Implementing Healthy Campus 2020
ACHA Webinar
January 29, 2013
Learning Objectives

1. Identify topics, objectives and processes for determining the Healthy Campus 2020 baselines and targets for health improvement

2. Identify key considerations for implementing a Healthy Campus initiative
Who do we have in the (virtual) room?
Who do we have in the room... 393 Registered!

- 18% (n=70) participated in ACHA Annual Meeting Session on HC2020
  - Entire departments participating

- 27% (n=106) reported having a Healthy Campus initiative

- Target Audience:
  - 231 (59%) didn’t answer question
  - Of those that responded (n=162):
    - 54% faculty, staff and students
    - 40% students only
    - 6% faculty, staff only
Who do we have in the room...(cont’d)

Implementation of MAP-IT Framework

› 39% (n=152) reported having a multidisciplinary coalition/committee/task force (above and beyond student health and wellness)

› 37% (n=145) reported assessing both needs and resources and setting priorities based on this assessment

› 18% (n=69) reported developing Healthy Campus plan with goals, objectives, targets, and action steps

› 18% (n=69) reported implementing evidence-based policies, programs, or health communication strategies

› 25% (n=99) reported conducting regular evaluations to measure progress of selected HC objectives
Who do we have in the room...(cont’d)

**Challenges**

- How to get started... where to begin
- Motivating our campus
- Getting support
- Buy-in from other functional areas
- Lack of personnel
- Support from administration
- Funding
- Territory Issues
- Lacking Knowledge/Information
Writing Group...

- **Michelle Burcin**, (NHO2020 Chair) Walden University
- **Allison Smith**, (NHO2020 Vice Chair) New York University
- **George Brown**, University of Alabama
- **Cynthia Burwell**, Norfolk State University
- **Jim Grizzell**, CSU-Pomona
- **Katie Vatalaro Hill**, Virginia Commonwealth University
- **Jacque Hamilton**, Texas A & M- Corpus Christi
- **Eric Stein**, Stanford University
- **Sara Stahlman**, UNC- Chapel Hill
- **Ann Quinn-Zobeck**, The BACCHUS Network
Healthy People & Health Campus

- Comprehensive sets of national health objectives
  (US Health & Human Services)
- Designed to measure progress over time
- Public and college health documents
  (American College Health Association)
- Leading Health Indicators
... further improvements in the health of the American people can and will be achieved - not alone through increased medical care and greater health expenditures - but through a renewed national commitment to efforts designed to prevent disease and to promote health. ... and ... the potential to reduce these tragic and avoidable deaths lies less with improved medical care than with better Federal, State, and local actions to foster more careful behavior, and provide safer environments.

Healthy People: The Surgeon General’s Report on Health Promotion and Disease Prevention (1979)

..., it has become clear that individual health is closely linked to community health - the health of the community and environment in which individuals live, work, and play.

Healthy People 2010 (2000)
The Evolution...

<table>
<thead>
<tr>
<th>Year</th>
<th>Healthy People</th>
<th>Healthy Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>226</td>
<td>N/A</td>
</tr>
<tr>
<td>2000</td>
<td>319</td>
<td>134</td>
</tr>
<tr>
<td>2010</td>
<td>969</td>
<td>178</td>
</tr>
<tr>
<td>2020</td>
<td>1,200</td>
<td>75</td>
</tr>
</tbody>
</table>
What’s New for 2020?

- Multi-disciplinary working/writing group
- Web-based format
- Academic Impact specific objectives
- Inclusion of faculty/staff objectives
- All objectives linked to data sources (e.g. measurable)
- Three formats for objectives:
  - Web-based
  - Excel Spreadsheet
  - Word Document
- Inclusion of action model to guide implementation with corresponding worksheets (the “how to” sheets)
Process of Developing HC 2020 Objectives

- Background
- Recruitment of other partners
- Formation of writing work group
  - Face-to-face meetings
- Monthly calls—Healthy Campus 2020 Coalition
- Feedback from HC 2020 Survey and ACHA 2010 and 2011 Annual Meeting presentations
- Compromising/ Collaborating/ Hard decisions
- Final Product
  - Web-based (flexibility)
  - Data-sources
Vision
Campus communities in which all members live long, healthy lives.

