

Eat Like a CHAMP

University of Arizona

Essay:

Physically active students and student athletes are often unsure of what to eat to fuel their body's needs. Often, students are drawn to supplements instead of whole foods and beverages. Arizona Dining created an evidence based Special Diet Program for these students in an effort to educate and guide food choices called Eat Like a CHAMP. CHAMP is an acronym that stands for Carbohydrates, Hydration, Anti-Inflammatory, Mental Focus and Protein. The idea is for students to create options that assist with their activities. Endurance athletes might focus on Carbohydrates and Hydration while an injured student might focus on Anti-Inflammatory and Protein). Full CHAMP options were created such as our CHAMP Smoothie and CHAMP Bars and students are educated on other options around campus for all letters in the acronym.

The goal of the program was to provide education and whole food options to physically active students during spring of 2024 in a memorable and understandable manner to assist with better food choices into adulthood.

Objectives included:

- Provide CHAMP interactive workshops to at least 200 students
- Workshops will include a pre and post-survey checking for understanding with at least a 20% increase in knowledge
- Offer marketing collateral that is easy to follow and comprehensive across campus to reach all physically active students
- Provide tabling to feature each letter with dining options on campus to ensure foods can be easily accessed including sampling and a quick quiz checking for understanding


The Eat Like a CHAMP Special Diet Program included interactive workshops that provided an overview of the program, hand on building of a CHAMP plate with all 5 letters presented and samples of CHAMP Mix. A pre- and post-survey

showed a 49% increase in identifying foods that aid in performance (n=419). Marketing collateral provided an easy to follow handout defining the acronym and food & beverage examples for each. Additionally, digital totems, table toppers, plasmas and advertisements on our delivery rovers were used for messaging. The program also included tabling events with Dining & Nutrition Educators offering food samples featuring a letter each day of the week during the first week of March (National Nutrition Month) in 2024. A quick quiz was included during the tabling showing an average score of 92% (n=114) after interacting with the table. Examples of full CHAMP foods are featured in restaurants and are displayed in our Nutrition Calculator as an icon. A variety of whole foods are found at our all you care to eat locations with product identification cards to assist with selecting specific letters or creating a full CHAMP meal. Students greatly understood the importance of selecting foods and beverages that aid in fueling their bodies and minds in this evidence-based program. Feedback included “CHAMP has made it much easier identifying foods to choose depending on my activity”. Another student said “I love that you have highlighted CHAMP foods on campus so I can quickly build my plate.”

Log in to nacufs.awardsplatform.com to see complete entry attachments.

PDF

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Attachment name

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