

Healthy Carolina
Departmental Blueprint
2009/2010

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 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.

Link to Division Goal and Outcome- Contributes to division goal #3, outcome B: Results of systematic planning and assessment are used for innovative improvement of programs and services.

Performance Blueprint Analysis of Goal Achievement: Healthy Carolina has done an extensive job of including and increase evaluation efforts for all programs and services offered by Healthy Carolina as well as Campus Wellness. The staff was rather disappointed with the response rate of the National College Health Assessment. 18% is still considered a good response but it far below our 2006 and 2008 response rates of 33% and 34%, respectively. It is believed that this decrease in the response rate can be attributed to “corners cut” in an effort to decrease the budget for this project. The previous years implementation included a mailed personalized letter to each of the 4,500 selected participants. This year a generic postcard was used. The other major research project implemented this year was the evaluation of the Healthy Carolina Farmers Market. Evaluating a community based initiative can be difficult but Healthy Carolina implemented innovative evaluation techniques to gather useful and reliable data.

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

- **KPI:** How was the National College Health Assessment administered? How was the data analyzed? What was the response rate?
 - The National College Health Assessment (NCHA) was administered via a web-based survey February 10- March 3, 2010.
 - 4500 students were randomly selected to participate (stratification was conducted by USC Institutional Assessment and Compliance)
 - A response rate of 18% was obtained
 - Data was received in early May from American College Health Association and is being analyzed in SPSS. The data set is extensive but here are trends worth noting from 2008 to 2010:
 - 37.5% reported receiving vaccination against influenza in last 12 months (compared to 25.8% in 2008)
 - 7% of students reported no primary source of health insurance (compared to 4.9% in 2008)

- 85.7% of students reported never seriously considering suicide (compared to 92.9% in 2008)
 - 29.2% of students reported that their finances were traumatic or very difficult to handle during last 12 months (not asked in 2008)
 - 16.8% of students reported feeling very safe on campus at nighttime (not asked in 2008)
 - 18.3% of students reported using at least 1 prescription drug that was not prescribed to them within the last 12 months (not asked in 2008)
- **KPI:** What evaluation methodology was implemented for the Healthy Carolina Farmers Market? What measures were used? When was the evaluation implemented? What were the findings?

- During the 2009/2010 academic year, Healthy Carolina implemented two different evaluation efforts for the Healthy Carolina Farmers Market. These two evaluations are described with results listed below:

Fall 2009 Evaluation

It had three components:

1. SEED version 2.0 (Sticky Economy Evaluation Device: an economic measurement tool for public markets) was used to ask vendors a series of 12 questions that ranged from their opinion on how to improve the market to their investment habits into their business.
2. Pollsters (staff and volunteers) asked 236 market patrons as they visited the market 6 brief questions that ranged from their affiliation with USC, the amount of money they spent, what they purchased, and why they attend this market.
3. An estimate of the number of people who visited the market was made by a "clicker" who visually counted the people throughout the day. The estimate was 1037 people.

Evaluation Findings:

- Average amount of money spent per person - \$8.69
- Average number of campus and community members that frequent each market – 1,037
- Average amount of vendors/farmers present per market – 18
- Fruits and vegetables comprise 65% of all purchases
- Approximately 61% of market patrons visit the market every time it occurs

Spring 2010 Evaluation

It had two components:

1. Sales Record Keeping System was implemented at the start of the spring farmers markets. Vendors recorded their weekly sales for each market in order for us to estimate the local economic impact the market was having over the course of the season.
2. Dot Poster evaluation was implemented once during the market season to assess: participant purchasing behaviors, affiliation with the university, amount

of money spent, effectiveness of promotional efforts, and reasons for attending the market. This evaluation method was developed by Clemson Extension and deemed a valid and reliable method for the evaluation of farmers markets.

Evaluation Findings:

- Total sales from the 2010 spring market season were approximately \$4,000.00 per market
 - 76% of market patrons spent \$11 or more per market
 - Average amount of vendors/farmers per market – 17
 - Only 16% of market patrons would not support having EBT accepted at the market; 5% would not support the acceptance of Senior Vouchers; and only 4% would not support the acceptance of WIC vouchers
 - 97% of market patrons are in favor of making the Healthy Carolina Farmers Market a weekly market
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- **KPI:** What Healthy Campus 2010 objectives are being addressed and measured through the Healthy Carolina Task Force?
 - The Healthy Carolina Task Force has been put on hold as other projects and initiatives have taken priority.

