

Award Title

LiveWell UC San Diego: A Campus wide Wellness Initiative

Awards Categories

Student Health, Wellness, Counseling, and related

Executive Summary

The goal of LiveWell UC San Diego is to empower the students, staff and faculty to take responsibility for the wellbeing of the community. The LiveWell UC San Diego brand helps students, staff and faculty to recognize all of the wellness resources and opportunities on campus. To create a healthy learning environment as a campus priority you need collaboration, empowerment, synergy and to break down silos. However, if promoting wellness is left up to health services, counseling and recreation, the rest of the campus community is underutilized. The LiveWell UC San Diego program creates a healthy learning community through the use of branding, empowerment, engagement and cross promotion.

LiveWell UC San Diego is the campus wide brand for healthy lifestyles and a healthy campus community. The LiveWell UCSD Program is a collaborative and dynamic initiative that engages student life, financial aid, career services, housing and dining, residential life, student organizations, student life, community centers, disability services, as well as counseling and psychological services, recreation and student health services in the promotion of healthy and wellbeing to the campus community. The LiveWell UC San Diego (livewell.ucsd.edu) initiative also promotes a flourishing university community by educating students about the importance of maintaining a healthy and balanced lifestyle in 8 dimensions of Wellness: physical, emotional, spiritual, social, intellectual, occupational, financial, and environmental.

Grounded in Public Health theory and modern marketing practices, LiveWell UCSD allows the campus community to engage in the promotion of wellness through their own areas of expertise, interest and connections with students. Through a consistent brand and a message that promotes a holistic definition of wellness, this program has produced a variety of workshops, events, policies, training, marketing materials, healthy meals, social marketing and an engaging and useful website.

After a year of this program, UC San Diego is now known by students as a community that makes the health and wellbeing of its students a priority and staff are now empowered to promote wellness effectively, collaboratively, efficiently and within their own area of expertise.

Award Description

Overview The LiveWell UC San Diego (livewell.ucsd.edu) initiative promotes a flourishing university community by supporting students in maintaining a healthy and balanced lifestyle in 8 dimensions of Wellness: physical, emotional, spiritual, social, intellectual, occupational, financial, and environmental. LiveWell is the UC San Diego advocate for healthy lifestyles! The

goal of LiveWell UC San Diego is to empower students, staff and faculty to take responsibility for the wellbeing of themselves and others and to recognize the many Wellness resources and opportunities on campus. Through the use of branding, engagement, and cross promotion, LiveWell has produced a variety of workshops, events, policies, trainings, marketing materials, healthy meals, social networking opportunities, and a comprehensive website. **Brand Development** Our brand development utilized a diverse advisory team of staff and students. Market research revealed that “LiveWell” carries an active, positive message consistent with the developmental stage of college students. The easily recognizable name and logo provide a simple way to identify Wellness-related events and information, cross-promote services, pool resources, and maintain a consistent and collaborative message community wide.

LiveWell Partners LiveWell UCSD is an inclusive and dynamic program, working with many campus partners to promote a balanced and healthy lifestyle through their workshops, groups, programs, and events. We engage student life, financial aid, career services, housing and dining, residential life, student organizations, student life, community centers, disability services, as well as counseling and psychological services, recreation and student health services. Grounded in Public Health theory and modern marketing practices, LiveWell UCSD allows departments that are not traditionally associated with Wellness to engage with traditional Wellness departments in the promotion of wellbeing through their own areas of expertise, interests, and connections with students. With such diverse participation in the LiveWell brand, Wellness becomes a more integrated and accessible concept.

Collaborative Programs **LiveWell Meals:** LiveWell UC San Diego has partnered with UC San Diego Housing, Dining, and Hospitality's Registered Dietitian to present featured healthy meals and snacks called “LiveWell Meals.” Every day at participating dining halls, a LiveWell meal is offered. Choosing LiveWell meals educates and supports students in maintaining their physical well-being, and promotes healthy eating. **LiveWell Financial Wellness: Cash Course** is a detailed, interactive webpage and represents one of much ongoing collaboration with the Financial Aid office. It provides information that helps students make informed financial decisions throughout their college years and into their professional lives. Through CashCourse, students can learn about budgeting, managing credit cards, setting financial goals, paying for college, planning for retirement and more.

LiveWell Therapy Fluffies: During finals weeks, LiveWell collaborates with our University Center to bring over 2 dozen certified therapy dogs onto campus. Studies show that petting an animal lowers stress levels, and the smiling faces demonstrate this. With over a thousand students in attendance every quarter, therapy fluffies is now a campus tradition and receives regular press coverage in the local news. Everyone who comes is invited to sign up for our LiveWell Magazine, making it an effective way to promote Wellness. **Marketing LiveWell Website:** In addition to detailed descriptions of the 8 dimensions of Wellness, our website acts as a starting point and portal to Wellness services and resources for the entire community, with specialized tabs for new students, grad students, student parents, international students, transfer students, students studying abroad, resident advisors, student leaders, and alumni. Our guidelines and attributes can be easily downloaded off of our website. We also offer downloadable logos of different shapes, sizes, and languages that can be adapted to many different uses. **The LiveWell Magazine:** The LiveWell Magazine is distributed monthly to the 2700+ subscribers on our

listserv. With fun and informative articles, each issue highlights a different Wellness dimension in focus. The magazine also serves to communicate high level campus campaigns such as smoking reduction and key events such as our Nap-In and Therapy Fluffies.