Mission
Healthy Campus 2020 will strive to:

- Identify current and ongoing nationwide health improvement priorities in higher education;
- Increase campus community awareness and understanding of determinants of health, disease, and disability and the opportunities for progress;
- Provide measurable objectives and goals that can be used at institutions of higher education;
- Engage multiple constituents to take actions to strengthen policies, improve practices, and empower behavior change that are driven by the best available evidence and knowledge;
- Identify and promote relevant assessment, research and data collection needs.
Overarching goals:

- Create social and physical environments that promote good health for all.
- **Support efforts to increase academic success, productivity, student and faculty/staff retention, and life-long learning.**
- Attain high-quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieve health equity, eliminate disparities, and improve the health of the entire campus community.
- Promote quality of life, healthy development, and positive health behaviors.
Topic Areas For Student Objectives (54)

- Academic Impediments (5 objectives)
- Family Planning (3 objectives)
- Health Communication/ Health Information Technology (10 objectives)
- Immunization and Infectious Diseases (6 objectives)
- Injury and Violence Prevention (9 objectives)
- Mental Health and Mental Disorders (4 objectives)
- Nutrition and Weight Status (3 objectives)
- Physical Activity/ Fitness (2 objectives)
- STD and HIV (5 objectives)
- Substance Abuse (4 objectives)
- Tobacco Use (3 objectives)
Student Objectives

Primary Sources for Data

- ACHA-NCHA II – Spring 2010 (baseline)
- ACHA CY 2010 Pap and STI Survey
- Core Alcohol and Other Drug Survey
- CDC National Immunization Survey
Faculty / Staff Topic Inclusion Process

- Identify “faculty/staff” objectives chosen from selected topic areas:
  - Significant committee input on topics for inclusion
  - Based on “3-4-50” principle
  - Maintain adherence to ability to assess through accessible data
  - Consideration of “developmental objectives”
  - Initial topic inclusion with idea of future additions (dynamic document)
Topic Areas For Faculty/Staff Objectives (21)

- Nutrition and Weight Status (10 objectives)
- Physical Activity/Fitness (3 objectives)
- Stress Management (2 objectives)
- Tobacco Use (3 objectives)
- Miscellaneous (3 objectives)

Sources for Data:

Healthy People 2020
- National Health Information Survey
- National Health and Nutrition Examination Survey
- Quality of Worklife Module (potential source)
www.acha.org/healthycampus
Objectives plus a Tool Kit

- Healthy Campus 2020
  - Connect, Collaborate, Create
  - MAP-IT
MAP-IT Tools

10 Worksheets:

- M Potential Partners
- M Organizing a Coalition
- A Community Assets
- A Prioritizing Issues
- P Defining Terms
- I Coalition Assessment
- I Communication Plan
- T Measuring Progress
Action Model to Achieve a Healthy Campus
Ecological approach addressing determinants of health to improve student, faculty and staff health.

Mobilize
Individuals and organizations that care about the health of your campus community into a coalition

Assess
Campus community needs and assets

Plan
Goals, resources needed, objectives and targets

Implement
Evidence-based policies, programs, health communication

Determinants of Health

- Intrapersonal Processes and Primary Groups
  - Knowledge
  - Attitudes
  - Behavior
  - Self-concept
  - Skill
  - Developmental history

- Interpersonal Processes
  - Social network
  - Support systems

- Institutional Factors
  - Social institutions
  - Organization characteristics
  - Formal and informal rules
  - Regulations for operations

- Community Factors
  - Relationships among organizations, institutions and informal networks

- Public Policy
  - Local, state and national laws and policies

Assessment, Monitoring, Evaluation & Dissemination

Track
- Learning, development, success, performance, completion, productivity outcomes
- Well-being and health-related Quality of Life
- Health equity
- Specific risk factors, disease, and conditions
- Illnesses and injuries
Case Example:
Mobilize

- Identification of a need for campus-wide approach
  - This can come various ways
    - President with a soft spot
    - Campus tragedy
    - Decision it is the right thing to do
- Higher level support and acknowledgement
- Build a Coalition
  - “Health” is everyone’s responsibility... NOT just Student Health Services
- Big decisions
  - students, faculty, and staff OR only students
  - All students OR just students on main campus (no med, professional, etc)
  - Organized by task OR topic
Brainstorm Time

