

Healthy Carolina Performance Blueprint 2010-2011 Academic Year

Healthy Carolina Mission: To create a campus environment that encourages and promotes the development and maintenance of a healthy body, mind, and spirit through the collaborative development, promotion and assessment of a wide-ranging array of wellness programs and services for all students, faculty and staff at the University of South Carolina.

Healthy Carolina Vision: The University of South Carolina will be a national model of community health promotion for students, faculty and staff.

Healthy Carolina: Unit Overview

In December of 2005, the University of South Carolina started a new campus-wide initiative called, Healthy Carolina. This initiative was established to promote a campus environment that encourages the development and maintenance of a healthy body, mind and spirit. Healthy Carolina was established to address and in response to the Healthy Campus objectives set forth by the American College Health Association.

At the start of the 2010/11 academic year, Healthy Carolina was made up of one full-time staff member (the Director), a 30-hour part-time staff member (the Coordinator) and two graduate assistants from the Arnold School of Public Health. However, the spring semester proved to be challenging as the staffing changed dramatically as the Director was out on maternity leave and the Coordinator accepted another position. However, Healthy Carolina continued to oversee the following programs and initiatives on campus: the Healthy Carolina Farmers Market, the University Lactation Support Program, the Healthy Carolina Living and Learning Community, Fitness Buddies, the implementation of the National College Health Assessment, the implementation of the Faculty/Staff Health Assessment as well as various other health related initiatives that are time sensitive (e.g. Lactation and Tobacco Policies and responding to health related grant opportunities). It is also important to note that the Director of Healthy Carolina provides daily supervision for the Director of Campus Wellness and therefore spends at least a quarter to a half of her time carrying out Student Health Services' related responsibilities.

Healthy Carolina's reoccurring funding is from Student Health Services, however Healthy Carolina has done a fantastic job of securing external grant funds to develop, implement and evaluate new initiatives and projects. Grant funds have been received from both local and state agencies and have supported initiatives ranging from the Healthy Carolina Farmers Market to the Lactation Support Program.

Healthy Carolina is not a service driven department and therefore does not "fit the mold" of many Student Affairs and Academic Support departments. Healthy Carolina is a department focused on planning and implementing structural and policy interventions that create a health-focused environment. Since this type of work is strongly tied to cultural shifts within the community the level of impact is extremely difficult to measure. However, it is important to note that Healthy Carolina is recognized across the state and nationally and has served as the model program for the establishment of other Healthy Campus initiatives on college campuses (e.g. Princeton University, University of Oregon, University of Maryland, University of North Dakota, University of North Florida, University of Texas, etc.).

Healthy Carolina was built on five core functions: 1) research, 2) advocacy, 3) collaboration, 4) funding, and 5) information dissemination. Each of these core functions have remained a priority but so much time and emphasis has been put into securing outside funding and building collaborative relationships that other areas have suffered. Healthy Carolina has representation on numerous committees inside (e.g. Provost Committee on Women's Issues, Carolina Community Coalition, Student Health Services Executive Committee, Health and Wellness Council, etc.) and outside the University that directly benefit the University Community. Since the Healthy Carolina staff is small these relationships are paramount for Healthy Carolina's continued success. For

example, the Coordinator of Healthy Carolina is on the Board of Directors for Eat Smart Move More South Carolina and the Director of Healthy Carolina serves as the Chair of the National Healthy Campus Coalition through the American College Health Association (ACHA) as well as the Board of Directors for ACHA. Both of these outside commitments have provided the University with outstanding recognition as well as kept the health programs and initiatives on the cutting edge of evidence based research and practice. These positions have also resulted in multiple funding opportunities.

