WHOLE UNIVERSITY LEADERSHIP FOR HEALTH, WELLBEING, AND SUSTAINABILITY

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ubc wellbeing
UBC AT A GLANCE

61,000 students (Vancouver: 53,000; Okanagan: 8,000)

15,000 faculty and staff

11,000 community residents

400+ buildings

$2.3 billion annual operating budget

1,000 acres on the traditional, ancestral, and unceded territory of the Musqueam people

500 acres on the traditional, ancestral, and unceded territory of the Okanagan Nation.
OPPORTUNITY #1
Whole university approach to wellbeing
THE UNIVERSITY IS ITS PEOPLE & PLACES

“Create vibrant, sustainable environments that enhance wellbeing and excellence for people in their places at UBC and beyond” (UBC Strategic Plan)”

We are a leading research university, with a strong focus on excellence in all that we do

We have high expectations of our students, faculty and staff in order to achieve that excellence

We need to enable and support our people to achieve excellence, without compromising our standards

A focus on wellbeing can help us get there
EVIDENCE TELLS US THAT PROMOTING WELLBEING SHOULD

Lead to a more motivated and engaged workforce

Improve performance and productivity – thereby enhancing recruitment, retention and achievement

Lead to an improved student experience and deeper learning

Lead to financial savings associated with absenteeism

Increase our sense of community

Improve health and wellbeing outcomes for staff, faculty, and students

Reduce impacts on our environment
DISCUSS [2-3 MINS]

Introduce yourself to a neighbour.

Q. What does taking a whole university approach mean?
A Conceptual Model

Underpinning Principles

Key Focus Areas

Higher Education Drivers

Create healthy and sustainable working, learning & living environments for students, staff & visitors

WHOLE UNIVERSITY APPROACH

Increase profile of health & sustainable development in learning, research and knowledge exchange

WHOLE UNIVERSITY APPROACH

Contribute to the health, well-being & sustainability of the wider community

Public Health Drivers

Deliverables & Impacts

www.healthyuniversities.ac.uk
WHAT MAKES UNIVERSITIES UNIQUE AS SETTINGS FOR PROMOTING HEALTH AND SUSTAINABILITY?

We teach and we do research

We are owner-occupiers of significant building stock and operations

We are a public institution with a public mandate to create new knowledge for community benefit

We are places where students undergo life transition – exploring and experimenting, developing independence and life skills, and facing particular health challenges

We can plan over long time horizons – allowing us to aim for aspirational change
“If the frogs in a pond started behaving strangely, our first reaction would not be to punish them or even to treat them. Instinctively, we'd wonder what was going on in the pond.”

— Dan Reist, UVic, Canadian Institute for Substance Use Research
OPPORTUNITY #2

Apply theory to practice – using the Okanagan Charter
Okanagan Charter: An international charter for health promoting universities & colleges

Vision
Health promoting universities and colleges transform the health and sustainability of our current and future societies, strengthen communities and contribute to the wellbeing of people, places and the planet.
Okanagan Charter: An international charter for health promoting universities & colleges

Calls to Action

1. Embed health into all aspects of campus culture, across the administration, the academic mandate and operations.

2. Lead health promotion action and collaboration locally and globally.

ACKNOWLEDGEMENT

We acknowledge this Charter was developed on the traditional territory of the Okanagan Nation.
ACTIVATE THE OKANAGAN CHARTER
An International Charter for Health Promoting Universities and Colleges

☑ I support:
UBC adopting the Okanagan Charter on our campuses, to promote the health and wellbeing of our people, places and the planet.

☑ I pledge:
To champion wellbeing and help create happier, healthier, more sustainable communities at UBC and beyond.

Deborah Buszard
DEPUTY VICE-CHANCELLOR AND PRINCIPAL, UBC OKANAGAN

Blake Edwards
PRESIDENT
UBC STUDENT'S UNION OKANAGAN
Engaging higher education institutions to advance the health-promoting campuses movement within Canada

healthpromotingcampuses.ca
19 CAMPUSES
5 ORGANIZATIONS
OPPORTUNITY #3

Build momentum around your strengths and some signature initiatives
TARGETS: PHYSICAL ACTIVITY

**Move More**
10% reduction in the prevalence of physical inactivity for UBC community members by 2025

**Diverse Community, Diverse Programming**
10% increase in UBC community members' satisfaction with recreation facilities and programs by 2025
MAKE YOUR MOVE
Learn how you can start moving and be more active
#moveUBC
We spend 50 to 70 percent of our time sitting.

