

HEALTHY CAMPUS CASE STUDY	
<b>Name of Institution</b>	University of Limerick
<b>Who led the initiative?</b>	Physical Activity Subgroup, Healthy UL
<b>Date and timeframe of the initiative</b>	Annual initiative in May, in lead up to exam period for students
<b>What was the reach of the initiative?</b>	Over 3000 students in 2021, and 7400 in 2022
<b>Initiative Title</b>	The Dirty Dozen
<b>Aims/ Objectives</b>	The objective of this initiative is to encourage students to use physical activity as a tool to combat academic stress arising during the exam period and take regular breaks from study. The rationale for this is outlined below.
<b>The rationale for the action, including any identified health needs.</b>	<p>Active students are healthier and happier than their inactive peers (Murphy et al., 2018). Although the benefits of sufficient physical activity levels are known, studies have shown that students' physical activity engagement is somewhat lacking, with a decline noted as students' progress through university (Dinger <i>et al.</i> 2014; Pengpid <i>et al.</i> 2015).</p> <p>The Healthy UL framework was developed to improve human and environmental health and wellbeing, which are determinants of learning, productivity and engagement. Physical activity is one of its six thematic areas and UL is widely known as Ireland's Sporting Campus.</p> <p>The objectives of the Physical Activity subgroup of Healthy UL are to: (i) encourage all staff and students to become regularly physically active, that is, to achieve the recommended amount of physical activity for health; and (ii) to develop existing opportunities for staff and students to ensure that everyone can achieve their optimal health or performance goal through excellent physical activity and sport.</p>

	<p>A short questionnaire was administered to staff and students to gauge campus views on the key health issues under consideration which provided guidance for the Healthy UL initiative. Over 90% of respondents reported that physical activity, healthy eating, mental health, drug misuse and sexual health are ‘extremely important’ or ‘very important’ in developing a ‘Healthy UL’ framework. Only 62% of respondents indicated that they felt they were currently ‘taking enough physical activity to keep healthy. In the Student Activity and Sport Study Ireland (Murphy et al, 2018) survey of 8,122 students from 31 third level institutes across Ireland, 36% were insufficiently active to meet the national guidelines and subsequently get the health benefits. In the Healthy UL Survey (2021), 39% were not meeting the national guidelines.</p> <p>It has been established that there is a significant correlation between academic stress and student’s mental wellbeing (Barbayannis, 2022). Kandola (2020) reported that exercise has been shown to significantly reduce the symptoms of anxiety. Studies also show that physical activity is very effective at reducing fatigue, improving alertness and concentration, and at enhancing overall cognitive function. .</p>
<p><b>Identify all frameworks, policies, or strategies this initiative aligns to</b>  <b>(Internal, local or national)</b></p>	<p>This initiative aligns to:</p> <ul style="list-style-type: none"> <li>• Healthy UL Framework</li> <li>• The Healthy Campus Charter and Framework</li> <li>• The Mental Health Framework and Implementation Plan</li> <li>• Healthy Ireland Strategy</li> <li>• WHO guidelines on physical activity and sedentary behaviour</li> </ul>
<p><b>Summary</b></p>	<p>In April 2021, in the lead up to exam time, the Physical Activity subgroup launched an awareness raising campaign via social media to promote the use of physical activity to combat stress period. Twelve UL staff and students (Dirty Dozen) would showcase how they incorporated physical activity into their daily lives. This was supported by the message ‘Healthy body, Healthy Mind: Physical Activity Gets Results’. The aim, aligned to the World Health Organisations’ campaign of ‘every move count’s, was to encourage the whole UL community to build physical activity into their daily lives, especially during the exam period where sedentary behaviour tends to increase.</p> <p>Two strategies were used: i) a competition and ii) an educational video. Every day, a silhouette of one of the “Dirty Dozen” was revealed with a clue as to their identity. Participants could guess who the ‘character’ was on Instagram</p>

