

# Understanding Awareness of Food Security Resources Available to University Students

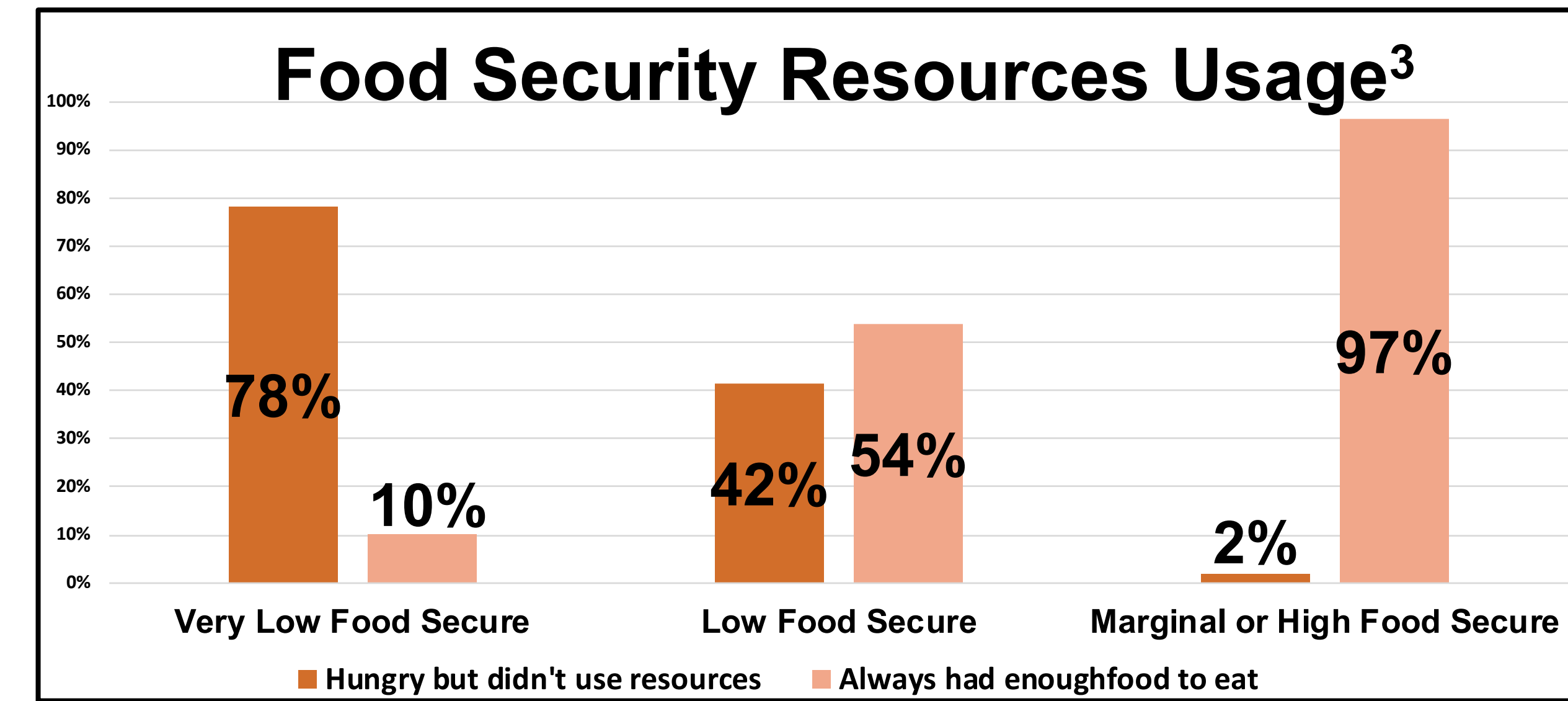
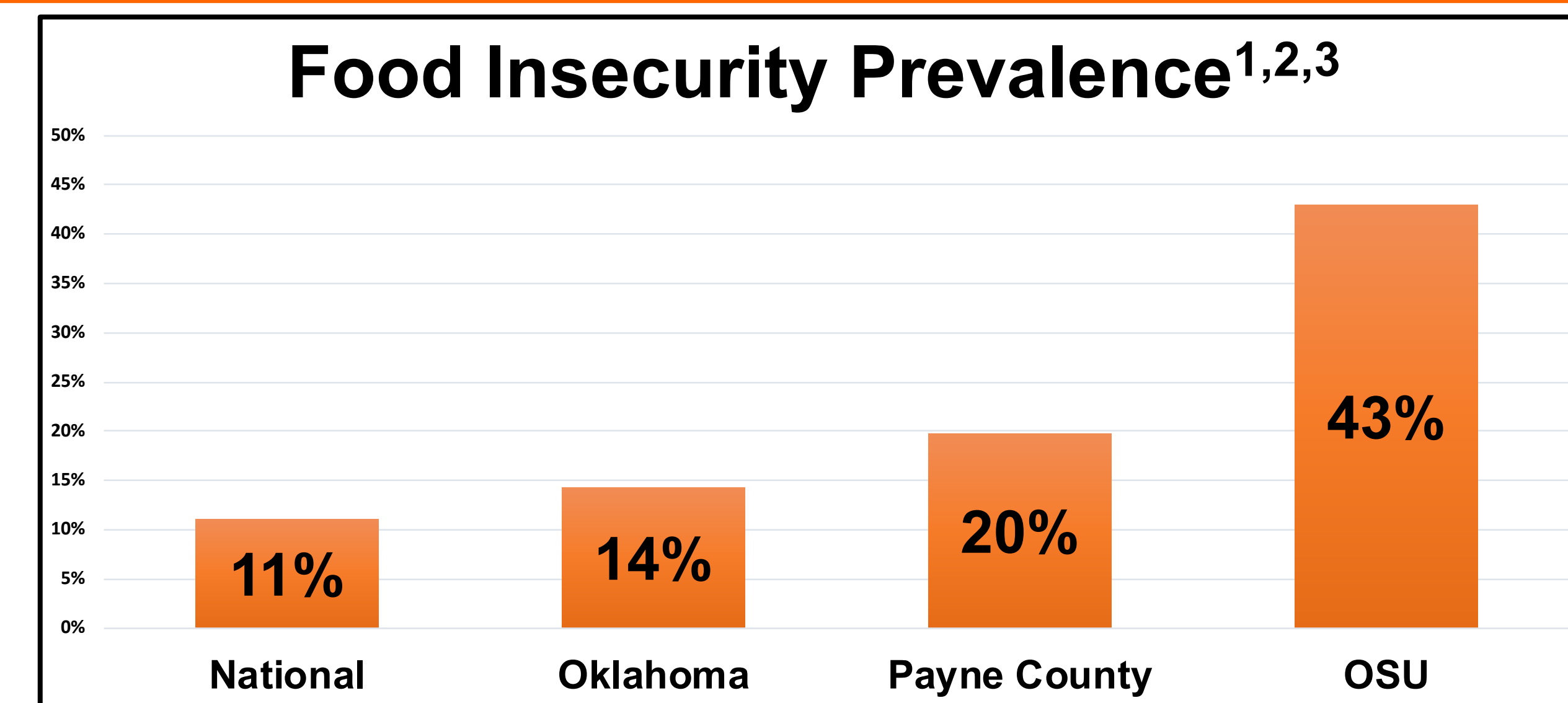
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## Background



