



Wellness by Mason

Where We Are & Where We Are Going!

08/09/2011

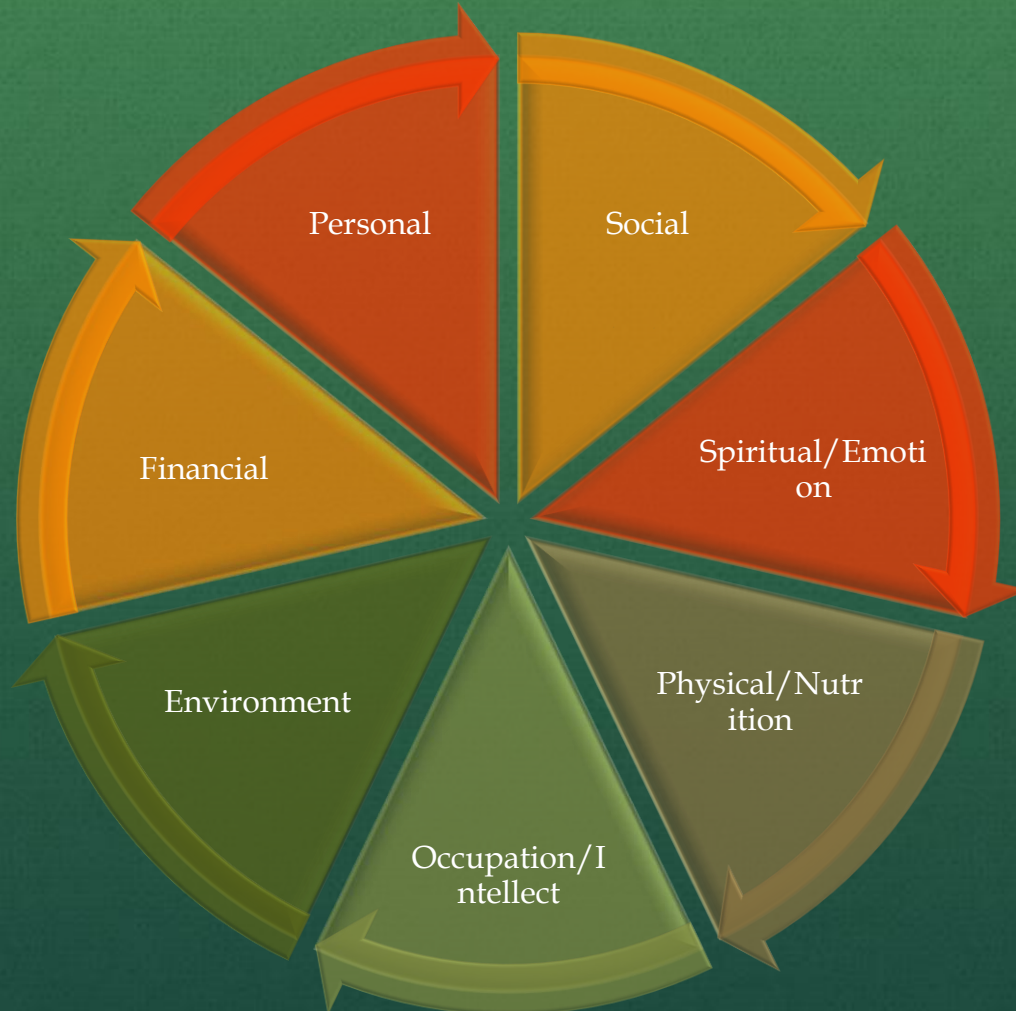
Wellness by Mason

Mission Statement

Mason commits to putting the health and wellness of faculty, staff and students at the forefront of our community activities. Wellness by Mason is a united effort by the Mason community to encourage healthy choices in general wellness, exercise and preventative health screenings across a diverse culture and age spectrum. Aging well, at all ages, is essential. Our future depends on it.



