

KUMANU HEALTH APPLICATION

PROGRAM IMPLEMENTATION AT UC DAVIS

PARTNERS

- Kumanu (formerly JOOL Health)
- School of Veterinary Medicine
- UC Davis Academic Advisors



OVERVIEW

Kumanu, formerly known as JOOL Health, was piloted for two months to investigate the effectiveness of using app-based mindfulness to improve the health and well being of our UC Davis community. The app promotes sustained, healthy behavior change by engaging, motivating and supporting users in their work or home environment. Participants used the app to monitor their energy levels, stress management and life satisfaction. Pre-and post-surveys were conducted for their individual emotional well-being and resilience. The participants included UC Davis students, staff and faculty.

PROJECT DETAILS

An expected outcome from the two-month pilot is valuable insight into the UC Davis community to guide health and well-being programs, communications and initiatives. Pre- and post-measures of the trial include: Change of Life Purpose Index, Sense of Purpose, Improvements on Sleep, Presence, Activity, Creativity, Eating, Energy, Will Power, Personal, Work and Community Alignment. Another goal of the pilot study includes comparing the nutrition, physical activity and emotional/mental well-being data obtained with other Healthy UC Davis projects.

Recruitment occurred by contacting specific partners at the School of Veterinary Medicine and Academic Advisors. These partners had social buy-in to their respective departments and circulated recruitment emails among their networks. At the School of Veterinary Medicine, contacts helped work with department leadership to get approval to run the pilot.

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DATA SNAPSHOT

- Pilot participation reached 198, with 95 individuals providing complete data for analysis
- The majority of users had <10 charted days out of a potential 60.
- Outcome factors measured by the app include: Energy, Personal, Family, Work and Community Alignment

Faculty and Staff:

Pre-post survey improvements for the two month pilot include:

- Two-thirds of faculty and staff are stressed, with 59% reporting high or very high stress.
- Faculty + staff participated in the pilot to improve Life Balance, Energy, Activity, Stress and Willpower
- Overall, faculty and staff improved all outcome factors
- There was an improvement in the emotional well-being of the participants, including reduction in feelings of depression and improved sense of control over their actions throughout the day

Students:

Pre-post survey improvements were reported in resilience

- 9/10 reported stress; high levels
- Students participated in the pilot to improve Stress, Energy, Life Balance, Willpower
- Student users significantly improved resilience
- Student pilot users decreased the amount of reported alcohol consumption in a week
- Similar to Faculty/Staff, student users showed improvement in all app outcomes

RESOURCES

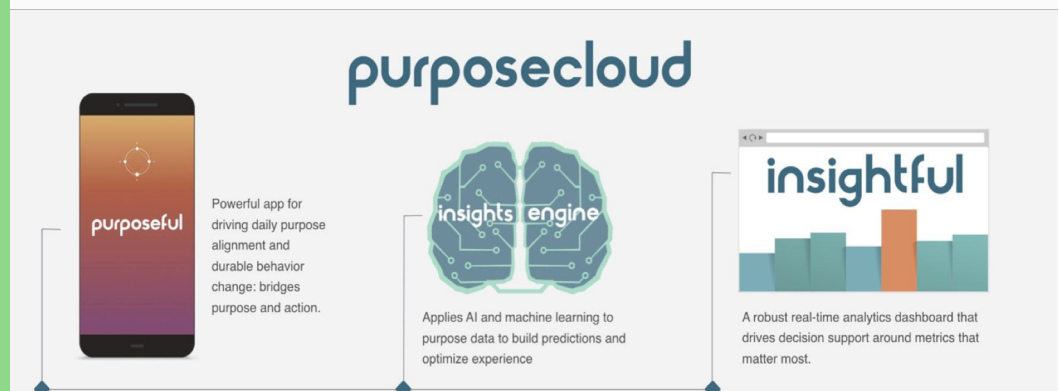
<https://healthy.ucdavis.edu/mental-emotional/JOOL>
<https://www.kumanu.com/>

PROJECT DETAILS CONTINUED

Metrics included a survey developed by Healthy UC Davis, with input offered by Kumanu, in addition to standardized back-end metrics developed and measured by the app. Kumanu worked with data gathered through the surveys and analyzed it along with their backend results to provide a final report.

PROCESS CHALLENGES

- We chose to focus on recruiting individuals from specific departments and using specific marketing channels. This made it difficult to recruit individuals to fill all 200 spots available.
- There appeared to be a drop-off in engagement for those who signed up and those who used the app throughout the 2 month window. People seem to have trouble remaining engaged.
- Despite assistance from the application administrators, the management of participants required much time and human resources.
- There was some initial difficulty finding a department willing to take on the human resources needed to coordinate recruitment and facilitation of the pilot.



PROCESS INSIGHT

- Since recruitment and engagement were issues we faced, it might make sense to offer the program on an ask-for basis, wherein groups submit a proposal for access to licenses for a department, campus organization or other functional group.
- We purchased 200 licenses for the purposes of the pilot and it took much recruitment effort to fill all the spots. It may make sense to purchase less licenses and offer them to those who seem very eager to use the app.
- There was a lot of initial excitement about the app and being able to access the tools, which waned upon beginning use of the application. To minimize drop-off, it may make sense to have a screening process to provide the app only to the most likely to use it (i.e. through the use of surveys, etc.).
- Assessment of final metrics, including reconciliation of survey data with backend use data by Kumanu was appreciated and needed to fully understand final impact results.