# *Thank you for your commitment to green initiatives at the University of Illinois. One of the final steps in completing the terms of the funding agreement for your project is the submission of a Final Report with key information about your project. You will also need to submit a detailed report of expenses (if you don't list it within this document) as well as supporting photos to showcase your project.*

# *Please be as accurate as possible in describing the project (including possible setbacks or challenges in meeting the initial goals of the project). Not fully meeting your project's goals will not disqualify you from making future funding requests as long as your reports are as complete and accurate as possible. If you have any questions, please contact Micah Kenfield, Program Advisor for the Student Sustainability Committee, at* [*kenfield@illinois.edu*](mailto:kenfield@illinois.edu)*.*

**Project Name:** Dietary Leafleting on Campus

**Date of Report Submission:** 1/13/2017

**Project Purpose:**

This project involves three main parts: (1) distributing leaflets with information about the ecological sustainability and convenience of a vegan diet, (2) working with UIUC Dining Services to promote vegan options with the help of the University Vegans registered student organization, and (3) surveying individuals who receive the leaflets to measure the impact on their consumption of animal products. The goal of this project is to promote sustainable food choices by spreading awareness, and to measure the impact of the information treatment on diet while doing so. Accordingly, the desired outcome in the short term is for at least 50% of leaflet recipients to reduce or eliminate their consumption of animal products, thereby reducing the university's contribution to deforestation, greenhouse gas emissions, and water depletion; in the long term, should the dining halls offer more vegan options and advertise these options more heavily on signs in the dining halls, the desired outcome is that even more students will select sustainable foods and reduce their ecological footprint. Overall, the primary focus is to pave the way for environmentalist student groups to inspire positive changes in the campus community, especially given that vegan students are underrepresented in terms of meal options in dining halls. The success and failure of our work will inform SSC about the effectiveness of leafleting for future funding endeavors.

**Project Summary:**

I designed the leaflets, recruited volunteers, distributed the leaflets with baseline surveys, emailed the recipients a follow-up survey to track dietary change, evaluated the data, and published my master’s thesis about the leaflets’ impact.

Goal 1 – distribute leaflets

We distributed leaflets to 694 people on the UIUC campus; this process was a success.

Goal 2 – work with UIUC Dining Services for more plant-based options and awareness

I worked with UIUC Dining Services (as helped by my partners with the RSO University Vegans, now renamed University Vegetarians) to improve the availability of plant-based menu items and boost awareness among staff members of UIUC Dining Awareness.

We succeeded in getting UIUC Dining Services to host a focus group on 4.20.16, where they tested vegan mac and cheese/cookies; they invited our RSO members and random people, and about 12 people went. We also succeeded in getting them to consider data we collected at our own sampling event on 4.22.16 with Just Mayo / Just Cookies by Tweeting at them and emailing. Dining organized a bigger sample event with vegan cookies and mayo on 5.4.16.

We succeeded in sending RSO members to support UIUC Dining Services in their sampling event at Leafy dining hall on 3.2.16 - we went, filled out a survey for it, collected emails for another similar focus group, etc.

We succeeded in getting UIUC Dining Services to schedule plant-based culinary training with chefs from the Humane Society of the United States; the Humane Society of the United States may continue to develop a long relationship with UIUC Dining Services in collaboration (largely thanks to our work in facilitating the relationship).

We succeeded in getting them to restock the vegan sections of multiple dining halls in April after we sent multiple RSO members to verify that the sections were in fact inadequately stocked with products reported on the UIUC website.

We succeeded in presenting our requests for more/better vegan options to the UIUC Dining Services director, assistant, and lead dietitian at a dinner event together on 4.27.16.

We succeeded in encouraging UIUC Dining Services to order HSUS posters encouraging students to take a weekly holiday from meat. They promised to put the posters up in dining halls, but as of my last check, they broke this promise despite multiple attempts to hold them to their word.

Goal 3 – measure the impact of the leaflets

Unfornately, the results were inconclusive due to a small sample size, but anectotal evidence suggests the leaflets may have had a modest impact; while feedback from participants (besides the two surveys) was not requested, one student took the time to write me an email saying, “I like to think of myself as someone who cares for the environment, and was shocked to read on the flyer about the damage meat production causes. Thank you for the information.”

**Summary of Project Expenditures:**

Under $4,700 for food, printing, etc.

**Problems/Challenges Encountered**

The main problem was with data analysis, because I discovered we would’ve needed a bigger sample size or better leaflets (I designed these leaflets with limited help) to detect a statistically significant effect. UIUC Dining Services was happy to listen, but hesitant to make changes.

**Problems/Challenges Encountered**

I worked to overcome the data analysis issue with academic advisors, and we described the limitations as well as how future work can avoid certain issues. With UIUC Dining Services, we were persistant and got public support from students to demonstrate student demand in the face of their hesitance to make the food options more sustainable.

**Student Involvement and Outreach to Date:**

Volunteer students distributed the leaflets and collaborated with UIUC Dining Services. Students were also be the direct beneficiaries of this project; the leaflets served to inform students about sustainable food choices, the potential increase in vegan food options within the dining halls will make these choices more convenient and enjoyable, and the lessons learned from measuring the project's impact will benefit student activists interested in the effectiveness of similar interventions.

**Marketing and Promotion Efforts to Date:**

My thesis is published for public access on the UIUC thesis website at <https://www.ideals.illinois.edu/bitstream/handle/2142/92865/HENNESSY-THESIS-2016.pdf> and I got it published on an internationally renowned website for animal research at <https://faunalytics.org/reference-item/impact-leaflets-controlled-study/> (giving SSC credit).  
  
I promoted the project, crediting SSC, on the University Vegetarians Facebook page and by word of mouth with environmentalists on campus/ from all over the country.

**Additional Comments:**

Thank you!

In addition to the above fields, please provide a detailed accounting of how the funding was spent as well as pictures of the final project in an email to [kenfield@illinois.edu](mailto:kenfield@illinois.edu). Thank you again for your commitment to sustainability.