Presenter Disclosures

Conflicts of Interest
A conflict of interest occurs when an individual has an opportunity to affect educational content about health-care products or services of a commercial company with which she/he has a financial relationship.

The planners and presenter(s) of this activity have disclosed no relevant financial relationships with any commercial companies pertaining to this activity.

ACHA has not received any commercial support or sponsorship for this educational activity
Learning Objectives
1. Describe the history of Healthy Campus
2. Define the new Healthy Campus Framework
3. Identify strategies to bring closure to existing Healthy Campus initiatives
4. Discuss considerations for new framework

Goodbye Healthy Campus 2020

https://www.acha.org/ACHA/Events_and_Education/Ed_Acivities/Sunsetting_Healthy_Campus.aspx

Moving Campuses Toward Better Health
NEEDS ASSESSMENT 2019

- Coalition
- The Objectives
  - Driving Health
- Barriers
  - Resources
- Success?
Purpose: Healthy Campus empowers campus communities to improve health and well-being. It is the process of helping campus communities:

- Become the cornerstone of the campus by striving toward health equity and eliminating health disparities
- Support a community that increases academic success, student and faculty/staff retention, and life-long learning
- Create a culture where social and physical environments promote health

HEALTHY CAMPUS: CORE ELEMENTS

- Healthy Campus is a continuum
- Comprehensive Health Programs for Students
- Institutions of Higher Education are communities
- College health program should be the leader of health on campus
- Every campus has a place
- Long-term sustainable efforts
- Consulting: College Health & Wellness Consulting
- Assessment: Connected College Health Network
- Leadership: College Health and Wellness Professional

Linkage to ACHA: Healthy Campus becomes a driver within ACHA
HEALTHY CAMPUS: THE CORNERSTONE

A Cornerstone Campus has implemented the Framework for a Comprehensive College Health Program (CCHP).

CCHP provides a coordinated approach to identifying funding, support, and data sources, as well as establishing relevant campus and community partnerships, to allow the campus to implement the Framework for Comp. College Health Program.

At this level, institutions should be asking if their students’ basic health needs are being met in order to support student success.

A Cornerstone Campus is designed to help each campus build capacity.

**Strategies**
- Establishing and MOU with a local healthcare provider to provide health services to students.
- Creating a network of community providers to facilitate access to mental health services.
- Creating an internal plan for staff to complete the ACHA College Health and Wellness Professional (CHWP)
- Attending ACHA Annual Conference
- Develop infectious disease response plans
- MOU with a local pharmacy for special rates for students with SHIP

**Assets/Resources**
- Addressing Sexual and Relationship Violence on College and University Campuses
- Drug Education and Testing of Student Athletes
- Immunization
- Recommendations for College Students
- Opioid Prescribing in College Health
- Scope of Practice for the Registered Nurse in College Health
- Standards of Practice for Health Promotion
- Standards for Student Health Insurance Coverage
- Trans-Inclusive College Health Programs
- Other National Programs

**Assessment**
- Environmental Scan
- Framework for a Comprehensive College Health Program
- Connected College Health Network
HEALTHY CAMPUS: THE COMMUNITY

Healthy Campus: The Community demonstrates an embedded culture of well-being and recognizes health and well-being is vital to the success of students on college campuses. It sets the groundwork for a systemic, structural, and organizational approach to achieving social change for complex health problems.

A Community Campus specifically works to establish the mechanism to change the culture of health through the establishment or identification of a Central Organization or group to lead these efforts.

The primary outcome of this phase will be to begin to shift from the individual health of students to a campus environment where health and well-being is embedded across campus and community policies, cultures, and organizations. At this level, institutions should be asking who is leading us to address health issues on campus to support student success.

The Central Organization functions to guide vision and strategy, support aligned activities, establish shared measurement practices, cultivates community organization and engagement, advances policy, and mobilizes resources.