Healthy Carolina Goal #2: Increase campus-wide **advocacy** for making healthy choices simple. (Division goal #1 & 2)

Link to Division Goal and Outcome- Contributes to division goal #2, outcome C: Campus environments are systematically reviewed and modified to become more student (and faculty/staff)- centered.

Performance Blueprint Analysis of Goal Achievement: Healthy Carolina has made great strides in the past year to create a breastfeeding friendly worksite. These efforts have received local, state and national attention and have resulted in participation in the United States Department of Health and Human Services efforts to develop a Business Case for Breastfeeding on a College Campus. A lack of future external funding will impact these efforts if funding is not obtained.

Other projects such as the tobacco policy, fitness buddies, walking maps, and the GYT campaign are moving forward and making positive impacts in an effort to make USC a healthier place to live, learn, work, and play.

Initiative #1: Address the need for campus health policies.

- **KPI:** Assess the current tobacco policy and the campus' ability to transition to a completely smoke-free campus. Conduct benchmarking with peer institutions to determine wording of tobacco free policy as well as initiatives for enforcement of policy. Develop promotional materials and signage to properly advertise the current policy.

- Benchmarking is currently underway with 20+ peer institutions. Healthy Carolina will have a draft of the new tobacco policy by the beginning of the fall semester.
 - Healthy Carolina worked with University Facilities to develop an outdoor sign that will be used in high non-compliance outdoor areas (based on observation research) including but not limited to: Russell House Patio, Russell House Patio by Starbucks, and the Colloquium (both sides). These signs will be in place by the start of the fall 2010 semester.
- **KPI:** Assess barriers to breastfeeding for mothers returning to work. Assess the need for environmental, social and policy support for breastfeeding. How many women participated in the breastfeeding class? Assess success of campus workshops and trainings. How many lactation rooms were established on campus?
- 4 lactation rooms (Nursing Mother's Lounges) were established on campus (Business Administration building, Wardlaw, Public Health Research Center, Byrnes) during the 2009/2010 academic year. More than 15 mothers on campus actively utilized the four lactation rooms on campus.
 - 35 women participated in the free breastfeeding class implemented by the Certified Lactation Consultant.
 - 20 Lunch n' Learns were held with an average attendance of 10 participants. 100% of participants were satisfied or very satisfied with topic and information covered.
 - A monthly breastfeeding support listserv newsletter was implemented to aid in connecting mothers, sharing information, and recruiting mothers to participate in Healthy Carolina educational and supportive activities for families on campus. The listserv currently has 61 subscribers.
 - Healthy Carolina developed a comprehensive website to provide families on campus with reliable professional references regarding breastfeeding. The Lactation Support website averages 59 hits per month since its inception.
 - A comprehensive document is being developed for USC Expecting Families that will cover everything from insurance and leave policies to choosing childcare and continuation of breastfeeding when returning to work. Healthy Carolina staff is working with University Publications to produce a professional document that will be distributed to all expecting families in the early part of the fall 2010 semester.
 - Healthy Carolina staff will be working with School of Public Health faculty members to develop and implement a survey with our campus mothers that will help determine initiation, duration, and exclusivity of breastfeeding practices. The survey will be implemented early in the fall 2010 semester.
 - Healthy Carolina has developed a draft Lactation Support Policy and will work over the summer to garner the necessary approvals for the policy to fully implemented.

