

Healthy UCD Steering Committee

Annual Report Year 2, August 2018



Context

The Healthy UCD initiative first emerged as the WHO's 'Healthy Campus' programme and a Government-sponsored 'Healthy Ireland' project. *The UCD Health Promoting Strategic Plan 2016-2021* was endorsed by UMT in May 2016 under the banner **Healthy UCD** and the Healthy UCD Steering Group was established in November 2016 to deliver strategic objectives, to support UCD in becoming a leading Health Promoting University, in line with the HSE and Department of Health efforts to progress Health Promotion in all 3rd level colleges in Ireland. Over the course of the last 2 years, the Healthy UCD Steering Committee has taken a holistic approach to health and wellbeing, placing emphasis on the development of the person, encompassing their physical, mental, sexual, social and spiritual health. The Committee has overseen the implementation of several health promoting activities (Table 1), with targets assigned. The focus of this initiative in the short to medium term (1 to 3 years) is to enhance UCD as a health promoting setting and raise an awareness of individuals' capacity to improve their own health status.

Part of Healthy Ireland's vision is to work with Higher Education Institutes to develop a 'Health Promoting Campus' model for health promotion. A 'Healthy Campus' working group was recently established by the Department of Health and Third Level Institutions across Ireland with representation from Healthy UCD. Healthy UCD is also a member of the UK Healthy Universities Network, having attended a number of meetings in the UK and interacting with our counterparts on various health items such as healthy eating, student health research and health promotion campaigns.

A significant focus for the upcoming year is to improve baseline data on lifestyles at third level institutions, which is currently sparse. The aim is to develop a data repository through auditing health-promoting activities and surveying health-related behaviours of the UCD community. There will be two surveys; a first-year student health survey due to take place with incoming first year students in September based on their health status in relation to healthy eating, physical activity, mental health, and smoking and drinking habits. The second is a staff survey in conjunction with UCD Culture and Engagement HR due to take place in February 2019. Both surveys intend to address the lack of data available on staff and student lifestyles in a college setting. This data will be used to inform decisions on activities and events under the Healthy UCD banner in the coming years.

Table 1: Summary of Completed and Planned Projects and Events

Table 1 below summarises completed actions and future initiatives planned for Year 2.

Action & 2017 Target	Status	Target for 2019
<p>Awareness and Identity Development</p> <p>Healthy UCD page developed for Welcome Booklet</p> <p>Strong social media presence continues to grow (Twitter/Instagram/ Facebook/Youtube) Targets 2017: 750 followers Twitter, 550 followers Instagram</p> <p>Student Digital Ambassador Recruited</p> <p>Healthy UCD calendar of events established</p> <p>Healthy UCD tab on the new UCD app</p> <p>Regular standing contribution from Healthy UCD in both Student and Staff E-Zines (bi-weekly) Target 2017: Submit news items to staff and students ezines bi-weekly</p> <p>Heads of School/Course Directors to include information on Healthy UCD as part of their welcome address to new undergraduate, postgraduate taught and research students</p> <p>Work with Student Advisers and Peer Mentors to develop a health & wellbeing programme targeted at First Year students</p> <p>Work with Residential Assistants (RA's) to introduce the Healthy UCD initiative and the resources available on campus for first year student health</p> <p>Healthy UCD Campus screensaver to be uploaded to lecture theatres and classrooms</p>		
	Continuing for 2018	Feature in the booklet for 2019
	Twitter +3.5%, Instagram -1%, 6 Youtube subscribers	Twitter +30%, Instagram +30%, 300 likes on Facebook, 70 Youtube subscribers
	Student to continue this role from September 2018 onwards	Continuation of this role
	New/continuing	Continuation and promotion
	New	
	12 out of 14 (86%) Healthy UCD news items were submitted to the staff ezine, 8 out of 12 (67%) Healthy UCD new items were submitted to the student ezine.	Submit Healthy UCD news items for every staff ezine (14) and student ezine (13) for the 2018/2019 academic year, dependent on available content.
	Continuing	
	Continuing	Continue for 2019
	New	
	Continuing consultation process	
<p>Smoking Cessation Support</p> <p>Promotion of local and online support services in line with the UCD Smoke-free Campus Policy</p> <p>Healthy UCD Smoking Cessation Course established for Staff, facilitated by the HSE</p>		
	Continuing	Continued promotion of support services and the UCD policy.
	Continuing	A further smoking cessation course to take place in January 2019 if numbers permit.
<p>Physical Activity</p> <p>Promotion of physical activity in UCD through the creation and promotion of events for staff and students</p>		
	Continuing. Below is a list of what has been done to date: <ul style="list-style-type: none"> Healthy UCD Woodland Walks (Staff, students) 	Further physical activity events in UCD for staff and students.

