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# University of Florida

Healthy Campus 2010  
Coalition

ACHA 2007  
San Antonio



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# Session Objectives

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- Describe how to create a multi-disciplinary approach for Healthy Campus 2010
- Discuss barriers and solutions to institutionalizing Healthy Campus 2010



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# Healthy Gators 2010 Initiative

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- Vision: A campus environment supportive of the development and maintenance of a healthy body, mind and spirit for all members of the University of Florida community.
- Timeline:
  - Initial discussions: Spring 2004
  - Planning: Summer 2004
  - Up and Running: Fall 2004 - present

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# Beginnings . . .

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- 3 “champions” met in Spring 2004
  - Director of Student Health Care Center
  - Director of Health Promotion Services at the SHCC
  - Dean of the College of Health & Human Performance
- Reviewed literature and best practices
- Drafted a proposal with a vision and framework for the coalition



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## Beginnings (cont.)

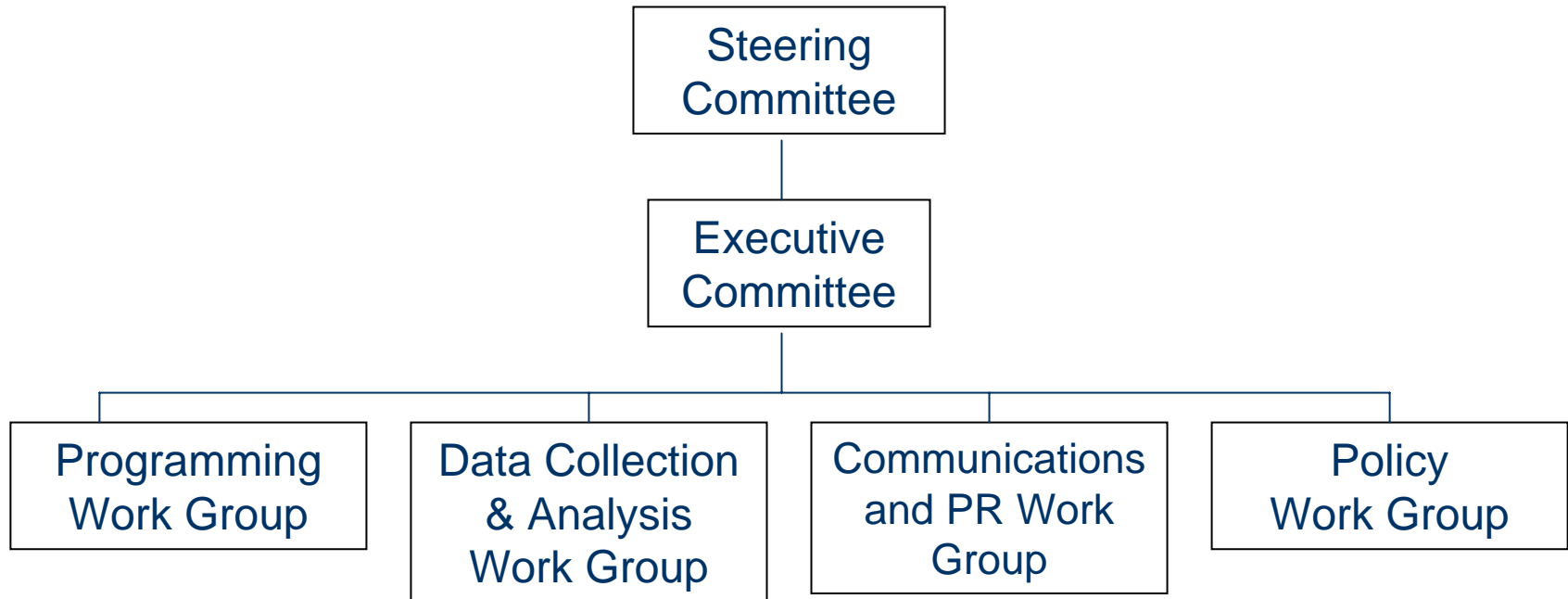
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- Identified key stakeholders from *all over campus*.
- Invited stakeholders to a meeting to *assess support*.
- Discussed resources – both personnel and operating funds

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# Organizational Chart

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# Planning Meetings Summer 2004

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- First meeting:
  - Shared proposal
  - Assessed support
  - Identified more stakeholders to invite to the next meeting.
- Second planning meeting:
  - Reported feedback since first meeting
  - Solidified group responsibilities
  - Identified people for each work group

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# Let's do this!

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“Encouraging connections  
between people across campus  
is a significant accomplishment”

July 15, 2004 Meeting Minutes

Located at [www.healthygators.hhp.ufl.edu](http://www.healthygators.hhp.ufl.edu)

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# Coalition Representation

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- Chair: First lady of UF-Chris Machen
- Over 40 colleges, departments, and campus organizations are a part of the coalition
- Approximately 60 faculty, staff and students serve on one or more committees or work groups

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# Coalition Representation

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- Colleges of Agricultural and Life Sciences, Health & Human Performance, Medicine, Dentistry, Law, Nursing, Public Health & Health Professions and Journalism
- President's Office, Student Health Center, Student Affairs, Department of Housing, Recreational Sports, Student Government, Environmental Health & Safety, Athletic Association, Faculty Wellness Center, Human Resources

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# Accomplishments

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- Created a coalition “identity” with a logo and slogan
- Held 2 large awareness events in the fall of 2005 and 2006 and a fun run in spring 2007
- Created a website for “one-stop shopping” for campus resources and coalition information
- Expanded outdoor smoking policy to 50 feet or more from all campus buildings
- Created a coalition newsletter

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# Accomplishments

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- Funded campus activity route sidewalk signs
- Established endorsement and co-sponsorship criteria for collaboration with other campus groups
- Created relaxation pod cast, healthy living lunch and learn series, and an on-line sleep improvement program
- Began offering Weight Watchers classes on campus
- Reviewed and provided recommendations for campus alcohol policies

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# Barriers/Solutions

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- Lack of support
  - Find at least one partner from outside your department who is passionate about this issue
  - Do your best to involve at least one very influential person (your President, VPs, Deans, Directors and Department Chairs)
  - Have one or two discussion meetings to see if there is enough buy-in
- Lack of funding
  - Ask all coalition partners to contribute a little
  - Look for grant opportunities
  - Look for local sponsors

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# Barriers & Solutions

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- Lack of visibility
  - Develop a logo and slogan
  - Identify all media & communication venues AND people who will spread your message
  - Create a website and buy some inexpensive giveaways that promote it
- Attrition of members
  - Give members the option to participate via email
  - Once a year, ask people to renew their commitment
  - Ask for another rep if someone discontinues
  - Move inactive members to a “publicity only” email list so they can continue to be informed and spread the word



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## 2007- 2008 Goals and Plans

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- Focus on smoking prevention and cessation
- Focus on academic impediments (stress, sleep, colds/flu)
- Review nutrition policies on campus
- Conduct a comprehensive health needs assessment for students

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# Final Thoughts

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- Find a few partners on campus outside your Student Health Service
- Start small and don't get discouraged

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

--Margaret Mead

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# For more information:

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- Visit our website for meeting minutes, coalition information, newsletters, programs and initiatives:  
[www.healthygators.hhp.ufl.edu](http://www.healthygators.hhp.ufl.edu)

## Contact us:

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