

Healthy Monday: Implementing a Public Health Campaign to Prevent Chronic Disease



New York State College Health Association Annual Meeting
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Learning Objectives

- Identify modifiable risk behaviors contributing to chronic disease
- Describe the Healthy Monday campaign
- Identify social marketing campaign strategies to promote Healthy Monday on a college campus
- Describe the elements necessary to cultivate and maintain campus and community partnerships to engage key community partners and students



Our mission:

- To improve the health of the community through service, research, education and advocacy and policy.
- The Lerner Center works in partnership with citizens, students, researchers and public health professionals to identify needs, develop programming and deploy collaborative initiatives.

UHS Health Promotion Office

Our Mission:

UHS Health Promotion Office promotes the lifelong health and well-being of UR students through education, advocacy and collaboration.



Why Chronic Disease?

- **Leading Causes of Death and Disability in the U.S.**
- Heart disease, cancer and stroke account for more than 50% of all deaths each year.
- In 2012, about half of all adults in the U.S. had at least one chronic condition.
- Obesity is a serious health concern. 1 in every 3 adults is obese and almost 1 in 5 youth between the ages of 6 and 19 is obese.



Chronic Illness is Preventable & Modifiable

- Four modifiable health risk behaviors:
 - Lack of physical activity, poor nutrition, tobacco use and excessive alcohol consumption are responsible for much of the illness, suffering and early death related to chronic disease



How do College Students Measure Up?



29A. On how many of the past 7 days did you:

Do moderate intensity cardio or aerobic exercise for at least 30 minutes?

	Male		Female		Unknown		Total		Pct.
	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.	Freq.		
1 0 days	2680	25	5518	26	158	30	8,395	26.0	
2 1 day	1454	14	2969	14	68	13	4,505	13.9	
3 2 days	1694	16	3477	17	80	15	5,267	16.3	
4 3 days	1542	14	3253	16	76	14	4,882	15.1	
5 4 days	930	9	1841	9	45	9	2,827	8.7	
6 5 days	1074	10	1894	9	55	10	3,032	9.4	
7 6 days	579	5	881	4	16	3	1,482	4.6	
8 7 days	772	7	1117	5	34	6	1,932	6.0	
Valid responses =	10725	33	20950	65	532	2	32,322	98.1	

Invalid responses include no response or multiple responses.



29C. On how many of the past 7 days did you:

Do 8-10 strength training exercises for 8-12 repetitions each?

	Male		Female		Unknown		Total		Pct.
	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.	Freq.		
1 0 days	5073	48	12480	60	285	55	17,913	55.7	
2 1 day	1109	10	2391	12	55	11	3,561	11.1	
3 2 days	1155	11	2268	11	67	13	3,506	10.9	
4 3 days	1254	12	1743	8	41	8	3,042	9.5	
5 4 days	758	7	819	4	25	5	1,608	5.0	
6 5 days	718	7	633	3	30	6	1,382	4.3	
7 6 days	362	3	292	1	7	1	661	2.1	
8 7 days	254	2	229	1	12	2	498	1.5	
Valid responses =	10683	33	20855	65	522	2	32,171	97.6	

Invalid responses include no response or multiple responses.

How do College Students Measure Up?



How many servings of fruits and vegetables do you usually have per day?

Percent (%)	Syracuse NCHA	Rochester NCHA	National NCHA
0 servings per day	4.3	4.9	6.6
1-2 per day	53.9	58.3	59.8
3-4 per day	33.1	30.6	28.2
5 or more per day	8.7	6.2	5.4

How Do College Students Measure Up?

8A1. Within the last thirty days, on how many days did you use:

Cigarettes?

	Male		Female		Unknown		Total		
	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.	
1 Never used	7440	69	15982	76	486	72	23,983	73.5	
2 Have used, but not in last 30	1745	16	3004	14	85	13	4,851	14.9	
3 1 - 2 days	524	5	726	3	28	4	1,283	3.9	
4 3 - 5 days	244	2	244	1	8	1	499	1.5	
5 6 - 9 days	143	1	162	1	10	2	316	1.0	
6 10 - 19 days	170	2	204	1	8	1	386	1.2	
7 20 - 29 days	88	1	125	1	7	1	220	0.7	
8 Used daily	444	4	607	3	39	6	1,100	3.4	
Valid responses =	10798	33	21054	65	671	2	32,638	99.0	

Invalid responses include no response or multiple responses.