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

- **KPI:** Implement social norms campaigns to positively impact student health behavior. Determine the behaviors to address using the NCHA data.
- The Get Yourself Tested (GYT) campaign, a pre-existing partnership between MTV, the Kaiser Family Foundation, and Planned Parenthood Federation of America to increase Sexually Transmitted Testing (STI) rates among 18-24 year old adults. This

campaign was implemented in April 2010 at USC and produced the following results (when compared to testing rates in 2009):

- 8.4% increase in the number of STI test conducted (includes: Chlamydia, Gonorrhea, HIV, and Syphilis).
- 29% increase in the number of males tested for STIs
- The Tobacco Social Norms campaign will be developed during the months of May and June for a launch date in mid-August. This timeline is later than originally expected but a decision was made to utilize 2010 NCHA data and therefore we had to wait until data was released.
- **KPI:** What was the process for developing the Healthy Carolina Meeting Guide?
Information will be benchmarked against peer institutions. The information will be validated. The best methods for disseminating the guide will be determined.
 - The *Healthy Meetings Guide* was developed in response with a target audience of the guide is the administrative assistant who is likely tasked with coordinating for food and beverages at meetings.
 - The formative stages of planning for this project involved benchmarking against other 10 other institutions of higher education, corporations, states, and health promotion organizations. However, we found more than two dozen print-ready documents that promoted healthy menu planning for meetings, though only approximately ten percent of these also promoted the concept of an active meeting.
 - Student Health Services' Registered Dietitian and Healthy Carolina Coordinator validated all information within the guide against the United States Dietary Guidelines for Americans.
 - Specific audiences were targeted in dissemination efforts, including high-level University administrators, deans of colleges, administrative assistants to these individuals, and University event planners, all of whom received a tailored letter and glossy paper copy of the guide. Additionally, all members of the Administrative Employees Club were provided with an electronic copy of the document with a tailored letter suggesting that they might find it useful when planning departmental meetings, large conferences, and informal office gatherings.
 - The Healthy Meeting Guide was made into a PDF and post on the Healthy Carolina website as a result of the budget reduction. The Healthy Meeting Guide has averaged 28 hits per month since its inception (January 2010).
- **KPI:** Implement physical activity related initiatives for the Carolina Community.
 - Fitness Buddies (an online program that encourages individuals to find workout and physical activity partners) had 202 users during the Fall 2009 semester. A Fitness Buddies marketing campaign was implemented in the spring of 2010 and resulted in a 94% increase in the number of registered users (total registered users as of May 2010 is 392) and a 8.6% increase in the number of fitness buddies matches made (total matches made as of May 2010 is 121).
 - CDC Best Practices initiative, StairWell Campaign, was implemented in late Spring 2009 and due to its success was implemented again in the Spring of 2010.
 - 200 posters were distributed in March of 2010.
 - More than 150, well-received, Healthy Carolina Fit Walk Paths map were strategically distributed throughout campus in Fall of 2009. In addition, 35 high quality maps were retained and reinforced for to be mounted on walls in high traffic

areas across campus. As a result of budget cuts, additional walking maps could not be produced so a printable version was developed into a link of the Healthy Carolina website. The Fit Walk Path map website has averaged 83 hits per month during the 2009/2010 academic year.

- **KPI:** How many monthly marketing publication pieces were developed? What services were covered? What impact did the publications have on utilization rates?
 - This initiative was suspended during the Fall 2009 semester due to budget restraints.

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

Link to Division Goal and Outcome- Contributes to division goal #3, outcome B: Results of systematic planning and assessment are used for innovative improvement of programs and services.

Performance Blueprint Analysis of Goal Achievement: The number of hours that goes into this goal is astonishing and is hard to put in numbers. This year has been a great year of developing new relationship with departments such as University Housing, Green Quad and Atlas Vending. One can not quantify the impact of these relationship but all of these initiatives are based on evidence-based programs in the field of Public Health.

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

- **KPI:** Implement the Healthy Carolina Living/Learning Community. Benchmark institutions of higher education to determine framework of the community. Recruited for the community. Implement evaluation measures to determine success of project
 - Intense benchmarking was conducted against 10+ schools. A wide variety of models were identified and served as a framework for planning the Healthy Carolina Wellness Community.
 - A formal proposal for a new community was drawn up, submitted and accepted to the Office of Residential Learning with support from a variety of campus partners, including the Arnold School of Public Health and Student Health Services.
 - It was ultimately determined that the community should be open to both first year and upperclass students, so the community needed to be housed in a co-educational dormitory that was not limited to first-year residents, Columbia Hall
 - The recruitment strategies included but not limited to:
 - mass media and printed materials to accepted students
 - A webpage
 - Placed Table Tents in Dining facilities
 - Information/recruitment booth at various Housing and Student Activity fairs.
 - The Healthy Carolina Living/Learning Community received the honor of being voted “best community” by the professional and para-professional staff within Housing. This honor was a direct result of the outstanding programming implemented within

the hall. The hall had more than 60 events during the 2009/2010 academic year that ranged from self-hypnosis to movie and discussion.