Break up with your chair.

Boost your mood in a moment.

It starts with a few steps.

move.ubc.ca
Sit less, move more. #Move UBC
Move more!
recreation.ubc.ca/walk
WELLBEING CHALLENGE

Move More, Eat Well, Win Amazing Prizes!

FOR MORE INFORMATION:
WELLBEING.UBC.CA/CHALLENGE
TRY AN E-BIKE
OPPORTUNITY #4

Build bridges:

• Health + Sustainability
• Research + Operations
REGENERATIVE SUSTAINABILITY

Shift focus from harm reduction to net positive change – i.e. can we leave people and nature better off than how we find them?

Think of place as context when designing solutions

Focus on systems, settings, and environments

Ongoing process of feedback and collaboration with community
DISCUSS [2 MINS]

Introduce yourself to your other neighbour.

Q. Imagine in 10-20 years that our campus is a place where people leave more healthy and well than when they arrived – what would that look like?
“CAMPUS AS A LIVING LAB”

“AGENT FOR CHANGE”
GREEN BUILDING ACTION PLAN

By 2035, UBC’s buildings will make net positive contributions to human and natural systems.
OPPORTUNITY #4

Achieving a common vision and accountability across leadership
UBC’S COMMITMENTS TO THE CHARTER

✓ Support the inclusion of Wellbeing in the University’s strategic planning process

✓ Implement actions that promote wellbeing in six priority areas: Built & Natural Environments, Food & Nutrition, Mental Health & Resilience, Physical Activity, Social Connection, and Collaborative Leadership

✓ Continue to invest resources into strategic supports for faculties, administrative units, and our community to facilitate UBC-wide action on wellbeing

✓ Evaluate and report on outcomes through annual reporting

- Collaborate with community members to embed wellbeing into organizational plans, academic and operational policies, practices, workplans, and everyday decision making

✓ Convene conversations and share best practices across Canadian and international campuses
UBC’s Commitment to Wellbeing

UBC is a health-and well-being-promoting university where all people, places, and communities can flourish.
A whole university approach to embedding Wellbeing
UBC is Committed to Wellbeing
Community members feel UBC is committed to wellbeing of its people, places, and community by 2025 (Target % TBD)

All Faculties & Units Take Action
All faculties and units have included wellbeing in their plan and report on progress annually
UBC Wellbeing Governance Structure

Executive Leadership Team

Strategic Support Team

Advisory Committee

Community of Practice

Wellbeing Priority Areas for Action

- Built & Natural Environments
- Collaborative Leadership
- Food & Nutrition
- Mental Health & Resilience
- Physical Activity
- Social Connection
OPPORTUNITY #5
Community engagement
The university-wide Wellbeing Initiative is students, staff, faculty, senior administration, and neighbours working together, informed by unique campus contexts.

Guiding principles:

BE A CATALYST
Enabling, connecting, facilitating

CREATE AN INCLUSIVE COMMUNITY
DEVELOPMENT PROCESS
Everyone has something to offer

USE SCHOLARLY METHODS
In teaching, learning, research and development

ADVANCE “CAMPUS AS A LIVING LAB”
To include health, wellbeing and sustainability of people and environments

FORGE PARTNERSHIPS
Among individuals, units, and organizations
Across campuses
With students, staff, faculty, community

Community
5,145
Faculty
10,110
Staff
59,700
Students
– 1,340
Aboriginal students
– 12,000
International students
from 139 countries
19,000
UTown@UBC Community
Residents
300,000+
Alumni
Research
$2.1 billion annual operating budget
$564 million research funding

Vancouver Campus
400 hectare
Located on the traditional, ancestral and unceded territory of the Musqueam people

Okanagan Campus
209 hectare
Located on the traditional, ancestral and unceded territory of the Okanagan Nation

“Let us find a way to belong to this time and place together. Our future, and the wellbeing of all our children rests with the kind of relationships we build today.”

Chief Dr. Robert Joseph, Ambassador for Reconciliation Canada

wellbeing.ubc.ca

JOIN THE CONVERSATION

What does wellbeing mean to you?