LiveWell Blog: The “Wellness Journalism” blog series offers new posts every week to entertain and encourage our readers while further educating them about current events and opportunities on campus. It’s a way to delve deeper into each dimension of Wellness; highlighting key health messages and resources, and providing a forum for conversation. **Got Happiness?:** As part of our Emotional Wellness promotion, the “Got Happiness?” blog and weekly emails deliver targeted positive psychology and preventive mental health messages. They de-stigmatize mental health while giving students access to empirically validated techniques that improve mood and reduce stress.

The LiveWell Balance Test: The LiveWell Balance Test is a simple online diagnostic tool that engages students by personalizing their Wellness needs. If they self identify as being deficient in one or more areas of Wellness, the test refers them to appropriate resources.

Social Media: Our Facebook and Twitter pages are utilized so that students can monitor, modify, connect and interact with the LiveWell world. Our YouTube videos broadcast messages such as healthy eating in the dining halls and provide brief exercise routines that students can do at home. These also serve to promote resources in a low-stigma fashion.

Student Involvement Livewell Officers and Resident Assistants: The LiveWell Officer program helps to promote a healthy learning community within each student organization. A LiveWell Officer develops valuable programming, marketing and liaison skills with Health and Wellness professionals. This position is an excellent opportunity for a student with a health profession goal or an interest in promoting Wellness. LiveWell Officers are given active and passive programming ideas, events, bulletin boards, goal calendars, and Wellness tips. They also compete for our annual Livewell Officer of the Year award. **LiveWell Orientation:** All new students and orientation leaders are given a brief training on LiveWell UCSD which educates them about the Wellness resources and the key health behaviors that we emphasize at our university. LiveWell creates a unifying, positive, and health-promoting theme that ties our Student Wellness Resources together, while identifying other campus partner programs like the LiveWell Meals and CashCourse.

Staff Training Through LiveWell, Student Affairs departments receive training on “How to Promote Student Wellness.” This training includes LiveWell referral cards for staff to give students in order to promote Wellness offerings of affiliates and partners. In addition, this creates an interest in Wellness for our staff. By suggesting that they become role models for Wellness, many staff members have come to embrace Wellness programs within their departments, and utilize the “Wellness Resources” tab on our website. This tab has now become the resource of choice for staff and faculty.

Parents and Families LiveWell has become a way through which important messages are delivered to the parents and families of our students. Through our monthly LiveWell column in the Parents and Families Newsletter, collaboration on Family Day, and a variety of orientation

materials, we are able to communicate to family members that UC San Diego makes Student Wellness a high priority.

In Closing After only a year of existence, The LiveWell UC San Diego Initiative has made a tremendous impact on the lives of students and the atmosphere of our campus. In addition to its reputation for academic excellence, UC San Diego is now known by students, staff, parents, family and faculty as a university that highly values student balance, health and wellbeing. We believe that a NASPA award will promote a model that other universities can use to improve student wellness in a cost-effective, collaborative, student centered, evidence based and synergistic manner. It has resulted in many serendipitous, creative and engaging programs that have engaged a growing segment of the university in the flourishing of our community.

Assessment Data

THEORY AND ASSESSMENT

To create a healthy learning environment as a campus priority you need collaboration, empowerment, synergy and to break down silos. However, if promoting wellness is left up to health services, counseling and recreation, the rest of the campus community is underutilized. The LiveWell UC San Diego program creates a healthy learning community through the use of branding, empowerment, engagement and cross promotion. Based on in Public Health theory and modern marketing practices, LiveWell UCSD allows the campus community to engage in the promotion of wellness through their own areas of expertise, interest and connections with students. Through a consistent brand and a message that promotes a holistic definition of wellness, this program has produced a variety of workshops, events, policies, training, marketing materials, healthy meals, social marketing and an engaging and useful website.

After a year of this program, UC San Diego is now known by students as a community that makes the health and wellbeing of its students a priority and staff are now empowered to promote wellness effectively and within their own purview. LiveWell UC San Diego supports students in achieving a more balanced and healthy lifestyle in the areas of intellectual, physical, occupational, emotional, social, spiritual, financial, and environmental wellness.

LiveWell is the UC San Diego brand for healthy lifestyles and a healthy campus community. Our goals were to:

1. Educate the campus community about health and wellness.
2. Create a LiveWell UC San Diego brand that helps students recognize all of the wellness resources and opportunities on campus.
3. Market branded LiveWell programs.
4. Empower the students, staff and faculty to take responsibility for the wellbeing of themselves and others.
5. Assess our efforts.