How Do College Students Measure Up?

8A5. Within the last thirty days, on how many days did you use:

Alcohol (beer, wine, liquor)?

	Male		Female		Unknown		Total		Pct.	
	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.	Freq.	Pct.		
1 Never used	2669	25	5220	25	207	31	8,122	25.0		
2 Have used, but not in last 30	1355	13	2996	14	87	13	4,458	13.7		
3 1 - 2 days	1512	14	3925	19	113	17	5,571	17.1		
4 3 - 5 days	1659	15	3442	16	95	14	5,209	16.0		
5 6 - 9 days	1683	16	2848	14	72	11	4,615	14.2		
6 10 - 19 days	1285	12	2041	10	50	8	3,384	10.4		
7 20 - 29 days	399	4	419	2	19	3	843	2.6		
8 Used daily	188	2	99	1	17	3	313	1.0		
Valid responses =	10750	33	20990	65	660	2	32,515	98.6		

Invalid responses include no response or multiple responses.

How do College Students Measure Up?

Within the last 12 months, how would you rate the overall level of stress you have experienced?

Percent (%)	Syracuse NCHA	Rochester NCHA	National NCHA
No stress	2.0	0.0	1.7
Less than average	8.3	6.9	7.6
Average	39.3	35.0	37.8
More than average	38.3	48.1	42.8
Tremendous	12.2	10.0	10.1

Healthy Monday

A national initiative to help end chronic preventable disease by offering a weekly prompt that can support people in starting and sustaining healthy behaviors



Why Monday?



1. The week is a critical unit of time in shaping human life.
2. Monday has special significance in Western culture as the beginning of the week.
3. Health promotions at the beginning of the week have the potential to reduce negative health events.
4. People are already using Monday as health day.
5. On Monday people set weekly health intentions and are looking for help.

Source: Healthy Monday: Two Literature Reviews Center for a Livable Future, Johns Hopkins Bloomberg School of Public Health, <http://www.jhsph.edu/bin/i/n/healthymondayreport>

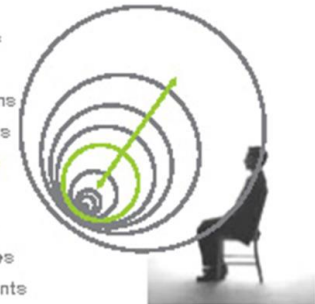
WEEKLY PERIODICITY

Frequent messages can be effective in changing health behaviors

Studies show that frequent messages can be particularly effective when perceived as personal and regular.



stages
years
seasons
months
weeks
days
hours
minutes
moments



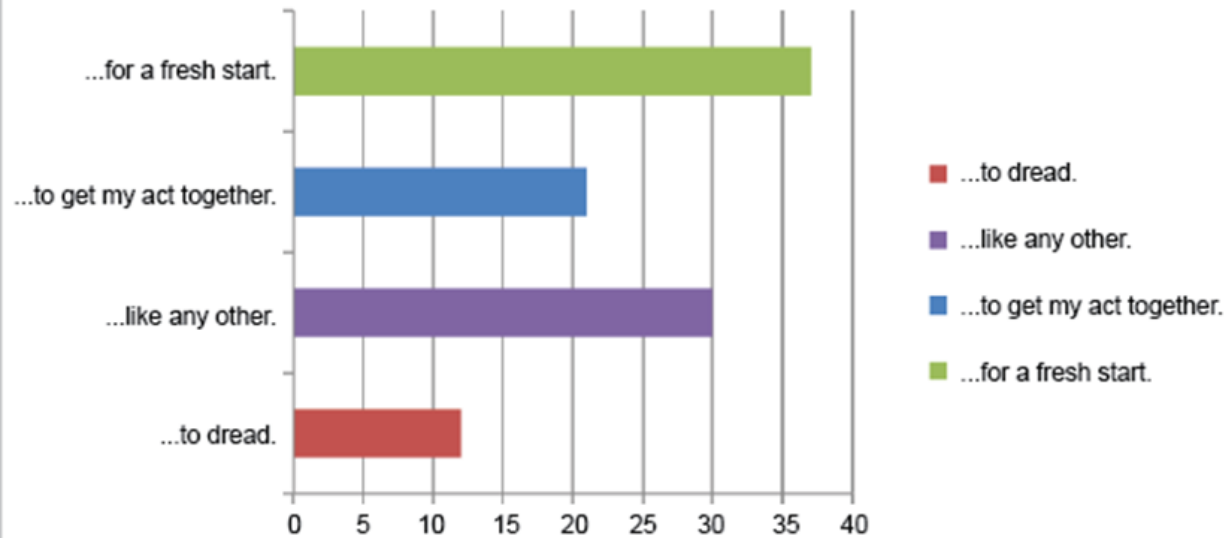
The week is critical in shaping human lives

