Vision: To be the healthiest campus in the United States.

Charge: To develop a campus-wide Wellness Initiative for students and employees.

Outcomes: To create a plan for a multi-faceted program for students, staff, and faculty that will focus on healthier living with special emphasis on alcohol, fitness/nutrition, sexual health/healthy relationships, and smoking substances (tobacco/marijuana).

Plan Development

Procedures used to develop the plan included four primary stages:
1. Identification of priority health areas based on available campus health status data and from the Wellness Group’s experiences and knowledge about KU community health issues.
2. Formation of health area subgroups and development of initial recommendations based on scientific studies, best practices, and personal experience by subgroup members.
3. Administration of survey of importance and feasibility of implementing the recommendations with KU students, faculty, and staff.
4. Review of survey results to identify top priority recommendations and to determine timeline for initiating specific recommendations.

Outcomes of Planning Process

The Wellness Group planning process resulted in the following outcomes:
1. Priority health areas identified as alcohol, fitness/nutrition, sexual health/healthy relationships, and smoking substances (tobacco/marijuana).
2. Fifty recommendations are proposed based on 40 student and employee survey respondents.
3. The final plan contains 15 top recommendations for implementation in Phase 1 (AY2004-2005).
4. Recommendations are provided for needed infrastructure, marketing, and evaluation strategies to increase successful implementation of the plan.

Wellness Initiative Infrastructure - AY 2004-2005

1. **Staffing:**
   - Hire another full-time Wellness Coordinator
2. **Marketing:**
   - Develop a Wellness website
3. **Evaluation:**
   - Collect baseline data
   - Ongoing assessment of implementation and outcomes

The Wellness Priority Group

**Facilitator:** Richard Johnson

**Leaders:** Jannette Berkley-Patton and Rachel Rumple-Comerford

**Members:** Stephen Fawcett, Carol Guillaume, Jaimie Heldstab, Steve Munch, Michael Myers, Beth Peer, Lauren Reinhold, Kristin Scott, Melissa Smith, Myra Strother, Mark Thompson, and Jill Urkoski
Top Recommendations based on Importance and Feasibility

Wellness Initiative Recommendations – AY 2004-2005

Alcohol:
1. Collect data and publicize results that more accurately reflect true designated driver practices and institute an “incentive” program to heighten use of SafeRide program.
2. Implement stricter penalties for student organizations and clubs that allow alcohol use among minors and educate students on what constitutes as hazing and other unsafe initiation practices.
3. Update current birthday card and send to all students prior to their 21st birthday, offer alternative 21st birthday activities, and widely publicize consequences of 21-shot tradition.
4. Develop a campus/community coalition to work on alcohol issues related to policies that address alcohol advertisements and drink specials, illegal sales of alcohol to minors, fake ID’s, vendor responsible sales training, and city policies related to alcohol sales and penalties.

Fitness/Nutrition:
1. Further develop healthy food selection programs in campus dining areas by extending Fresh ‘N Hearty and Better Bites selections and enhancing the marketing of these programs.
2. Make smaller portions available on campus dining serving lines and improve education on consuming smaller portion sizes.
3. Change payroll deductions from 10 pay periods at $25 per pay period to 26 pay periods at $9.62 for use of the Recreation Center to make it more economically feasible for classified and unclassified staff to utilize the facility.
4. Develop a campus-wide walking program/pedometer challenge with online input of daily steps and support with incentives and walking-buddy opportunities.

Sexual Health/Healthy Relationships:
1. Create and administer a sexual health survey to get a baseline on prevalence of behaviors and to develop future campus-wide interventions.
2. Educate University staff members on the response plan for victims of sexual assault, issues of sexual harassment, and available campus and community resources.
3. Promote the Women’s Transitional Care Services and the GaDuGi Safe Center to remove stigma and increase use for victims of sexual assault needing assistance.
4. Create an educational campus-wide program to provide information on sexually transmitted infections, contraception, and to enhance students’ verbal communication on boundary-setting for sexual contact.

