IMPROVING COLLEGE HEALTH
The Effects of Peer Influence on Perceptions and Behaviors of Greeks and Athletes
Jonathan Lindner, Senior Coordinator of Health Promotion Programs || SUNY Buffalo State College

Primary Job Function: delivering projects that improve college and community health through prevention programs aimed at changing individual behaviors and college and community-level factors.

PROBLEM OF PRACTICE
- College provides new opportunities and potential for hazardous behaviors
- Substance abuse is both a perceived an actual problem at Buffalo State
- Health Ambassador (HA) Program 2016

DISSECTATION PURPOSE
- Better understand the impact of the Health Ambassador program on other student’s perceptions, beliefs, and attitudes toward healthy living

THEORETICAL FRAMEWORKS
- Theory of Planned Behavior (Ajzen, 1991)
- Social Cognitive Theory (Bandura, 1986)

CONTEXT
- Buffalo State College
- 2018-2019 Enrollment - 9, 2012 undergraduate students
- 177 undergraduate academic programs
- 63 graduate programs, including 11 post baccalaureate teacher certification programs.

RESEARCH QUESTIONS
- RQ 1: How and to what extent does implementation of the Health Ambassador (HA) program affect individual student ambassador self-efficacy?
- RQ 2: How and to what extent does implementation of the Health Ambassador (HA) intervention affect the attitudes of Team 1 and Sorority 1 towards living a healthy lifestyle and reducing substance use?
- RQ 3: How does the collective efficacy of the student ambassadors affect individual ambassador performance in conveying health promotion information for at-risk college students?

METHOD

GROUP ONE
- Health Ambassadors
  - Pre-Interviews
  - Ambassador Training
  - Training & Intervention Observations
  - Post-Interviews

GROUP TWO
- Intervention Group
  - Team 1 & Sorority 1
  - Pre-Surveys
  - Ambassador Intervention
    - Leadership and Health Topics
    - 6 weeks
  - Post-Interviews
- Control Group
  - Team 2 & Sorority 2

PARTICIPANTS

INNOVATION

INSTRUMENTS

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