	<p>and the wider community)</p> <ul style="list-style-type: none"> • Step Challenge 1 & 2 (Staff) • Desk to 5km Challenge (Staff) • Marchaton (Students) 	
<p>Healthy Eating Healthy Eating Week with UCD Nutrition Society Target 2017: To continue for 2018</p> <p>Pilot project to remove high sugar sweetened beverages (SSBs) from catering and retail outlets on campus</p> <p>Cook with Five Videos- SPARC initiative supported by UCD Careers Centre Target: To complete 8 videos and promote</p> <p>A showcase of healthy food options for students during Freshers Week 2018</p>	<p>Healthy Eating Week took place in February 2018.</p> <p>Removal of SSBs from campus achieved</p> <p>8 videos on the Healthy UCD website and YouTube channel</p> <p>New</p>	<p>Continuation of event in February 2019</p> <p>Continued promotion</p> <p>Continued promotion</p>
<p>Mental Health Mental Health Awareness Week in conjunction with UCD SU Mind, Body and Soul Target 2017: To develop a campus wide mental health awareness event</p> <p>Mental Health Policy for staff created by UCD HR</p> <p>Silvercloud online support system for staff and students</p> <p>The establishment of a staff tai chi club in October 2017 Target 2017: Extending Tai Chi Classes beyond the 5-week introductory phase</p>	<p>Event took place in April 2018</p> <p>Launching 10th October 2018</p> <p>Consultation process underway</p> <p>Continuation of the Staff Tai Chi club</p>	<p>Continuation of event in April 2019</p> <p>Action the objectives set out in the policy in conjunction with UCD HR</p> <p>Silvercloud system accessible to staff and students</p> <p>Further promotion of the club and increase in membership</p>
<p>Sexual Health Informal focus groups conducted with students identifying the need for sexual health promotion</p>	<p>Consultation process underway- Healthy UCD to work with SU. A link on Healthy UCD website to the HSE sexual wellbeing website.</p>	<p>A sexual health promotion event, further information and training required.</p>

Annual Events

The following is a list of annual events with involvement from Healthy UCD:

- Orientation Week
- Freshers Week/Sports Expo
- Healthy UCD Step Challenge
- Boot Camp for Staff

- Restart a Heart
- UCD Staff Engagement Day
- Better Bones and Better Hearts Programme
- Healthy Eating Week
- Marchaton (with Smarter Travel)
- ACE (Active Campus Europe) Programme
- Mental Health Awareness Week
- Darkness into Light (with Pieta House)
- UCD Festival
- UCD Staff Tai Chi Club
- Hell & Back Staff Challenge
- Run a Muck Challenge with Pieta House

Selected Initiatives in 2017/2018

The following section provides further detail on selected key initiatives which have been completed or are ongoing in relation to Healthy UCD.

- **Sugar Sweetened Beverages (SSBs)**

Healthy UCD, in partnership with the contracted beverage supplier, conducted a seven-week trial (January-March 2018) where all high SSBs were removed from campus and replaced with sugar-free or low-sugar alternatives. On completion of the trial, over 500 staff and students took part in an anonymous survey. Most participants (of which over half were regular purchasers of SSB's) were unaware that SSB were not available since the beginning of the pilot. After the trial, with the support of the University Management Team, UCD Students Union and UCD beverage suppliers and retail outlets, an agreement was reached to not reintroduce high SSBs back on campus.

