



Healthy Campus Case Study

HEA | AN tÚDARÁS um ARD-OIDEACHAS
HIGHER EDUCATION AUTHORITY



Couch to 5K and Fun Runs

Name of Institution and Initiative Lead

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Date, timeframe and reach

November 2024 and March 2025
This initiative engaged 50 students and staff

Aims and Objectives

The aim of the initiative was to engage students and staff in physical activity

Project Collaborators

Stakeholders included Sport and Healthy Campus at TU Dublin.

Aligned Frameworks, Policies, or Strategies

Internal – TU Dublin

- Strategic Intent 2030 – People, Planet & Partnership
- Health Promotion and Student Engagement Goals
- Local & Sectoral
- Healthy Ireland Framework
- Campus Ireland Health Promotion Guidelines
- National & Global
- Department of Health Policies and Strategies
- UN Sustainable Development Goals
 - SDG 3: Good Health and Well-Being
 - SDG 10: Reduced Inequalities

Key Learning Points

1. Value of Student and Staff Ambassadors
 - Ambassadors increase reach and relatability
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.
4. Build Momentum Through Milestones
 - Branded T-shirts, medals, or giveaways for participants to wear or share on socials.

Healthy Campus Process

Coordinate; Consult; Create

Whole Campus Approach

Campus Environment (Facilities & Services); Campus Culture & Communications

Topic

Healthy Eating/Food; Mental Health & Wellbeing; Physical Activity/ Active Transport; Health & Sustainability

Population Group

Students; Staff