	<p>and three randomly selected winners were chosen from those who guessed correctly. Later that day, a video of this individual demonstrating their stress-relieving physical activity was posted. This campaign was a fun approach to motivate staff and students to engage in physical activity and aiming to improve their general wellbeing. Importantly it included all levels of staff and students in the featured silhouettes and follow-on videos.</p> <p>This Dirty Dozen campaign received significant student engagement (n=3000) in 2021. Due to its popularity, the campaign was repeated in 2022, with an additional 12 UL staff and students again engaging in their physical activity of choice, on campus, to show case options available. 7,400 students engaged in this campaign, demonstrating significant growth from 2021.</p>
<p><b>Did you collaborate with internal and/or external stakeholders to deliver?</b></p>	<p>Healthy UL Physical activity subgroup, UL sport, UL staff, alumni, and high-profile UL students volunteered their time to create footage for the campaign. Healthy UL team managed the social media campaign and promotion of same.</p>
<p><b>How was the initiative organized?</b></p>	<p>Please include elements such as action planning, piloting, approval for the initiative, committee meetings, timeframes etc.</p> <p>A sub committee was formed consisting of staff and student representation for the Dirty Dozen Campaign, led by the lead of the Physical Activity subgroup.</p> <p>Approval for the initiative was obtained from the Healthy UL Chair, Prof Catherine Woods, and 4 meetings were held weekly in the lead up to the launch of the campaign.</p> <p>A promotional timetable was devised, 12 suitable physical activity champions were identified by the group and a recording schedule was adhered to.</p> <p>The Healthy UL coop student internship with creative experience was responsible for editing the material, and creating social media posts that were approved by the Physical Activity Lead, with the slogan 'Healthy Body, Healthy Mind: Physical Activity Gets Results'.</p>
<p><b>What resources did you need?</b></p>	<p>Twelve volunteers to create video content for the campaign, social media platforms and software to create video clips compatible with Instagram, input from Physical Activity subgroup (attendance at committee meetings), Input from subgroup lead to oversee/approve material for publication, Coop student to edit material, Healthy UL manager to oversee campaign, prizes for students as incentives to participate.</p>

<b>Has it been evaluated? How successful has it been?</b>	Online engagement has increased year on year, with over 3000 students participating in 2021, and 7400 in 2022, demonstrating significant growth.
<b>Any future plans, including the sustainability of the initiative?</b>	This initiative has been rolled out for 2 consecutive years and plans include to professionally shoot this year's Dirty Dozen, to improve the quality of video and roll it out via Twitter /UL Connect to encourage staff engagement, to promote physical activity and regular study breaks among students, alleviating stress and anxiety associated with academic pressure.
<b>Key Learning Points</b>	<ol style="list-style-type: none"> <li>1) Plan early</li> <li>2) Recruit more than 12 individuals as some videos may not work on the day.</li> <li>3) Get support from 'tech' savvy individuals.</li> <li>4) Important to get support from student services, student union.</li> </ol> <p>Select Dirty Dozen carefully to represent University staff and students. Seek support from Senior Management.</p>

#### Healthy Campus Framework Categories (please tick all that apply)

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Commit <input type="checkbox"/>	Leadership, Strategy & Governance <input checked="" type="checkbox"/>	Alcohol <input type="checkbox"/>	Students <input checked="" type="checkbox"/>
Coordinate <input checked="" type="checkbox"/>	Campus Environment (Facilities & Services) <input checked="" type="checkbox"/>	Substance Misuse <input type="checkbox"/>	Staff <input type="checkbox"/>
Consult <input type="checkbox"/>	Campus Culture & Communications <input checked="" type="checkbox"/>	Healthy Eating / Food <input type="checkbox"/>	Wider community <input type="checkbox"/>
Create <input checked="" type="checkbox"/>	Personal & Professional Development	Mental Health & Wellbeing <input checked="" type="checkbox"/>	Other <input type="checkbox"/>

	<input type="checkbox"/>		
Celebrate & Continue <input checked="" type="checkbox"/>		Sexual Health & Wellbeing <input type="checkbox"/>	
		Tobacco Free Campus <input type="checkbox"/>	
		Physical Activity / Active Transport <input checked="" type="checkbox"/>	
		Wellbeing on the Curriculum <input checked="" type="checkbox"/>	
		Health & Sustainability <input checked="" type="checkbox"/>	
		Other <input type="checkbox"/>	

### Contact Details

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<b>Links</b>	<ol style="list-style-type: none"> <li>1. <a href="#">Stories • Instagram</a></li> <li>2. <a href="#">Healthy UL Framework.pdf</a></li> <li>3. <a href="https://www.who.int/news-room/events/detail/2020/11/26/default-calendar/webinar-who-2020-guidelines-on-physical-activity-and-sedentary-behaviour">https://www.who.int/news-room/events/detail/2020/11/26/default-calendar/webinar-who-2020-guidelines-on-physical-activity-and-sedentary-behaviour</a></li> </ol>

## References:

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