Healthy Carolina's strengths are the collaborative relationships mentioned above as well as continued success of securing funding to support new programs and initiatives. Since the University Community is not seen as a "community of need" the amount of available funds focusing on wellness and prevention is often limited. When looking at the core function of Healthy Carolina, advocacy and information dissemination are two areas needing improvement. However, both of these areas are extremely time intensive and require specific skill sets that are not easily met utilizing interns and graduate assistants. To truly have an impact in the area of information dissemination, Healthy Carolina is in need of a staff person that specializes in marketing and public relations. Having someone on staff that could regularly update the website, could write press releases, could produce summative reports of research findings, etc. could dramatically increase the amount of health related information circulated on campus that specifically relates to the University of South Carolina Community.

Healthy Carolina: Contextual Statement

As mentioned above, Healthy Carolina was built on five core functions: 1) research, 2) advocacy, 3) collaboration, 4) funding, and 5) information dissemination. Since Healthy Carolina is not a department designed to directly serve students, faculty and staff we are not able to report the demographics of students and constituents served. However, below you will find the various projects and initiatives that have been implemented to meet these core functions.

1) Research

- a. *The Faculty/Staff Health Assessment* was revised, updated and implemented in March of 2011. Variations of our Faculty/Staff Health Assessment are currently being used by Emory University, University of Maryland, Princeton University and University of Arizona.
- b. *National College Health Assessment (NCHA)* was implemented for the third time in the spring of 2011. During the fall 2010 semester, a comprehensive analysis was completed that compared the data results from 2006, 2008 and 2010. This analysis provided us with an outstanding overview of progress made in specific health areas as well as areas needing improvement. This analysis will be promoted and posted on the Healthy Carolina website once the Division releases the new website format. This data analysis showed that the university is making great strides in the area of tobacco cessation and sexual health however the areas of alcohol and drug abuse and mental health are more alarming than ever.
- c. *Lactation Support Survey* was implemented in the fall of 2010. This survey provided the Healthy Carolina staff with a clear understanding of the impact the Lactation Support Program is having on our new and expecting moms. This impact includes: an increase in breastfeeding duration; increase in the perceptions of the university as a "mother friendly work environment;" and an increase in knowledge gained as a result of the program.
- d. *Healthy Carolina Wellness Community Survey* was implemented in the spring of 2011. This survey provided the Healthy Carolina staff with a better sense of the impact the community is having on the resident's sense of out of class engagement, belonging and acceptance, and knowledge of wellness services and resources on campus.

2) Advocacy

- a. *Tobacco Free USC Policy* has been in its current state since August of 2006. With the hope of moving toward a completely tobacco free campus, Healthy Carolina conducted an extensive benchmarking study comparing 35 colleges and universities. This benchmarking will be used to draft a new policy with the hope of possible implementation in the calendar year of 2011.

- b. *Lactation Support Policy* was drafted and submitted for approved during the fall of 2010. The policy has received AVP and VP approval and has been awaiting Human Resources approval since October of 2010. This policy would provide all working mothers the necessary support to allow for continued breastfeeding upon returning to work.

3) Collaboration

- a. *Living and Learning Community* is in its second year and relies heavily on collaborative relationships for programming including but not limited to: Campus Wellness, Counseling and Human Development, Campus Recreation, the Green Quad, City Roots Farm, the Sexual Assault and Violence Prevention Office and Capstone Scholars.
- b. *Healthy Carolina Farmers Market Advisory Council* serves as the sounding board for decisions made regarding the Farmers Market. This Council has representation from the Arnold School of Public Health, the Green Quad, University Facilities, South Carolina Department of Agriculture, College of Arts and Science, Student Government, and Residential Hall Association.
- c. *Tobacco Free Signage Commission* is Healthy Carolina's collaboration with University Facilities. These two departments designed and implemented new outdoor signage for all dining related patios. This relationship has been on-going due to the constant defacing and removal of the signs.
- d. *Lactation Support Program* is in its second full year and increase the services offered to our working mothers. During the 2010/11 academic year two additional lactation rooms were established on campus (e.g. Library and Child Development Center).