Components of Wellness



Social



- The degree of connectedness one has through relationships, sharing love, affection, joys and sorrows. People with strong social support networks have others to share their joys, sorrows and concerns.
- Resources
 - Athletics
 - Clubs
 - Greek Organizations
 - Live & Learn
 - Toastmasters
 - Support Groups
 - Weight Watchers

Spiritual

- Feeling connected to something beyond oneself and having a sense of meaning in one's life. People with a high degree of spiritual health have a sense of inner calm, purpose and meaning which enables them to stay focused and hopeful.
- Resources
 - Counseling and Psychological Services
 - Meditation Areas
 - Yoga Classes
 - Time Off
 - Center for Consciousness and Transformation



Physical

- Influenced by genetics, nutrition, fitness level, body composition and immune status. People with a high level of physical wellbeing are able to mobilize energy necessary to cope with life's challenges.
- Resources
 - Freedom Aquatic & Fitness Center
 - Intercollegiate Athletics
 - Recreation
 - Aquatics
 - Club Sports
 - Fitness & Wellness
 - Intramural Sports
 - Facilities
 - University Transportation
 - Biking



Nutritional

- Consuming foods and supplements necessary to help prevent disease, encourage growth and recovery and promote health.
- Resources
 - Dining Halls
 - Nutrition Counseling
 - Access to Nutrition Information
 - Offering Healthy Choices
 - Nutrition Education
 - Food Tracker



Occupational



- involves creating a healthy and supportive work environment which recognizes personal satisfaction and enrichment in one's life through work. Contributing your unique gifts, skills and talents to work can be personally meaningful and rewarding. Occupational Wellness is also the ability to achieve a balance between work, home life and leisure time. This area of wellness encompasses addressing workplace stress, building relationships with co-workers and is related to one's attitude about one's work.
- Resources
 - Career Services
 - Rewards & Recognition
 - Job Training
 - Support for Higher Education
 - Skills Training
 - Team Building

Intellectual

- The ability to process information effectively, use information in a rational way to problem solve, grow and develop. People with a high degree of intellectual wellness are creative, open in problem solving.
- Resources
 - Tuition Exemption for Employees
 - Seminars for Life Skills and Planning
 - Academic Courses Related to Health
 - Financial
 - Psychological
 - Nutrition/Cooking
 - Medical
 - Training (ex. CPR, First Aid)



Emotional

- Consists of being in touch with feelings, being able to express feelings and control them when necessary. People with a high level of emotional wellness are better able to discriminate and express emotions.
- Resources
 - Center for Psychological Services
 - Counseling and Psychological Services
 - Center for Consciousness and Transformation



Environmental



- Consists of the physical and societal surroundings (noise, lighting, crime, violence, pollution, etc.) that affect an individual's functioning. Environments that are safe and healthy support and improve a person's level of wellness.
- Resources
 - University Facilities Management
 - Environmental Health & Safety Office
 - Dining Wellness & Sustainability
 - University Transportation