Strategies
The Central Organization leading efforts around health on campus
Identify/Establish a Champion(s)
Establish a Coalition
Connect/Build relationships with national Partners—AAAHC, JED, NASPA, NIRSA, ACPI, etc....
Embed health into all aspects of campus culture, across administration, operations and academic mandates
Lead health promotion action and collaboration

Assets/Resources
MAP-IT Framework
• Brainstorm Potential Partners
• Organizing a Coalition
• Brainstorm Community Assets
• Potential Health Measures
• Setting Targets for Objectives
The Okanagan Charter

Assessment
MAP-IT Assess:
• Brainstorm Community Assets
• Potential Health Measures
• Setting Targets for Objectives
CAS Standards
• Cross-Functional Framework for Advancing Health & Well-Being
• ALL OTHERS
Environmental Scans
• Alcohol Abuse (Higher Education Center)
• Sleep (Center for College Sleep)
• Mental Health (JED Campus)
• Interpersonal Violence (Pennsylvania Center against Rape).
• NASPA
National College Health Assessment-III (Population Health)
HEALTHY CAMPUS: THE CULTURE

A Healthy Campus: Culture adheres to and builds structures, systems and policies along a socio-ecological model that focus on improving the well-being of students, staff, faculty and the larger campus community.

Well-being is a priority in the institution’s mission, vision, and values, as well as onboarding and succession planning processes. At this level, institutions are recognized nationally for supporting their students health and well-being and have data that demonstrates such.

Healthy Campus Culture have a history of building systems, programs and policies through needs assessment, a recognized Central Organization to facilitate collaborative work across sectors, and continually evaluating and improving processes.

Though staff may change, in a Healthy Campus Culture the institution continues operating with a systemic orientation to health and wellness.

Strategies
- Embed health into all aspects of campus culture
- Lead health promotion action and collaboration locally and globally
- Stakeholders engaged at all levels of the university, including upper administration
- Strong community partnerships that align with the academic mission and vision
- Commitment to shared values: engagement, academic success, resilience, thriving, equity and inclusion
- Policies congruent with shared goals (safety, respect, etc.)
- Flexibility to deal with crises

A Common Agenda with goals and values

Assets/Resources
- The Okanagan Charter
- Collective Impact

Assessment
- Shared Measurements
- Campus Health Report Card
- Campus Health Map

CULTURE
WHAT WE NEED

- Dedicated National Office Staff Time
- Strategic Planning Meetings
- Marketing/Communication
- Support to integrate Healthy Campus into the fabric of ACHA
- Board to invest the time to "know what it is"
- Learn from the History
- Launch at Annual Meeting 2020 to coincide with 100th anniversary of ACHA

CASE STUDIES
### CORNERSTONE AT NORTHERN ILLINOIS UNIVERSITY

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Strengths</th>
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| - Framework for a Comprehensive College Health Program | - Most of the services are met  
- Creative approaches to meeting the needs of students |

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<tr>
<th>Challenges</th>
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| - Out sourced Health Services  
- New administration and campus partnerships  
- Role of Recreation in the framework |

### HEALTHY CAMPUS: COMMUNITY AT UNC ASHEVILLE

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<tr>
<th>Strategies</th>
<th>Strengths</th>
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| - Begun in 2017  
- Coalition & Partnership Building  
- Identify/Build/Promote “Backbone”  
- Assess Campus Culture  
- Build Common Agenda | - Strong community support  
- Link to academic department  
- Reduced duplication of efforts |

<table>
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<tr>
<th>Challenges</th>
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</table>
| - Administrative transitions (3 chancellors and 4 provosts since Fall 2017)  
- Demonstrating value  
- Defining shared measures |
HEALTHY CAMPUS: CULTURE AT USC

Strategies
- Begun in 2006
- Healthy Carolina
- Active Steering Committee, Work Groups, & Strategic Plans
- Healthy Campus 2020 objectives & model
- Capitalizing on the transition to re-ignite energy

Strengths
- Strong Brand
- Dedicated Staff
- Senior Leadership Support
- Broad Group of Stakeholders

Challenges
- Leadership Changes
- “Of the moment” Concerns & Urgency Fatigue

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QUESTIONS & ANSWERS

Feedback and Questions

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