4) Funding

- a. *Grants received* during the 2011 fiscal year have totaled \$9,490. These funds were used to enhance existing projects as well as design, implement and evaluate new initiatives.

5) Information Dissemination

- a. *Social Marketing Campaigns* developed and implemented this fall include: "Tobacco Cessation Norms Campaign" and "Eat Local- Sustainable Foods Campaign"
- b. *Postcards* promoting the Farmers Market and Fitness Buddies were developed and disseminated to approximately 6,000 faculty and staff.
- c. *Postcards* were also developed to promote the Healthy Carolina Living/Learning Community and were sent to over 900 incoming freshman students.
- d. *Lactation Support Maps* were developed and posted online. These maps indicate the location of the six lactation rooms on campus.

The most significant issue currently affecting the work of Healthy Carolina is the required resources to effectively manage the Healthy Carolina Farmers Market. This Farmers Market was the first established on a college campus in the state of South Carolina and continues to be a model initiative for colleges across the southeast. However, this market is extremely time intensive and has become particularly expensive to maintain due to current fee structures. Healthy Carolina has an outstanding working and collaborative relationship with University Parking Services allowing all vendors a prime parking spot, which is crucial for the market to operate. However, the support of the past from Student Government has been rather lacking over the last year. This lack of support has put much strain on the personnel resources of Healthy Carolina. This lack of support as well as the current fee structure of the Russell House reservation office will keep the market from growing to its true potential.

Healthy Carolina Goal #1: Increase the attention and number of current **research** projects within the Division of Student Affairs and Academic Support that directly address and assess the health and well-being of the Carolina Community.

Analysis of Goal Achievement: Over the last year great improvements have been made to widely incorporating evaluation and assessment into our on-going programs and initiatives. Data from the Healthy Carolina Farmers Market continues to demonstrate that fresh produce (fruits and vegetables) are the primary products being purchased at the Farmers Market. This information provides great support for demonstrating success toward meeting one of our market goals (e.g. to increase access to fresh fruits and vegetables to the Carolina Community). This data helps verify our establishment and enforcement of our Market Rules and Regulations that keep produce as the focus of the market. The data collected at each market also shows that the Healthy Carolina Farmers Market has a true impact on the local farming economy. This spring the evaluation of the Farmers Market confirmed our last year findings that students are the most frequent attendees, produce and bread are the most popular products.

The data collected from our Lactation Support Evaluation demonstrates that our program is having a positive impact not only on breastfeeding rates but also the new mother's quality of life once returning to work. The research has very clearly demonstrated that worksite lactation support programs not only increase the rates of initiation of breastfeeding practices but it also increases the duration a mother breastfeeds her child. Both of these important factors have been demonstrated to have a lasting impact on the health of the baby and the mother and therefore having a direct impact on health care costs and presenteeism rates for the University.

Initiative #1: Collect data regarding the health and well-being of the Carolina Community.

1. KPI: # of faculty and staff that complete the Faculty/Staff Health Assessment will result in a response rate greater than 30%
 - The assessment was implemented in the spring semester and resulted in a 33% response rate. Data are still being analyzed.
2. KPI: Report on highlighted findings from the NCHA and Faculty/Staff Health assessment
 - USC National College Health Assessment findings:
 - i. 12 % of students report having unprotected sex as a result of drinking alcohol in 2010, compared to 11% in 2008 and 2006.
 - ii. 22 % of students report having been tested for HIV in 2010, compared to 31% in 2008 and 30% in 2006.
 - iii. 12 % of students reported feeling suicidal last year in 2010, compared to 7% in 2008 and 9% in 2006.
 - iv. 38% of students reported getting a flu shot in 2010, compared to 25% in 2008 and 24% in 2006.
 - v. 55% of students reported wearing sunscreen daily in 2010, compared to 15% in 2008 and 16% in 2006.
 - vi. 63% of students report never using cigarettes in 2010, compared to 60% in 2008 and 2006.
 - The Faculty/Staff Health Assessment was implemented during the spring semester however the data are still being analyzed.
3. KPI: # of "moms" that complete the Lactation Support Survey will result in a response rate greater than 30%.
 - Survey implementation resulted in a 47% response rate.
4. KPI: Report # of expecting mothers that enrolled in the breastfeeding class sponsored by Healthy Carolina
 - 15 new mothers enrolled in breastfeeding class

Initiative #2: Continue evaluation efforts for health and wellness related initiatives.