Moving through our daily lives we tend to think in terms of weeks. Our calendars reflect this. We use them to discover where we should be and also to plan ahead.

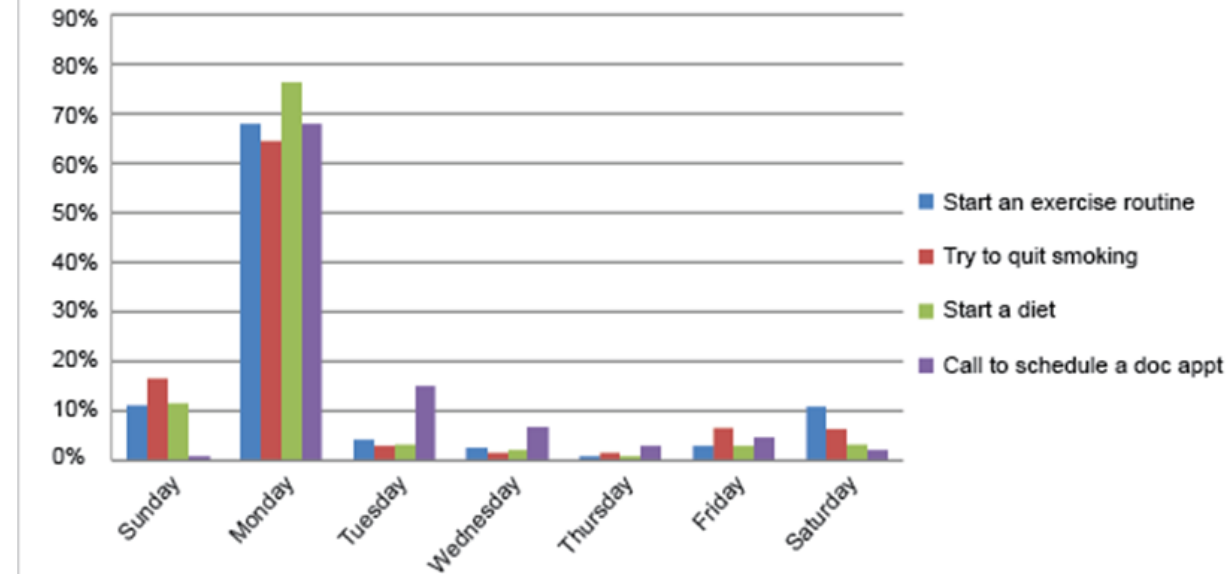
Healthy Monday



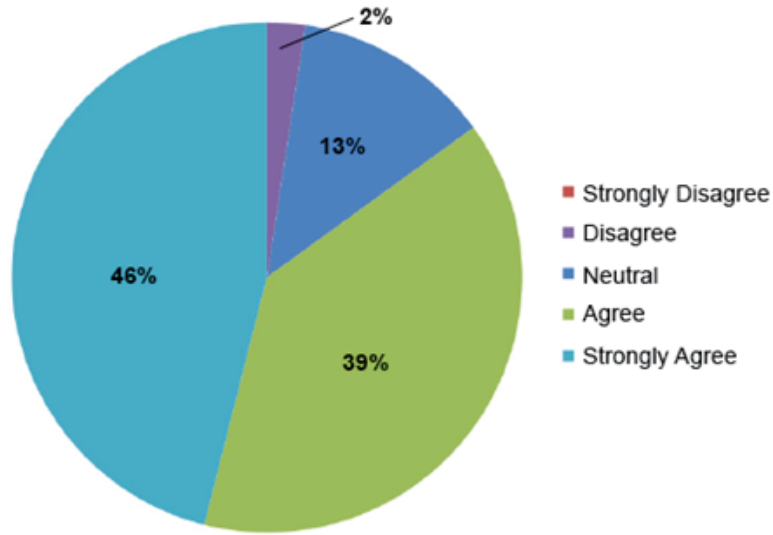
I see Monday as a day...



