Healthy Campus 2020: Let’s Take Action

Allison J. Smith, MPA
New York University

Healthy Campus Summit
October 23, 2014

#HealthyCampus
Vision
Campus communities in which all members live long, healthy lives.
What does it mean to be “healthy”?

#HealthyCampus
What does it take to foster a healthier campus?
Health Determinants as a Percentage of our Mortality

- Behavioral patterns, 40%
- Genetic predisposition, 30%
- Health care, 10%
- Environmental exposure, 5%
- Social circumstances, 15%

Note: Social circumstances, otherwise known as the social determinants of health, includes: education, employment, income, poverty, housing, crime, and social cohesion (as defined by the researchers).
Source: http://content.healthaffairs.org/content/21/2/78.full.html

#HealthyCampus
True or False:
Knowledge is one of the best predictors we have of whether people will adopt a new behavior.

#HealthyCampus
Population-level interventions work

- Health Affairs, 2011: A combination of three strategies
  - Expanding health insurance coverage
  - Delivering better preventive and chronic care
  - Focusing on community prevention
  is more effective at saving lives and money than implementing any one of these strategies alone

- Trust for America’s Health and RWJ, 2008: an investment of $10 per person annually in proven, community-based public health programs could save the US more than $16 billion within five years – a $5.60 return for every $1 invested
Spheres of influence

- INDIVIDUAL
- INTER-PERSONAL
- INSTITUTIONAL
- COMMUNITY
- SOCIETY
Spheres of Influence

- Student
- Place (location, buildings)
- People (groups, organizations, customs, values)
- Culture (economic/social environment, media)
- Community (social scene, laws)
- Institution (policies, support, activities)
What is Healthy Campus 2020?

#HealthyCampus
"One day Alice came to a fork in the road and saw a Cheshire cat in a tree. 'Which road do I take?' she asked. 'Where do you want to go?' was his response. 'I don't know', Alice answered. 'Then', said the cat, 'it doesn't matter.'"
Healthy People & Healthy Campus

- Comprehensive sets of national health objectives (US Health & Human Services)
- Designed to measure progress over time
- Public and college health documents (American College Health Association)
- Leading Health Indicators
Writing Group...

- Allison Smith, (Chair) New York University
- Michelle Burcin, (Past-Chair) Walden University
- George Brown, University of Alabama
- Cynthia Burwell, Norfolk State University
- Jim Grizzell, CSU-Pomona
- Katie Vatalaro Hill, Virginia Commonwealth University
- Jacque Hamilton, Texas A & M- Corpus Christi
- Eric Stein, Stanford University
- Sara Stahlman, UNC- Chapel Hill
- Ann Quinn-Zobeck, The BACCHUS Network
Healthy Campus 2020 Framework: Objectives + Tool Kit

- 54 Student Objectives and 21 Faculty/Staff Objectives
- Ecological Model
- Key characteristics of a Healthy Campus initiative
- MAP–IT
Vision
Campus communities in which all members live long, healthy lives.

Overarching goals:

- Create social and physical environments that promote good health for all.

- **Support efforts to increase academic success, productivity, student and faculty/staff retention, and life-long learning.**

- Attain high-quality, longer lives free of preventable disease, disability, injury, and premature death.

- Achieve health equity, eliminate disparities, and improve the health of the entire campus community.

- Promote quality of life, healthy development, and positive health behaviors.
Topic Areas For Student Objectives (54)

- Academic Impediments (5 objectives)
- Family Planning (3 objectives)
- Health Communication/Health Information Technology (10 objectives)
- Immunization and Infectious Diseases (6 objectives)
- Injury and Violence Prevention (9 objectives)
- Mental Health and Mental Disorders (4 objectives)
- Nutrition and Weight Status (3 objectives)
- Physical Activity/Fitness (2 objectives)
- STD and HIV (5 objectives)
- Substance Abuse (4 objectives)
- Tobacco Use (3 objectives)
Student Objectives

Primary Sources for Data

- ACHA-NCHA II – Spring 2010 (baseline)
- ACHA CY 2010 Pap and STI Survey
- Core Alcohol and Other Drug Survey
- CDC National Immunization Survey
Identify “faculty/staff” objectives chosen from selected topic areas:

- Significant committee input on topics for inclusion
- Based on “3-4-50” principle
- Maintain adherence to ability to assess through accessible data
- Consideration of “developmental objectives”
- Initial topic inclusion with idea of future additions (dynamic document)
Topic Areas For Faculty/Staff Objectives (21)

- Nutrition and Weight Status (10 objectives)
- Physical Activity/Fitness (3 objectives)
- Stress Management (2 objectives)
- Tobacco Use (3 objectives)
- Miscellaneous (3 objectives)

Sources for Data:

Healthy People 2020
- National Health Information Survey
- National Health and Nutrition Examination Survey
- Quality of Worklife Module (potential source)
Action Model to Achieve a Healthy Campus

Ecological approach addressing determinants of health to improve student, faculty and staff health.