Financial



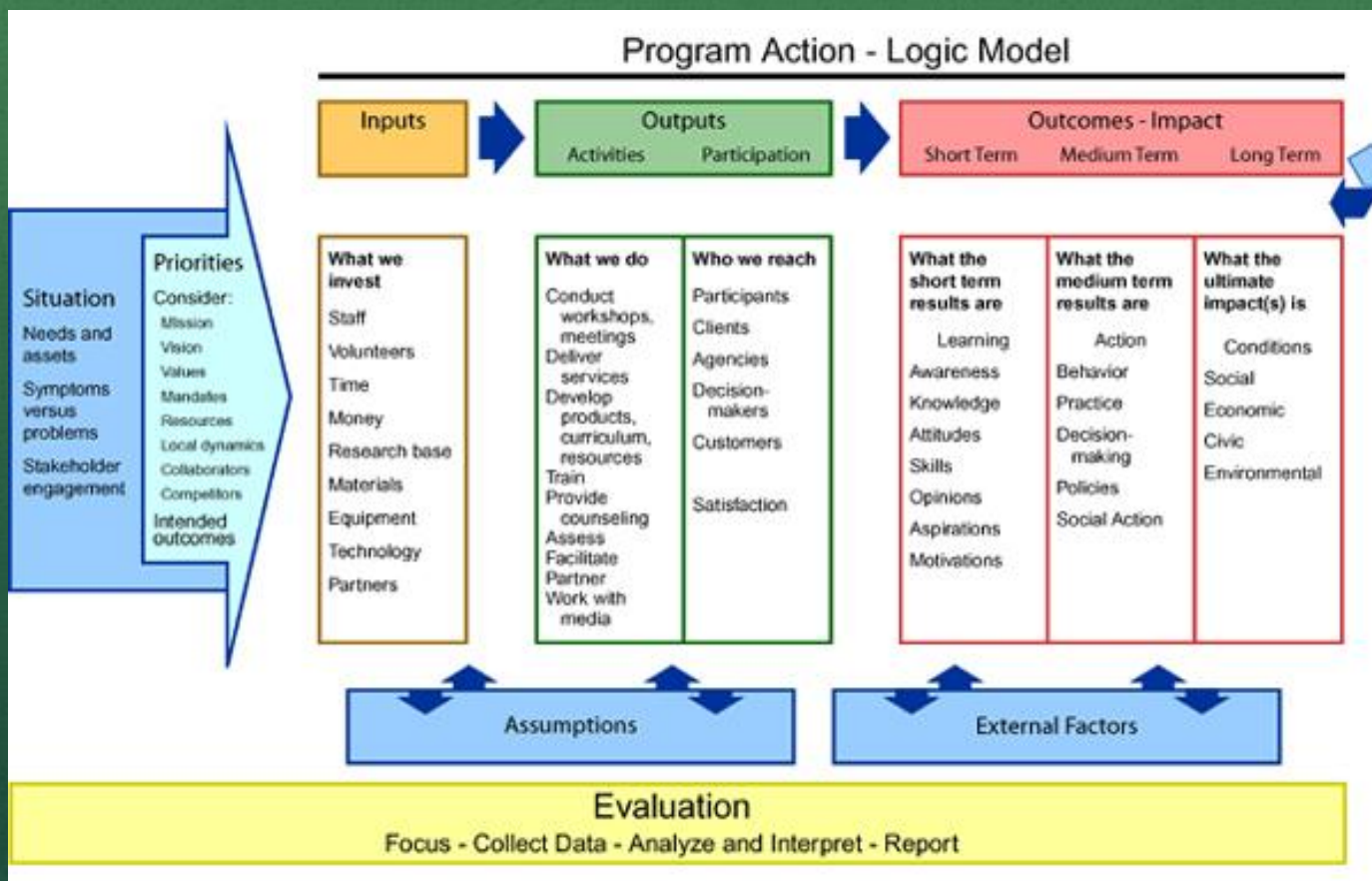
- “Financial wellness is having an understanding of your financial situation and taking care of it in such a way that you are prepared for financial changes. Maintaining that balance consists of being comfortable with where your money comes from and where it is going.”
- Resources
 - Employee Support Resources
 - Tuition and Fees
 - Personal Finance

