Leveraging Social Networks and Grass-Roots Efforts for Low-Cost, High-Impact Programming

2015 Building Healthy Academic Communities National Summit
University of California, Irvine

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April 24, 2015

- 31,000 Students
- 24,000 faculty/staff
- 1,700 Acre Campus
- 500+ Buildings
- 11 Colleges
- Health Care System
- $3.3 billion budget

Culture of Wellness on Campus

Communication Strategies

Executive/Leadership
- Dashboards
  - Month updates / "Stories"
- Alignment with Strategic Plan

Wellness Team/Committee
- Common theme
  - 2-3 key initiatives
Multi-modal 12 to 18 month plan (may include: print, email, social media)

Grass-Roots
- Natural leaders/influencers
- Training and support
- First-hand information

Social Media

Building campus connections

- 2013 – Facebook, Twitter, Pinterest Platforms began
- Used a Health Fair event to launch and engage vendors and participants
- Facebook & Twitter
  - Average of 5 posts per day
  - 588 likes on Facebook
  - 241 followers on Twitter
Social Media
Keys to success

- Student-created content calendar
- Push out via content manager
- Engagement metrics tracked monthly

Wellness Ambassadors

- 143 Wellness Ambassador volunteers campus-wide
- Local-level champions for a healthy work culture
- Opportunities include:
  - Organize walking groups
  - Post program and event info
  - Make announcements at staff meetings
  - Recruit Live Healthy Iowa teams
- [http://hr.uiowa.edu/livewell/wellness-ambassadors](http://hr.uiowa.edu/livewell/wellness-ambassadors)

Health Ninjas

- 122 campus-wide
- Nominated by peers
- Attend RA meetings
- Meet 1-2 times per month
- Opportunities include:
  - Creating videos
  - Organizing events
  - Volunteering with outreach programs
- [http://studenthealth.uiowa.edu/wellness/health-ninjas/](http://studenthealth.uiowa.edu/wellness/health-ninjas/)

Living Learning Community

- All students in UI residence halls are required to live in an LLC
- Partnership of: Student Health & Wellness, Recreational Services, Dept. of Health and Human Physiology
- Activities include:
  - DIY stress kit
  - Sushi making
  - Apple picking
- [housing.uiowa.edu/living-learning-communities/well-beings](http://housing.uiowa.edu/living-learning-communities/well-beings)

Grass-roots Networks
Keys to success

- Application or Nomination Process
- Regular Trainings and Engagement Opportunities
- Provide specific requests/assignments
- Share best practices and results

ENVIRONMENTAL SUPPORTS
**Wellness Grants**

**Building local support**

- Locally-owned
- Up to $500 for events, programs, items
- Application requires HR Representative and Supervisor sign-off
- One Wellness Grant per department per fiscal year
- 3-person review committee + admin support

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**Built Environment**

- Campus walkability
- Recreation and fitness
- Visible stairwells
- Ergonomics services
- Campus design standards
  - Lactation rooms
  - Shower facilities
  - Bicycle paths/racks
  - LEED certifications

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**Campus Nutrition**

- Healthy Campus Nutrition Advisory Group
  - Increase awareness and education around healthy eating
  - Collaborative and Leadership Supported
  - hr.uiowa.edu/livewell/UChoose

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**5-year Health Trends**

- Healthy Weight
- Good Nutrition
- Regular Exercise
- Manage Stress
- Non-Smoking
- Good Sleep

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**Risk Reduction and Absenteeism**

- Estimated Annual Cost Savings: $189,765 - $243,155 (Migration from high risk to low risk)
- Estimated Annual Cost Avoidance: $1.2M - $3M (Maintaining low risk @ low risk)

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**Adjusted Medical and Drug Claims**

**Cost for PHA and non-PHA Participants**

- Participants had lower adjusted annual claim cost of $307.50
- Participants experienced a 7% lower health care trend from 2010-2013
- Overall annual ROI for liveWELL is 2.37
- Third consecutive year of zero percent health insurance premium increases
Emerging Opportunities

• Expanded emphasis on well-being and quality of life
  – Gallup HealthWays Well-Being Index

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<th></th>
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<th>University of Iowa</th>
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<tr>
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<td>68%</td>
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<tr>
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<td>40%</td>
<td>32%</td>
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<tr>
<td>Suffering</td>
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<td>0%</td>
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Emerging Opportunities in Higher Education

• Linking Health and Well-Being measures with:
  - Employee Engagement
  - Talent Management
  - Student Success
  - Community Initiatives

2015 Focus Areas

On-Site Health Coaching

Resilience Workshops

- Resilience
- Healthy Weight
- Activity and Fitness

Additional Services

- Individual and Group Health Coaching
- Employee Assistance Program counseling
- Online videos and resources

Thank You

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