1. Can you name 10 people on your campus that could form your Coalition?

2. Are these 10 people outside Student Health?
Departmental Participation

- Food Services
- Athletics
- Multicultural Office
- Student Leadership
- Campus Recreation
- Campus Ministry
- Housing
- Alcohol/Drug Programs
- School of Medicine/SPH
- College of Nursing
- Graduate School
- Campus Media
- Student Disabilities Services

- International Programs
- GLBTQ Services
- Opportunity Programs
- Public Safety/Campus Police
- Residential Life and Housing Services
- Student Diversity
- Student Health Center
- Sustainability Department
- Orientation Programs
- Human Resources
Brainstorm: Potential Partners

Below is a partial listing of campus and community departments/organizations that could be valuable partners in your public health efforts.

**Campus**
- Administration (president/chancellor/provost’s office)
- Academic programs
- Athletics
- Alumni
- Counseling services
- Dining services
- Disability services
- Employee union representatives
- Facilities and operations
- Faculty/staff senate
- Fraternity and sorority life
- First year services
- Health services
- Hospitals (health-related graduate/professional programs)
- Human resources
- International students
- Judicial affairs
- LGBTQ students
- Multicultural students
- Parking and transportation
- Public safety
- Recreational sports
- Religious groups
- Research centers
- Residential life
- Special interest groups
- Student activities
- Student affairs/dean of students
- Student government
- Student media
- Student peer education
- Wellness and prevention services

**Community**
- Civic groups
  - Community health centers
  - Emergency medical services/fire/rescue
  - Faith-based organizations
  - Government (local, state)
  - Health departments (city, county, state)
  - Insurance/managed care companies
  - Law enforcement
  - Mental health organizations
  - Neighborhood associations
  - Nonprofit organizations
  - Parks and recreation
  - Private businesses
  - Schools (elementary, secondary, post-secondary institutions)
  - Substance abuse treatment agencies

**Funding Resources**
- Charities/foundations
- Health departments
- Local businesses
- Research grants
- University funding/development

**Communication**
- Campus media (newspaper, radio, print media, campus signage, electronic media)
- Local media (newspaper, radio, TV)
- Campus communications (emails, newsletters, planners, resource guides)
- Websites, blogs, podcasts, social networking sites
- Word of mouth

**Others**

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American College Health Association | www.acha.org/healthy-campus
Questions to Consider When Organizing a Coalition

Before you begin contacting potential partners, it is important to know exactly what you are asking of them. Here are a few questions to consider beforehand.

1. How many members do you want, and what type of skills do they need to have?

2. What is the expected time commitment? (How many hours per month for how long?)

3. Will the members be expected to represent their department or other aspects of campus/community life?

4. Which population groups should be represented?

5. Where, when, and how often will you meet?

6. How will the minutes/proceedings be disseminated?

7. Who will be the coalition leaders(s)? Will they be appointed or elected?

8. Who are your strongest allies?

9. How will you reward great efforts?

10. How will you measure the group’s progress?

11. What are the outcome indicators?
Assess

- Trends in SHC utilization
- ACHA- NCHA
- CORE data
- Student Affairs data with health items
- EHR data
- Student feedback
- Student focus groups
- Feedback from student affairs, faculty, and schools through multiple venues (i.e. key informant interviews)
1. What data is available on your campus?
Brainstorm: Campus and Community Assets

Work with your planning group to create a list of potential assets in your campus community and beyond. It’s important to take stock of the strengths of your community, not just its needs. These assets are important in three ways:
- As inputs and context for your campus health intervention
- As factors related to successful implementation of your intervention
- As potential outcomes, signaling the impact of your intervention

Use the list below to help guide your brainstorm of campus community strengths.

