**HEA Healthy Campus**  **Case Study**

**NOTES FOR COMPLETION**

* Case studies should relate to your institution's healthy campus initiative.
* Where possible send a photograph or illustration, links, or resources to accompany your case study.
* It is recognised that not all sections will be relevant to all case studies – the proforma is designed to offer consistency across a range of case studies.
* Case studies will be used as part of HEA communications including email, website, and social media.
* Case studies should be written in the third person and anonymous when it comes to participants’ names.
* Please be as **concise and clear** as possible and consider the use of bullet points to summarise information.
* Please submit your case study to [healthycampus@hea.ie](mailto:healthycampus@hea.ie).

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| **HEALTHY CAMPUS CASE STUDY** | |
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| **Name of Institution/ Organisation** | Munster Technological University (MTU). |
| **Who led the initiative?** | *‘A Healthy MTU’ (AHMTU)* Co-Leads: Dr Andrea Bickerdike and Dr Cian O’Neill, supported by the *AHMTU* Team of Ms Lauren Muttucomaroe (*AHMTU* Co-Ordinator), Ms Siobhán Griffin (*AHMTU*Kerry Campuses Lead), Mr Luke Hanna (*AHMTU*Senior Researcher), and Ms Lisa Harold (*AHMTU*Domain Expert). |
| **Date and timeframe of the initiative** | February 4th – 7th 2025. |
| **What was the reach of the initiative?** | The *‘A Healthy MTU’* 2025 Roadshow was a whole-university themed health and wellbeing week, which encompassed a programme of initiatives (both in-person and hybrid) for students and staff alike. |
| **Initiative Title** | *‘A Healthy MTU’* Roadshow Week |
| **Aims/ Objectives** | * Design and implement a series of health-related initiatives for students and staff to renew awareness of *‘A Healthy MTU’* as a whole-university entity that aims to support students and staff to reach their full potential. * Create opportunities to further build upon internal partnerships and collaborations. * Inspire discourse and action surrounding key health and wellbeing challenges identified in the UCC-MTU Healthy Campus Research Collaboration (a novel inter-institutional collaboration that was conducted to inform the implementation of the HEA Healthy Campus Framework at both UCC and MTU). The *AHMTU* Roadshow also served as a unique opportunity to gather ‘real-time’ feedback and co-creative insights from students and staff regarding future initiatives, approaches, and events. * Highlight and showcase unique constructs within the (i) campus environment/infrastructure, and (ii) aligned curricula that could be further leveraged to embed a consideration for health and wellbeing within MTU’s culture and core business. * Introduce newly-appointed members of the *‘A Healthy MTU’* Team to the campus community. |
| **The rationale for the action, including any identified health needs** | The rationale was to enact the recommendations comprised within the recently published inter-institutional UCC/MTU Healthy Campus Research Collaboration Report. Informed by empirical evidence, that specific report called for (i) increased synergies/partnerships (both external and internal) to co-create initiatives that encompass an equitable consideration for both students and staff, (ii) thematic actions centred around key health-related domains such as physical activity, nutrition, alcohol consumption, substance use and sleep, (iii) ‘high-visibility’ initiatives to advocate a culture of physical activity by design, and (iv) the integration of *‘A Healthy MTU’* within suitable curricula (students) and/or the ‘core’ working day (staff). |
| **Identify all frameworks, policies, or strategies this initiative aligns to**  **(internal, local or national)** | * Okanagan Charter for Health Promoting Universities and Colleges * HEA Healthy Campus Charter and Framework. * HEA National Student Mental Health and Suicide Prevention Framework * *Healthy Ireland @ Work* Framework |
| **Summary** | The *‘A Healthy MTU’ (AHMTU)* Roadshow was a large-scale, cross-campus themed health and wellbeing week (Feb 4th - 7th 2025) that was funded by the HEA through Munster Technological University’s Technological Sector Advancement Fund (TSAF) project (*‘Transforming MTU: Enabling and Empowering Our Students and Staff to Realise Their Potential’*).  Key events and highlights included:   * **Hybrid *‘A Healthy MTU’* Couch Chat Event,** which constituted a large scale (>200 in person attendees) health and wellbeing panel discussion on the MTU Bishopstown Campus. Event MC Dr. Cian O’Neill was joined by Guests Mr. Timmy Long (MTU Graduate and Co-Founder of the acclaimed *‘Two Norries’*podcast), Dr. Melissa Kelly (Founder of Sober Social Ireland), and Mr. Oisín McConville (former All-Ireland winner, and Ambassador with Gambling Awareness Trust) for an impactful and thought-provoking discussion. * ***‘A Healthy MTU’* Staff Wellbeing Workshop** and flagship ***‘A Healthy MTU’* Women’s Health Seminar & Expo Event** for staff on the MTU Kerry Campus. * ***‘A Healthy MTU’* Student Expo Sessions** on both the MTU Cork and Kerry Campuses, in partnership with a range of internal and external stakeholders (including the HSE Health Promotion Unit, Healthy Ireland, Kerry Local Sports Partnership, Cork Sexual Health Centre, amongst others). * A daily compilation of wellbeing tips (***‘A Healthy MTU What Works For You?****)*, that comprised contributions and shared insights from 40 MTU staff. * ***‘A Healthy MTU’* Student Cooking Demonstration Events** (in collaboration with the Dept. of Tourism & Hospitality [Cork Campus] and Dept. of Hotel, Culinary Arts and Tourism [Kerry Campus]). * **Bespoke ‘Healthy Campus’ episode of MTU Wellbeing Podcast** (Host: Mr. Thomas Broderick, *AHMTU* Guests Dr. Andrea Bickerdike & Ms. Siobhán Griffin). |
