



LIVE YOUR BEST YOU.

Back to Our *Roots*

Plant Eating Challenge

2018 Report

About the challenge

Back to Our Roots is a 3-week challenge to add a wide variety of plant-based foods to your meals and snacks. The goal is for participants to explore new plant-based foods and enjoy more of their old favorites.

During the challenge, participants will log the different kinds of plant-based foods they eat in their Personal Online Tracker. They'll also receive helpful nutrition tips and information from Healthy IU. Back to Our Roots is not about depriving or cutting out any foods that you currently enjoy. Just make sure you leave room for all the plants you'll be trying!

Plant-based foods include:

- Vegetables
- Fruits
- Grains
- Nuts & Seeds
- Beans & Legumes
- Herbs & Spices

Participation

- Registered: 1,352
- Started: 1,031

- Completed: 539

Weekly Results

Week 1

- Average goal: 15 plants
- Average eaten: 31 plants
- Participants who met goal: 95%

Week 2

- Average goal: 27 plants
- Average eaten: 35 plants
- Participants who met goal: 81%

Week 3

- Average goal: 33 plants
- Average eaten: 39 plants
- Participants who met goal: 78%

Results by Campus

Average number of plants eaten over all three weeks:

- All Campuses: 35
- Bloomington: 37
- IUPUI: 33
- East: 30
- Kokomo: 36
- Northwest: 27
- South Bend: 38
- Southeast: 33
- IUPUC: 32

Evaluation Feedback

Participants who were satisfied/very satisfied with:

- Registration process: 97%
- E-mail communications: 98%
- Use of online tracker: 94%
- Use of paper tracker: 65%
- Overall experience: 96%

How participants heard about the challenge:

- Healthy IU E-mail: 62%
- Healthy IU Postcard: 12%
- Campus Staff & Faculty E-mail: 9%
- Inside IU: 8%
- Coworker: 5%
- Department E-mail/Flyer: 1%
- Other: 2%

Written Comments

Most valuable thing learned from the challenge:

- 38% of comments mentioned becoming more aware and mindful of the foods they were eating.
- 20% mentioned learning that they were already eating more plants than they thought.
- 18% said they gained greater awareness of the number of different plant food options.
- 14% reported trying new foods or recipes.
- 7% said they learned how easy and/or fun it is to eat more plants.

Additional feedback:

- Overall categorization of comments:
 - 74% positive
 - 25% neutral
 - 2% negative
- Percent of comments including specific words:
 - “Thank”: 27%
 - “Love”: 15%
 - “Great”: 14%
 - “Fun”: 13%
- 12% of comments had positive remarks about the cookbook.
- 10% said they would like to have more resources and recipes.
- Word cloud of comments:

