

Healthy Carolina
Departmental Blueprint
2008/2009

Healthy Carolina Goal #1: Increase the attention and number of current **research** projects within the Division of Student Affairs and Department of Academic Support that directly address the health and well-being of the Carolina Community. (Division goal #4)

Initiative #1: Collect data regarding the health and well-being of faculty/staff.

- **Action Plan:** Implement the Faculty/Staff Health Assessment.
 - **KPI:** How was the assessment administered? How was the data analyzed? What was the response rate?
 - **Results:**
 - The Faculty/Staff Health Assessment was implemented during the month of April. This assessment was implemented using Student Voice software. Two campus-wide mass emails were sent out to faculty and staff. Paper and pencil assessments were implemented with individuals without computer access in both University Facilities and Housing Facilities Departments. A total of 1,952 individuals completed the assessment for a response rate of 34%.
 - Healthy Carolina developed the Faculty/Staff Health Assessment due to the lack of a quality health status assessment available for our diverse population. Our assessment has received national attention as 7 different institutions (ranging from University of Arizona to University of Maryland) have asked to use our assessment on their campus.
- **Action Plan:** Implement focus groups to identify and better understand the health needs and concerns of faculty and staff.
 - **KPI:** How many focus groups were implemented? What topics were covered during the focus groups? What new information was learned as a result of the focus groups?
 - **Results:** Three focus groups were implemented in July/August of 2008 with current female employees. These focus groups were implemented to collect needs assessment data on barriers and facilitators to breastfeeding initiation and duration among female employees. The following 4 themes were identified and have been the main focus of our lactation support program: policy development, supervisor support, peer support, and education. The need for a policy advocating for protected time for a women to express milk when she returns to work after maternity leave was identified as the most pressing concern among our participants.

Initiative #2: Collect data regarding the health and well-being of students.

- **Action Plan:** Develop, promote, and assess opportunities that encourage students to participate in wellness related programs and services.

- **Action Plan:** Benchmark with other university and colleges to determine feasibility of a tobacco free campus policy.
 - **KPI:** How many universities were contacted? What universities were contacted? What information was gathered during the process? Has a draft of the policy been developed?
 - **Results:** An extensive benchmarking study was implemented during the fall of 2008. During this study we collected sample tobacco policies as well as information regarding enforcement procedures and lessons learned. A total of 44 institutions of higher education were contacts: University of Alabama, Anderson University, University of Arkansas, Auburn University, Boise State University, University of California – Davis, University of California – Los Angeles, University of California – Poly Pamona, Clemson University, University of Colorado – Boulder, East Tennessee State University, Fairfield University, University of Florida, Florida State University, University of Georgia, Georgia Tech, University of Illinois, Indiana University – Bloomington, Indiana University – IUPUI, University of Iowa, University of Kansas, Lander University, Louisiana State University, University of Maine, University of Maryland, Miami University – Ohio, University of Michigan, University of Mississippi, Mississippi State University, University of North Carolina – Chapel Hill, University of North Dakota, University of North Texas, Ohio State University, Oklahoma State University, Penn State University, Pennsylvania State System of Higher Education, University of Pittsburgh, University of South Carolina – Upstate, University of Southern Florida, University of Tennessee, Texas State University, University of Virginia, University of Wisconsin – River Falls, and Vanderbilt University). A sample policy was drafted but due to other campus concerns (e.g. budget cuts) we were asked to “sit on the policy” until further notice.

Initiative #2: Identify departments on campus that have a direct impact on the health and well-being of students, faculty and staff.

- **Action Plan:** Advocate for implementation of departmental procedures that directly address health.
 - **KPI:** What departments are identified? What department procedures are targeted? What changes were made?
 - **Results:**
 - Healthy Carolina worked directly with Housing and Campus Wellness to implement the Healthy Housing initiative. This year long program directly addressed the health and wellness of the housing employees. Healthy Carolina has also been working with several different department deans and assistant deans to identify space on campus for lactation rooms. Healthy Carolina has received approval for two rooms (one in the School of Education and one in the School of Business). These two rooms will be equipped and

set-up during the summer months so they can be operational at the start of the 2009/2010 academic year.

