

# Healthy UNH Annual Report

Program Year 10

January – December 2019

Institute for Health Policy & Practice

# HEALTHY UNH ANNUAL REPORT

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## Healthy UNH Co-Chairs

Mike Ferrara, Dean, College of Health & Human Services

Kathy Neils, Associate Vice President, Chief Human Resources Officer

## Healthy UNH Partners in Prevention, 2019

- Academic Advising
- Athletics
- Campus Planning
- Campus Police
- Campus Recreation
- Center for Academic Resources
- Conferences & Catering
- Psychological & Counseling Services
- Department of Kinesiology
- Department of Recreation Management & Policy
- Dining Services
- Discovery Program
- Financial Aid
- Graduate Student Senate
- Health & Wellness
- Human Resources
- Memorial Union & Student Activities
- Northeast Passage
- Office of Environmental Health and Safety
- Office of Multicultural Student Affairs
- Office of Woodlands & Natural Areas
- Police Department
- Residential Life
- Sexual Harassment & Rape Prevention Program
- Sustainability Institute
- Undergraduate Student Senate
- Waysmeet Center

## Healthy UNH Program Staff

Jo Porter, Director, Institute for Health Policy & Practice

Kimberly Persson, Project Director, Institute for Health Policy & Practice

Bridget Drake, Program Support Assistant, Institute for Health Policy & Practice

Madeline Anastasia, Communications Intern

Maura Donovan, Research & Policy Intern, Healthy UNH

Juliet Karam, Communications Intern, Healthy UNH

Layla Meyveagaci, Communications Intern

Kali Mondor, Communications Intern, Healthy UNH

Kyra Shumway, Communications Intern

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## Executive Summary

January 2019-December 2019 was the tenth full program year for the Healthy UNH initiative, a program that enhances the mission of the University by supporting the lifelong health and wellness of the UNH community. In its effort to improve the health of the population and its underlying healthcare costs, Healthy UNH takes a broader scope than is customary in traditional worksite wellness programs. It goes beyond basic health promotion to consider the issues of appropriate use of healthcare services, to promote transparency in healthcare treatment costs and options, and to foster a culture of healthy eating, active living, and emotional wellness. The tenth program year continued to build on the solid foundation of capacities, awareness, and measurement developed in the previous programming years.

Healthy UNH has executed on a broad plan of activities that include:

- Convening topic-specific work groups to implement work plan items;
- Restructuring the Healthy UNH internship program to offer work experience to more students;
- Continually updating and improving the [centralized website](#);
- Maintaining the [Wellness Resource Guide](#), an online guide for health and wellness resources and program information, as well as the calendars of events;
- Developing a new framework for the online health [measurement tool](#) to better represent Healthy UNH's focus areas on campus, and includes both outcome measures and process measures;
- Updating the Healthy UNH online Fitness Map in preparation for migration to a new hosting platform;
- Partnering with the Department of Recreation Management & Policy to develop a visitor use measurement strategy for College Woods;
- Partnering with Health & Wellness to offer flu shot clinics at UNH Law and Granite State College;
- Partnering with Campus Rec to develop and implement a pilot program to encourage employees memberships at the Hamel Recreation Center;
- Holding multiple conversations with employees and students at UNH Law and UNH-Manchester to begin implementing Healthy UNH programming on those campuses;
- Continuing to partner with Health & Wellness to market the availability of services to USNH employees;
- Continuing to partner with the Department of Kinesiology to expand hours of operation and allow adjunct employees to utilize the Employee Fitness Program;
- Continuing to partner with Athletics to bring the Wildcat Workout Project, a free boot camp-style fitness class offered to employees (on any UNH campus) five days per week;
- Implementing the Bring-A-Buddy promotion to increase participation in Wildcat Workout Project;
- Expanding and adding six "I am Healthy UNH" profiles for the Healthy UNH website, which tell stories of healthy living among the campus community;
- Posting 65 new blogs to the website;

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- Promoting MyPath2Wellness;
- Promoting EAP;
- Collaborating with UNH Dining Services to re-design and market [The Wildcat Plate](#), a portion plate used in all UNH dining halls, which helps guide patrons in making healthy food selections and choosing appropriate portion sizes;
- Cultivating new relationships with campus partners and leveraging their health-related expertise;
- Reviewing key health measures of the university community population to identify areas of greatest need and potential impact to guide programming decisions;
- More fully leveraging social media tools (Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn, Blackboard, Wildcat Link, and student blogs) to improve awareness of issues and improve participation in programs;
- Developing and publishing tools to assist the campus community in making more effective healthcare choices; and
- Increasing Healthy UNH's visibility on campus through health and wellness promotions and interactive displays.

