

## **Efficacy of the wellness focused Be Orange Challenge with online tracking to promote healthy behavior change**

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**TOPIC/TARGET AUDIENCE:** Researchers, Educators, Employers

**ABSTRACT:** Purpose: Many web-based programs are available to engage people in health-promoting behaviors, but most target specific behavior outcomes (e.g., weight loss, smoking cessation) rather than wellness. This study aimed to assess the effectiveness of an online tracking-based health challenge focused on overall wellness, with or without peer support.

Methods: Participants (n=100) were recruited through the Faculty Staff Fitness program at Oregon State University for a 6-week challenge, which consisted of daily tracking of 15 health-related habits targeting diet, activity, sleep, stress, oral health, and other health-related behaviors using a preset scoring system. Participants were randomized to track points individually (Group 1) or with added peer support components (Group 2). Height and weight were measured and health behavior surveys were administered pre-challenge, immediately post-challenge, and six weeks post-challenge.

Results: We observed significant weight loss and significant improvements in several self-reported health behaviors (e.g., flossing, distracted driving) in both groups post-challenge. Qualitative data suggest the challenge was well-received, with participants reporting higher energy levels, better sleep, reduced back pain, and improved health.

Conclusions: The health challenge model may be an effective approach to change health habits, and further analyses are needed to understand the role of peer support in this model.

### **OBJECTIVE(S):**

- List the components of the Be Orange Challenge designed to support health behavior change among adult participants.
- Describe the outcomes related to participation in the Be Orange Challenge.
- Assess the efficacy of the Be Orange Challenge to promote health behavior change.
- Identify groups who may benefit from the Be Orange Challenge model.

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