## Funding Acknowledgments

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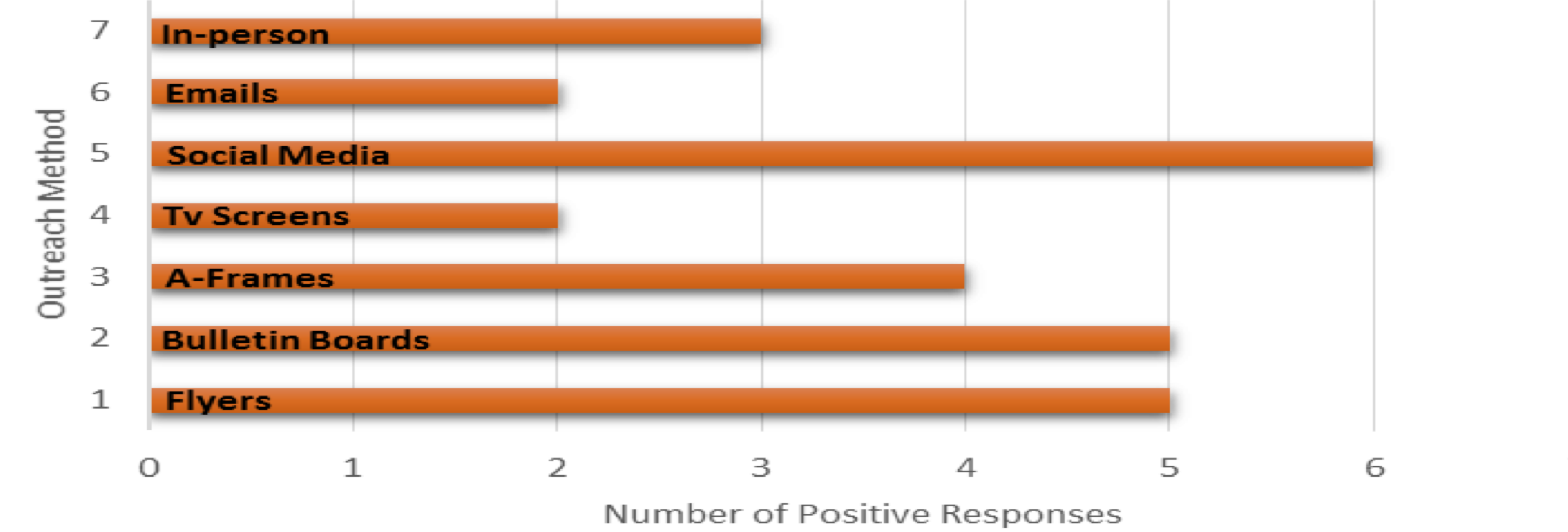
## Problem Statement