Modern marketing theory states that developing a cohesive brand that has key attributes and coherent messaging is vital (Levinson & Godin, 2008). A brand is a set of associations, feelings and images linked to a name, mark, or symbol which itself is associated with a product or service. The first stage of brand development (National Institutes of Health, 2008) requires leadership buy in, a clear use for the brand, targeting the audience and using consumer research

to craft the image. The second stage requires the development of prototypes, pretesting concepts and materials with the intended audience and development of a brand identity. Our brand development utilized a widely diverse advisory team of staff and students to complete stage 1 and 2. Market research was done on the brand logo and name through focus group testing. This testing revealed that LiveWell was an active and a positive message that was consistent with the developmental stage of the college student. Students liked a colorful logo that represented growth. The final stage of brand development is developing the guidelines, style guide, use structure and samples of ads and brochures. We developed brand guidelines and attributes, included downloadable logos that had a consistency, yet were adaptable to different uses. Our brand provides an easy way to cross promote services, pool resources, create a culture of wellness, and provide a community-wide, consistent and collaborative message.

LiveWell also utilized an integrated communication plan that delivered certain types of content to a particular type of audience in a particular point in time. Our website was designed to give information, goals and services and act as a starting point and portal. Our Facebook page was created so that students could monitor, interact, modify, connect and interact with the LiveWell world. Our LiveWell magazine was sent monthly and served to communicate high level campaigns, our wellness in focus and key events such as our Nap-In and Therapy Fluffies. Our YouTube video was used to broadcast messages such as healthy eating in the dining halls and brief exercise routines. Our LiveWell blog highlighted key health messages, resources and provided fresh content to engage the reader to keep coming back. Our “Got Happiness” blog, targeted positive psychology and preventive mental health as a way of destigmatizing mental health and giving students access to empirically validated techniques to improve their mood and reduce stress. Our print media was used to communicate health messages such as healthy eating, stress management, maintaining positive emotions, financial wellness, avoiding the flu, sleep tips and nap maps and dimensions of wellness. These also served to promote resources in a low-stigma fashion.

In order to assess our brand penetration, we included in our National College Health Survey the question “Have you seen “Livewell” branded programs, promotions or items on campus?” Out of 505 respondents, 49% of respondents indicated “yes,” suggesting that over 12,000 students had recognized the LiveWell UCSD brand and/or taken part in an event or program.

Health and wellness promotion and disease prevention is theoretically conceptualized as falling into three tiers: Primary Prevention, Secondary Prevention and Tertiary prevention. The U.S. Preventative Services Task Forces’ Guide to Clinical Preventive Services (2d edition, 1996) defines primary prevention efforts as “those provided to individuals provided to prevent the onset of a targeted condition.” (pp xli). Our programs and messages focused on the primary prevention of health problems through a population based approach. For college students, according to the American College Health Associations National College Health Survey, the top health impediments to academic performance included stress sleep difficulties, alcohol use, relationship difficulties depression, anxiety and cold/flu. Our campus wide LiveWell Program was able to infuse many positive preventive health messages into the programs and services we provided. Our holistic model of wellness followed work by Hettler (1980) that included eight dimensions of wellness, who argued that wellness is a multidimensional, synergistic construct.

The LiveWell officer was one method we used to promote healthy living through a primary prevention strategy. The purpose of the LiveWell Officer position is to promote a healthy learning community within each student organization. Officer meetings focused on a health impediment to academic performance. The officers were then empowered and encouraged to take these messages and promote them in their organization in a culturally relevant fashion. We assessed our LiveWell Officer Program on program goals and learning outcomes: What worked best in promoting wellness to your Res Life staff and residents? What did you do to improve the well-being of your res life staff? What did you do to improve the well-being of your residents? What was the most well-attended wellness program/activity/service you hosted this year? Did being a LiveWell Officer help you improve your own well-being? If so, how? What lessons have you learned over the course of the year regarding wellness?

We had over 20 LiveWell Officers and RA's who engage approximately 6,000 students in peer-to-peer events. We found 100% of LiveWell Officers learned important information about their health and wellness and 80% made positive changes in their well-being. Every officer stated that their residents or members benefitted from the program and that the program was useful. We used qualitative feedback to make improvements in the program for the following year including providing more opportunities for officers to know each other, better sharing of information between officers and setting specific goals for programs.

References American College Health Association. American College Health Association - National College Health Assessment (ACHA-NCHA) Web Summary. Updated August 2007. Available at http://www.acha-ncha.org/data_highlights.html. 2007. Hettler, B. (2004). Wellness Promotion on a University Campus. Levinson, Jay Conrad and Godin, Seth. The Guerrilla Marketing Handbook. Boston: Houghton Mifflin Company, 1994. U.S. Preventative Services Task Force. Guide to clinical preventative services (2d edition) Baltimore: Williams & Wilkins (2008). Making Health Communication Programs Work, US Department of Health & Human Services, NCI (2008).