

Wellness Steering Committee
Meeting Notes – Wednesday, February 18, 2009, 2:30pm

Members in attendance included: Linda Clement, Barb Aiken, Sacared Bodison, Vivian Boyd, Jay Gilchrist, Bob Gold, Bart Hipple, Becky Kenemuth, Kelly Kesler, Jim Osteen, Colleen Thompson-Bynum, Nancy Yeroshefsky, and Tracy Zeeger

The meeting began with Linda Clement giving a charge to Steering Committee. She said that while there was already a lot happening in the area of wellness on campus, there was more that could be accomplished if we provided better coordination. With partnership between Student Affairs, the School of Public Health, and other units on campus, we could be on the map nationally with an excellent program. Our charge as a Steering Committee is to coordinate the strategic vision of the wellness initiative and provide overall direction and guidance, review and approve policies related to the initiative, and obtain necessary funding for the program and public relations.

Barb Aiken provided a report on what work has been done to date and ideas for the future. These two have taken the lead on the Wellness Initiative and created a structure of Working Groups based on the plans in the Wellness Task Force Report. They are recommending that we model our program after the programs at the University of Florida and the University of South Carolina. Following what they learned about best practices in the field, we want a program that is data based, with lots of people involved, with brand recognition, with a good web presence, and with upper level administrative support. Our efforts will represent a cross section of the campus. Our focus should be campus wide rather than limited to Student Affairs. We should focus on health first and then broaden into a more comprehensive wellness model. For students we should use the NCHA data, and we need to move quickly to obtain comparable employee data. We are looking for a spring 2010 launch date – this will provide us sufficient lead time to get prepared and spring is a time when folks tend to focus on their health.

Tracy Zeeger provided an overview of wellness web sites and other online resources. Our web site needs to be attractive, functional, and interactive. It will need to have resources for users and opportunities for participants in our program to blog or track their progress toward wellness goals. One resource to link is “Student Health 101,” which is an on-line magazine on health and wellness aimed at college students. The web site should include training plans, videos, pod casts, and features such as the School of Public Health’s “Healthy Turtle.” Bob Gold indicated that we needed to tap into social networks and to use technology to our best advantage. We all learned about pedometers, accelerometers, cell phone tracking of workouts, and cell phone photos for diet analysis.

Reports were given by each of the Work Group Chairs:

- a. Assessment and Data Analysis – Becky Kenemuth. This work group is meeting for the first time on February 19th. It will be focusing on an assessment of faculty and staff.

Other resources were identified for this group, including the Wellness Lab's data (from Colleen Farmer). FM also had a quick and dirty survey that might be helpful.

- b. Programming – Colleen Thompson-Bynum. This group has met twice and is still outlining goals. Its first effort will be to join forces to enhance the Wellness Expo (April 28th in the Stamp Student Union). This group is also verifying the kinds of activities already occurring on campus. It was suggested that programs might be pilot tested before any formal launch in spring 2010.
- c. Policies – Nancy Yeroshefsky. This group will meet for the first time on February 20th. They will focus not only on what needs to be changed but what can be done even now. After some discussion, it was decided that this group would be changed from “Policies” to “Policies and Practices” to reflect things that can be done even without policy changes.
- d. Public Relations and Communications – Bart Hipple. This group has met once. They are working on their group mission and, more specifically, a core message for the initiative, a logo, and a web site. They are considering contests to get folks engaged. They also recognize the need to understand various audience segments and various outlets for getting out messages. They hope to work with Sid Yu, the University's Chief Marketing Officer and the PR Council. The possible use of iTunes University was discussed.

Jay Gilchrist, Kelly Kesler, and Tracy Zeeger reported on a CDC grant proposal they are putting together to get \$75K for next year's Maryland Student Affairs Conference.

6. CDC grant proposal update – Jay Gilchrist, Kelly Kesler, Tracy Zeeger, and Lohse Beeland

Linda discussed the need to identify resources for the initiative. She indicated that the Division of Student Affairs, the School of Public Health, Campus Recreation Services, Counseling Center, and Health Center might be called upon to help as needs were identified. She emphasized that the work group chairs were not expected to cover expenses of their efforts out of their home department budgets.

Several members volunteered to work on getting additional folks in the Wellness Coalition.

Kelly Kesler was going to check with chaplains and Nancy Yeroshefsky was going to check with Public Safety. Linda Clement was going to check with SGA for a possible student to sit on the Steering Committee, and Bob Gold was going to check on possible graduate students in SPH for the same.

We agreed to meet twice a semester for now. The next meeting will be scheduled soon but will probably be April 22nd. Jim Osteen volunteered to set up an email reflector for the group.

PS: The email reflector has been created. To email everyone on the Wellness Steering Committee use wellnesssc@umd.edu.

