

Healthy Carolina  
Departmental Blueprint  
2010-2011

**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 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).

**Link to SDUH Goal- Contributes** to goal #3 (Educate students and the campus community regarding personal and collective responsibility for wellness, sustainability, and civility).

**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%
2. KPI: Report on highlighted findings from the NCHA and Faculty/Staff Health assessment
3. KPI: Report NCHA trend analysis for the past three survey years
4. KPI: # of “moms” that complete the Lactation Support Survey will result in a response rate greater than 30%.
5. KPI: Report # of expecting mothers that enrolled in the breastfeeding class sponsored by Healthy Carolina

**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).
2. KPI: Report on findings from Lactation Support Program evaluation.
3. KPI: Report on findings from Healthy Carolina Living/Learning Community evaluation.

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

**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).

**Link to SDUH Goal- Contributes** to goal #3 (Educate students and the campus community regarding personal and collective responsibility for wellness, sustainability, and civility).

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

1. KPI: Report on the finding from the tobacco policy benchmarking study.
2. KPI: Report on the progress made toward the implementation of a campus-wide tobacco free policy.
3. KPI: Report on the findings from the lactation support policy benchmarking study.
4. KPI: Report on the progress made toward the implementation of a campus-wide lactation support policy.

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

1. KPI: Report the number of users of the Fitness Buddies website.
2. KPI: Report the number of participants in the Healthy Campus Living/Learning Community.
3. KPI: Report the number of Farmers Markets during fiscal year 2011.
4. KPI: Report the number and focus of social norms campaigns implemented.
5. KPI: Report the number and focus of monthly marketing publication pieces implemented.

**Healthy Carolina Goal #3:** Develop and expand departmental and external **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).

**Link to SDUH Goal- Contributes** to goal #3 (Educate students and the campus community regarding personal and collective responsibility for wellness, sustainability, and civility).

**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.
2. KPI: Report on status of new university departmental collaboration.
3. KPI: Report on impact of the Healthy Carolina Farmers Market Advisory Council.
4. KPI: Report on the number of presentations given regarding Healthy Carolina initiatives.

**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).

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

1. KPI: Report the number of grants submitted.
2. KPI: Report the number of grants received.

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

1. KPI: Report the university department identified.
2. KPI: Report total dollars collected for programming.

**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).

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

1. KPI: Report on status of website updated based on selected website review criteria.
2. KPI: Report number of Healthy Carolina website hits.
3. KPI: Report of utilization rates and demographics of users of Fitness Buddies website.
4. KPI: Report the number of students, faculty and staff that subscribe to Healthy Carolina's electronic based communication efforts.

**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.
2. KPI: Number and focus of social norms campaigns implemented.
3. KPI: Number of USC Times articles related to Healthy Carolina.