- **KPI:** Identify university department for potential collaboration. Implement research based projects to improve health status on campus.
 - In 2008-2009 Healthy Carolina partnered with university business services and Atlas Vending to implement a “health belt” program in the snack food vending machines on campus based on evidence-based program from Ohio State University.
 - 70 snack machines around campus and all of these machines are now compliant with the health belt, a program where the two columns of snack items farthest to the right are filled with healthy choices.
 - Ongoing implementation of this program involves monthly “spot checks” of all machines for compliance with the health belt.

- **KPI:** What efforts and initiatives were implemented with collaboration from Human Resources in preparation of the Tobacco Surcharge instituted by the SC State Budget and Control Board?
 - Healthy Carolina designed two campaigns to assist with education regarding the tobacco surcharge. A postcard was set out to all faculty and staff regarding the surcharge, along with information about the free smoking cessation classes on campus. Additionally, coffee sleeves advertising the smoking cessation classes were designed, printed, and distributed to the RH Starbucks to provide the campus community with information regarding the surcharge and the smoking cessation program available. Funding for the initiatives was provided from a grant awarded to Healthy Carolina.

- **KPI:** Establish a Healthy Carolina Farmers Market advisory council. Members are on the council will represent departments on and off campus. Goals and objectives will be established for the council? Evaluation methods will be implemented to determine if goals were met.
 - The Healthy Carolina Farmers Market Advisory Council consists of 9 members representing the Arnold School of Public Health, the College of Social Work, Philosophy Department, USC Sustainability, the Exercise Science Department, the Green Quad, Student Government and the SC Department of Agriculture.
 - Goals and objectives of Advisory Council were set:
 - To advise and support Healthy Carolina staff in making decisions regarding the growth and management of the Farmers Market.
 - Plan and implement market evaluation efforts
 - Establish market schedule
 - Brainstorm methods to expand the market to more than 5 times an academic term
 - Discuss appropriate fundraising activities
 - Maintain mission and vision of the farmers market
 - Currently working on becoming codified through the Office of the Provost
 - Discussed composting efforts as a method to increase sustainability focus of market
 - The Farmers Market Advisory Council met 4 times during the 2009/2010 academic year

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

Link to Division Goal and Outcome- Contributes to division goal #3, outcome D: Staff engagement in scholarly activities (conduct research, produce publications, deliver presentations – add seek external funding) advances the academy and knowledge base.

Performance Blueprint Analysis of Goal Achievement: Healthy Carolina continues to consistently seek external funding for projects and initiatives that are innovative and evidence-based that are not currently being funded by the institution. This endeavor is extremely time consuming but it continues to bring positive publicity and recognition to Healthy Carolina and the University of South Carolina.

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

- **KPI:** Identify and apply for external funding. Secure funding from external sources. What is the total funding secured as a result of external grants
 - 6 grant opportunities were identified, 3 were funded, and 1 is pending
 - Grant opportunities consisted of:
 - USDA – Farmers Market Promotion Program (not funded 2009 & pending 2010)
 - South Carolina Cancer Alliance (not funded – 2009)
 - South Carolina Tobacco Collaborative (funded -2009)
 - South Carolina Department of Agriculture (funded – 2010)
 - South Carolina Breastfeeding Coalition (funded – 2010)
 - Total funding secured - \$7,600 (to date)

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

Link to Division Goal and Outcome- Contributes to division goal #3, outcome D: Staff engagement in scholarly activities (conduct research, produce publications, deliver presentations – add seek external funding) advances the academy and knowledge base.

