

HEALTHY HAWK CHALLENGE

For the sixth year, the entire University of Iowa sophomore class was invited to take part in an online health risk assessment dubbed the Healthy Hawk Challenge (HHC). This tool provides personalized feedback on many health behaviors. Students who met specific high-risk criteria were asked to participate in the second part of the HHC —an evidence-based alcohol intervention aimed at lowering their risk.

1,987 sophomores completed the HHC Survey, and 61% percent of students were invited for part two. 259 sophomores completed the alcohol intervention. Of them, 135 sophomores completed a 3-month follow-up survey, and 96 sophomores completed a 6-month follow-up survey.

95%

of sophomores could name one thing they had done to improve their overall health as a result of taking the challenge and receiving their wellness report.

97%

of students could list one thing they learned about their health after taking the HHC.

49%

of Healthy Hawk Challenge participants reported turning to a campus resource after taking the HHC.

3-MONTH CHANGES	INITIAL	AFTER 3 MONTHS
Decrease in number of binge drinking occasions in the last 2 weeks**	1.5	1.0
Decrease in typical number of drinks***	4.9	3.7
Decrease in typical blood alcohol concentration***	0.08	0.05
Decrease in percent of students who had at least one consequence from use**	88.1%	72.4%

6-MONTH CHANGES	INITIAL	AFTER 6 MONTHS
Decrease in number of binge drinking occasions in the last 2 weeks**	1.5	1.1
Decrease in typical number of drinks***	5.1	3.8
Decrease in typical blood alcohol concentration***	0.07	0.05
Decrease in percent of students who had at least one consequence from use*	87.5%	75.0%

*p<.05 **p<.01 ***p<.001