1. KPI: Report on findings from Farmers Market evaluation (e.g. Participant demographics, products purchased, local economic impact, and external university collaboration).
 - Total sales ranged from \$1,600 - \$2,200 per market.
 - The spring Evaluations revealed the following:
 - i. The majority of students who shop at the market spend between \$5.00 and \$10.00.
 - ii. The majority of faculty who shop at the market spend more than \$20.00
 - iii. The majority of staff who shop at the market spend between \$5.00 and \$10.00
 - iv. The majority of the community members who shop at the market spend between \$11.00 and \$20.00.
 - v. Faculty members are the biggest spenders however students and staff are the most concentrated and consistent spenders.
 - vi. The most popular items purchased by students were breads, produce, nuts/popcorn and seafood.
 - vii. The most popular items purchased by faculty were breads, produce, and candles/lotions/soaps/other.
 - viii. The most popular items purchased by staff were breads, produce, nuts/popcorn and candles/lotions/soaps/other.
 - ix. Farm produce was the most popular item purchased by all the groups.
2. KPI: Report on findings from Lactation Support Program evaluation.
 - 59% planned (while pregnant) to breastfeed exclusively for six months
 - 41% attended a class on breastfeeding with a licensed lactation consultant through Healthy Carolina
 - 50% attended a one-hour Lunch N' Learn Workshop through Healthy Carolina at USC
 - 68% planned to breastfeed within the first hour after giving birth
 - 91% worked or went to school fulltime when became pregnant
 - 30% returned to work when their infant was 12 weeks
 - 15% returned to work when their infant was 6 weeks
 - 84% pump milk during the work day and save it later for their baby to drink later after returning to work
 - 52% used their office to pump milk
 - 42% used another space available at work to pump milk
 - 7% used a Healthy Carolina nursing mother's lounge occasionally to 1-2 times a day to pump milk
3. KPI: Report on findings from Healthy Carolina Living/Learning Community evaluation.
 - The spring of 2011 evaluations results:
 - i. 74% of respondents reported that being a part of the Healthy Carolina Living/Learning Community increased their out of class engagement.
 - ii. 87% of respondents reported that being a part of the Healthy Carolina Living/Learning Community increased their sense of belonging and acceptance on campus.
 - iii. 96% of respondents reported that being a part of the Healthy Carolina Living/Learning Community increased their knowledge of wellness services and resources on campus.

Healthy Carolina Goal #2: Increase campus-wide **advocacy** for making healthy choices simple.

Analysis of Goal Achievement: The two major advocacy related projects implemented during the last year were the Lactation Support Policy as well as the drafting of the Tobacco Free Policy. The Lactation Support Policy has been rather slow to move through the appropriate approval channels but ultimate approval will be necessary as it is required by the Patient Protection and Affordable Care Act which was signed into federal law. The Policy will provide support for all working mothers who choose to continue to breastfeed their child after returning to work. The Lactation Support Policy has been awaiting Human Resources approval since October of 2010.

