



Healthy Campus Case Study

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Nurturing Walls: A partnership journey to create a breastfeeding wall mural on a university campus in Ireland

Name of Institution and Initiative Lead

Atlantic Technological University
ATU Sligo Health Promotion, ATU Sligo Healthy Campus and HSE (Community Healthcare Cavan Donegal Leitrim Monaghan Sligo)

Date, timeframe and reach

January 2024 - ongoing
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.

Aims and Objectives

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

Aims and Objectives

- 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.

Aligned Frameworks, Policies, or Strategies

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

Project Collaborators

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.

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 Process

Commit; Coordinate; Consult; Celebrate & Continue

Whole Campus Approach

Leadership, Strategy & Governance; Campus Environment (Facilities & Services); Campus Culture & Communications

Topic

Health & Sustainability; Other

Population Group

Students; Staff; Wider Community; Other