

# Healthy UCD Steering Committee

## Annual Report Year 1, August 2017



### **Context**

The Healthy UCD initiative first emerged as part of the broader Government-sponsored 'Healthy Ireland' project and the WHO's 'Healthy Campus' programme. *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 on these strategic objectives, to support UCD in becoming Ireland's Global Health Promoting University.

Over the course of the last 12 months, 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), which aim to encourage students and staff to make healthy choices, both nutritionally and through increased physical exercise, by providing opportunities to establish lifelong healthy habits and attitudes. We recognise and acknowledge the substantial impact the University has on its community, as it strives to establish a good work/life balance for staff and faculty while creating a supportive learning environment for students, while they are in our care. The focus of this initiative in the short to medium term (1 to 3 years) will seek to enhance UCD as a health promoting setting and raise an awareness of individuals' capacity to improve their own health status. In addition, this initiative intends to develop and build a data repository through auditing health-promoting activities and surveying health-related behaviours of the UCD community (e.g. regular physical exercise, smoking, sugar consumption), to be carried out by the Research Advisory Group as up to this point, the level and scope of health promotion activity in third level institutions in Ireland has been unknown. Data collected can then be used to gauge the success of the Healthy UCD initiative over a 3 – 5-year period.

**Table 1: Summary of Completed and Planned Projects and Events**

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

Action	Status
<b>Staffing</b> Research Assistant appointed	Completed (June 2017)
<b>Ongoing Healthy UCD Events</b> Lunchtime Bootcamp for Staff  UCD Walking groups  UCD Staff and Postgraduate Tennis Club - Staff tennis league  Healthy UCD Staff briefings (Library 25 August, others TBC)	Ongoing  Ongoing  Ongoing  Ongoing
<b>Awareness &amp; Identity Development:</b> Healthy UCD page developed for Welcome Booklet  Healthy UCD Website launched April 2017  Strong social media presence continues to grow (Twitter/Facebook/Instagram)  Healthy UCD Walk Launched (Signage and distance markings erected along woodland boundary walks)  Regular standing contribution from Healthy UCD in both Student and Staff E-Zines (bi-weekly)  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  Work with Student Advisers and Peer Mentors to develop a health & wellbeing programme targeted at First Year students  Healthy UCD Campus screensaver to be uploaded to lecture theatres and classrooms	Completed  Completed  Ongoing  Completed  Ongoing  Planned for 2017 – 2018 academic year  Orientation 2017-2018  Consultation process underway
<b>Smoking Cessation Support</b> UCD Smoke Free Campus Policy is supported by Healthy UCD. Healthy UCD provides smoking cessation support through promoting awareness of local and online support services  National No-Smoking Day - support event	Ongoing  Planned for 2018
<b>Healthy Eating</b> Healthy Eating Week  Vending machines stocked with more healthy snacks, applying the recommended 60:40 ratio  Pilot project to remove high added sugar drinks from catering and retail outlets on campus, in advance of proposed sugar tax, to encourage healthier beverage consumption	February 2017; planned for 2018  To be completed by start of 2017-2018 academic year  Planned for 2017 – 2018

<b>ACTION</b>	<b>STATUS</b>
<b>Upcoming Healthy UCD Events</b> Healthy UCD Step Challenge launched – registration from 28 August  UCD Festival (to increase presence)  Tag rugby 2017/18  UCD 5k RAS	18 September - 27 October 2017  Planned for 2017 – 2018  Planned for 2017 – 2018  Planned for 2017 – 2018
<b>UCD Students' Union Events in collaboration with Healthy UCD</b> Fresh Fest  Positive Body Image Week  Healthy Eating Week (joint initiative Healthy UCD/SU for 2018)  Mental Health Week	Planned for 2017 – 2018  Planned for 2017 – 2018  Planned for 2017 – 2018  Planned for 2017 – 2018
<b>Internal &amp; External events, supported by Healthy UCD</b> Better Bones and Better Hearts programme  Restart a Heart (12 October)  Happy Heart Day  Hell and Back Staff Challenge	Planned for 2017 – 2018  Planned for 2017 – 2018  Planned for 2017 – 2018  Completed 2017

### **Selected Initiatives to date**

The following sections provide further detail on selected key early initiatives which have been completed or are ongoing in relation to Healthy UCD:

#### **Healthy UCD Website**

Following a period of extensive consultation with the Steering Group, the Healthy UCD website was launched in April 2017. With a link from the A-Z on the UCD homepage, as well as a link on the Community tab, the website has been promoted through the bi-weekly Student and Staff E-Zines to continuously raise the profile of Healthy UCD, making the Healthy UCD initiative and supporting website synonymous with all health-promoting events and activities taking place across campus. The website is regularly updated with new content from a broad range of sources including members of the Steering Committee as well as researchers, postgraduates and undergraduates who are studying and/or express an interest in health and wellbeing. To achieve more traffic to the website, links to all current and planned events such as lunchtime walks and the Healthy UCD (step) challenge (commencing September 2017) will be directed to the Healthy UCD homepage where staff

and students can pick up more healthy lifestyles tips, from nutrition and exercise to positive mental health strategies.

Healthy UCD continues to grow its online presence through Instagram, Twitter (@healthyucd) and Facebook ([www.facebook.com/healthyucd](http://www.facebook.com/healthyucd)) which are linked to the website. There are currently 291 Twitter followers and 196 Instagram followers and it is envisaged that this will grow exponentially with the start of the new academic session as a more intensified and comprehensive schedule of healthy activities are promoted using the Healthy UCD hashtag (#healthyucd).

