**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** | Atlantic Technological University |
| **Who lead the initiative?** | For example, Healthy Campus Working Group, School/ Faculty, Department, etc.  ATU Sligo Health Promotion, ATU Sligo Healthy Campus and HSE (Community Healthcare Cavan Donegal Leitrim Monaghan Sligo) |
| **Date and timeframe of the initiative** | January 2024 - ongoing |
| **What was the reach of the initiative?** | How many students, staff or others did the initiative target/ reach.  The mural is on an outdoor wall of a campus building at the front of the college and is visible to students/staff and visitors to the campus |
| **Initiative Title** | Nurturing Walls: A partnership journey to create a breastfeeding  wall mural on a university campus in Ireland |
| **Aims/ Objectives** | Describe what you were trying to achieve.  The overall aim of this project was to advocate and create the first large-scale exterior Breastfeeding wall mural on a university campus in Ireland.   * Increase the visibility of breastfeeding and specifically targeting young adults. * Build a supportive culture around breastfeeding in Irish society and beyond. * Normalise this key health behaviour through ’Nurturing’ conversations across the lifespan. |
| **The rationale for the action, including any identified health needs** | Breastfeeding (BF) is associated with improved lifelong health for both mother and child. BF also plays a key role in disease prevention saving lives of infants and reducing the disease burden for the mother-infant days.  The WHO recommends that infants are exclusively breastfed for the first six months with continued breastfeeding (BF) up to 2 years and beyond.  Visual representations of BF can create a supportive environment for BF conversations. Support for women to BF anytime, anywhere, so that it is normalised and not censured in public life is key to increasing BF rates and duration. |
| **Identify all frameworks, policies, or strategies this initiative aligns to**  **(internal, local or national)** | Healthy Campus Framework, World Health Organization & United Nations Children's Fund (UNICEF). (2003). Global Strategy for Infant  and Young Child Feeding, Healthy Ireland breastfeeding policy |
| **Summary** | The overall aim of this project was to advocate and create the first large-scale exterior BF wall mural on a university campus in Ireland.  This partnership between ATU and the HSE resulted in the creation of a large-scale exterior BF wall mural on campus. An evaluation of the post event launch of the mural resulted in 5 key themes being identified of the impact of the mural. The themes were: ‘personal perspectives’, ‘sense of community’, ‘baby friendly & inclusive’, ‘enlightening research’ and ‘clarifying context’. The overall evaluation of the wall mural has been very positive. It is hoped that the impact of this case study will instil confidence in others to consider using wall murals and other arts-based methods to stimulate conversations about health and ultimately influence health. |
| **Did you collaborate with internal and/or external stakeholders to deliver?** | Include stakeholders here.  ATU Sligo Health Promotion, ATU Sligo Healthy Campus and HSE (Community Healthcare Cavan Donegal Leitrim Monaghan Sligo), health professionals, BF support leaders and volunteers, parent(s) and their  babies/toddlers, ATU staff and students attending  the mural Artist www.thisisfriz.com. |
| **How was the initiative organised?** | Please include elements such as action planning, piloting, approval for the initiative, committee meetings, timeframes etc.  Stage 1 – Advocating for a Breastfeeding Mural The HSE Infant Feeding Committee developed a proposal to advocate for a BF wall mural in a public space in the region. This resulted in a partnership between ATU and HSE resulting in a 50:50 funded BF wall mural placed on a prominent wall on the Student Services building on ATU Sligo college campus.  Stage 2 – The process itself: Practical steps Following funding approval a range of steps followed: • Tendering for artist • Consultation with Estates team in ATU regarding mural. • Completion of health & safety checks for completion of wall mural • Appropriate equipment to complete the breastfeeding wall mural was hired e.g., cherry picker machine. • Approval of artist’s drafts by all partners  Stage 3 – Completing the Mural The breastfeeding wall mural was completed by FRIZ, a visual artist and completed in 3 days from draft to completed mural.  Stage 4 – The Launch of the Mural on campus  The official launch of the wall mural took place during National Breastfeeding Week with a wide range of stakeholders including health professionals, BF support leaders and volunteers, parent(s) and their  babies/toddlers, ATU staff and students attending. |
| **What resources did you need?** | Including financial, staffing and others.  The cost of the mural installation was met 50:50 by the HSE and ATU. This included the hire of equipment and preparation of the wall for the mural and the Artists fees. Healthy Campus budget was used to cover the cost of the launch event and this covered food and printed materials. |
| **Has it been evaluated? How successful has it been?** | Include details of any results/ outcomes here.  A detailed online survey was undertaken of those who attended the launch of the BF mural. This underwent a detailed thematic analysis with the findings being used by both the HSE and ATU. Further research has been undertaken among the student population to ascertain their reactions and impact of the mural and this work is ongoing. Coverage of the Mural was carried in both local, national press and social media and it has been shortlisted for an award by Friends of Breastfeeding Ireland. |
| **Any future plans, including the sustainability of the initiative?** | The mural will remain in place on the campus building for the foreseeable future. ATU Sligo is also designated a Breast-Feeding Friendly Feeding Campus. Further Health Promotion campaigns on Breastfeeding will be done as part of the Healthy Campus action plan. |
| **Key Learning Points** | Using wall murals and other arts-based methods do stimulate  conversations about a variety of issues pertaining to health and well-being.  Murals are a very positive way for promoting breastfeeding in a University setting. |

**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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| **Links** | Please add links to any relevant pages/ documents. Please attach any items not in a link format with your submission.  [ATU and HSE collaborate to promote breastfeeding with a new mural in Sligo - Atlantic Technological University](https://www.atu.ie/news/atu-and-hse-collaborate-to-promote-breastfeeding-with-a-new-mural-in-sligo)  [Giant mural unveiled at Sligo college to mark National Breastfeeding Week | Irish Independent](https://www.independent.ie/regionals/sligo/news/giant-mural-unveiled-at-sligo-college-to-mark-national-breastfeeding-week/a81117435.html)  <https://www.pressreader.com/ireland/sligo-weekender/20241010/281784224532249> |