is non-diet based program. Once people hear that, they are no longer interested. I feel that this is because they do not know enough about non-dieting and are scared to change their ways. Many people have lived their entire lives dieting, and now hearing that dieting doesn't work sounds alarming. I want to explain what the non-diet approach is and how it is very helpful for living a healthy lifestyle.

Target Group

The group that this brochure will be aimed towards is the students at CSU Chico. I want this brochure to get out to as many students as possible. It does not matter what their major is or how old they are, FitU caters to a variety of clients. Whether they want to lose weight or not, this program can benefit so many people.

Goals

The goals that I have for the brochure and website are to increase the understanding of FitU and the non-diet approach. I also hope to make the non-diet approach more appealing to those who are skeptical of it by explaining how great it is. In addition, I want the prospective clients to at least get the non-diet approach in their head. Even if they do not become a client, at least they will have read and heard about it and hopefully will do more research on non-dieting.

Objectives

Clients will briefly understand the non-diet approach prior to their first appointment with a Nutrition Mentor. They will be aware that FitU does not give out a diet plan, and instead focuses on intuitive eating and an overall healthy lifestyle.

Materials Needed

The materials that are required for this project are access to a computer and printer. I will also need to acquire the FitU logo to place on the brochure. The brochure will then need to be printed off and folded and it will be ready. For

the website, I will just need access to the website to change the wording on a few things.

Implementation Methods

My plan for the brochure is mainly as a form of advertisement. I want to place the brochures in the WREC center, the information center in the BMU, the Student Health Center, the Wellness Center, and any other places where people may be interested in reading about the FitU program.

To allow people to see the website, I am hoping to send out another student announcement towards the end of the semester. This will get students to look at the website and start thinking about the program and if they would like to join for the Spring 2011 semester.

Evaluation Procedures

To assess the effect the new brochure and website had on clients, a survey can be done at the beginning of the client's appointment. This survey will ask how the client heard about FitU. The options can be from; website, student announcements, brochure, lecture, etc. Also in the survey will be a question asking if the client knows about the non-diet approach. There can also be a few more questions that go into detail about how much the client knows/understands about the non-diet approach. This could help the mentor counseling the client to understand where exactly they need to start off their appointment.