The Tobacco Free Policy has been a fervent endeavor for several years. Due to the on-going budget cuts and sensitivity of additional mandates, the University Administration has asked Healthy Carolina to continue to benchmark best practices with regards to campus tobacco policies but to wait until the budget crisis has passed before attempting to pass a more stringent policy. With the passing of several years of “waiting” the University of South Carolina has moved from being at the forefront of the tobacco regulation to lagging behind times. Healthy Carolina currently receives funding from the South Carolina Tobacco Collaborative but knows that this on-going funding will be lost if the University does not adopt a completely tobacco free policy, as it has become commonplace at many universities and our current funding is contingent on this goal. Healthy Carolina is hopeful that an updated Tobacco Free Policy will be passed and implemented during the 2011 calendar year.

Initiative #1: Conduct policy review for campus health related policies.

1. KPI: Report on the finding from the tobacco policy benchmarking study.
 - 35 schools were contacted for information regarding their tobacco policy:
 - i. Implementation steps
 - ii. Responsible department
 - iii. Enforcement
 - iv. Punishment
 - Information collected was used to draft a new tobacco policy. This policy will be pushed forward once the climate is deemed ready (e.g. after crisis of budgets, RIFs, etc.)
2. KPI: Report on the progress made toward the implementation of a campus-wide tobacco free policy.
 - Healthy Carolina staff has been asked to “hold tight” on the implementation of such a policy due to other political and public relation issues (e.g. budget cuts, RIFs, etc.)
3. KPI: Report on the findings from the lactation support policy benchmarking study.
 - Policies from 4 other academic institutions were used as models when drafting the USC policy (Oregon State University, The University of Nebraska at Kearney, Georgia Tech University, and Texas A&M).
4. KPI: Report on the progress made toward the implementation of a campus-wide lactation support policy.
 - Policy received Associate Vice President approval in August and Vice President approval in September.
 - Policy is currently being reviewed by Human Resources (has been in their office since October 2010).
 - It is slated to be a University policy rather than a Human Resources or Staff policy.

Initiative #2: Implement initiatives that advocate for positive health behavior change.

1. KPI: Report the number of users of the Fitness Buddies website.
 - As of May 2011 there were 514 registered users.
2. KPI: Report the number of participants in the Healthy Campus Living/Learning Community.
 - 44 students:
 - i. 60% freshmen; 26% sophomore; 12% junior; 2% senior
 - ii. Equal divide of males and females (50% each)

3. KPI: Report the number of Farmers Markets during fiscal year 2011.
 - 16 Farmers Markets were hosted between July 1st and April 19th. The markets will continue every Tuesday in the months of June and July.
4. KPI: Report the number and focus of social norms campaigns implemented.
 - 4 campaigns were implemented:
 - i. “Eat Local” campaign was implemented at the Farmers Markets with a concentration of providing participants with resources to make healthy, all-local meals
 - ii. Fitness Buddies physical activity campaign
 - iii. Smoking Cessation campaign
 - iv. Living and Learning Community recruitment campaign
5. KPI: Report the number and focus of monthly marketing publication pieces implemented.
 - 2 marketing pieces:
 - i. Farmers Market: 6,600 pieces delivered
 - ii. Fitness Buddies: 6,600 pieces delivered
 - iii. Living/Learning Community: 1,350 pieces delivered

Healthy Carolina Goal #3: Develop and expand departmental and external **collaborative** efforts targeting health within the campus community.

Analysis of Goal Achievement: Healthy Carolina heavily relies on colleagues and departments across the University to effectively carry out the various tasks and responsibilities associated with our initiatives due to the small size of the Healthy Carolina staff. As the Healthy Carolina Living/Learning Community continues to grow and flourish, the reliance on other departments becomes more evident. Currently, a Healthy Carolina Graduate Assistant is primarily responsible for this coordinated effort but if this community lives up to its potential there is reason to believe that additional staffing will be needed.

As mentioned above in the *Contextual Statement* portion of this blueprint, the biggest growing concern for Healthy Carolina is the lack of a campus-wide coordinated effort to maintain the Healthy Carolina Farmers Market. The day-to-day responsibility of managing the market and the vendors is that of Healthy Carolina but for this on-going initiative to reach its full potential additional collaboration is needed within the Division of Student Affairs and Academic Support.