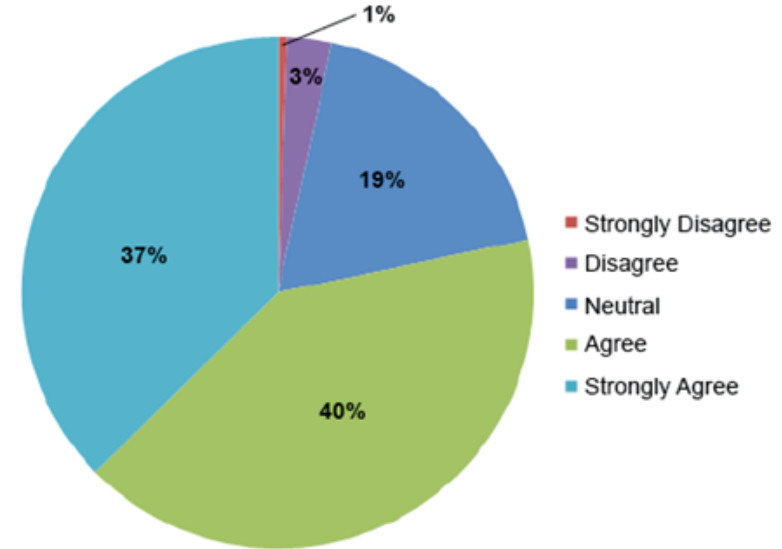
What day of the week are you most likely to...?



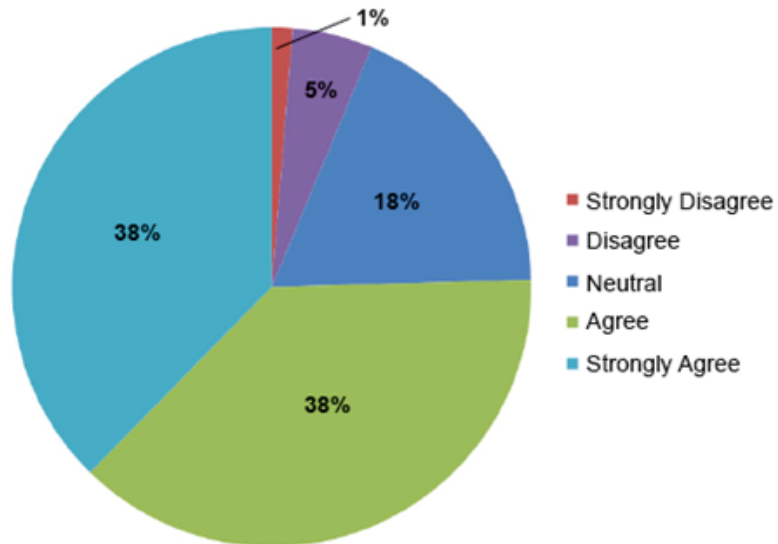
If I start the week with a positive frame of mind, it improves my mood the rest of the week.



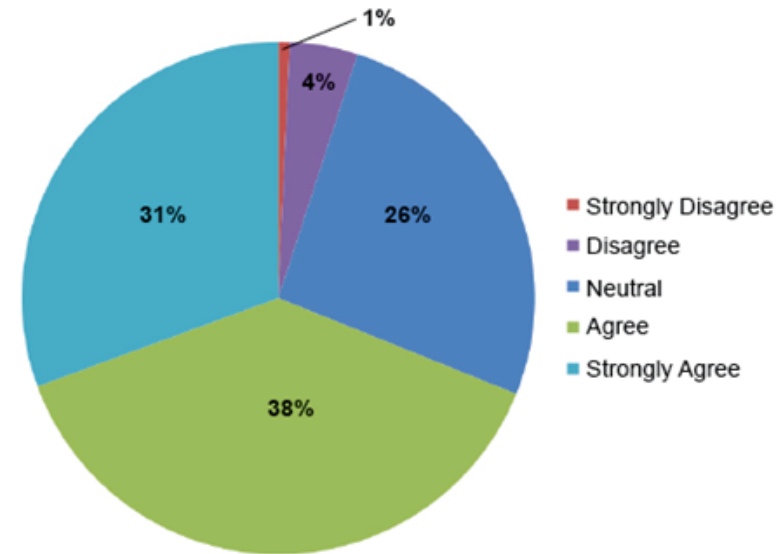
If I start the week off eating healthy, it helps me continue to eat healthy the rest of the week.



