Creating the Campus Wheel of Wellness

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“TH EA MO”

Let’s Begin with You

- Here’s my challenge for you...
- Are you truly ready to do something extraordinary with your gifts and talents?
- Are you truly ready to blow the doors off of “campus health as usual”?
- Are you truly ready to make a difference in the world... and a world of difference?
- Are you truly filled with care, love, fun, heart, honor and happiness?

The evidence is irrefutable; there has never been a more critical time to enhance the health and wellness of the American people. —Dr. Bernadette Melnyk

- Participants will identify five accepted dimensions of a campus wellness culture:
  - Shared values
  - Cultural norms
  - Touch points
  - Peer support
  - Climate

- Participants will identify and understand how to implement a community behavior change program using oft-cited models, for example, the AMSO model:
  - Awareness
  - Motivation
  - Skills
  - Opportunities

- Participants will focus on a specific example of a community wellness intervention:
  - Stress prevention, not stress management
  - The link is what you think
  - Why manage what you can prevent?
Gallup-Purdue Study 2014

Just 3% of all college graduates say they had all six of the experiences that strongly relate to whether they felt their colleges prepared them well for life and that might have bettered their chances of receiving their degrees on time...

These 6 experiences have a strong relationship to long-term life outcomes including wellbeing...

• The "Big 6"
  1. I had at least one professor who make me excited about learning 63%
  2. My professors cared about me as a person 27%
  3. I had a mentor who encouraged me to pursue my goals and dreams 22%
  4. I worked on a project that took a semester or more to complete 32%
  5. I had an internship that allowed me to apply what I was learning in the classroom 29%
  6. I was extremely active in extracurricular activities and organizations 20%

Wellness is an active, lifelong process of becoming aware of choices and making decisions toward a more balanced and fulfilling life.

Overall, wellness is the ability to live life to the fullest and to maximize personal potential in a variety of ways.

Wellness places responsibility on the individual; it becomes a matter of self-evaluation and self-assessment. Wellness involves continually learning and making changes to enhance optimal health and wellness.


• 50% of Americans have one or more preventable, chronic diseases
• 66% have “overbesity”
  - Poor dietary patterns
  - Overconsumption of calories
  - Physical inactivity
• Personal, social, organizational and environmental contexts and systems strongly influence individual nutrition and physical activity behaviors
MAP-IT Framework Path To Success

- **Mobilize** those that care about the health of your campus
- **Assess** campus community needs and assets
- **Plan** goals, resources needed, objectives and targets
- **Implement** evidence-based policies, programs, health communication
- **Track** learning development, wellbeing and health related Quality of Life, health equity, specific risk factors, illnesses and injuries

**Wellness Value Proposition**
- Saving lives and reducing illness
- Increasing productivity
- Controlling disability/illness care costs
- Making our organization more attractive to employees and customers
- Raising organizational pride and spirit
- Caring for the health of our children
- Staying true to our history of being a strong and caring organization
- A healthy way to compete
Cultural Norms

In a wellness culture, healthy lifestyles are “the way we do things around here.”

Cultural Touch Points

In a wellness culture, formal and informal policies and procedures make the healthy choice the easy choice.

Healthy Lifestyle Norms

- Be physically active
- Eat a healthy diet
- Be safe
- Avoid tobacco, alcohol and other drug abuse
- Use preventive medicine
- Socialize with friends and family
- Sleep at least 7 hours per day
- Practice stress management
- Maintain a healthy weight
Peer Support

In a wellness culture, people effectively support each other in achieving their lifestyle goals.

Health and Wellness Programs That Foster Peer Support

- Team sports
- Support groups
- Group nutrition, fitness and challenges
- Wellness events
- Community support 
- Healthy eating programs
- Education on coping skills and stress management

Cultural Climate

In a wellness culture, people work and play well together.
**Awareness 5%**
- Awareness helps us make the link between behavior and health. Insufficient by itself, an awareness campaign tailored to campus interests is often necessary and will help build support for change. (E.g. HRAs, health fairs, posters, brown bags)

**Motivation 30%**
- Moving beyond awareness, motivation links our passion to our health. Motivating programs answers the question “What’s in it for me?”
- Motivated people will do what is necessary to learn, gain skills, and create opportunities. (E.g. incentives to get people started, motivational interviewing)
The third element of effective health promotion, skill-building, is telling people how, when, where and with whom to make the desired change. This means creating opportunities for experiential learning and practice overcoming barriers. (E.g. preparatory clinics, setting performance goals or action plans, coaching.)

Opportunity 40%

Providing opportunities means providing access to an environment that makes choosing the healthy choice as campus cultural norms support making healthy choices, campus members have more opportunities to change. Healthy campus policies, environments and procedures are one way to shape these norms. (E.g. safe, convenient stairways, smoke-free campuses, healthy cafeteria offerings)

Dietary Guidelines for Americans 2015

- Individual Diet and Physical Activity Behavior Change
- In order for this to be fully implemented, motivating and facilitating behavioral change at the individual level is required.
- Reduce screen time
- Reduce the frequency of eating out at fast food restaurants
- Increase shared meal time
- Increase self-monitoring of diet and body weight
- Increase effective food labeling to target healthy food choices
- Increase comprehensive lifestyle interventions and nutritional counseling

These goals require changes at all levels of the social-ecological model through coordinated efforts among health care and social and food systems

Precontemplation
- Unconditional acceptance
- Indirect comments

Contemplation
- Enhance Behavioral Efficacy
- Enhance Self Efficacy
- Expose Social Networks
- Aspirational Goal Setting

Preparation
- Learning Goal Setting
- Enhance Self Efficacy – belief one can succeed in the performing the behavior
- Enhance Behavioral Efficacy – belief that a behavior leads to desired outcome
- Introduce to Social Networks

Action
- Performance Goal Setting
- Skill Building
- Engage in Social Networks

Maintenance
- Maintain Social Networks
- Offer Leadership Opportunities
- Reinforce Self Efficacy
- Reinforce Behavioral Efficacy

Strategies for Stages of Motivational Readiness
Wearables as an Example

Key Advantages

- **High touch**: can engage daily instead of once per month/quarter initiatives or once per year assessments.
- **Low maintenance**: action item is to simply wear the device.
- **Fun and Social**: more apt to participate when you offer engaging social interactions with challenges and natural competition.
- **Motivating**: receive constant feedback, which allows them to see and feel the benefits themselves. This taps into the intrinsic motivation needed for lasting change.
- **Unifying**: multiple locations and departments can come together in competition, building camaraderie and campus culture.
- **Data-driven**: University or College can incentivize on measurable and actionable behaviors.

Make Them Work on Your Campus

It’s important to...

1. Select the right device(s) for your employee population
2. Build a long-term engagement strategy by:
   - Gaining leadership commitment
   - Clearly communicating and promoting
   - Determining the proper incentive structure
   - Creating new social interactions
   - Setting reasonable goals for employees
   - Evaluating administrative capabilities

Why Manage What You Can PREVENT?

- **The Link is What You Think**

The cells in your body react to everything that your mind says. Negativity brings down your immune system.
All of Wellness Boils Down to This...

1: Events
2: Thoughts
3: Feelings
4: Reactions

Automatic Thoughts...

THINK... or DIE...
True?
Demand?
Helpful?
Insist?
Inspirng?
Expect?
Necessary?
Kind?
Ea...

"FOOD is the most widely abused anti-anxiety drug in America, and EXERCISE is the most potent yet underutilized antidepressant."
—Bill Phillips

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9 EVERYDAY WAYS TO SNEAK IN A WORKOUT

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