Throughout the 2019 program year, Healthy UNH has continued to be well-received, increasingly important, and well-positioned to create and sustain an equitable healthcare budget and vision for a community whose health is unsurpassed, and increasingly emulated.

## 2019 Work Plan

In 2019, Healthy UNH focused on implementing the action items for each area of focus, as identified during the 2016-2017 strategic planning process. Each of Healthy UNH's four work areas is guided by a work group that meets quarterly to discuss its assigned action items.

### Action Items

#### Physical Activity

- *Develop purchasing standards for new ergonomic furniture purchases.*  
Summary of work in 2019: The Office of Environmental Health & Safety submitted purchasing recommendations for office furniture to the University's procurement group. At year end, no decision had been made to add the recommendations to University purchasing guidelines.
- *Assess campus needs relating to physical activity programming.*  
Healthy UNH conducted a cost benefit analysis of Wildcat Workout Project and the expanded hours of the Employee Fitness Program in 2018 to measure the number of employees impacted by the offerings. Healthy UNH continues to monitor utilization to ensure this use of funding makes good fiscal sense.
- *Improve utilization of Cigna's health club benefit.*  
Healthy UNH partnered with Campus Recreation to develop a pilot program to encourage employees to become members of Hamel Recreation Center by using the Cigna health club benefit. To incentivize memberships, Healthy UNH underwrote the cost of a "signing bonus"

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that each employee could choose from a list of offerings, such as swimming lessons, a child's birthday party, an outdoor pool pass, and more.

- *Increase the number of Faculty/Staff memberships at Campus Recreation.*

Healthy UNH partnered with Campus Recreation to develop a pilot program to encourage employees to try exercising at the Hamel Recreation Center for free. Healthy UNH underwrote the cost of day passes and personal training sessions.

- *Maintain the newly blazed College Woods Trail and work to expand blazing of additional College Woods trails.*

The Office of Woodlands and Natural Areas continues to assume responsibility for maintaining the trail and signage provided by Healthy UNH. New trail maps and language were developed in 2019 to encourage visitors to explore smaller trails off the main trail, since all smaller trails lead to other parts of the main trail.

- *Measure visitor use of College Woods.*

Healthy UNH partnered with the Department of Recreation Management and Policy to develop methodology for measuring visitor use in College Woods. The project will begin in summer 2020 and continue through 2021. Continue to promote campus programming. Promotion of campus programming continues to be a part of the Healthy UNH communications strategy.

- *Continue to maintain and promote past work.*

Promotion of past work continues to be a part of the Healthy UNH communications strategy. Examples include the [Campus Fitness Map](#) and the [Campus Walking Guide](#), and messaging about programming and resources highlighted through the Healthier Campus Initiative such as availability of two athletic tracks, and the variety of offerings at Campus Recreation.

### Nutrition

- *Develop consistent messaging about nutrition education across campus.*

Healthy UNH continued to convene its nutrition work group to discuss nutritional messaging on campus, which is reflective of the Menus of Change principles implemented in dining halls. Key messages include increasing water consumption, prioritizing produce, serving less red meat, choosing whole grains, and reducing portions.

- *Increase awareness about food insecurity on college campuses.*

Healthy UNH participated in the Food Security Task Force and by promoting resources available through "Swipe It Forward" and the Waysmeet Center as well as providing input to the University's proposal to pilot a food donation program.

- *Support Zero Waste goals on campus.*

Healthy UNH continues to provide reusable water bottles to campus members and will be offering reusable straws in 2020. Research is underway to identify methods to sustainably provide drinking water at campus events without the use of bottled water.

