

Norman, P., Epton, T., Dadzie, A-S., Sheeran, P., Harris, P., Webb, T., Ciravegna, F., Julious, S., Brennan, A., Meier, P., Kruger, J., Naughton, D., & Petroczi, A. (2013). A theory-based online intervention to promote health behaviour in new university students: One-month follow-up data. *EHPHS 2013 Abstracts, Psychology & Health*, 28 (Sup 1), 132. doi: 10.1080/08870446.2013.810851

### **Abstract**

**Background:** Too few young people engage in behaviours that reduce the risk of morbidity and premature mortality. An online intervention, based on self-affirmation, the theory of planned behaviour and implementation intentions, targeted fruit and vegetable consumption, binge drinking, smoking and exercise during the transition to university. **Methods/Design:** New students (N=1448) were randomly allocated to an online health-behaviour intervention (U@Uni) or a measurement-only control condition two weeks before starting university. Participants were followed-up one month after starting university. **Results:** At follow-up, participants in the intervention group ate more fruit and vegetables,  $F(4, 883) = 24.52, p = .05$ , and were less likely to attend a freshers' drinking event,  $B = .386, Wald(1) = 3.90, p = .048$ , than participants in control group. No significant effects were found on exercise and smoking. **Discussion:** The findings highlight the potential of online interventions targeting students during their transition to university.