**Individuals**
- Skills, talents, and experience of campus and community members
- Individual businesses

**Campus Departments and Organizations**
- Academic departments for collaborative projects
- Library
- Health center
- Counseling center
- Human resources department
- Campus recreation
- Student organizations
- Volunteer center
- Institutional advancement/fundraising department

**Private and Nonprofit Organizations**
- Business associations
- Citizen associations
- Cultural organizations
- Communications organizations
- Faith-based organizations
- Institutions of higher education
- Hospitals
- Social services agencies
- Fitness centers
- American Red Cross
- American Cancer Society
- Diabetes Association
- Planned Parenthood

**Public Institutions and Services**
- Public schools
- Police and fire departments
- Public libraries
- Parks and recreation
- Health department

**Physical Resources**
- Vacant land
- Commercial and industrial structures
- Housing (apartments with fitness centers)
- Energy and waste resources
- Billboards and community bulletin boards
- Community meeting spaces, parks and trails

**Informal Organizations and “Intangibles”**
- Neighborhood associations and other social groups near campus
- Community reputation
- Campus and community pride
- Sense of history
- Town and gown relationships
- Current community development initiatives, planning efforts, and areas of emphasis

American College Health Association | www.acha.org/healthy-campus
Priority Areas

This can be done various ways:

- Gap analysis between national data and your campus data
- Academic Impediments
- Not gold standard but often used: campus hot button issues
Exercise: Prioritizing Issues

Coalition members will likely have many issues they want to address. This exercise is designed to help the group decide which issue(s) to focus on.

First, make a list of all the issues on the table. Then, working as a group, copy and complete this sheet for each issue you are considering. Use the information to help narrow down your target issue(s).

Issue: ____________________________________________

Prevalence/frequency/incidence: ____________________________________________

Population(s) affected: ____________________________________________

Seriousness/urgency and relevance to student success and work performance: ____________________________________________

Available data sources: ____________________________________________

Possible interventions (policy, systems change, environmental, communications and media, program and service delivery, etc.): ____________________________________________

Likelihood of success/impact (taking into account available resources): ____________________________________________

Current interventions addressing issue on campus: ____________________________________________

Consequences if not addressed (personal, academic, community impact, economic): ____________________________________________
Developing a Plan

- **Charge:** Develop a framework that combines an evidence-based public health approach with innovative strategies for engagement to address your target audience and topics.

**Deliverables**
- Policies
- Prevention/Services website
  - Inventory of available services
  - One stop shop
- Health brand
Implementation: Policy Document

- Executive Summary
- Letter from President Sexton
- Introduction & Overarching Strategy
- Priority Areas
  - Rationale
  - Key Facts
  - Indicators
  - Recommendations

To read the full document, go to: www.nyu.edu/live-well-nyu
Implementation

Partner Engagement

Funding Opportunities

Partner Support

Branding
Implementation

New Initiatives

Healthy Carolina Farmers Market

Tobacco FREE UND
It’s policy.

Lactation Support Initiative
Challenges

- Stakeholders’ perceptions of what defines “healthy”
  - More than physical activity and runny noses
- How to frame goals to stakeholders – not about the SHS but ENTIRE campus
- Where to get started
- People like to brainstorm, not talk about indicators and evaluate evidence-base solutions
- Implementation of actions
  - Prioritizing ideas
  - Who is going to do the work
- Organizational Structure
Additional Opportunities

New Member Call
February 14th at 2pm ET

Organizational Structure Call
February 27th at 3pm ET

*Additional details forthcoming
Get Involved, Stay Connected!
Get Involved: Join the Healthy Campus Coalition!

- **Communication Subcommittee**: develops various means of communication for the Coalition, including a newsletter, LinkedIn and other social media.
- **Assessment Subcommittee**: assesses utilization and impact of Healthy Campus 2020; yearly updating data for the 2020 Objectives
- **Continuing Education Subcommittee**: identifies educational needs and wants and coordinates educational opportunities including webinars, presentations, and web-based resources.
- **Engagement Subcommittee**: collaborates with higher education organizations and institutions to exchange knowledge and resources regarding Healthy Campus; working to develop a national Healthy Campus designation and recognition.
Get Involved: Join the Healthy Campus Coalition!

- Join ACHA Healthy Campus 2020 LinkedIn Group
  - [http://www.linkedin.com/groups/ACHA-Healthy-Campus-2020-4456156/about](http://www.linkedin.com/groups/ACHA-Healthy-Campus-2020-4456156/about)

- Join Coalition
  - email [healthycampus2020@acha.org](mailto:healthycampus2020@acha.org)
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Thank you for participating in the Implementing Healthy Campus webinar

- CE post test and payment information can be found in the Online Continuing Education opportunities portion of the ACHA website (www.acha.org)

- The CE web link will also be emailed to all registered webinar participants within 24 hours