Initiative #1: Research and develop new department partnerships focusing on health.

1. KPI: Report the collaborative efforts for offering programming for the Healthy Campus Living/Learning Community.
 - The following collaborative partnerships were used within the Living/Learning Community programming calendar during the 2010/2011 academic year:
 - i. Campus Recreation for:
 1. Intramural team
 2. Sculpting classes
 3. Exercise equipment for Columbia Hall Gym
 - ii. Campus Wellness
 1. Cooking demonstration with registered dietitian
 2. Massage Therapy
 3. Sexual health program
 4. Condom jar
 5. Grocery Store Tour
 - iii. City Roots for resident Farm Tour

- iv. Counseling and Human Development Center
 - 1. Guided Self-Hypnosis
- v. Study Abroad presentation and information session
- 2. KPI: Report on status of new university departmental collaboration.
 - Campus Recreation:
 - i. Exercise equipment for Columbia Hall Gym
 - ii. Intramural teams
 - Campus Wellness for:
 - i. Cooking demonstration
 - ii. Massage therapy
 - iii. Sexual health program
 - iv. Grocery Store Tour
 - Green Quad:
 - i. Student Sustainability Group activities at Farmers Markets
 - City Roots for Farm Tour
 - i. Study Abroad presentation and information session
 - Two new lactation rooms were established:
 - i. Thomas Cooper Library
 - ii. University Children's Development Center
- 3. KPI: Report on impact of the Healthy Carolina Farmers Market Advisory Council.
 - The Healthy Carolina Farmers Market Advisory Council has provided extensive guidance in the development of the market's rules and regulations document. This document ensures that our vendors meet food safety requirements and dictates what type of product may be sold at the farmers market. Additionally, the advisory council has helped the market augment its educational initiatives and activities while providing advice in regards to developing an intern position description for the market.
 - The Healthy Carolina Farmers Market Advisory Council provided guidance before the commencement of our spring markets. They were particularly helpful in generating ideas for improving the market's educational initiatives and helped in fostering campus partnerships and collaborations. Their insight is invaluable and greatly enhances the direction of the Farmers Market every season.
- 4. KPI: Report on the number of presentations given regarding Healthy Carolina initiatives.
 - 12 total presentations were given in the following areas:
 - i. 10- academic classrooms (roughly 450 students)
 - ii. 1- South Carolina Breastfeeding Coalition Meeting (roughly 40 participants)
 - iii. 1- South Carolina Farm Bureau (roughly 50 participants)

Healthy Carolina Goal #4: Increase **funding** for health related programs, services and research.

Analysis of Goal Achievement: Healthy Carolina has had much success over the past several years securing external funding to support the expansion of existing initiatives as well as the design, implementation and evaluation of new initiatives. However, it is important to note that grant research, writing, and administration is an extremely time consuming process and therefore take a large portion of the Coordinator of Healthy Carolina's time. Thus, Healthy Carolina is extremely proud of the external funding that has been secured, given our limited staff.

Initiative #1: Identify and submit grants proposals that directly address health.

- 1. KPI: Report the number of grants submitted.
 - South Carolina Tobacco Collaborative

- Blue Sky – Johnson Controls Farmers Market Grant
 - Residence Hall Association Farmers Market Grant
 - Parents Program Grant
2. KPI: Report the number of grants received.
- South Carolina Tobacco Collaborative (\$5,655.00)
 - Supports:
 - i. The implementation of a educational awareness campaign regarding the tobacco policy;
 - ii. Campus wide signage
 - iii. Education patrol of campus for policy violations
 - Blue Sky – Johnson Controls Farmers Market Grant (\$1,000.00)
 - Supports:
 - i. Vendors fees implemented by the Russell House Student Union
 - Residence Hall Association Farmers Market Grant (\$2,175.00)
 - Supports:
 - i. The marketing and promotion of the Farmers Market

Initiative #2: Identify university departments to provide collaborative funding.

