

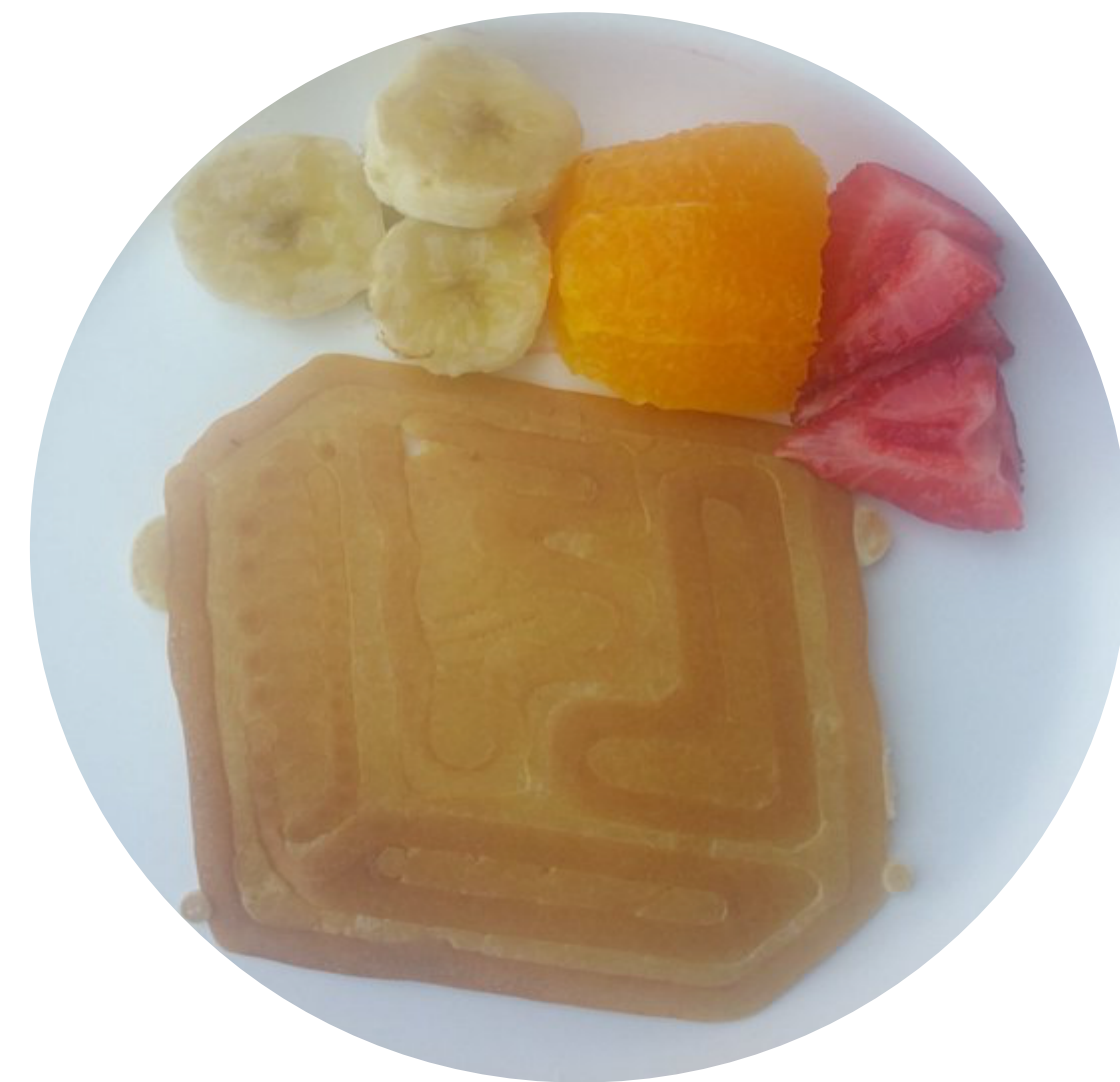
Public Health Campus Outreach

Facilitating a Student-Powered Prediabetes Awareness Campaign

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Above: 3D printed pancake with fruit.
Below: PancakeBot – image used with permission.



