**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** | Technological University Dublin |
| **Who lead the initiative?** | Deirdre Mullen Mc Guinness, Dr Teresa Hurley, Caitlain O’ Rourke |
| **Date and timeframe of the initiative** | November 2024 and March 2025 |
| **What was the reach of the initiative?** | This initiative engaged 50 students and staff |
| **Initiative Title** | Couch to 5K and Fun Runs |
| **Aims/ Objectives** | The aim of the initiative was to engage students and staff in physical activity |
| **The rationale for the action, including any identified health needs** | The rationale for the project was to get students and staff more active. |
| **Identify all frameworks, policies, or strategies this initiative aligns to**  **(internal, local or national)** | This initiative aligns with SDG3 Good Health & Well-Being and aligns with the TU Dublin Strategic Intent 2030 “People, Planet & Partnership” along with Department of Health Strategies and Policies encouraging physical activity, health and wellbeing.  The **Couch to 5K** initiative supports a range of internal, local, and national frameworks that prioritise health, wellbeing, inclusion, and sustainability. These include:  **🟢 Internal – TU Dublin**   * **Strategic Intent 2030 – *People, Planet & Partnership*** The initiative aligns with TU Dublin’s commitment to supporting the wellbeing of its community through inclusive and sustainable practices. By promoting physical activity and fostering cross-campus connection, the programme contributes to a culture of health and engagement for both students and staff. * **Health Promotion and Student Engagement Goals** As part of TU Dublin’s wellbeing strategy, this programme supports proactive student engagement, personal development, and healthy lifestyle behaviours.   **🟢 Local & Sectoral**   * **Healthy Ireland Framework** Couch to 5K contributes to the national vision for a healthier Ireland by empowering people to take responsibility for their own health and encouraging regular physical activity in a supportive, accessible environment. * **Campus Ireland Health Promotion Guidelines** The initiative embodies key principles of health-promoting universities by integrating wellness into campus life, fostering participation, and reducing barriers to inclusion.   **🟢 National & Global**   * **Department of Health Policies and Strategies**   **UN Sustainable Development Goals**   * + **SDG 3: Good Health and Well-Being** – Promotes physical and mental health through accessible, community-based initiatives.   + **SDG 10: Reduced Inequalities** – By encouraging inclusive participation, the initiative helps reduce disparities in health engagement. |
| **Summary** | **Couch to 5K 4-Week Series – November 2024 & March 2025**  The **Couch to 5K 4-Week Series** was successfully delivered twice in the academic year 2024–2025, running in **November 2024** and again in **March 2025**. Organised and supported by **Sport at TU Dublin**, the initiative aimed to encourage staff and students of all fitness levels to embrace regular movement, boost wellbeing, and build community through running.  **🏃‍♀️ Weekly Meet & Train Sessions**  Participants were invited to join **weekly “Meet and Train” groups** hosted across TU Dublin campuses. These sessions were led by experienced fitness staff who offered guidance, motivation, and support to beginners and returners alike. Each campus session fostered a welcoming, no-pressure environment with the emphasis firmly on **progress over performance**.  **📋 Weekly Training Programmes**  To complement the in-person sessions, participants received a **structured weekly training plan** tailored to beginner runners. These resources empowered individuals to continue their progress independently and fit running into their own schedule.  We gave out weekly tips and encouragement on nutrition, further enriching the holistic health approach of the initiative.  **🎉 Celebration Fun Runs**  Both series concluded with celebratory **on-campus Fun Runs**, which were designed to reward everyone’s efforts and bring the community together in a spirit of fun and achievement. These events featured:   * **Spot prizes** for participation and progress * A **live DJ set** provided by TU Dublin’s own **DJ Society** * A festive, inclusive atmosphere that welcomed runners, walkers, and cheerleaders alike   These culminating events were a highlight for many participants and contributed to a sense of belonging, pride, and accomplishment—especially for those completing their first-ever 5K. |