1. KPI: Report the university department identified.
 - Residence Hall Association
 - Parking Services
2. KPI: Report total dollars collected for programming.
 - Residence Hall Association (\$2,175.00)
 - Parking Services (In-kind meter donation for Farmers Market. Roughly 15 meters per market for 11 markets = \$660.00).

Healthy Carolina Goal #5: Promote **information dissemination** efforts related to health.

Analysis of Goal Achievement: The area of information dissemination is one that needs great improvement for Healthy Carolina. Healthy Carolina is continually developing and improving initiatives, yet struggles with the technical and design expertise to innovatively disseminate these within and beyond the campus community. For example, the Healthy Carolina website is going on 5 years old and no longer adequately represents the mission of Healthy Carolina. However, the current staffing struggles in this area as it is not their expertise and there is a substantial lack of resources and personnel at the Division to support such an undertaking. Healthy Carolina will continue to brainstorm possible ways to improve in this specific area.

Initiative #1: Identify means for improving multimedia efforts around health.

1. KPI: Report on status of website updated based on selected website review criteria.
 - Healthy Carolina has not been able to update the department website because the Division has not released the updated format being used.
2. KPI: Report number of Healthy Carolina website hits.
 - Healthy Carolina main page had 17,064 hits
 - Larger Healthy Carolina initiatives and their related hits:
 - i. Farmers Market: 3,599 hits
 - ii. Physical Activity: 1,330
 - iii. Lactation Support Program: 812
3. KPI: Report of utilization rates of Fitness Buddies website.
 - 514 registered users

4. KPI: Report the number of students, faculty and staff that subscribe to Healthy Carolina's electronic based communication efforts.
 - Facebook page:
 - i. Healthy Carolina Farmers Market: 625 friends/likes
 - ii. Fitness Buddies: 110 friends/likes and 2,138 post views during the Spring 2011 semester (as a result of a public relations campaign)
 - iii. Healthy Carolina Living/Learning Community: 44 members
 - University Listservs:
 - i. Breastfeeding: 71 subscribers
 - ii. Healthy Carolina Farmers Market: 71 subscribers
 - iii. Healthy Carolina (general): 168 subscribers

Initiative #2: Continue efforts to educate students, faculty and staff about health's impact on academic performance, engagement and retention.

1. KPI: Report number of website hits for the NCHA and Faculty/Staff Health Assessment data.
 - Healthy Carolina has been unable to update website due to new format not being released by the Division and therefore the NCHA and Faculty/Staff Health Assessment data is not online.
2. KPI: Number and focus of social norms campaigns implemented.
 - 3 campaigns were implemented:
 - i. "Eat Local" campaign was implemented at the Farmers Markets with a concentration of providing participants with resources to make healthy, all-local meals
 - ii. Fitness Buddies physical activity campaign
 - iii. Smoking Cessation campaign
3. KPI: Number of USC Times articles related to Healthy Carolina.
 - There were 15 issues of the USC Times and Healthy Carolina had 45 articles/promotional blurbs

Healthy Carolina's Contributions to SDUH Blueprint

Goal # 2: Advance student academic success, retention, and persistence to graduation through engagement and integrative learning.

1. Facilitate faculty-student-staff interactions beyond the classroom through a variety of programs. (ALL)
 - a. The Healthy Carolina Living/Learning Community was very active this year with more than 25 programs that created interactions beyond the classroom. Activities included: Cooking Classes, Organic Farm Tour, Massage Therapy Sessions, Healthy Tailgating for Away Game, Floor Dinners, Grocery Store Tours, Superbowl Party, Guided Self-Hypnosis Sessions, Intramural Teams and Study Abroad Information sessions.

Goal #3: Educate students and the campus community regarding personal and collective responsibility for wellness, sustainability, and civility.