If I exercise on Monday, I'm more likely to exercise more frequently the rest of the week.



If I manage my stress well at the beginning of the week, it helps me reduce my stress the rest of the week.



Healthy Monday Syracuse

The day all health breaks loose

- Use Monday as a day to set your intentions for the week!
- We provide resources to support programming for the SU campus addressing nutrition, physical activity, mental and emotional well-being.
- We provide awareness of health promotion activities on campus and in the community through our website and social media.



Campus Initiatives

Healthy, meatless options available in all campus cafes and dining centers

- ✓ Meatless Monday specials & samples
- ✓ Café punch card rewards healthy choices
- ✓ Free fruit on Mondays at the gyms, health center & campus coffee shop



Healthy Monday Syracuse
The day all health breaks loose



Stress-less with meditation every Monday

Weekly e-newsletter with health tips, recipes and more



Free fitness classes offered every Monday during the academic year

Walk the Monday Mile loop on campus any day, any time



Special Events

- ✓ Walktober
- ✓ Run Scared Halloween Fun Run
- ✓ National Public Health Week
- ✓ Wellness Week
- ✓ Walk with Us

Healthy Monday Syracuse

The day all health breaks loose

Social Media Promotion

FRIEND. FOLLOW. CHECK IN.



Healthy Monday Syracuse



@HealthyCuse



Healthy Cuse



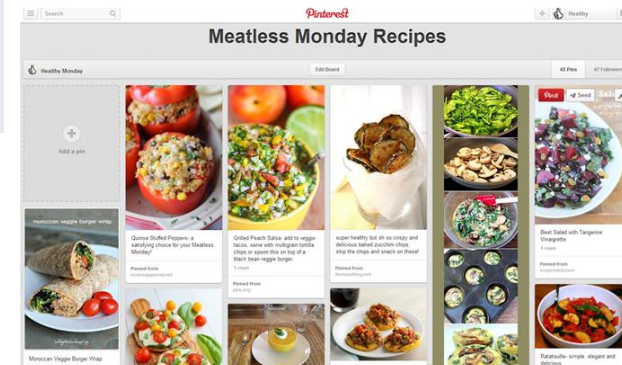
Healthy Cuse



HealthyMondaySYR



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The day all health breaks loose