Abstracts regarding the SSB pilot were accepted and a presentation given at the Association for the Study of Obesity on the Island of Ireland (ASOI) (Murrin et al., 2018). There was a poster presentation at the European Public Health Conference (EUPHA) meeting in Stockholm in 2017 (Fitzpatrick, Mullins, & Murrin, November 2017) with a further abstract accepted to EUPHA for 2018. An abstract, poster and short presentation was accepted at the Faculty of Public Health Summer Scientific Meeting (Murrin et al., May 2018). Healthy UCD committee member Dr. Celine Murrin won the short presentation section at this meeting. The removal of SSB from campus was also featured in a short interview on Today FM's Matt Cooper show, Dublin Live and in several newspapers such as; the Independent, the Irish Mirror, The University Times and the magazine Shelf Life. Further submissions to national and international conferences are planned to increase wider awareness of the UCD healthy campus initiative.

- **UCD Smoking Cessation Course**

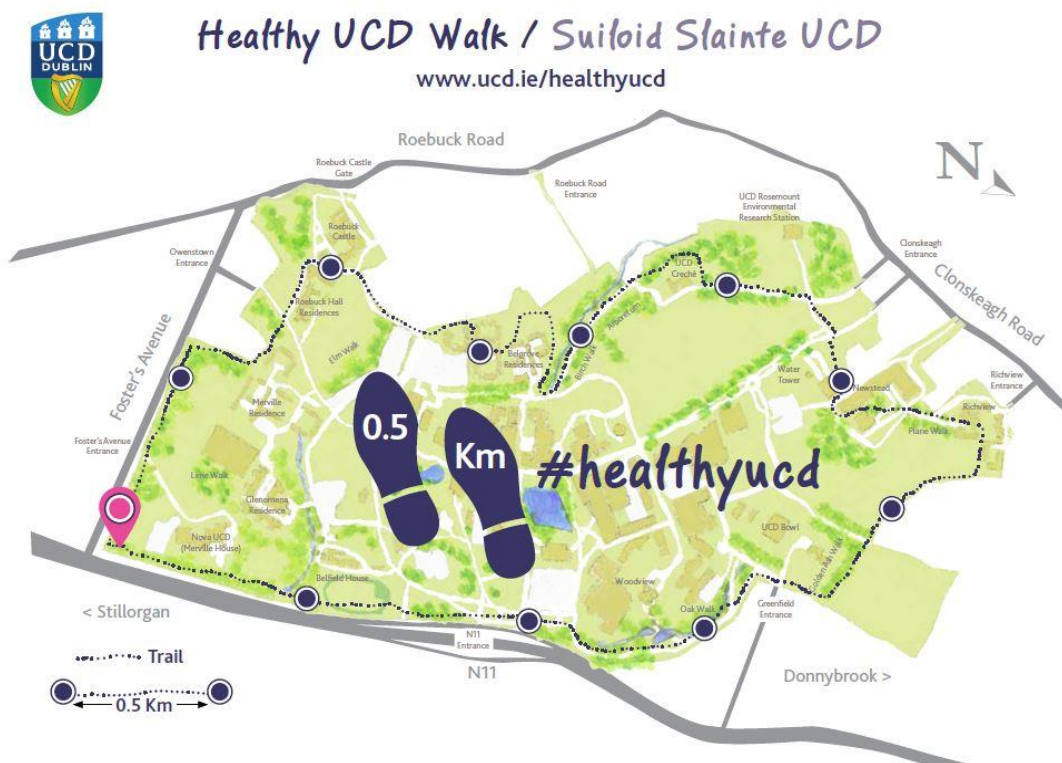
A quit smoking support course, based on UCD campus, was established in March 2018 as a result of feedback from staff members to support their efforts to quit smoking. A 6-week pilot course took place in UCD between March-April in 2018 facilitated by a HSE Health Promotion Officer specialising in tobacco control. Staff members (20) from different departments across UCD signed up to the course and by the end of the 6 weeks, 14 participants had set a quit date whilst 9 had stopped smoking. Upon a 4-week follow up, 8 participants were still smoke free.

The aim is to run another 'Healthy UCD Quit Smoking' course in the 2018/2019 academic year if numbers interested permit. Managerial policy buy-in is required to allow staff 90 minutes to attend the course. Feedback also suggested to limit the number of participants on this course to 15.