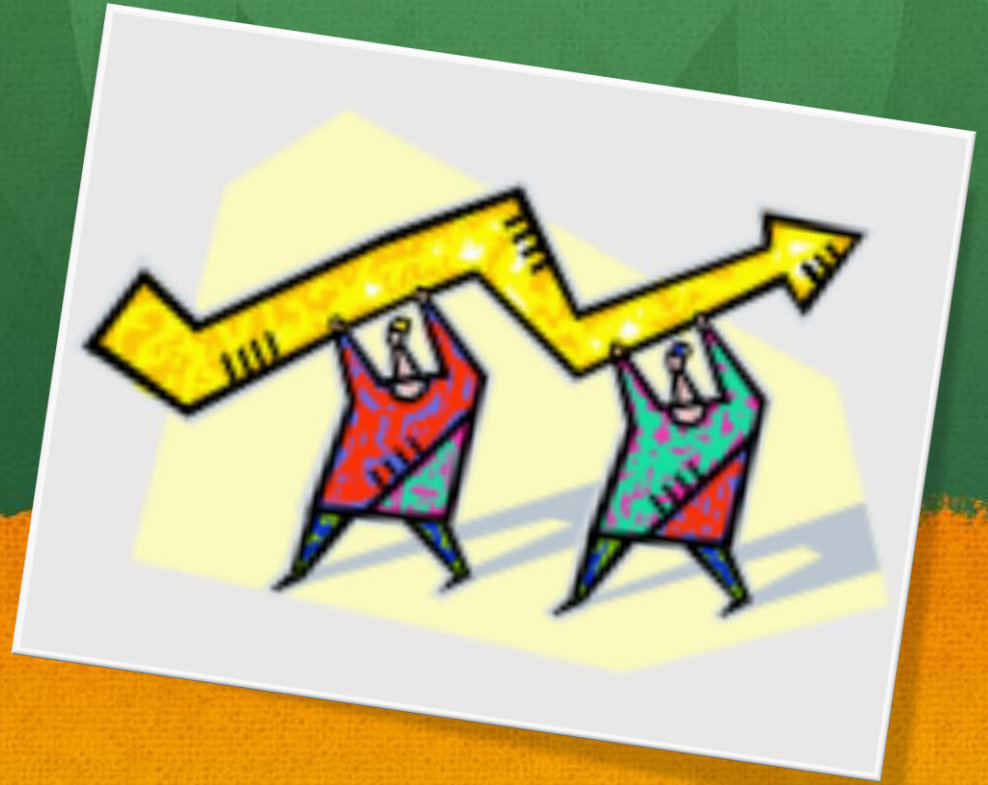
Personal

- “Focuses on individual health improvement by studying mental/emotional well-being, fitness, nutrition, drug abuse prevention, consumerism, safety and other topics.”
- Resources
 - Student Health Center
 - Office of Alcohol, Drug, & Health Education
 - Smoking Cessation



Logic Model





Marketing Plan

<http://civicactions.com/>

The 7 P's of Services Marketing



Main Goals

- Inspire cultural shift at George Mason toward preventative health through the Wellness by Mason brand
- Build the Wellness by Mason community to include faculty, staff, students and the residents of the areas surrounding the university
- Create an electronic centralized resource to obtain wellness information
- Support faculty, staff, and students in their journey to live a balanced healthy life beyond George Mason
- Collaborate, innovate, and enhance awareness of current and new services, resources and other strategies

Communication Goals

- To reach > 80% of all faculty and staff and 50% of all students
- To improve awareness of options and offerings provided by George Mason to promote wellness for the faculty, staff and students
- For 50% of those receiving messages to use the program or attend the event

Communication → Overall

- Utilize new technology and social media to communicate with the audience
- Use teleconferencing to get our programs out to all campuses and remote workers
- Encourage intentional action in promoting wellness by campus departments, units and groups.

Objectives

- Improve membership and buy in from partners to be more active in Wellness by Mason and its initiatives. Partners are expected to:
 - Attend Wellness by Mason meetings
 - Participate in Wellness by Mason events
 - Regularly post on the website and other social media sites as well as their own
 - Share options and opportunities available to the GMU community with their students and co-workers
- Enroll partners and campus in branding their wellness events and effort with the sunflower logo
- Develop a strategy to identify Wellness by Mason Ambassadors in each department, residence hall, and organization to ensure that each group on campus is represented

Objectives

- Review the 10 dimensions of wellness and appropriate positive behavioral choices for each area. Develop educational messages to communicate to the Mason community
- Review how Mason supports these positive behavioral choices through resources, programs, etc.
- Develop materials that communicate the Mason resources, programs, etc. that assist employees, staff and students in making positive behavioral choices.

Target Audience

- Top audience groups you need to engage to meet your communications objectives:
 - Faculty & Staff
 - Students
 - Mason Administration

What They Need to Do

- Embrace and support the components of wellness
- Dedicated involvement of all Wellness by Mason partners
- Participate in health-related activities including:
 - Preventative screenings
 - Choosing health food options
 - Walking around campus and using alternative transportation
- Facilitate administrative change and funding to support the Wellness by Mason initiatives
- Recognize and utilize the Wellness by Mason sunflower logo

Wants, Habits & Preferences

- Everyone is busy
- Faculty, staff and students all have work priorities
- Any positive wellness behavior changes must be easily incorporated into each individual's life
- Any program or initiative conducted to provide support for positive wellness behavioral changes must be easily administered by that department
- Administrative change and financial support must be in the best interest of the George Mason community

Best Strategies

- Encourage and facilitate health-related activities
- Provide opportunities for learning such as seminars, websites, courses
- Provide wellness opportunities and events
- Provide concise, useful information regarding positive wellness behaviors to the Mason community
- Develop and provide departments with programs or initiatives that provide support and encouragement and are easily implemented by the Mason working departments, units and groups.
- Provide incentives for positive behavior changes made by individuals and incentives for Mason working departments, units and groups that actively support

Tactics

- Deliver without judgment
 - Ex. fun in fitness, joy in experiencing real/natural foods, benefits of non-smoking, pluses of mother support groups
- Provide opportunities for all levels of health
- Provide opportunities during all time frames throughout the day and week
- Encourage individuals to visit a doctor before starting their wellness journey to ensure safety, ability/restriction, and to discover baseline values
- Branding
- Give-aways and incentives
- Awareness