Performance Blueprint Analysis of Goal Achievement: Communication efforts are very difficult to evaluate without extensive staffing and time. We will be assessing the total number of hits to the various sections of our website during the months of April and May.

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

- **KPI:** Enhance the content and effectiveness and accessibility of the Healthy Carolina website. What portions of Healthy Carolina website were updated? How many hits were made to the website?
 - Farmers Market webpage:
 - Dates for Farmers Market Updated
 - Meet the Vendors Descriptions and Photos Added

- Farmers Market Facebook group and fan page developed
 - Farmers Market Facebook fan page has 264 fans
- Lactation Support Webpage:
 - Lending Library Form Updated
 - Lending Library List Updated
 - Promotion of our new Nursing Mothers Lounges Added
 - Lactation Lunch N' Learn Schedule Updated
 - Ribbon Cutting of our first Nursing Mothers Lounge was spotlighted with pictures
 - The website is continually promoted through the breastfeeding support listserv and through Lunch N' Learn promotion activities.
- The Healthy Carolina website average hits per month are listed below for five of our website components:
 - Main page: 1011 hits/month
 - Farmers Market page: 233 hits/month
 - Fitness Maps page: 83 hits/month
 - Lactation Support page: 59 hits/month
 - Healthy Meeting Guide page: 28 hits/month
- **KPI:** Fully implement Fitness Buddies. Assess the utilization rates and demographics of users.
 - Fitness Buddies currently has 392 registered users (as of May 25, 2010). Approximately 44% of registered users identify themselves as either faculty or staff, with the remaining 56% of users indicating that they are students. More than 60% of registered users are females. A Fitness Buddies marketing campaign was implemented in the spring of 2010 and resulted in a 94% increase in the number of registered users (from 202 in December 2009 to 392 in May 2010) and a 8.6% increase in the number of fitness buddies matches made.
- **KPI:** Promote the National Healthy Campus Clearinghouse and Resource Center. Assess the number of institutions participating.
 - The National Healthy Campus Clearinghouse and Resource Center was not actively promoted during the 2009-2010 academic year, due to difficulties arising with the expansion of the resource and the timeliness of getting the expanded and re-vamped website live. Healthy Carolina worked closely with Student Affairs web development staff to create a more user-friendly Clearinghouse that includes five categories: Health Promotion, Healthy Campus, Health Center Administration, Tobacco Policy, and Lactation Support and Policies. Now that the site is functional and live, a plan is in the development stages to promote the resource through e-mail and postcards that will be sent to staff at universities nationwide with expertise in health promotion and health services, as well as tobacco and lactation policies.
 - The Healthy Carolina Director has had numerous conversations with the current chair of the Health Promotion Section of American College Health Association (ACHA) about utilizing the Clearinghouse as a depository for evidence-based programming efforts. The National Health Objectives Coalition of ACHA will be also be utilizing the Clearinghouse for logging Healthy Campus initiatives. At this time, staffing is a concern due to other commitments of time.

- **KPI:** Continue to expand the number of students, faculty and staff that subscribe to Healthy Carolina's electronic based communication.
 - Currently, 130 faculty, staff, and students subscribe to the listserv
 - Healthy Carolina launched the Farmers Market Listserv in the fall of 2009 to better communicate market events and scheduling. Approximately, 100 faculty, staff and students subscribe to the listserv
 - Healthy Carolina maintains the breastfeeding support listserv, for new and expecting moms on campus. The listserv contains 61 subscribers. A newsletter is sent out monthly and weekly announcements are sent regarding lunch n' learns and related program events.

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

- **KPI:** Develop Healthy Carolina Expert Lists and Tip Sheets for the Daily Gamecock. Use data to guide the development? Assess impact on Daily Gamecock coverage?
 - The Healthy Carolina Expert Lists and Tip Sheets was developed and distributed in the Fall of 2009.
 - 2006 and 2008 USC NCHA data was use
 - 20 copies were distributed to student media full-time staff, Daily Gamecock reporters and editors, editors of the Gamecock Health magazine as well as Garnet & Black magazine
- **KPI:** Work with USC Times to have consistent coverage of health related issues.
 - A Healthy Carolina related article has been in every issue of the USC Times. This publication is produced every other week.