In addition to this group, Procure Pharmacy UCD provided a 30% discount on Nicotine Replacement Therapy (NRT), to make it more accessible to staff and students on UCD campus to encourage smoking cessation.

- **Healthy UCD Walk**

Healthy UCD launched a Healthy UCD Walk around the campus with 0.5km markings and maps. This walk utilises UCD woodland paths with markings to allow walkers and runners to easily keep track of the distance covered. The map below shows the full Healthy UCD Walk, location on the campus and route to the next point. There is continued promotion of the woodland walk and it's benefits for health and wellbeing through the Healthy UCD website and social media pages.



Identity and Marketing

In a continued effort to reach a wider audience, Healthy UCD has developed its own graphic treatment which will be used when publicising events and activities and has been included in the 2017 and 2018 Welcome Booklet (targeted at first year students). There are currently 3 pull-up stands and one fabric poster created to showcase Healthy UCD at public events (e.g. the UCD Festival, UCD exams in the RDS, at different health weeks), to make this initiative an instantly recognisable entity. There is an ongoing proposal to have a Healthy UCD Campus screensaver uploaded in lecture theatres and classrooms across campus which may be implemented in the new academic year.

Healthy UCD - Future collaborations and plans for 2018/2019

Healthy UCD is continually developing and forging strong working partnerships with many key stakeholders across the University, including the UCD Students' Union, UCD Culture & Engagement HR, the Dean of Students, the Orientation Working Group and the EDI (Equality, Diversity, Inclusion) Working Group, Campus Services, UCD Estates (including Residential Assistants) to coordinate all health-promoting activities and events planned throughout the year, and pool resources where possible, under the umbrella of Healthy UCD.

External partnerships include the UK Healthy Universities Network who have recently developed a new Self-Review Tool to allow Universities to gauge their progress in terms of embedding the health and wellbeing message into the lives of their communities (<http://www.healthyuniversities.ac.uk/>). The Healthy UCD Steering Committee completed this online self-review questionnaire in October/November 2017, on behalf of UCD. It is intended to complete a new revised Self-Review Tool in 2019 so that progress on Healthy UCD can be measured across the whole UCD community.

