Preparing to Return to Campus for Fall 2020: Formative Research for an Awareness Campaign

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Motivating Factors for Behavior

- Benefits
- Drawbacks
- Self Efficacy
- Response Efficacy
- Cues to Action
- Identity
- Social Norms

Variables Influenced by Theories and Principles of Health Communication and Psychology, Including:

- The Health Belief Model
- The Theory of Planned Behavior
- Theory of Normative Social Behavior
Potential Posters

1. Look for these icons on campus for direction:
   - Alert
   - Temperature
   - Wash Hands
   - Face Coverings
   - Social Distancing
   - Hand Sanitizer

2. Look for these icons on campus for direction:
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4. Look for these icons on campus for direction:
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Potential Message Concepts

Panthers United
Together, we can stay healthy. Together we can remain at Chapman.

Paws Up for Health

CU Together
Together, we can stay healthy. Together we can remain at Chapman.

CU Safely Back
Together, we can stay healthy. Together we can remain at Chapman.

Stand Together, Panther
Together We Can Stay Healthy and Stay at Chapman

CU Healthy and Safe

Panther Pride
Be Healthy. Be Together. Be at Chapman
Focus Group Structure & Method

• Trained Faculty & Staff Moderators & Notetakers
• June 15-20th
• 1 hour; 8-10 participants on average
• Aimed for **representative** sample (Greek, Athlete, All Years, All Academic Units, Orange & Rinker Campuses)

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Focus Group Results

- **Safety + Health** > Panther Pride
- Use of “Together”
- Tone
- Colors
- Clarity
- Reinforcement

**CU Staying Healthy : Together we can stay at Chapman**
Key Takeaways/Conclusions

CU Staying Healthy
Together, we can stay at Chapman.

While in buildings and on campus, the following guidelines are required:

Face coverings.
Face coverings are required on campus to help keep your fellow Panthers healthy.

Physical distancing.
Maintain a distance of six feet whenever possible.

Wash your hands.
Wash your hands often with soap and water for at least 20 seconds.

Face coverings are required to keep fellow Panthers healthy.
CU Staying Healthy
Together, we can stay at Chapman.

For more information visit cuhealth/book.chapman.edu/
Thank you!

Additional comments/questions:
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