Healthy Monday @ UR

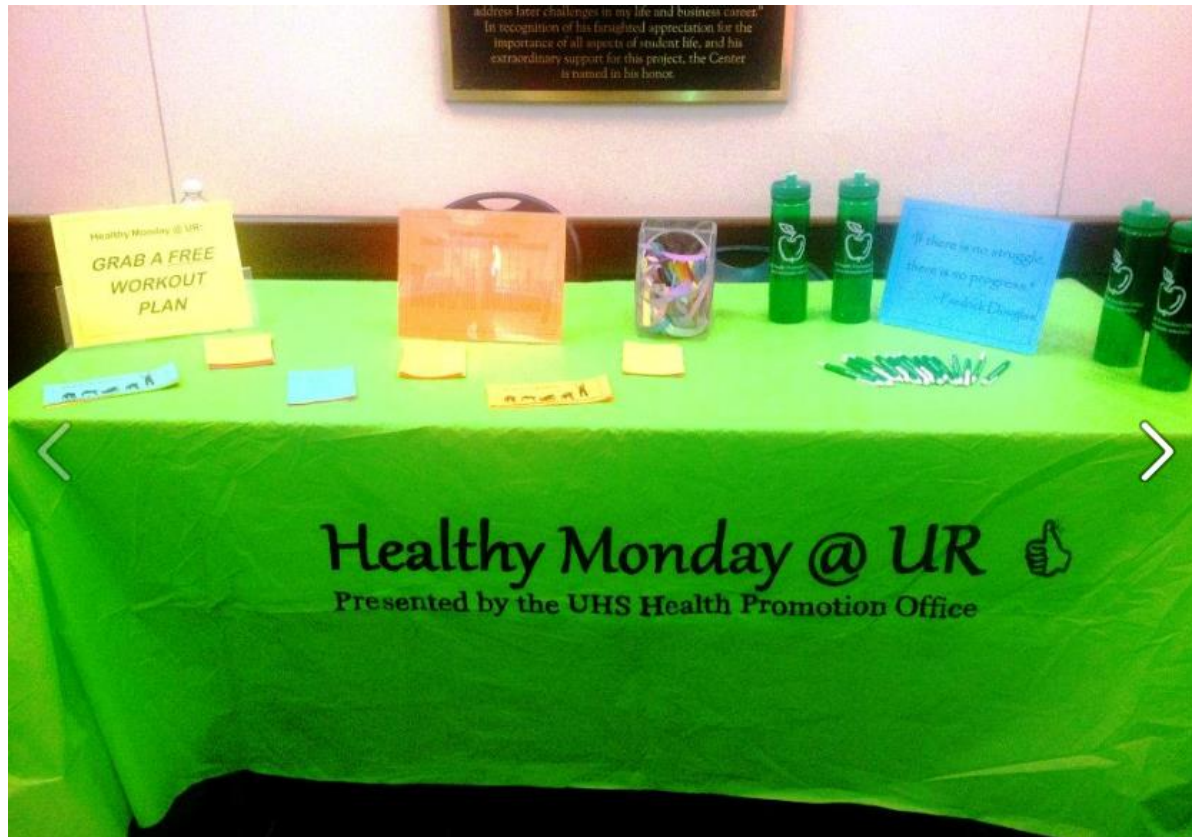


Healthy Monday at UR

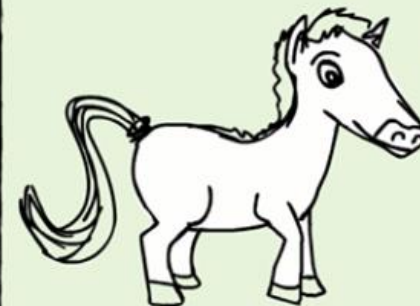
Posted by Bonnie Lynn [?] · September 19 · Edited [?] ·

We aren't all meant to be at the gym, and that's ok. There is always other activities to keep us moving-it. Try going for a walk around campus, or a walk in Genesee Valley Park!

Have a great weekend!



Don't fret if you miss a workout day. If you fall off the horse just get back on!



Or find a different horse. Maybe a pony.

#moveitmonday

MOVE IT MONDAY!



Healthy Monday@UR

Week 1 – Motivated

Week 2 – Move-it

Week 3 – Meatless

Week 4 – Mellow Out



Evaluation



- Awareness
 - 95% awareness of Meatless Monday
- Attendance
 - Over 1200 participants in fitness classes during the 2013-2014 academic year
 - 550+ registered for Walktober 2014
- Social Media engagement
 - 1000+ Facebook followers, 800+ Twitter followers

Basic Premise

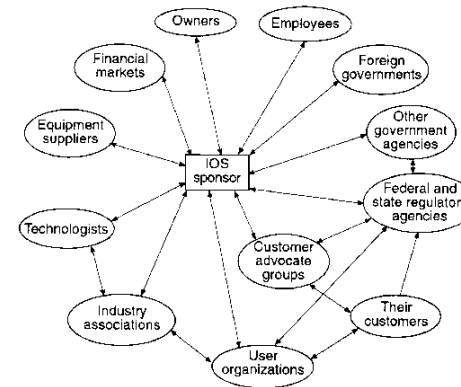
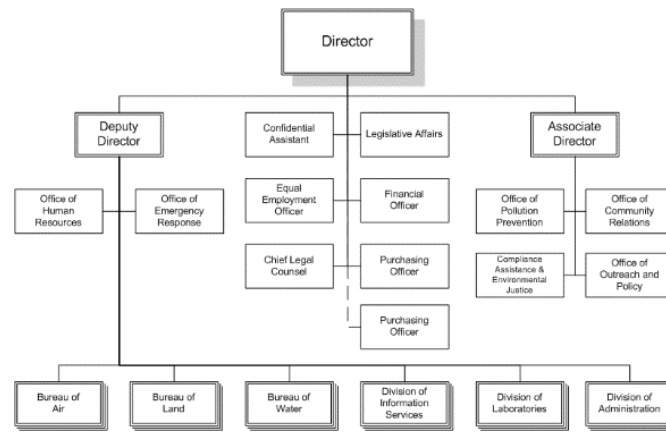