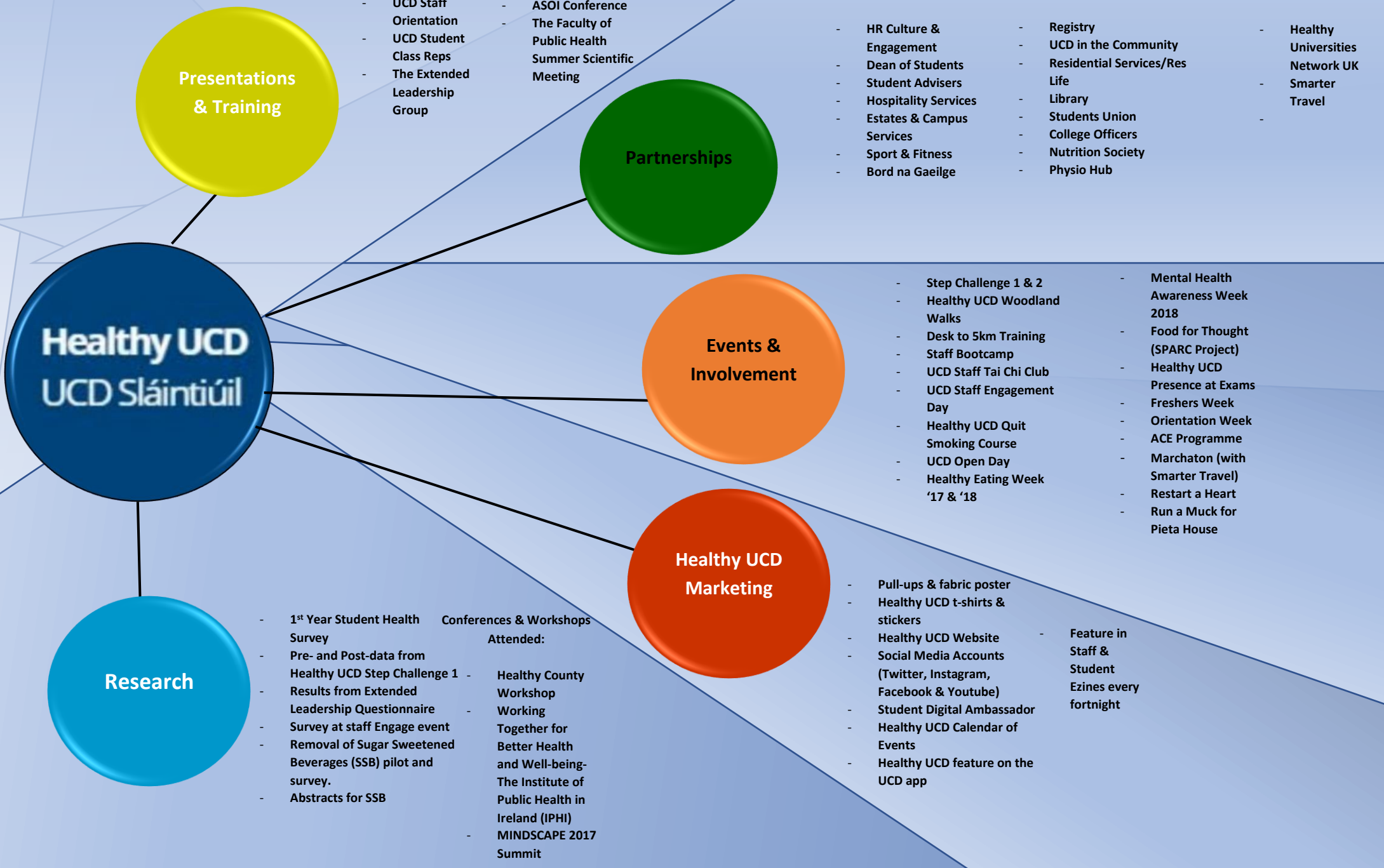
Highlights 2017/2018

The following lists some of the highlights from the Healthy UCD initiative for 2017/2018:

- Vending policy implementation
- The removal of high SSB's from UCD campus
- Abstracts accepted, and presentations delivered on the SSB trial
- Presenting to various student and groups about the Healthy UCD initiative; Peer Mentors, Residential Assistants, the SU council, UCD Staff Orientation, Library staff

Figure 1 below demonstrates the various health events, partnerships, activities and research Healthy UCD has been involved with over the last 2 years.

Figure 1: Healthy UCD 2017/2018



Appendix 1: Steering Committee

The composition of the Steering Committee is as follows:

- Prof Patricia Fitzpatrick (Chair), Full Professor of Epidemiology & Biomedical Statistics/Subject Head for Public Health, School of Public Health, Physiotherapy and Sports Science
- Brian Mullins, Director of Health Promotion
- Dr Celine Murrin, Lecturer, School of Public Health, Physiotherapy and Sports Science
- Lisa Harold, Research Assistant, Healthy UCD
- Dominic O’Keeffe, Director of Student Services
- Melissa Plunkett, UCD Student Union Welfare Officer 2018/2019
- TBC, AUC Nominee – Conal O Neill
- TBC, Chair of Societies Council
- Professor Joe Carthy, Principal, College of Science
- Associate Professor Gerard Mills, Head of School, School of Geography
- Dr Denise McGrath, Lecturer, School of Public Health, Physiotherapy and Sports Science
- Kevin Griffin, Director of Registry
- Mark Simpson, Senior Manager, Engagement and Internal Communications, Culture and Engagement, UCD HR
- Aishling Kennedy Dalton, UCD Estates Services
- Odhran Lawlor, Hospitality Services Manager, UCD Estate Services
- Hannah Cody- Treasurer UCD Nutrition Society
- Professor Anne Drummond, UCD School of Public Health, Physiotherapy and Sports Science
- Bronagh Hanna, UCD Student Counselling (during term-time only)

Research Advisory Group

A Research Advisory Group was established by the Chair of the Steering Committee to work alongside the Steering Committee, to create a depository of baseline data using their expertise in qualitative, quantitative and health economics research methodology. The composition of this group is as follows:

