

**Date:** November 10, 2019, Alfaisal University

**To:** Mohammed Ali, Head of Student Affairs

**From:** [Student name], Leader of Students, COB

**Investigating How to Include More Healthy Food Options in the Student Cafeteria**

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**Project Justification and Methodology**

A healthy lifestyle is not a luxury; rather it is a necessity. A healthy lifestyle prevents disease and health problems which leads to a better quality of life. The old adage “an ounce of prevention is worth a pound of cure” rings so true. A healthy lifestyle does not only mean we cure what ails us. It means preventing that ailment to begin with. It all starts with what we put in our bodies. A healthy and balanced food intake prevents ailments, improves quality of life and averts future health problems. Unhealthy foods lead to obesity and chronic disease. Saudi Arabia has a high rate of obesity and ranks in the top five of obese countries in the world. Obesity is the result of bad food intake that is laden with unnecessary and unneeded calories that the body cannot burn fast enough.

Improving our food intake, replacing junk with healthy food and a general awareness campaign of the benefits of eating healthy is not only beneficial to the individual, but to society as a whole. Healthy individuals require less medical care and ease the pressure on scarce national resources in the health care area. Moreover, healthy individuals are more productive, have less absenteeism and are apt to comprehend and absorb knowledge more readily than unhealthy ones.

Offering healthy food options at AlFaisal University achieves those individual and national objectives. Precious time is saved. Less fuel is consumed. The need for medical care is greatly reduced. Productivity is tremendously enhanced. All these objectives can be simultaneously reached at a relatively very low cost in comparison to the benefits that can be had.

The College of Business Administration had its annual meeting on March 18, 2019. One of the most pressing issues and topics that was repeatedly brought up by students, faculty and staff alike was the lack of healthy foods at the cafeteria or existing restaurants. It became apparent that was an area of concern for many.

**Goal**

This project aims to improve the health, and therefore the productivity, efficiency, and achievements of the Alfaisal community.

**Objectives**

Many students and faculty opt to leave campus in search for healthy food. Considering time constraints, busy schedules and deadlines that is not always a viable option. So, many choose to go without. Hunger is neither conducive to learning or educating. Approval of this proposal will achieve multiple objectives simultaneously.

* Objective 1: Learn about faculty and student healthy food preferences.
* Objective 2: Synthesize existing research about healthy foods that sell well at universities.
* Objective 3: Persuade restaurants to offer healthier options.
* Objective 4: Educate Alfaisal community regarding new healthier options.

**Project Activities and Implementation Timeline**

Upon the approval of Dean Mohammed Ali of Student Affairs, I would like to perform the following tasks to determine the best course of action to integrate healthy foods in the cafeteria and existing restaurants.

***Task 1: Introduce the importance of healthy lifestyle***

Use E-Learning webpages to introduce the importance of healthy lifestyle on one’s well-being. Highlight the present and future benefits of such a style in contrast to an unhealthy one.

***Task 2: Use publically available data supporting the need for healthy lifestyle***

Data is easily accessible and available. Calories intake, weight-to-height ideal ratios and the benefits of a healthy lifestyle are abound. Use such data as an educational and informative tool to increase awareness of the need lead a heathy lifestyle.

***Task 3: Survey students, faculty and staff seeking their inputs on what types of foods they like to see offered***

A simple questionnaire on E-learning or in paper form throughout campus can be conducted to determine the type of foods the campus community would like to see and to determine what they perceive as being healthy.

***Task 4: Based on the survey, recommend healthy foods that students actually like to eat.***

Compile and analyze the data of the questionnaire and make recommendations to the cafeteria and existing restaurants stating that is what their “customers” demand from them. Demonstrate to existing restaurants what the campus community would like to see on their respective menus. It is good for their own business survival.

***Task 5: Have the cafeteria and restaurants advertise their menu changes and the new healthy foods they will be offering***

The restaurants and cafeteria are also beneficiaries of this proposal. Students who demand healthy foods will start to flock to on campus eateries instead of going off campus. This is a benefit to those eateries in terms of higher sales and revenues.

***Task 6: Make the need for healthy lifestyle a part of students’ E-learning webpages.***

All students must, and do, use their E-learning webpages to do coursework. A short message, tip, or factoid about healthy living pops up when a student logs in to his/her own page. Short, simple and interesting messages that do not block content should be used.

**Schedule**

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| **Task** | **Date of Task** |
| Task 1: Introduce the importance of healthy lifestyle | April 2- End of semester |
| Task 2: Use publically available data supporting the need for healthy lifestyle | April 2- April 4 |
| Task 3: Survey students, faculty and staff seeking their inputs on what types of foods they like to see offered | April 5- April 15 |
| Task 4: Based on the survey, recommend healthy foods that students actually like to eat. | April 18-19 |
| Task 5: Have the cafeteria and restaurants advertise their menu changes and the new healthy foods they will be offering | April 24- End of Semester |
| Task 6: Make the need for healthy lifestyle a part of students’ E-learning webpages. | April 2- End of semester |

**Resources & Budget**

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| Poster advertisements (graphic designer) | 5,000 SAR |
| Design, conduct & analyze questionnaire (survey specialist) | 10,000 SAR |
| E-Learning messages (IT specialist) | 7,000 SAR |
| Total | 22,000 SAR |