Mobilize
Individuals and organizations that care about the health of your campus community into a coalition

Assess
Campus community needs and assets

Plan
Goals, resources needed, objectives and targets

Implement
Evidence-based policies, programs, health communication

Determinants of Health

Intrapersonal Processes and Primary Groups
Knowledge
- Attitudes
- Behavior
- Self-concept
- Skill
- Developmental history

Interpersonal Factors
Social Institutions and organization characteristics, and formal and informal rules and regulations for operations

Institutional Factors
Social Institutions and organization characteristics, and formal and informal rules and regulations for operations

Community Factors
Relationships among organization, institutions and informal networks with defined boundaries

Public Policy
Local, state and national laws and policies

Track
- Learning, development, success, performance, completion, productivity outcomes
- Well-being and health-related Quality of Life
- Health equity
- Specific risk factors, disease, and conditions
- Illnesses and injuries

Assessment, Monitoring, Evaluation & Dissemination
Key Characteristics of Healthy Campus

1. Creates a comprehensive, strategic framework that unites health issues under a single umbrella and aligns with the mission and values of institutions of higher education.

2. Requires tracking of data-driven outcomes to monitor progress and to motivate, guide, and focus action.

3. Engages a network of multidisciplinary, multisectoral stakeholders at all levels.

4. Guides research, program planning, and policy efforts to promote health and prevent disease.

5. Utilizes population-level interventions, while addressing the social determinants of health.
HealthyCampus 2020 - Connect. Collaborate. Create.

Student Objectives

Implementing Healthy Campus 2020 (Part of the ACHA Webinar Series - online, continuing education credit available)

January 30, 2013

Presenters: Michelle Burris, PhD, MPH, MCHES (Walden University) and Allison Smith MPH (New York University)

Healthy Campus 2020 includes national health objectives for students and staff to create healthier campuses using an ecological approach. This program will guide campus professionals through the Healthy Campus framework and discuss methods to better serve our communities in the quest for improved health outcomes. The five modules will include an overview of the Healthy Campus. The next 60 minutes will include a discussion of how to implement Healthy Campus and the steps involved in the IT framework. Presenters will provide practical tips and considerations for implementing a Healthy Campus initiative, such as selecting the target population, organizing a coalition, prioritizing issues, building partnerships, and measuring change.

The Art and Science of Coalition Building (Part 1 of the Healthy Campus Coalition/Health Promotion Section two-part webinar series on coalition building)

March 26, 2013

Presenters: Nikiti Brauer, MS, CFPME, C OE (Illinois State University), Jane Brender, LS, University of North Dakota, and Joie Himmel, PhD, Prince George’s Community College (Albana)

The “art” of coalition building involves careful consideration of the establishment of teams and who can engage and sustain meaningful planning to address campus health objectives. Determining who are key stakeholders who triggers their motivation, seeking and retaining high-level administrators assessing the campus culture, the importance of diversity, and the different challenges within institutions of larger or smaller enrollment are all components to crafting coalitions. This webinar will share best practices that leadership, “landmines” to avoid when considering a coalition to address campus objectives.

Healthy Communication/Health IT/ECBP

(ECBP-3.2) Increase the proportion of students who report receiving information on injury prevention from their institution.

(ECBP-3.5) Increase the proportion of students who report receiving information on alcohol and other drug use from their institution.

(ECBP-3.7) Increase the proportion of students who report receiving information on pregnancy prevention from their institution.

Using Environmental Management Strategies within a Community Health Campus Coalition (Health Promotion Section two-part webinar series on coalition building)

May 7, 2013

Presenters: Lisa Corr, MHS (Northwestern University) and Alanna Kriner, MS, CHES, CSMAP (Eastern Illinois University)

Using widespread change on complex issues such as health equity requires a multidimensional approach that involves educating the campus community, policy development, and more. In order to ensure a successful approach to the challenge of campus-wide health, innovative and evidence-based strategies should be used. This webinar will explore environmental management strategies and provide practical tools and resources to help coalitions take action and develop strategies to address these issues.
# MAP-IT Tools

- Brainstorm: Potential Partners
- Questions to Consider When Organizing a Coalition
- Brainstorm: Campus and Community Assets
- Exercise: Prioritizing Issues
- Defining Terms
- Potential Health Measures
- Setting Targets for Objectives
- Coalition Self-Assessment
- Communication Plan Template
- Measuring Progress

#HealthyCampus
Connect. Collaborate. Create.

- Search: Healthy Campus 2020 (group)
  - [http://www.linkedin.com/groups/ACHA-Healthy-Campus-2020-4456156/about](http://www.linkedin.com/groups/ACHA-Healthy-Campus-2020-4456156/about)

- ACHAHealthyCampus

- ACHAHC2020
  - [#HealthyCampus](#HealthyCampus)