Roles and Responsibilities

- Who does what? Existing staff? New staff? Outsource?
 - Utilize summer intern as catalyst
 - Existing faculty, staff, and students
 - Idea of community and helping each other

Roles and Responsibilities

- How many hours (per week or month) is it expected to take?
 - Full-time summer interns
 - Part-time student interns
 - Monthly meeting by student Wellness by Mason organization
 - Bi-monthly meeting by Wellness by Mason partners

Roles and Responsibilities

- What training (if any) is necessary to build necessary skills?
 - Avail ourselves of the talent and creativity on campus
 - Develop a “job description” for Wellness by Mason ambassadors and provide training if needed
 - Team building activities for Wellness by Mason partners and student organization

Step-by-Step Work Plan

- How to roll out the program?
 - Big kick-off event during Summer 2012 in conjunction with orientation
 - Year's worth of events (identified on master calendar)
 - Begin process in 2011 with year-long wellness event
 - Facilitate organization of student group and Wellness by Mason ambassadors

Budget

- How much is it going to cost?
 - Cost is minimal because Wellness by Mason utilizes resources already available to the George Mason community to promote health
 - Fundraise and acquire grants to pay for health promotion costs/goods
 - Work with university to have funds allocated

Evaluation

- Need to develop tactical and practical steps to achieve overall goals
- Survey target audience in Fall 2011 then survey in Fall 2012 to see if intended messages are being received
 - Quality of Work Life for faculty and staff
 - Electronic survey, such as Survey Monkey, for students
- Need to evaluate what people want through the network of partners, as well as voluntary input from faculty, staff, and students



Organization

Team Gold & Green

Faculty/Staff

- Wellness by Mason Coordinator
- Wellness by Mason Committee
 - Representative from each department
 - Will attend meetings and act as an ambassador for their department
 - Will be active in the activities of the WbM initiatives
 - Utilize existing systems
- Wellness by Mason Partners
 - Outside organizations that participate with WbM

Students

- Wellness by Mason Club
 - Requires faculty advisor and funding
 - Made up of students in health related majors or interested in health promotion
 - Will be responsible for organizing and locating health-related opportunities on campus available to students
 - Will be responsible for marketing and promoting health and wellness to their peers

Team Building

- Regular, Scheduled meetings
- Master Calendar
- Contact List
- Team building activities at the beginning of every year
- Extensive list of each committee member's skills and the activities of their department





Social Media

WbM Website



Facebook

Wellness by Mason

<http://www.facebook.com/?ref=home>



- Social Network
- Easy way to interact with students
- Daily posts will appear on user's newsfeed
- Targets audience that does not look for resources

REMEMBER TO FRIEND US
ON FACEBOOK!

Sunflower Mobile

Interactive application that will allow Wellness by Mason users to log fitness and nutrition for initiative programs and for personal use. Creates a virtual playground for the entire GMU Community. Could include event reminders, updates, and sign-ups!



Newsletter

- Digital weekly newsletter that could be subscribed to or accessed through the WbM website
- Includes upcoming events, highlight of a wellness component, advertisement of wellness services, coupons/discounts, tips, recipes, etc.
- Option to use the Mason Gazette for media outlet in addition
 - Reach more of target audience



Master Calendar



- Wellness by Mason Master calendar will be accessible through the website and in hard copy form and will include all wellness related activities occurring on campus and will be updated regularly
- University Life master calendar will incorporate sunflower logo next to WbM events

Health Awareness Months

Month	Health Topic
January	Women's Health
February	Heart Health
March	Nutrition
April	Sexual Assault Prevention
May	Mental Health
June	Home/Occupational Safety
July	UV Safety
August	Immunization
September	Alcohol & Drug Addiction
October	Breast Cancer
November	Diabetes
December	Alzheimer's



Funding

The Sunflower Foundation



- A foundation set up to support the initiatives and activities of Wellness by Mason and its affiliates.
- Types of Support:
 - Grants
 - University Funds
 - Donations
 - Gifts



Adopt a Sunflower

Living and metal sunflowers will be “planted” around campus after being sponsored by a Wellness by Mason partner/affiliate. The donations from this project will be put into the Sunflower Fund.

Questions?

