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Title of Presentation:
Novel multi-determinant approach to improve water drinking and sedentary behaviour in students

1. Introduction / Objectives / Methodology / Results / Conclusion

Introduction
Entering university is often a critical period for unfavourable changes in food habits and activity levels. Decades of health campaigns, often focused on increasing nutrition knowledge or awareness as primary determinant, have learned that a multi-determinant approach is essential to reach beneficial health outcomes. The aim of this study was to develop, implement and evaluate an intervention among Belgian university college students that specifically promote water intake and a less sedentary lifestyle.

Methodology
Recent insights suggest nudging and environmental adaptations to be important behaviour change techniques, as well as targeting specific and achievable goals. Process and effects will be evaluated through surveys. Differences between gender, study program, and living situation will be further analysed.

Results
The intervention was implemented from February until June addressing various determinants of behaviour change. The physical and social environment were adapted by providing over 600 students with a free reusable drinking bottle and offering them cold infused water at least twice a week, presented attractively with variations in added fruits and herbs, still and sparkling water and familiar and new tastes. Lecturers and students were mobilized to change the social norm by creating a less sedentary environment during classes and breaks. The campaign was visualized by graphical experts and used throughout all informative channels and
press releases. Personal determinants, such as knowledge, attitude and self-efficacy, were influenced by giving tools (e.g. a recipe book) and through self-monitoring by wearing an accelerometer. Prizes were given to participants of social media competitions. Until now, students’ feedback showed a high appreciation and preliminary results are positive.

**Conclusions**

A multi-determinant approach to improve students’ water drinking and sedentary behaviour are very promising and could provide a proof of concept for alternative settings or nutritional targets. A toolbox will be developed for other departments to implement such an intervention.

2. Key references:


3. Key messages:

- A multi-determinant approach are recommended for future health campaigns and intervention

- Nudging and environmental adaptations are powerful behaviour change techniques to improve water drinking habits, sedentarity behavior or other nutrition related health objectives