- Dr Celine Murrin (Chair)
- Prof Patricia Fitzpatrick (Deputy Chair)
- Lisa Harold, Research Assistant, Healthy UCD
- Prof Walter Cullen, Professor of Urban General Practice, School of Medicine
- Dr Suzanne Guerin, Associate Professor in Research Design & Analysis, School of Psychology
- Dr Ricardo Segurado, Statistician, School of Public Health, Physiotherapy and Sports Science
- Associate Professor Kevin Denny, School of Economics/Geary Institute

Appendix 2: Healthy UCD Steering Committee - Terms of Reference

Context

Healthy Ireland is a national framework for action set out by the Department of Health to improve the health and wellbeing of the people of Ireland. Part of the *Healthy Ireland* vision is to work in partnership with Higher Education Institutes in developing a Health Promoting campus model of health promotion. At UCD, we understand that we impact the health and wellbeing of not only the staff, faculty and students who spend a significant amount of time in our care, but also their families and the wider community in which the university is located. As the largest university in Ireland, we have the ability and indeed a duty to influence decision makers, act as catalysts for change and to encourage dialogue on health promotion. As a research-intensive university, we contribute to the creation of knowledge on public health and health promotion in a globalised world.

In April 2016, the University approved a Health Promotion strategy under the banner ***Healthy UCD***. Implementation of this strategy is our opportunity to deliver a roadmap for the environment we want to create on campus, impacting the wellbeing of our students, staff and local community, and an opportunity for an integrated framework for our research activities in this space

Purpose of Steering Committee

The purpose of the Healthy UCD Steering Committee is to oversee and co-ordinate the management and implementation of the *Healthy UCD* strategy on behalf of the UMT.

The Steering Committee will:

- Monitor and support the Director of Health Promotion in the development of implementation plans aligned to the *Healthy UCD* strategy
- Determine short, medium and long-term health promoting activities in line with the approved strategy.
- Monitor and support the Director of Health Promotion in the areas of communication, marketing and event management.
- Approve and help implement a plan for liaison with relevant external agencies.
- Establish key performance indicators and monitor progress and performance
- Receive regular reports from the Director on health promoting activities and also receive and agree an annual report submitted by the Director of Health Promotion, for onward transmission to UMT via the Registrar.

Administrator: Ciara McCabe, UCD Registry

Reporting responsibility:

The Committee will report to the UMT via the Registrar.

Meetings

The Committee will normally meet four-six times per year. Special meetings may be convened if required, at the discretion of the Chair, with a minimum of seven days' notice.

The members of the Committee may not nominate others to attend meetings on their behalf.

A meeting shall be considered quorate when a minimum of six members are present.

Appendix 3: Healthy UCD Expenditure Report YTD (cc 7555)

Cost Centre: UCD Healthy Campus 7555

Period: 2017/2018

Staff to Healthy UCD Initiative

1 - Director of Health Promotion - Sen Admin 3

2 - Research Assistant

Income

Carry Forward Balance from Prior Year 8,059

Desk to 5k Income 1,320

Total Income 9,379

Expenses

Support Unit Pay costs - Helen Fitzgerald 52

Staff Training Course Fees - Lisa Harold 262

Printing Costs 387

Travel Costs 347

Equipment - Tablet Purchases 345

Total Expenses 1,393

Net Surplus 7,986

References

- Fitzpatrick, P., Mullins, B., & Murrin, C. M. (November 2017). *Healthy UCD – the healthy campus concept in Ireland*. Paper presented at the European Journal of Public Health, Stockholm.
- Murrin, C. M., Doyle, G., Delany, L., Lades, L., O'Malley, G., Harold, L., . . . Fitzpatrick, P. (May 2018). Attitudes to changes in the retail environment for sugar-sweetened beverages on a university campus: A Healthy UCD pilot trial. *Faculty of Public Health Medicine*.
- Murrin, C. M., O' Connor, J., Goodwin, N., Airey, G., Doyle, G., Delany, L., . . . Fitzpatrick, P. (2018). *Removing sugar-sweetened beverages from a university campus: A Healthy UCD trial*. Paper presented at the The Association for the Study of Obesity on the Island of Ireland, Dublin.