



Aetna Grant

Skill Area: Community and Coursework

Description: The Aetna and Fresno State HEAL Wellness Program will provide Fresno State Students and the surrounding community with education and empowerment to achieve and maintain a healthy weight in order to prevent obesity and the resulting chronic diseases.

Intern Duties:

- Provide ongoing culturally competent counseling and education
- Activate the online tool and monitor its utilization
- Implement weight loss competition
- Begin monitoring patient behavior changes as well as other program evaluation tools
- Increase knowledge of:
 - Population demographics
 - Culturally competent techniques to best serve patients
 - The Student Health Center's EMR system and referral process
- Develop:
 - Culturally competent educational tools
 - An online educational tool to be used on websites and social media sites for both Fresno State students as well as the surrounding community
 - Marketing tools in order to increase awareness of the Fresno State HEAL Wellness Program
 - An outline and task delegation list for the spring weight loss competition
- Impact:
 - Increase in community and campus awareness
 - Begin monitoring utilization of Fresno State HEAL Wellness Program
 - Begin monitoring health behavior changes made by Fresno State students utilizing the program

Relevance to the profession: Nutrition education is a very important aspect of nutrition and food science as a profession.