| **Did you collaborate with internal and/or external stakeholders to deliver?** | Stakeholders included Sport and Healthy Campus at TU Dublin. |
| **How was the initiative organised?** | The event was co-ordinated by Sport and Healthy Campus with 5 meetings in the 8 week lead up to the event.  The event was promoted via social media, on screens and posters across campuses, in newsletters and via email to students. |
| **What resources did you need?** | Promotion was completed inhouse with prizes provided by Sport and Healthy campus.  Total cost €600 |
| **Has it been evaluated? How successful has it been?** | This initiative engaged 50 students and staff.  Difficult to engage across all 5 campuses. |
| **Any future plans, including the sustainability of the initiative?** | **🔁 Annual Implementation**   * The Couch to 5K programme will be established as a **core annual offering** for TU Dublin students and staff.   **🎯 Diversified & Innovative Promotion**   * Each year, we will test and rotate different **engagement strategies** to keep the campaign fresh and accessible:   + Themed launches (e.g. “Step Into Spring”, “Move Your Mind”, “Glow Jog”)   + Partnering with academic departments, student groups, and societies   **🤝 Expanded Ambassador Network**   * Grow a committed network of **past participants as ambassadors**, using their journey to inspire new joiners.   **🌱 Sustainability Through Collaboration**   * Collaborate with clubs and societies to embed physical activity across more areas of student life.   **📊 Data, Feedback & Development**   * Collect and analyse participant feedback and attendance data to refine the programme annually. |
| **Key Learning Points** | **🟢 1. Value of Student and Staff Ambassadors**   * **Ambassadors increase reach and relatability** – students are more likely to join if invited by peers or trusted staff.   **🟢 2. Importance of Consistent & Qualified Coaching**   * Having a familiar and supportive **fitness staff leads to better engagement and retention**.   **🟢 3. Creative Promotion = Better Engagement**   * Traditional posters and emails have limited reach. * Involve **social media storytelling** – real people sharing why they're doing Couch to 5K. * Use QR codes and short reels to make sign-up easy and fun.   **Ideas for Innovative Promotional Activities:**   * **"Why I Run" Campaign** – video/photo series of ambassadors sharing their motivation.   **🟢 4. Build Momentum Through Milestones**   * Branded T-shirts, medals, or giveaways for participants to wear or share on socials. |

**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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| **Contact Name/s** | Deirdre Mullen Mc Guinness |
| **Date** | 23rd April 2025 |
| **Email Address** | deirdre.mullen-mcguinness@tudublin.ie |
| **Links** | Deirdre can you place video/pics here  Two women walking on a sidewalk  AI-generated content may be incorrect.A group of women taking a selfie  AI-generated content may be incorrect.A blue and white card with a chicken running in the snow  AI-generated content may be incorrect.A group of people running on a path  AI-generated content may be incorrect.Two people walking  AI-generated content may be incorrect.A logo for a company  AI-generated content may be incorrect.A blue turkey logo with text  AI-generated content may be incorrect.A screen shot of a rooster  AI-generated content may be incorrect.A group of people in a street  AI-generated content may be incorrect.A person standing in front of a table with speakers and a computer  AI-generated content may be incorrect.A group of people standing on a street  AI-generated content may be incorrect.A group of people running on a path  AI-generated content may be incorrect.A blue and white exercise schedule  AI-generated content may be incorrect.A poster with text and pictures  AI-generated content may be incorrect.A pink and blue workout schedule  AI-generated content may be incorrect.A poster of a dairy product  AI-generated content may be incorrect.A purple and white exercise schedule  AI-generated content may be incorrect.A blue and white poster with text and images  AI-generated content may be incorrect.A blue and yellow schedule  AI-generated content may be incorrect.A poster with a person on a bicycle  AI-generated content may be incorrect.A green and purple schedule  AI-generated content may be incorrect. |