How can we build healthier and happier campus communities?

What should our wellbeing priorities be at UBC?

How would you like to be involved?

Fostering a cultural shift
Universities have a mandate to use best evidence and create new knowledge, technologies and practices of benefit for their campus communities and the world.

By embarking on a long-term Wellbeing Initiative, UBC is committing to an internal cultural shift where human and ecological wellbeing is valued as a deeply held commitment and a lens for decision-making and daily activities.
WELLBEING... AN EMERGING DIALOGUE
UBC Wellbeing Leadership Workshops
OPPORTUNITY #6

Use the Okanagan Charter to guide your work
TARGETS: FOOD & NUTRITION

Healthy Beverage Consumption
50% reduction in sugar-sweetened beverage consumption on our campuses by 2025

Increase Food Security
Reduce food insecurity for UBC community members by 2025
(Target % TBD)
Principles

1. Use a settings-based and whole system approaches
HEALTHY BEVERAGE INITIATIVE

**Action 1: Encourage drinking water consumption**

Explore and implement opportunities to adapt our environment to increase safe drinking water consumption.

**Action 2: Promote healthier beverage choices with our community**

Create a campaign to encourage our community members to make healthier, more nutritious beverage choices, and promote drinking water.

**Action 3: Modify our environment to support healthier beverage consumption.**

Food service providers commit to making meaningful changes to the beverage environment to encourage healthier beverage choices
Principles

1. Use a settings-based and whole system approaches

2. Act on an existing social responsibility
• Sugary drinks are the **single largest contributor of added sugar** to the diet of Canadians
• **$33.7 Billion** Health and Economic Impact of SSB’s in Canada over 25 years
• Sugary drink consumption is **highest among youth and young adults** (who are at an impressionable age)
• Strong evidence linking SSB consumption with **lower performance, increased obesity, increased health risks** (type 2 diabetes, tooth decay, cancers, stroke... many more)
• Other campuses have **successfully reduced SSB consumption** on campus and at home
• Tap water has a **far lower environmental footprint** than bottled beverages and is what we should drink most often for health benefits
Principles

1. Use a settings-based and whole system approaches
2. Act on an existing social responsibility
3. Ensure a comprehensive and campus-wide approach
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6. Promote research, innovation, and evidence-informed action
SAMPLE INITIATIVES IN 2018/19

First university to change tending process for our Cold Beverage Agreement requiring submissions on prioritizing healthy beverages.

Campus & Community Planning are installing new water fixtures and signage to encourage tap water consumption.

UBC Food Services ensuring tap water is freely available at all locations (bring your own bottle) and ensuring the price of bottled water it is not more expensive than soft drinks.

Student union is phasing out SSB’s through changes in placement, more healthy beverages, advertising, complete removal of beverages in some locations.

Removed sugary beverages completely from one residence dining hall and stopped advertising them in the others.

• Data shows that students are aware of health risks of too much SSB consumption
• Most students are generally supportive of SSB initiatives (but less so to replacement)
Principles

1. Use a settings-based and whole system approaches
2. Act on an existing social responsibility
3. Ensure a comprehensive and campus-wide approach
4. Utilize participatory approaches and engage the voice of students and others
5. Develop interdisciplinary collaboration and cross-sectoral partnerships
6. Promote research, innovation, and evidence-informed action
7. Build on strengths
UBC tap water is a movement.

Like prizes? Take the quiz 🌴

h2omg.ca
Unlike the opinions of your parents, our tap water has been meticulously filtered.
CAMPAIGN RESULTS

57% of survey respondents are now more likely to choose tap water more often

85% already drink tap water

53% who did not drink tap water before this campaign are now more likely to drink it

I enjoyed the infused water efforts in first year dining halls

I get that you were trying to reach students but it felt like UBC was trying way too hard to be cool
Principles

1. Use a settings-based and whole system approaches
2. Act on an existing social responsibility
3. Ensure a comprehensive and campus-wide approach
4. Utilize participatory approaches and engage the voice of students and others
5. Develop interdisciplinary collaboration and cross-sectoral partnerships
6. Promote research, innovation, and evidence-informed action
7. Build on strengths
8. Value local and indigenous communities, context and priorities

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