



Healthy Gators 2010 Kickoff Summary

Kickoff Event Facts: Reitz Union Colonnade Kickoff- October 26, 2005

- More than **1,000 people** attended the Reitz Union Colonnade event/Health Fair
- At least **36 coalition members** attended
- **48 visitors** to the HG 2010 table
- More than **4 new faculty/staff members** joined one or more coalition groups—(Inquiries from **2-3 students**).
- Distributed **1,500 ID card holders**
- **310 people** received **Flu Shots**: 227 students and 83 faculty/staff



Kickoff Event Facts: Stress Screening- October 26, 2005



- **63 participants** (59 Students, 4 “other”)
- 13 had symptoms consistent with Depression, 2 had symptoms consistent with Bipolar Disorder, 15 had symptoms consistent with Generalized Anxiety Disorder, and 8 had symptoms consistent with Post-Traumatic Stress Disorder
- Of the 63 participants, 6 had previously received treatment for Depression; one for Bipolar Disorder; 3 for Generalized Anxiety Disorder and none for PTSD.
- **8 students** received chair massages to help with muscle tension and to promote relaxation.

Kickoff Event Facts: Living Well Open House- November 2, 2005

- **50 attendees**
- Distributed **100 ID card holders**
- Gave away 4 three-month memberships



Media Summary Print

- **“Healthy Gators 2010 Sets Kickoff Event”** in October’s **The Post**. Explained initiative and kickoff event. Color logo was next to the article.
- **“SG budget may not have room for health program”** in 10/17/2005 **Alligator**. Discussed impact of health fee on HG 2010. There was some confusion about HG 2010 funding. Jane spoke with the reporter and the Alligator to clear up the misunderstanding.
- **“Coalition to promote wellness kicks off”** in 10/27/2005 **Alligator**. Featured Mrs. Machen’s speech. Quotes from Dr. Emmerée and Dr. Varnes.
- **“Healthy Gators initiative kicks off”** in 10/27/2005 **Gainesville Sun**. Featured Mrs. Machen and Dr. Varnes. Explained the initiative.
- **“University kicks off Healthy Gators 2010”** 200 word article submitted for November issue of **Academics**.

Television

- **“Are you a healthy gator? Find out this fall!”** on Residential TV from Aug 2-Sept 30.
- **“Healthy Gators 2010 Kickoff** on Residential TV from Sept 30-Oct 26. Featured information about the kickoff
- **Healthy Gators Kickoff Event** coverage on WCJB - TV 20. Included an interview with Mrs. Machen.



Web

- **Healthy Gators Teaser** on the Residential Life portal 8/2-9/30
- **Kickoff announcements** on student, faculty and staff homepages of my.ufl.edu.
- **Kickoff announcement** in the 10/19/2005 **Wednesday Update**
- **“University of Florida promotes sustainability in daylong event”** on University of Florida news page. Final two paragraphs discuss HG 2010.
- **“Coalition to promote wellness kicks off”** online version of 10/27/2005 **Alligator** article.
- **“Healthy Gators initiative kicks off”** online version of 10/27/2005 **Gainesville Sun** article.

Announcements/Presentations

- **Kickoff Announcement** at Mississippi State Football Game. Included picture of logo on the big screen.
- **Florida Student Health Care Center Alliance Meeting.** Dr. Emmerée gave a PowerPoint presentation on HG 2010 to administrators of Student Health Centers around the state.
- **Faculty Senate Meeting.** Dr. Varnes and Mrs. Machen presented a PowerPoint presentation on HG2010.

Newsletters

- **Health and Human Performance Newsletter**, November issue.
- **Spirituality and Health Newsletter**, November edition.
- **Student Health Care Center Monday Memo**, in two October editions.

