Understanding Awareness of Food Security Resources Available to University Students
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**Background**

### Food Insecurity Prevalence

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Oklahoma</th>
<th>Payne County</th>
<th>OSU</th>
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</thead>
<tbody>
<tr>
<td>Very Low Food Secure</td>
<td>11%</td>
<td>14%</td>
<td>20%</td>
<td>43%</td>
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<tr>
<td>Low Food Secure</td>
<td>78%</td>
<td>42%</td>
<td>54%</td>
<td>97%</td>
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### Food Security Resources Usage

- **Very Low Food Secure**: 10% used resources, 42% used resources, 54% used resources, 97% used resources.
- **Low Food Secure**: 78% used resources.
- **Marginal or High Food Secure**: 2% did not use resources.

**Survey Methods**

- A survey assessing awareness and usage of each resource pre and post following was created on Google Docs and sent to all OSU followers through direct messages.
- Students could leave their school email to be entered in a drawing to win 1 of 6 $10 OSU Dining Cards.
- Paired T-Test was used to analyze the pre and post data.

**Conclusions**

- Students at OSU engage in social media content about food security resources.
- Students had an increased awareness of available food security resources after following the social media campaign.
- Social Media campaigns, specifically Instagram, pose as a promising strategy to increase awareness and usage of food security resources.
- Further research on the effects of a social media campaign over an extended time period.

**References**


**Focus Group Findings**

- A lack of awareness of resources results in students not using available resources.
- Students believe food insecurity is a threat to academic performance and is more prevalent at the end of semesters.
- Using food resources is not normalized on campus.

**Intervention Development**

- Based on focus group results, a social media campaign was created to address low awareness and stigma surrounding food assistance resources.
- Campus A-Frames with QR codes were used to advertise the Instagram, with the aim of increasing awareness of availability and locations of food resources.

**A-Frames**

**Conclusions**

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**References**