OBJECTIVE

UTA Libraries, FabLab, and Public Health faculty, staff, and students partnered in the prediabetes outreach initiative on campus, incorporating experiential learning, social media, and modern technology purchased with funds from an NN/LM SCR Emerging Technology Award.

METHODS

World Health Day had a 2016 campaign of “Beat Diabetes.” UTA made it into a week-long outreach event with

- Tables with public health students in two heavy-traffic campus locations
 - Health information & local resources on handouts
 - CDC’s prediabetes screenings on tablets
 - modern technologies, including 3D printers, high-powered microscopes, and a PancakeBot—a pancake 3D printer.
 - Free pancakes & healthy snacks!
- Slogan #dontblamethepancake was used on Instagram, Snapchat, Facebook, and Twitter. The slogan comes from the notion that a healthy diet can incorporate treats if eaten in moderation and coupled with healthy choices.

These activities were supplemented by a brown bag discussion & exhibit in the library.

RESULTS

The program was well-received with a campus article and two stories in the student newspaper, *The Shorthorn*, on the event. 83 public health students participated, and the social media campaign had over 16,000 impressions across measurable platforms, including traffic from CDC’s website. Many who visited the tables were unaware of the health resources available to them and were also unaware of the public health courses to continue a pathway to making a difference in the health and lives of themselves and others.

4 DAYS

The event was 4 hours per day for 4 days.

80,000 TWEETERS

The social media campaign reached almost 80,000 people on Twitter.

600+ SCREENINGS

Over 600 people took the prediabetes screening.*

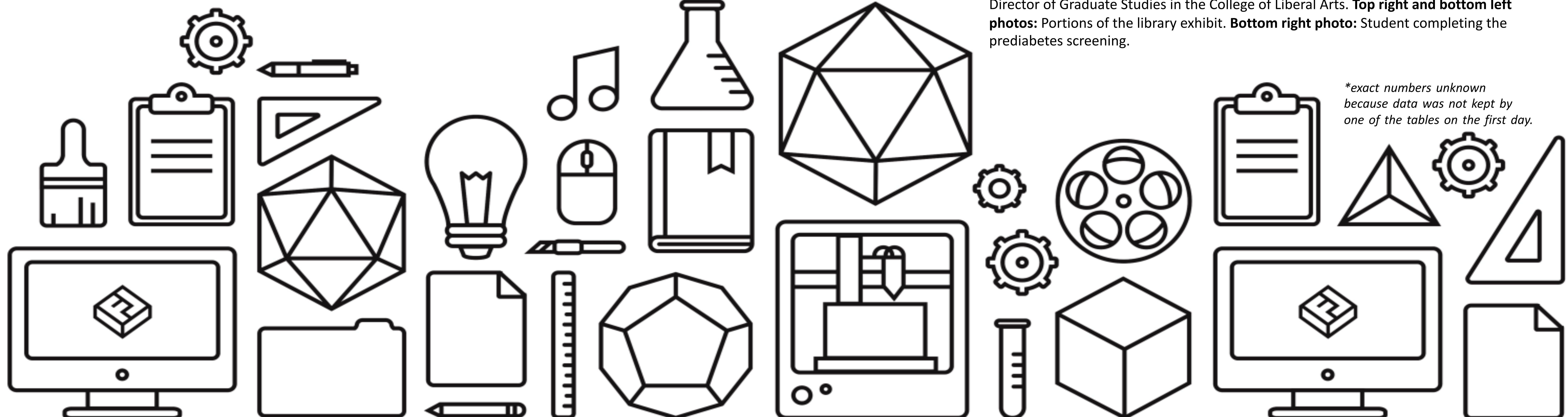


Two top left photos: Visitors of the main table, including the Assistant Dean and Director of Graduate Studies in the College of Liberal Arts. **Top right and bottom left photos:** Portions of the library exhibit. **Bottom right photo:** Student completing the prediabetes screening.

News stories:

University Communications:
 “UT Arlington Libraries deliver healthcare learning”

The Shorthorn:
 “Pancake robot crafts happiness”
 “Using knowledge to fight diabetes”



*exact numbers unknown because data was not kept by one of the tables on the first day.