7. Collect data regarding the health and well-being of the Carolina Community (Healthy Carolina)

- a. Healthy Carolina implemented the Faculty/Staff Health Assessment in March/April 2011 however the data are still being analyzed.
 - b. Healthy Carolina implemented the Lactation Support Survey in the Fall semester with a response rate of 47%. Highlights listed below:
 - a. 59% planned (while pregnant) to breastfeed exclusively for six months
 - b. 41% attended a class on breastfeeding with a licensed lactation consultant through Healthy Carolina
 - c. 50% attended a one-hour Lunch N' Learn Workshop through Healthy Carolina at USC
 - d. 68% planned to breastfeed within the first hour after giving birth
 - e. 91% worked or went to school fulltime when became pregnant
 - f. 30% returned to work when their infant was 12 weeks
 - g. 15% returned to work when their infant was 6 weeks
 - h. 84% pump milk during the work day and save it later for their baby to drink later after returning to work
 - i. 52% used their office to pump milk
 - j. 42% used another space available at work to pump milk
 - k. 7% used a Healthy Carolina nursing mother's lounge occasionally to 1-2 times a day to pump milk
 - c. Healthy Carolina analyzed the findings from the spring 2010 implementation of the National College Health Assessment and conducted a trend analysis comparing 2006, 2008 and 2010 data. Highlights listed below:
 - a. 12 % of students report having unprotected sex as a result of drinking alcohol in 2010, compared to 11% in 2008 and 2006.
 - b. 22 % of students report having been tested for HIV in 2010, compared to 31% in 2008 and 30% in 2006.
 - c. 12 % of students reported feeling suicidal last year in 2010, compared to 7% in 2008 and 9% in 2006.
 - d. 38% of students reported getting a flu shot in 2010, compared to 25% in 2008 and 24% in 2006.
 - e. 55% of students reported wearing sunscreen daily in 2010, compared to 15% in 2008 and 16% in 2006.
 - f. 63% of students report never using cigarettes in 2010, compared to 60% in 2008 and 2006.
8. Continue efforts to educate students, faculty and staff about health's impact on academic performance, engagement and retention. (Healthy Carolina)
 - a. During the fall semester, Healthy Carolina completed a comprehensive trend analysis of the NCHA data comparing 2006, 2008 and 2010 data. This data will be pulled together in charts and graphs and place on the Healthy Carolina website. There are also plans to produce an executive report of this information.
 - b. Once the Faculty/Staff Health Assessment data is analyzed, Healthy Carolina will implement a promotion plan regarding the outcomes of this assessment.
 - c. One of the ways Healthy Carolina has done this in the past is via the Retention Committee. Since that committee is not longer active this outlet has been lost.
 9. Implement initiatives that advocate for positive health behavior change. (Healthy Carolina)
 - a. Healthy Carolina implemented 16 Farmers Markets since July 1st.
 - b. 15 mothers completed the Lactation Support class.
 - c. 10 lunch-n-learns were implemented (with an average of 10 participants per event) as part of the Lactation Support Program
 - d. There were 514 registered users of Fitness Buddies
 - e. Implemented 25 programs with the 44 residents of the Healthy Carolina Living and Learning Community

- f. Healthy Carolina researched and drafted the University of South Carolina Lactation Support Policy. The policy is currently under review by Human Resources.

Goal #4: Advance learning about diversity through programs, interactions, and services.

2. Recruit and hire staff who are reflective of the diversity in our student body. (All)
 - a. Healthy Carolina has not had any hires since July 1st.

Goal #6: Support and maintain a work environment that is safe, equitable, and respectful of the inherent dignity and worth of all employees.

2. Complete all EPMS reviews annually, including updated position descriptions when needed.
 - a. KPI: Percentage of EPMS completed with planning stage for the following year.
 - i. Healthy Carolina: 100%
3. Support professional development for staff.
 - a. Professional development opportunities were given when budget allowed.