| **Did you collaborate with internal and/or external stakeholders to deliver?** | * The initiative was wholly-collaborative, and was made possible through partnerships with a myriad of both internal and external stakeholders. * Key internal collaborators included (but were not limited to): Student Partners from programmes within MTU’s Dept. of Sport, Leisure & Childhood Studies, MTU Student Engagement Office, MTU Students’ Unions (Cork and Kerry Campuses), the Dept. of Tourism & Hospitality (Cork Campus), Dept. of Hotel, Culinary Arts and Tourism (Kerry Campus), Student Services, MTU Student Counselling Service, MTU Sexual Violence and Harassment Prevention Officer, MTU Medical Centres, MTU Arena, MTU Sports Office, MTU Wellbeing Podcast, MTU Dept. of Technology Enhanced Learning, and MTU Marketing Unit. * Key external collaborators included (but were not limited to): HSE Health Promotion Unit, Mná Women’s Health Clinic, Tralee Physiotherapy Clinic, Sober Social Ireland, Healthy Ireland, Kerry Local Sports Partnership, Orienteering Ireland, Cork Sexual Health Centre, Jigsaw Kerry, ‘Safe Gigs’, the Cork Gay Project and the Cork Eating Disorder Centre. |
| **How was the initiative organised?** | The initiative was organised and implemented by the *‘A Healthy MTU’* Team of Dr. Andrea Bickerdike (*AHMTU*Co-Director), Dr. Cian O'Neill (*AHTMU*Co-Director), Ms. Lauren Muttucomaroe (*AHMTU*Co-Ordinator), Ms. Siobhán Griffin (*AHMTU*Kerry Campuses Lead), Mr. Luke Hanna (*AHMTU*Senior Researcher), and Ms. Lisa Harold (*AHMTU*Domain Expert). |
| **What resources did you need?** | The *‘A Healthy MTU’* Roadshow Week was funded by the HEA through Munster Technological University’s Technological Sector Advancement Fund (TSAF) project (*‘Transforming MTU: Enabling and Empowering Our Students and Staff to Realise Their Potential’*). |
| **Has it been evaluated? How successful has it been?** | To date, the *‘A Healthy MTU’* Team have reflected on, and considered pertinent process indicators relating to the Roadshow Week (such as reach, effectiveness, participant experiences, barriers, facilitators, sustainability, and scalability as an annual flagship event). Engagement with the programme of events was high, and there appeared to be an inherent value in implementing initiatives during a key ‘themed’ week to maximise impact (i.e., both the Couch Chat and Cooking Demonstration Events reached maximum ‘in-person’ capacity). |
| **Any future plans, including the sustainability of the initiative?** | Key learnings from the first iteration of the *‘A Healthy MTU’* Roadshow Week will inform future adaptations and the Team’s planned events and initiatives for the forthcoming 2025/2026 academic year. Where possible, opportunities to integrate events into curricula will be prioritised for sustainability. |
| **Key Learning Points** | * The Roadshow Week demonstrated the power of internal and external partnerships to align and scale initiatives. * Strategic impact appeared to be maximised by implementing initiatives during a key ‘themed’ week at the beginning of the calendar year. * Due to the inherently ‘busy’ nature of the semesterised model and academic calendar, advance planning of any such ‘themed’ weeks is critical to avoid duplication and/or relatively siloed initiatives, and to ensure that all relevant stakeholders can be enabled to participate. * Process evaluation indicators should be integrated into the project implementation plan by design, to enable continuous monitoring of reach and impact. |

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

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| **Healthy Campus Process** | **Whole Campus Approach** | **Topic** | **Population Group** |
| Commit | Leadership, Strategy & Governance | Alcohol | Students |
| Coordinate | Campus Environment (Facilities & Services) | Substance Misuse | Staff |
| Consult | Campus Culture & Communications | Healthy Eating / Food | Wider community |
| Create | Personal & Professional Development | Mental Health & Wellbeing | Other |
| Celebrate & Continue |  | Sexual Health & Wellbeing |  |
|  |  | Tobacco Free Campus |  |
|  |  | Physical Activity / Active Transport |  |
|  |  | Wellbeing on the Curriculum (can also fall under ‘Personal & Professional Development) |  |
|  |  | Health & Sustainability |  |
|  |  | Other |  |

**Contact Details**

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| **Date** | 22.04.25 |
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| **Links** | See images attached.  **Please note:**  **1\_TSAF Logo – must appear on the poster please** (to acknowledge funders). |