- Almost half of OSU students experience some level of food insecurity.
- Students reporting low and very low food security are not utilizing available food resources.
- The project's purpose was to understand why resources are under utilized and to develop an appropriate intervention to address it.

## Methods

- In-person and virtual interviews with OSU Students were conducted.
- Questions were validated by OSU Leadership and Campus Life.
- Recruited from a list of 1,000 random email list of non-first year students over the age of 18 and from minority student organizations.
- Responses were analyzed for common themes.

## Outreach Methods



## 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 groups 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.

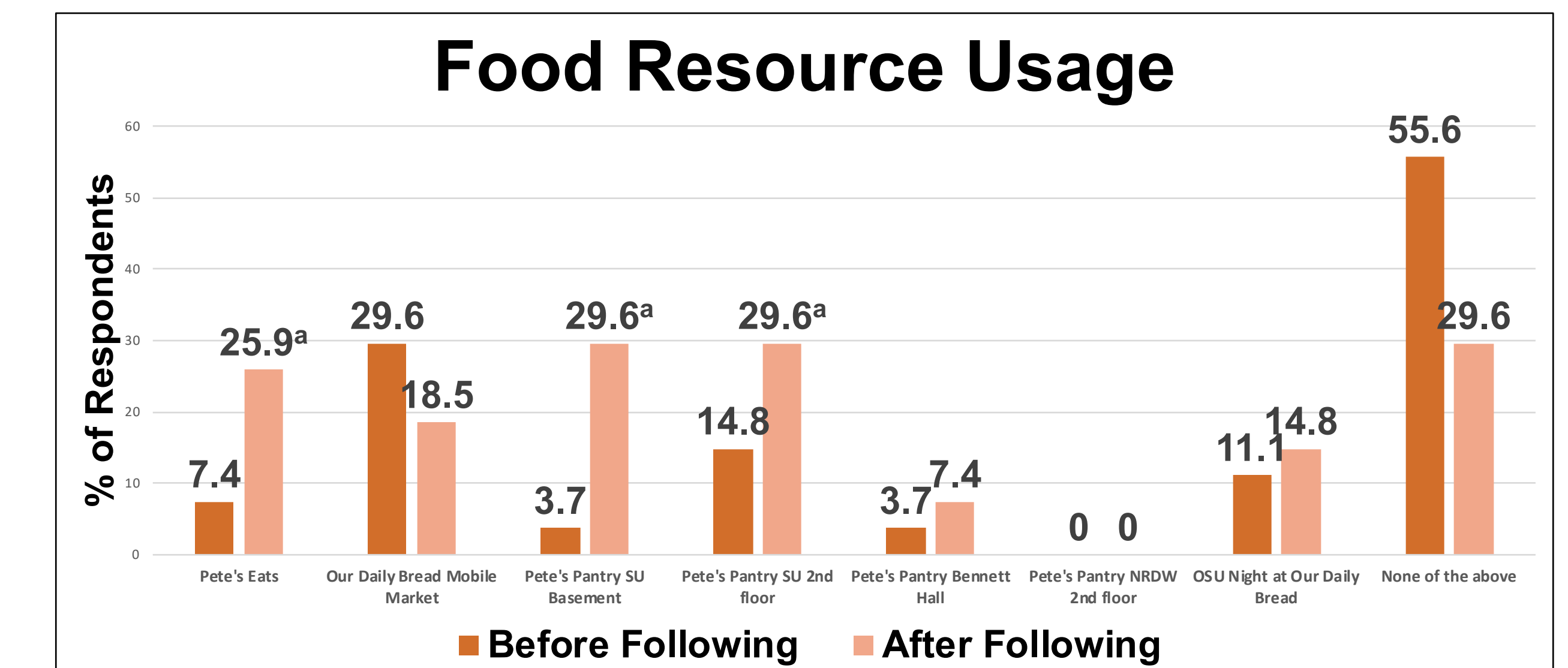
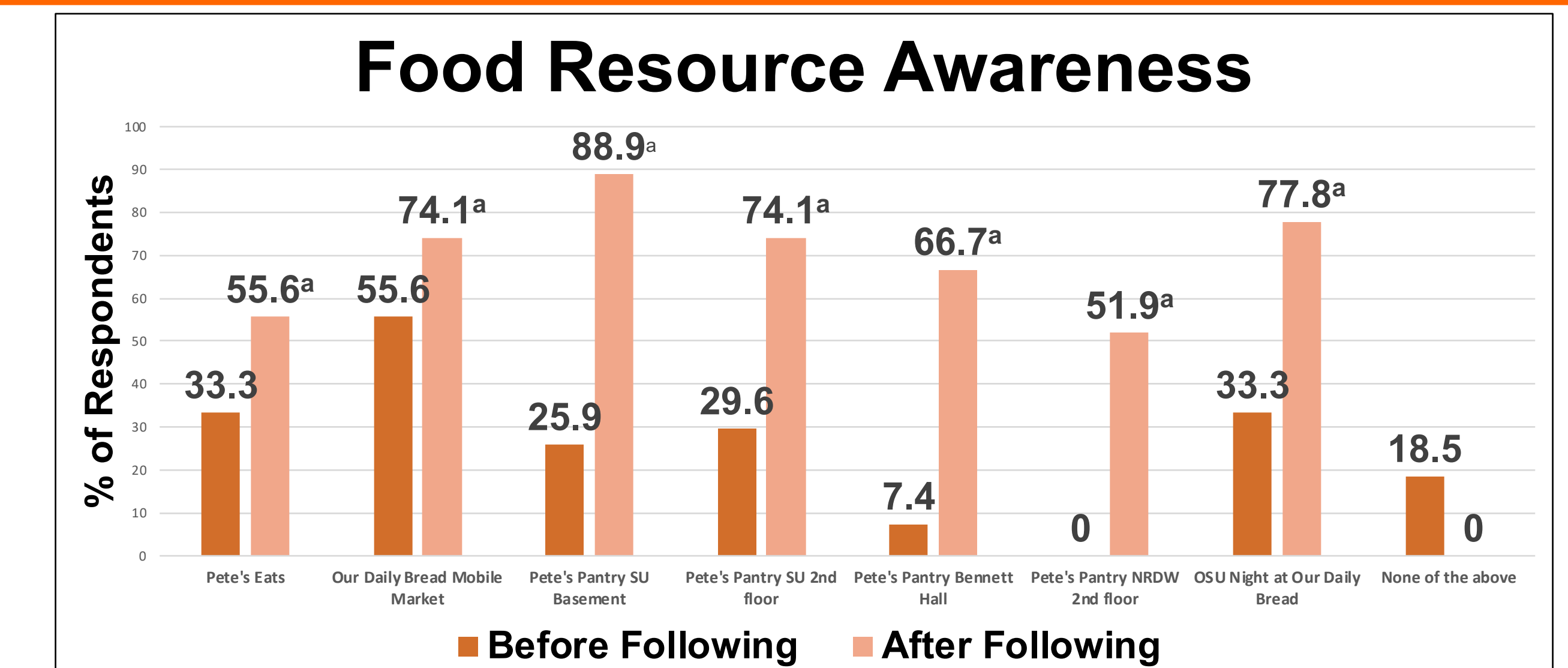
## A-Frames



## 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.

## Findings: Instagram Survey



<sup>a</sup>: Statistically significant increase p<0.05

## 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

- Hunger in Oklahoma. Feeding America. (n.d.). Retrieved September 23, 2021
- Map the Meal Gap: 2018. Feeding America.
- Forrest N. Impact of COVID-19 on food security among Oklahoma State University Students. 2021.