Wellness Steering Committee Roster

Linda Clement, Vice President for Student Affairs – Chair
Barb Aiken, Associate Director of Campus Recreation Services*
Lohse Beeland, Coordinator of Grants and External Relations for Student Affairs
Sacared Bodison, Director of the University Health Center
Vivian Boyd, Director of the Counseling Center
Jay Gilchrist, Director of Campus Recreation Services
Bob Gold, Dean of the School of Public Health
Bart Hipple, Assistant Director of Dining Services for Communication
Becky Kenemuth, Assistant Director College Park Scholars Life Sciences
Kelly Kesler, Assistant Director of the University Health Center for Health Promotions
Jim Osteen, Assistant Vice President for Student Affairs
Brooke Supple, Chief of Staff for Student Affairs
Colleen Thompson-Bynum, Human Resource Manager for Transportation Services
Nancy Yeroshefsky, Assistant Director of Facilities Mgmt. for Human Resources and Payroll
Tracy Zeeger, Coordinator of the Wellness Program in the University Health Center*

*Co-Chairs of the Wellness Coalition

Wellness Steering Committee

Meeting Notes – Wednesday, April 20, 2009, 2:30pm

Members in attendance included: Barb Aiken, Sacared Bodison, Vivian Boyd, Jay Gilchrist, Bob Gold, Lohse Beeland, Becky Kenemuth, Kelly Kesler, Jim Osteen, Colleen Thompson-Bynum, Nancy Yeroshefsky, and Tracy Zeeger

Tracy Zeeger reported on the Wellness Expo held earlier in the day. There was a very large turnout. Combining efforts with the UHR benefits fair created a more engaging event. There were perhaps less students than in previous years, but overall the expo was successful.

Reports were made by each of the work groups:

a. Assessment and Data Analysis – Becky Kenemuth

An assessment was conducted as part of the Wellness Expo. Participants were asked to provide input on topics of interest that might guide future program/service offerings by the Wellness Coalition.

A more comprehensive assessment will be planned for next October. The work group is discussing the merits of a standardized assessment versus a locally crafted one. They will work with IRB as needed. One standardized assessment is by Wellsource but the costs will need to be weighed and may dictate the need to assess only a sample of the population. There was discussion about the use of assessments that provide "health age" of participants as a means of providing feedback. We may need to provide some one-on-one assistance in interpreting the results. A possible source

of funding might be the health insurance companies that provide coverage for UM employees, such as CareFirst.

It was noted that House Bill #419 created a new Maryland Health and Wellness Commission that is charged with assessment of Maryland health. Laura Wilson, of the School of Public Health will be involved in this process. It was suggested that we consider inviting her to a future steering committee meeting. Programming – Colleen Thompson-Bynum

b. Programming – Colleen Thompson-Bynum

The programming group is reviewing what programs currently exist to determine directions to pursue in the future

c. Policies and Practices – Nancy Yeroshefsky

The policies group is getting organized and adding additional members to their ranks. Some possible additions might be representatives from Public Safety, Maryland Fire and Rescue Institute (MFRI), the Sustainability Office, and Business Services. They have discussed the overlap between sustainability and wellness initiative on campus and are beginning to look at policies.

d. Public Relations and Communications – Bart Hipple

In Bart's absence, Barb Aiken reported that this group has had some difficulty in getting together to meet. They have initiated a campus contest for developing a logo and/or word mark for the wellness initiative. Some ideas generated for this group included using the health marketing folks in Smith, sponsoring marketing internships and/or research projects, and consulting with University Communications.

Tracy and Barb reported that there were 80 people from 30 departments currently serving on the Wellness Coalition. The Wellness Initiative has been added to the Student Affairs web site. Tracy and Barb have also been reviewing the data from the American College Health Assessment, meeting with the work groups, and making presentations to departments on campus.

After a brief discussion about the opportunity to get wellness integrated into the new general education requirements, it was decided that Tracy would draft something for the steering committee to send over the signatures of Bob Gold and Linda Clement to the general education committee chaired by Ira Berlin. It would be rather short and to the point for the purpose of getting the idea's foot in the door.

Barb and Tracy also reported that they were interested and willing to make brief presentations at departmental staff meetings. They are starting with Student Affairs units but will be following up in other areas where there is interest.

Tracy proposed that we have a meeting of the full Wellness Coalition in June. It would provide new members to get better integrated into the initiative, reinvigorate the continuing members of the work groups, and focus the work of all the groups. We would include lunch and some team building activities. [Since the meeting, this has been scheduled for Monday, June 8, from noon to 2:30pm in the Eppley multipurpose room.]

Barb proposed that we identify other staff members who might not have time or sufficient interest to serve on the Wellness Coalition but who might serve as "Wellness Messengers" within their work group. This idea was endorsed by the group.

Kelly Kesler raised a question about funding opportunities. She was aware of some funding sources for projects that might not be appropriate for her to serve as the PI. One was in the area of the impact of communication strategies on dietary behavior. Lohse Beeland might be a good point person for reviewing some of the opportunities and to be successful would need clear vision and priorities for funding. The Steering Committee may need to consider how it can support the PI roles needed. Kelly expressed interest in keeping tabs on what research interests exist among the Wellness Coalition units.

Bob Gold reported that the School of Public Health was conducting a self study in preparation for an external review in the fall. He thought there might be a role for the Steering Committee to play in this process. He agreed to make a more complete report on the planned self study at our Steering Committee meeting in June.

The SC agreed to meet in June immediately following the Wellness Coalition meeting on June 8. Please mark your calendars for 2:30-4pm for this meeting.