Smoking Substances:
1. Appoint a group to revise the University smoking policy to further limit distance of smoking from building entrances and to review enforcement procedures.
2. Work with community organizations to increase cigarette taxes and require license for sale of tobacco products within the city.
3. Discontinue cigarette and other tobacco sales in the Kansas and Burge Unions (and Edwards Campus Union when completed).
Wellness Initiative Recommendations – AY 2005-2006

Alcohol:
1. Administer an annual student and employee alcohol survey and develop an observational system to better understand student drinking for development of prevention programming.
2. Increase number of dry chapters and dry alternative functions, and require KU Public Safety Office or paid-security to enforce alcohol policies and laws at these functions.
3. Encourage students to set health and academic-related goals in contacts with Student Health Services, Freshmen/Sophomore Advising, and other KU staff could provide motivation for goal attainment during student interactions.
4. Implement interactive Internet and CD ROM systems that collect information on students drinking behaviors, provide motivating feedback on healthy choices and negative consequences, and implement through all appropriate classes and campus departments.

Fitness and Nutrition:
1. Develop a campus nutritional information website that includes daily menus and options that correspond with different diets (e.g., high carb, low carb, low in fat, low in sodium).
2. Develop cooking workshops for students, staff, and faculty.
3. Develop an unclassified personnel and staff policy to allow for extended lunch breaks or flextime to accommodate individuals participating in exercise programs.
4. Develop a comprehensive eating disorders intervention for students with early signs of eating problems that would provide self-assessments, nutrition and weight management skills, and regular meetings with registered dietitian, counseling, and medical personnel.

Sexual Health and Healthy Relationships:
1. Develop a creative program to give students skills and confidence in asking about their partner’s past relationships and previous sexual history.
2. Create procedures for availability and use of date rape drug testing kits at local health/medical facilities.
3. Secure funding to pay Peer Health Educators.
4. Change the Men’s Outreach coordinator position in the Emily Taylor Women’s Resource Center from an undergraduate to a graduate position or internship.

Smoking Substances:
1. Develop a one-on-one educational intervention program for students who violate the campus drug policy.
2. Develop culturally competent counter-marketing campaigns for campus on tobacco and marijuana use.
3. Develop a web-based tool for tobacco use prevention aimed primarily at freshman and sophomore students.
4. Provide health care providers with tools based on research-tested protocols to counsel smokers to quit or encourage non-smokers about their choice at each visit.
Wellness Initiative Recommendations – AY 2006 and Beyond

Alcohol:
1. Work with Athletics Department to encourage responsible drinking among athletes, particularly on non-training nights, and to provide alternative after-hours activities.
2. Collaborate with faculty to establish guidelines for Friday tests, Saturday classes, and/or mandatory attendance, and establish curriculum components that give faculty creative ways to incorporate alcohol prevention activities into their course assignments.
3. Provide incentives to departments that implement alcohol prevention programs.
4. Develop alcohol skills training programs for students to increase responsible alcohol use.
5. Develop an “incentive” program for self-monitored non-binge drinking and supply students with tools to set a responsible limit on their drinking and to monitor drinking.

Fitness/Nutrition:
1. Develop grocery store education program on selection of healthy foods.
2. Develop plans with local businesses to encourage healthy eating and exercising habits.
3. Create a policy to establish incentives for employees who exercise 30 minutes at least three days a week.
4. Develop a response team that coordinates training with health practitioners and friends for recognition and referral of students with disordered eating and exercise behaviors.

Sexual Health/Healthy Relationships:
1. Make the Sexual Assault Coordinator a full-time staff position.
2. Provide additional sections of Human Sexuality courses.
3. Incorporate sexual health/healthy relationship programs into Hawk Week activities.
4. Implement a Rape Aggression Defense program within the University.
5. Develop a condom education and distribution program on campus, and educate students on sexually transmitted infections that are not prevented by condom use and on the benefits of abstinence.
6. Strengthen university policies on investigating and instituting penalties against perpetrators of sexual assault.
7. Develop a media campaign that shares accurate information about students’ sexual behaviors and sexual assault.

Smoking Substances:
1. Discuss with student insurance provider discounting insurance policies for non-smoking students.
2. Refuse donations, scholarships, and sponsorships from tobacco companies.
3. Create an employee “buddy system”, develop appealing incentives for people attempting to quit smoking, and discount “stop smoking” aids.