- To address complex problems like encouraging good nutrition, exercise, safe sex practices, alcohol use, etc., you must collaborate with campus partners

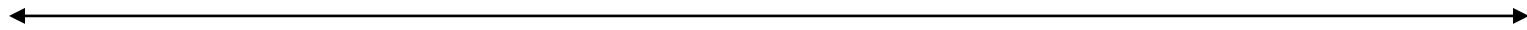


Inter-Departmental Relations

- More loosely coupled than many internal organizational relationships
 - Different departments may not be part of a common management hierarchy.
 - Traditional hierarchical coordination has to be replaced with voluntary cooperation or collaboration between organizations



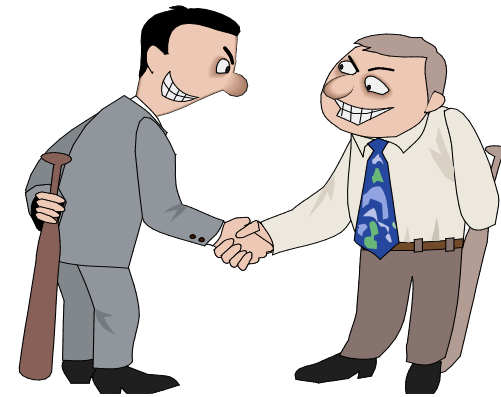
Typology of Inter-Organizational Relationships



Voluntary
Exchanges



Power/Resource
Dependent



Activity

- Choose a Healthy Monday campaign
- Identify what campus partners you would need to implement the campaign (Health Services? Food Services? Students?)
- Define what those partners get from their participation



Contact Information

For more information about Monday programs, free resources and partnership opportunities, contact:

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Interested in starting a Healthy Monday campaign at your campus?

Here are some ideas to get you started!



Healthy Monday Send a weekly e-newsletter with Healthy Monday tips, recipes and information on campus wellness programs, or share tips through social media.

Help your campus start the week off healthy by providing free fruit on Mondays to the campus fitness centers and health center.



Meatless Monday Provide healthy, meatless menu items in the campus dining facilities. Create signage; like banners, menu boards and labels for the food service line to highlight the meatless options available. Offer samples of healthy, meatless options and encourage the campus community to provide feedback on their favorite Meatless Monday foods.



Move-it Monday Establish walking routes for the campus community to walk a Monday Mile and form walking groups.

Organize a free fitness class on Mondays at campus recreation facilities.



Quit & Stay Quit Monday Provide Quit and Stay Quit Monday tips and cessation support for members of the campus community interested in quitting tobacco.



Mindful Monday Offer a free yoga or meditation class during the lunch hour to help students, staff and faculty stress less.

Provide weekly tips on stress relief and mindfulness.



Man Up & Woman Up Monday Encourage men and women to take charge of their sexual health by reflecting on their sexual health decisions, getting tested for HIV and other STI's and restocking on condoms.

*With a goal to help end chronic, preventable disease, **Healthy Monday** offers weekly prompts and programs to support people and organizations in starting and sustaining healthy behaviors.*

Visit us for more program information, helpful tips, templates for promotional materials and partnership opportunities at:

www.mondaycampaigns.org

healthymonday.syr.edu



Design a Healthy Monday Initiative for Your Campus

What health issue will you address? _____

Which Healthy Monday campaign would best align with this health issue? _____

OR, is there a new Healthy Monday campaign you would develop? What would you call it?

Describe the program and what it would achieve (Ex: a Meatless Monday initiative where healthy, meatless options are available in the campus dining center every Monday and promoted using social media would increase awareness about the variety of foods offered for students on campus.)

How will you promote your program/initiative? (Ex: Twitter contest on Mondays)

Who are the partners on campus that you would need to engage to implement your program/initiative? (Ex: campus food service vendor)

- _____
- _____
- _____

What are the benefits your partners receive from collaboration? (Ex: increased visibility on campus)

- _____
- _____
- _____