- *Continue to maintain and promote past work.*

Promotion of past work continues to be a part of the Healthy UNH communications strategy. Healthy UNH continues to promote Guiding Stars, The Wildcat Plate, and work

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implemented through the Healthier Campus Initiative. Healthy UNH worked with Dining Services to redesign The Wildcat Plate to include Menus of Change principles.

## Psychological Health

This focus area was renamed to “Emotional Wellness” in late 2019 to better align with language used by other campus departments.

- *Educate the community about the difference between experiencing emotions and experiencing mental illness.*  
This will be addressed in 2020.
- *Join the campus conversation about mindfulness.*  
This will be addressed in 2020.
- *Increase EAP utilization and information-sharing.*  
Healthy UNH continued to promote EAP resources through 2019 and hopes to review the EAP contract in 2020 to gain understanding on how services can be better leveraged to more comprehensively support employees.
- *Plan and execute Frazzle Free Finals during finals weeks of the fall and spring semesters.*  
Healthy UNH continues to plan and execute events during Frazzle Free Finals, which is now led by employees of the UNH Libraries.
- *Participate in Fresh Check Day each fall.*  
Healthy UNH representation, messaging, and activities were planned and executed entirely by student interns in 2019.
- *Promote QPR (Question Persuade Refer) in regards to suicide prevention on campus.*  
Healthy UNH helped to promote QPR through social media and blogs and Healthy UNH staff members attended trainings.
- *Provide online mental health screenings.*  
PACS and Health & Wellness partnered to subscribe to an online suite of mental health screenings through a vendor named Mind Wise. The tool provides resources by topic with the intention of targeting students who may never physically walk through the doors of PACS. The work group will discuss expansion of the subscription to the employee population in 2020.

## Healthcare Consumerism

- *Educate students about the importance of taking responsibility for their own health care decisions.*  
Health & Wellness developed materials to explain the difference between the student health fee and health insurance as well as how the two are used differently on campus. The information is posted on its website and handouts were distributed during student and parent orientations in June. The group hopes to continue this work in 2020 focusing on the importance of carrying health insurance cards and informed decision-making.

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- *Educate the community about how to appropriately consume health information on the internet (i.e. self-diagnosing).*  
Healthy UNH worked with Health & Wellness to add a question to the 2019 National College Health Assessment inquiring about seeking health information on the internet. This will continue to be addressed in 2020.
- *Identify and/or develop consumerism education materials to support healthcare consumerism initiatives.*  
Healthy UNH developed and published two handouts in 2019, entitled [Choosing the Right Level of Care](#) and [Choosing the Right Provider](#). It also adopted materials entitled [Are My Doctors and Other Healthcare Providers in Network](#) and [Avoiding Surprises in Your Medical Bills](#).

## **Communications**

Throughout 2019, Healthy UNH continued to implement the messaging strategy developed through the support of Raka, a digital agency in Portsmouth.

This work was done by Healthy UNH Communications Interns, who work approximately 5-10 hours per week, and are responsible for managing Healthy UNH's overall messaging strategy. This has included:

- Augmenting our social media presence beyond Facebook and Twitter to include Instagram, LinkedIn, YouTube, and Pinterest;
- Engaging with students to encourage their photo submissions for use on Instagram;
- Video creation for use on YouTube channel each semester;
- Increasing the frequency of social media posts through use of Hootsuite, a social media management system;
- Altering blog schedules to improve readership;
- Restructuring use of social media meta data to improve search engine optimization;
- Expanding our monthly online newsletter to provide regular content to Res Life and Commuter Newsletters; and
- Continuing to promote messaging through hard copy materials, such as table tents and departmental poster mailings, to reach pocket of the campus population without regular access to computers.

## **Health Measurement Tool**

Ongoing measurement of Healthy UNH program considers the health of the population, as reflected in several existing surveys of the faculty, staff, and student populations; use of healthcare services, as reflected in healthcare claims data for preventive, emergency room, and generic drugs; as well as other measures of the health of the campus. Many of these measures are reported yearly in the annual report (Appendices A & B), and others are reported through the [Health Measurement Tool](#).