- In collaboration with Student Government and the South Carolina Department of Agriculture, Healthy Carolina implemented the Healthy Carolina Farmers Market in September 2008. Healthy Carolina hosted 8 markets from September 2008 – April 2009 with between 20-25 vendors per market. The markets have been a huge success among university faculty, staff and students and have gained the attention from local and statewide media, as well as from other colleges and universities. The Healthy Carolina Farmers Market has been recognized as a “model program” and is in the process of being replicated at other colleges and universities across the state of South Carolina.

Initiative #3: Implement initiatives that advocate for positive health behavior change.

- **Action Plan:** Implement and evaluate a targeted social norming campaign to positively impact student health behavior.
 - **KPI:** How are students targeted for the campaign? What behaviors were addressed? What data was used? Use National College Health Assessment data to measure impact?
 - **Results:** This initiative was not implemented due to budget reductions.
- **Action Plan:** Enhance marketing efforts to increase faculty/staff participation in wellness and fitness opportunities.
 - **KPI:** Implement physical activity related programs and services for faculty and staff.
 - **Results:**
 - Healthy Carolina launched Fitness Buddies on March 16th. This web-based physical activity networking tool will allow Healthy Carolina staff to promote physical activity based programs and services on campus as well as track the number of “buddies” and/or matches made as a result of this website. More than 125 individuals have registered on the Fitness Buddies website and more than 30 physical activity matches have been made thus far. Healthy Carolina is promoting Fitness Buddies through several venues (ie. listserv announcements, USC Times, The Daily Gamecock, targeted letters to faculty teaching related fields, WHRA ads, etc.).
 - Healthy Carolina implemented the campus’ first StairWell Campaign. This poster campaign is targeting stairwell usage among the entire campus population. A total of 200 posters were hung in academic and administrative buildings around campus. This type of campaign is very difficult to evaluate for impact but Healthy Carolina has received numerous

(more than 10) phone calls and emails with positive feedback and impact as a result of the campaign.

- **Action Plan:** Implement monthly marketing piece (brochure, flyers, postcard) for faculty and staff that spotlights preventative health services available on campus.
 - **KPI:** How many publication pieces were developed? What services were covered? What impact did the publications have on utilization rates?
 - **Results:** Healthy Carolina developed a marketing piece targeting faculty and staff. These postcards promoted the various wellness and prevention programs available on campus. The postcards covered topics ranging from worksite health screenings to massage therapy. Due to budget cuts, this publication has been distributed on campus every 6-8 weeks instead of every 4. Services that have been promoted have seen increase in participation ranging from 10-50%.

Healthy Carolina Goal #3: Develop and expand departmental **collaborative** efforts targeting health within the campus community (Division goal #3 & 4)

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

- **Action Plan:** Develop a coordinated effort to recruit faculty and graduate students to utilize health related data (National College Health Assessment and Faculty/Staff Health Assessment) for their research and scholarly publications.
 - **KPI:** How many faculty members requested access to the data? How many graduate students requested access to the data? How many scholarly publications were produced from the data?
 - **Results:**
 - Healthy Carolina staff members are on a manuscript writing team that includes 5 faculty members from the Arnold School of Public Health. This writing team has had 2 manuscripts accepted for publication (in peer reviewed professional journals) on the National College Health Assessment data and has another 6 in the writing/submission phase. Two graduate students have used the NCHA data for their thesis/dissertation data.
 - Three academic classes used the USC National College Health Assessment data within their academic courses.
- **Action Plan:** Investigate the possibility of establishing formal relationships with departments.
 - **KPI:** Which academic departments are identified? Which student affairs departments were identified? What collaborative partnerships are established?
 - **Results:** Healthy Carolina has formal working relationships with several different departments:
 - School of Public Health: development of the linked courses and Living/Learning Community
 - School of Social Work: field placement for graduate student; Farmers Market evaluation process

- School of Education: launching of nursing mother lounge (Lactation Support Program)
- School of Business: launching of nursing mother lounge (Lactation Support Program)
- West Quad Green Learning Center – partnered to offer educational sessions to our new and expecting mothers
- Various student affairs and academic support departments to implement the Farmers Market, Fitness Buddies, Lactation Support, Living/Learning Community, Tobacco Policy and the Healthy Carolina Task Force.

