



# Healthy Campus Case Study



**HEA** | HIGHER EDUCATION AUTHORITY  
AN tÚDARÁS um ARD-OIDEACHAS

## Supporting Student Health & Wellbeing via Effective Student Engagement & Communications

<b>Name of institution and initiative lead</b>
University of Galway Student Services
<b>Date and timeframe</b>
Academic Year 2023 -2024, and ongoing.
<b>What was the reach?</b>
This initiative was aimed at all students – 19,000+
<b>Aligned frameworks, policies, or strategies</b>
HEA Mental Health and Suicide Prevention Framework HEA Healthy Campus Charter and Framework University of Galway Strategic Plan University of Galway Sustainability Plan University of Galway Teaching and Learning Strategy University of Galway Student Success Strategy (currently at draft stage)

<b>Project Collaborators</b>
Counselling and Chaplaincy Services, Access Centre, Student Support Service, Career Development Centre, Students' Union, Centre for Excellence in Teaching and Learning, University Marketing and Communications, Academic units, Registry, Exams, Fees, Student Health Unit, Library, Success Coaches, ISS.
Western Region Drug and Alcohol Task Force, HSE Resource Officers for Suicide Prevention, Claddagh Watch.
<b>Key Learning Points</b>
A whole campus approach, working in partnership with external partners, can drive enormous, positive change in the health and wellbeing of students. Good communications are core to a positive student engagement. Combined use of long-term quantitative feedback (e.g. surveys), qualitative feedback (Galway100 focus groups), alongside real-time triangulated sources of student feedback (e.g. chatbot) can be harnessed to provide timely, simple, transparent and comprehensive health and wellbeing supports and developmental opportunities. Technology, particularly Artificial Intelligence, is both useful and supportive in student support and development

<b>Summary</b>
We have established a range of initiatives under three headings (Listen, Understand and Respond) Listen – these include an AI powered Chatbot, Cara, that responds to queries and is used for reach out campaigns to 'check in' with students. Understand – the Student Engagement Team process the various "listening" inputs at weekly operations meeting, monitor trends and consider the appropriate channels to respond. Respond – which includes weekly student ezine on wellbeing and supports, multiple online resources, an innovative Support Wheel signposting to internal and external supports

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Consult	Campus Culture & Communications	Substance Misuse	Students
Create	Personal & Professional Development	Mental Health & Wellbeing	
		Health & Sustainability	



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY

