Health Promotion & Wellness at University of Waterloo

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What is health promotion?

The process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

- WHO (1990)
Health Promotion.....

1) Socioecological Approach & Holistic

2) Works upstream

3) Addresses the Social Determinants of Health and health inequities

4) Participatory & collaborative

5) Comprehensive approach

Determinants of Health

- Social & Economic Factors: 40%
- Health Behaviors: 30%
- Genes & Biology: 10%
- Physical Environment: 10%
- Clinical Care: 10%
Ottawa Charter for Health Promotion (1986)

- Strengthen Community Action
- Develop Personal Skills
- Build Healthy Public Policy
- Create Supportive Environments
- Reorient Health Services
- Enable
- Mediate
- Advocate
My role

- Increase awareness about health promotion and help to develop a vision for wellness

- Health Promotion and Wellness is a shared responsibility – everyone owns it and staffs it.

- Campus-wide Wellness Strategy with:
  - identified priorities and KPI’s
  - dedicated staff/ resources

- Promote Okanagan Charter and use it as the framework for wellness initiatives.

- A framework that reflects the latest concepts, processes and principles relevant to the Health Promoting Universities and Colleges movement
Two Calls to Action

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

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

Call to Action 1: Embed health into all aspects of campus:

1.1 Embed health into campus policies
1.2 Create supportive campus environments
1.3 Generate thriving communities and culture of wellbeing
1.4 Support personal development
1.5 Re-orient campus services
Why adopt the Okanagan Charter?

- Shows a formalized institutional commitment to health promotion and well-being
- Common language and consistency when speaking about wellness
- Understanding of the need to apply multiple strategies when developing wellness initiatives

Consistency is The Key
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Example</th>
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<tbody>
<tr>
<td>Personal Development</td>
<td>Education (resources, campaigns) and skills (seminars, workshops) for food literacy</td>
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<tr>
<td>Supportive Environment</td>
<td>Social relationships and connections (e.g. collective kitchens) built environment Access &amp; availability</td>
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<tr>
<td>Policies</td>
<td>Institutional Department</td>
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<td>Community &amp; Culture</td>
<td>Cultural norms – buying local where possible Community gardens</td>
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<tr>
<td>Re-orient Campus Services</td>
<td>Equity and access Organizational support, capacity and training Formalized and shared responsibility</td>
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What does this mean for me?

- You already “do” wellness – can you expand your health promotion lens to the work you are currently doing

- Will you be able to dedicate resources to a larger wellness strategy. Can you take a leadership role in certain areas?