### **Identity and Marketing**

In a continued effort to reach a wider audience, Healthy UCD has developed its own graphic treatment and naming convention (#healthyucd), which will be used when publicising events and activities and has been included in this year's Welcome booklet (targeted at First Years). A pull-up stand has also been created to showcase Healthy UCD at public events (e.g. UCD Festival), 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.

A submitted Healthy UCD abstract was accepted for a Poster Walk at the European Public Health Association Meeting, Stockholm, Sweden, in November 2017. Further submissions to national and international conferences are planned to increase wider awareness of the UCD healthy campus initiative.

### **Healthy UCD Walk**

Healthy UCD launched a new Healthy UCD Walk around the campus with new 0.5km markings and maps. This walk utilises our woodland paths; the new markings allow walkers and runners to easily keep track of the distance covered. The maps show the full Healthy UCD Walk, location on the campus and route to the next point.

### **Healthy Eating**

Since the emergence of Healthy UCD, there has been significant progress made in the area of healthy food options available on campus (working in conjunction with the UCD Hospitality Services Manager) including the opening of 'Chopped' in February 2017. Following discussions with the Healthy UCD Steering Committee, it was agreed to run a pilot scheme during Healthy Eating Week

(13-17 February 2017) whereby the calorie count for all meals served would be visually displayed, allowing customers to make informed decisions on their food choices. Following the success of this initiative it is now planned that healthy food options will form a key criterion in future catering tender awards. Other significant developments in this area include the following:

- The proposal to have the contents of snack vending machines across campus with a higher proportion of better choice snacks and drinks (60:40) has been endorsed and rollout will be completed by start of the new academic year. The calorie information is clearly displayed on the shelves, with the added advantage of having a QR Code which consumers can scan to take them to the Snack Sense website ([www.snacksense.ie](http://www.snacksense.ie)) where they can find out in detail the nutritional facts about the products they are about to purchase. Products are either Better Choice or Other Choice, with nutritional content as follows:

	<b>Better Choice</b>	<b>Other Choice</b>
Energy	<150kcal per packet	<250 kcal per packet
Total Fat	<20g/ 100g	Not restricted
Saturated Fat	<5g / 100g	Not restricted
Sugar	<15g/ 100g	Not restricted

- With a proposed national sugar tax, UCD is examining options around removal of high added sugar drinks from campus catering and retail outlets.

### **Extended Leadership**

The presentation made to the Extended Leadership Management Group in June 2017 by the Committee Chair and the Director of Health Promotion provided an opportunity for Healthy UCD to raise awareness at university management level as well as to seek guidance from key influencers and enablers across the University. This led to a number of key developments including a commitment from the Heads of School to inform new students about Healthy UCD as part of their initial welcome address (slides have been provided by Healthy UCD). In addition, the student advisors have committed to work with peer mentors to support the healthy social and personal development of First year students. The latter directly supports UCD's Strategic Initiative two by '*enhancing the educational experience of students through embedding the health promotion strategy within the student experience*'.

Senior managers were also invited to complete a questionnaire suggesting ideas on how the University community might be further incentivised to lead healthier lives. Analysis of data will be carried out with a view to implementing any feasible proposals.

### **Funding and Expenditure to date**

A Healthy UCD cost centre was set up in January 2017 and €10,000 was transferred into this from the Registrar, to fund any set-up costs that may be incurred over first 2 years. To date, €1,127 has been spent. The standard UCD template was used for the website which, coupled with expertise provided from UCD School of Computer Science, saved a considerable amount on web development costs. The Research Assistant is funded separately, funded by the Registrar, through an account held in UCD School of Public Health, Physiotherapy and Sports Science. Healthy UCD will be supporting a variety of initiatives in 2017-2018 which will require further budget expenditure; an example is support to the Students Union in provision of healthy breakfasts during Orientation Week.

### **Healthy UCD - Future collaborations and plans for 2017-18**

Healthy UCD is continually developing and forging strong working partnerships with many key stakeholders across the University, including the UCD Students' Union, Culture & Engagement – UCD HR, the Dean of Students, the Orientation Working Group and the EDI (Equality, Diversity, Inclusion) Working Group, to coordinate all health-promoting activities 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 plan to complete this online self-review questionnaire, on behalf of UCD.

## **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
- Lisa Harold, Research Assistant, Healthy UCD
- Dominic O’Keeffe, Director of Student Services
- Eoghan Mac Domhnaill, Students Union Welfare officer (*\*Roisin Ni Mhara Nov 2016-June 2017*)
- TBC, AUC Nominee (*\*Max Murphy Nov 2016-June 2017*)
- TBC, Chair of Societies Council (*\*Eoghan Murphy Nov 2016-June 2017*)
- 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
- Dr Celine Murrin, 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
- Odhran Lawlor, Hospitality Services Manager, UCD Estate Services
- Caroline Ward, Student Counsellor

### ***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)**

**Company:** UCD Sport  
**Subject:** Healthy Campus Promotions  
**Period:** 2017

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**Income**

Transfer from Registry 10,000

**Expenditure**

<b>Supplier</b>	<b>Details</b>	
Advantage Point	Pull-Down Poster	€120
Club Travel	BM Conference Travel	€327
Ak Graphics	Signage for Walkway	€640
Copiprint	Printing	€40
<b>Total Expenditure</b>		<u>€1,127</u>

Net Surplus @ 03/08/2017 **€8,873**

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