Initiative #2: Reevaluate and enhance existing partnerships focusing on health.

- **Action Plan:** Coordinate a state-wide conference on best practices (2nd Annual Healthy Campus Conference) within campus health and wellness.
 - **KPI:** When was the conference held? How many individual attended? How many institutions were represented? How was the conference evaluated for participant satisfaction?
 - **Results:** This conference was not implemented due to statewide budget cuts and the impact on travel.
- **Action Plan:** Include Healthy Carolina information in faculty and staff orientation materials.
 - **KPI:** How many orientation sessions received the information? What information was developed and distributed?
 - **Results:** Healthy Carolina and other wellness related materials are provided during the annual Benefits Fair as well as all new employee (faculty and staff) orientations and the bi-annual new faculty orientations. Two Healthy Carolina programs were implemented in collaboration with Human Resources and their professional development calendar for the 2008/2009 academic year.
- **Action Plan:** Continue to actively work towards the Healthy Campus 2010 objectives.
 - **KPI:** How often does the Healthy Carolina Task Force meet? What Healthy Campus 2010 objectives are being targeted? How many unique departments are represented on the Healthy Carolina Task Force?
 - **Results:** The entire Healthy Carolina Task Force meets two-three times per semester. However, the various 8 subcommittees meet monthly. Each subcommittee is addressed 2-5 Healthy Campus 2010 objectives for a total of 23 objectives. The Healthy Carolina Task Force utilizes various data sets (NCHA, CORE, etc.) to measure trends associated with these objectives. There are more than 15 unique departments represented on the Task Force.

Healthy Carolina Goal #4: Increase **funding** for health related programs, services and research. (Division goal #6)

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

- **Action Plan:** Continue to identify, apply and secure external funding for health related initiatives.

- **KPI:** What grants are identified? What grants are applied for? What grants are secured? What is the total funding secured as a result of external grants?
 - **Results:** Healthy Carolina has submitted the following grant applications:
 - SC Tobacco Collaborative (funded- \$5,700)
 - Eat Smart More More SC Lactation Support Program (funded- \$5,000)
 - Allen Foundation (awaiting award notice)
 - SC Department of Health and Human Services (funding became unavailable due to budget constraints)
 - SC Cancer Alliance (awaiting award notice)
 - US Department of Agriculture (awaiting award notice)

Healthy Carolina Goal #5: Promote **information dissemination** efforts related to health. (Division goal #2)

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

- **Action Plan:** Enhance the content and effectiveness and accessibility of the Healthy Carolina website.
 - **KPI:** Was the Healthy Carolina website updated? How was the website promoted?
 - **Results:** The Healthy Carolina website went through a major overhaul during the Fall of 2008 after funding was not secured to hire an outside consulting company to complete the work. During this overhaul, the website was redesigned and expanded greatly. The Healthy Carolina website was the responsibility of a graduate assistant and this indicated responsibility helped tremendously with the timely upload of information. The Healthy Carolina website is now updated once per week with news stories regarding health. The Healthy Carolina website is listed on all promotional materials.
- **Action Plan:** Develop and implement an online program that encourages individuals (students, faculty, and staff) to find workout and physical activity partners.
 - **KPI:** Was the website developed? How was it promoted? What were the utilization rates?
 - **Results:** Healthy Carolina launched Fitness Buddies on March 16th. This web-based physical activity networking tool will allow Healthy Carolina staff to promote physical activity based programs and services on campus as well as track the number of “buddies” and/or matches made as a result of this website. More than 125 individuals have registered on the Fitness Buddies website and more than 30 physical activity matches have been made thus far. Healthy Carolina is promoting Fitness Buddies through several venues (ie. listserv announcements, USC Times, The Daily Gamecock, targeted letters to faculty teaching related fields, WHRA ads, etc.).
- **Action Plan:** Promote the National Healthy Campus Clearinghouse and Resource Center.
 - **KPI:** How is the National Healthy Campus Clearinghouse and Resource Center promoted? How many institutions participated?

and on the Columbia campus. Articles are also used as a way to reference new programs and services within Healthy Carolina and Student Health Services.