The tool provides transparent, on-going tracking of the initiative's progress. Healthy UNH revisited this tool in 2018 to ensure the measures included align with the strategic intentions, as defined in the strategic planning process. A mockup of the updated tool was developed in 2019.

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New outcome measures align with work areas and action items and were selected based on their abilities to report on both the employee and student populations. The measures will be finalized in 2020, and will likely include:

## Psychological Health

### *Depression & Anxiety*

- How often do you feel anxious or depressed? (Collected annually through the employee Health Risk Assessment, or HRA)
- How often does anxiety or depression affect your academic performance? (Collected bi-annually through the National College Health Assessment of students, or NCHA)

### *Stress*

- How much does stress affect your health? (HRA)
- How much stress do you experience? (NCHA)

## Physical Activity

- How often do you engage in moderate intensity exercise for at least 30 minutes? (HRA)
- In the past seven days, how often have you engaged in moderate intensity exercise for at least 30 minutes? (NCHA)
- How often do you do vigorous physical activity for at least 20 minutes? (HRA)
- How often do you do vigorous physical activity for at least 20 minutes? (Collected through Online Health & Wellness Module for first year students as of 2018)

## Nutrition

- How many servings of food do you eat that are high in fiber (whole grain bread, cereal, fresh fruit/veggies)? (HRA)
- How many servings of food do you eat that are high in fiber (whole grain bread, cereal, fresh fruit/veggies)? (Online Health & Wellness Module)
- How many servings of food do you eat that are high in cholesterol or fat such as fatty meat, cheese, fried foods, or eggs? (HRA)
- How many servings of food do you eat that are high in cholesterol or fat such as fatty meat, cheese, fried foods, or eggs? (Online Health & Wellness Module)
- Food insecurity is the limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways. Are you or have you ever been food insecure? (Online Health & Wellness Module)

## Healthcare Consumerism

- Do you feel you have a role in healthcare decision-making? (NCHA)
- In the last 12 months, have you looked online for information regarding health or medical issues? (NCHA)
- Thinking about the last time you had a serious health issue or experienced any significant change in your physical health, where did you get information or support? (NCHA)



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## *Conclusion*

Although it has been a central issue for both public and private employers for the better part of the last century, healthcare has become an increasingly prevalent topic in America's public discourse. Individuals, employers, and public officials have been actively engaged in many independent activities to achieve the goals of reduced healthcare costs, improved quality, and increased access.

Healthy UNH, developed as a President-sponsored, multi-departmental initiative, is collaborative and centralized to achieve a number of healthcare and budget-related organizational objectives. In addition to supporting UNH's strategic imperative to curb the unsustainable annual increases of healthcare expenditures, Healthy UNH also aims to improve the appropriate use of healthcare services, promote transparency in healthcare options and costs, and imbue into its community a lifestyle of wellness, in a way that is personalized and easily understood.

2019 was a successful year for Healthy UNH. The planning process in 2012, guided by a national framework, and implemented in 2013, allowed for a thorough review of current activity and opportunities for improvement. In 2014, Healthy UNH also focused attention on partnering with the Partnership for Healthier America's Healthy Campus Initiative and better defined its communications strategy. In 2015, Healthy UNH focused on cultivating and maintaining relationships with campus partners and successfully verified on nine of its 23 PHA guidelines, while fully executing on its new comprehensive messaging strategy. In 2016, Healthy UNH began a strategic planning session that will help guide its work for the next few years as it continued to further its work with the Partnership for a Healthier America by verifying on 11 of its guidelines. In 2017, the bulk of strategic planning came to a close, as did the commitment to PHA. In 2018 and 2019, Healthy UNH was able to direct its focus back to the unique health needs of UNH by beginning to implement work from the strategic planning process. All of this work has provided Healthy UNH with a seat on a national stage and offers an opportunity for achieving a higher profile for its success over the years. Healthy UNH made great progress towards its goals by generating awareness through internal press and promotion, local and national media coverage, executing on its strategic objectives, and defining the data and sources required to evaluate the program's progress. Healthy UNH looks forward to continuing its work in 2020. Leadership is confident that a solid foundation has been established that will allow the program to grow and iterate in a complex and changing healthcare system.