

# Wellness Program Case Study

## Wellsource<sup>®</sup> Products contribute to Successful Wellness Initiative at Arizona State University

### ASU Wellness & Health Promotion

Many college students lack the knowledge and understanding of how unhealthy behavior choices can impact everything from their physical health to their academic performance. The negative effects of these choices can linger well past their college years. While wellness initiatives are becoming more commonplace on college and university campuses, all too often students are unaware of the programs and services available to them. Arizona State University (ASU) – one of the largest universities in the United States – takes a proactive interest in the wellness of their students with an innovative, student-only health and wellness program.

The ASU Wellness and Health Promotion (WHP) team, determined to implement a student wellness program with a broad, multi-campus reach, have established a wellness program that captures an Internet-oriented generation with messages and services designed to promote a culture of academic health and wellness on their prestigious campus.

Utilizing key offerings available in the wellness marketplace, such as the online products developed by Wellsource, the WHP team developed a student online wellness program that is designed to give students the opportunity to assess their current health status, inform and direct them to key health resources, and increase their knowledge of healthy behaviors.

### Making Data-Driven Decisions

ASU is no stranger to health and wellness. The university WHP department has been a campus service for over 20 years. In 2000, ASU began administering the American College Health Association-National College Health Assessment (ACHA-NCHA) to a random sample of students every other year. Now ASU conducts the assessment annually. Information gathered from this evaluation keeps ASU informed, not only about the health and health behaviors of ASU students, but also about the health behaviors of students on a national level.

WHP spearheads efforts that address both personal and environmental influences on individual and population health so all members of the university can be better positioned for academic, personal, and professional success. For example, the “Adopt-a-Kiosk” program is designed to reduce irresponsible alcohol promotions on campus. The Live Well @ ASU Residential College provides a wellness-focused living environment for students. ASU also provides programs to reduce underage and

high-risk alcohol use and violence, promote healthy relationships, enhance stress management skills, and address other priority health issues identified in their survey results.

The quest to establish an online wellness program began as a way to bring relevant health information to ASU students through the Internet, complement and expand the WHP offerings, direct students to available resources, and make wellness education convenient for their students.

### Choosing a Customizable HRA

In keeping with their desire to make data-driven decisions, ASU looked for an online, evidence-informed health and wellness program that would meet their data collection needs and be accessible to students online. They chose the Wellsource<sup>®</sup> Personal Wellness Profile<sup>™</sup> (PWP) health risk assessment (HRA).

After reviewing several HRA company websites, the WHP team created a check-list that they used to compare each HRA provider.

### ASU Online Wellness Program Goals

- Help students make the connection between health and academic success
- Shift toward population-based programming
- Make programs accessible to students on all four ASU campuses
- Inform students about their personal health status
- Direct students to campus resources

They evaluated 14 different HRA companies on the following criteria:

- **Affordability** – By packaging the online and desktop versions of the PWP and adding the Online Wellness Center™ information library, they were able to get many of their needs met at an affordable price.
- **Customization** – The Wellsource® HRA allows for 20 additional custom questions, making it ideal for the needs of ASU.
- **Portal** – Both PWP and Online Wellness Center can be accessed with single sign-on or be hosted on the Wellsource server. ASU could brand both products.
- **Educational Content** – The interactive online personal report provides hyperlinks to health content within an extensive online library.
- **Validated HRA Questions and Results** – The PWP is scientifically-based and validated. Both the PWP and Online Wellness Center are NCQA certified.
- **Individual Reports** – With the PDF report generator, students can view their results immediately after completing the PWP.
- **Group Reports** – Extensive querying provides ASU with the ability to run reports on data obtained from the PWP online health assessment.
- **Privacy** – Wellsource products are in full HIPAA compliance.
- **Implementation Support** – The Wellsource tech support team provides training, guidance, and support throughout the implementation process.
- **Marketing Support** – Wellsource provides a marketing kit, including how-to's and customizable sample materials, with every PWP purchase.

Of all of these criteria, customization was the most important to the WHP team, because most HRAs are designed for corporate environments and adult populations. To serve students, ASU would need to add their own questions based on the top health priorities of college students, such as body image, eating disorders, alcohol and other drugs, sexual health, sexual violence, and lesbian, gay, bisexual, transgendered, and questioning (LGBTQ) health.

The PWP met many of ASU's requirements, and ASU staff recognized the value of the solid reputation of Wellsource.

***“No other health assessment reports were as well organized and provided just the right amount of educational content as the Wellsource® PWP reports.”***

*– Lynda Seefeldt, MS*

*Health Educator, ASU Wellness and Health Promotion*

## **Health Education at the Click of a Button**

ASU also understands the importance of providing ongoing health education to their students. The PWP online individual report contains links to educational resources within an online library. When students finish reviewing their PWP Personal Report, they are directed to ASU campus wellness resources based upon the results of their online health assessment. By adding the Online Wellness Center to their program, the WHP department could offer every student who completes the PWP access to a comprehensive online health and wellness education website. This site helps students learn how to improve their health, prevent disease, manage chronic health problems, and obtain reliable instruction for improving quality of life. Every month, students who have taken the PWP receive an email invitation to visit the Online Wellness Center.

## **Overcoming the Marketing Challenge**

With more than 67,000 students and four campuses to serve, promoting health and wellness requires a comprehensive approach. To promote their online wellness program, the WHP team uses a combination of print and electronic marketing strategies. Print marketing includes creating, posting, and evaluating flyers and posters that encourage students to take the PWP. Throughout the academic year, these flyers and posters are displayed within the university residential halls, health centers, counseling centers, and recreation centers. Electronic marketing includes hosting the Personal Wellness Profile and the Online Wellness Center on the WHP website, providing program announcements on the ASU website in the MyASU student portal section, featuring electronic flyers on various flat screen monitors throughout campus, and sending email invitations to student groups.

WHP collaborates with many ASU departments to promote wellness and foster a healthy campus environment. For instance, ASU recreation centers, counseling centers, and health centers have placed links to the online wellness program on their web pages. Residential Life encourages their student employees to take the PWP as a part of their training. Many ASU instructors have students take the PWP as a course assignment or extra credit activity. "During the 2008-2009 academic year, this was our most successful incentive," says Lynda Seefeldt, Health Educator, ASU Wellness and Health Promotion. "It greatly increased the number of students who completed the PWP."

All of their communication efforts paid off. They saw almost a 300% increase in program participation between year one and year two. Although very pleased with the growth, ASU is looking forward to increasing participation in the Personal Wellness Profile, encouraging students to take repeat assessments, increasing visits to the Online Wellness Center, and partnering with more ASU entities to promote the online wellness program to students.

***"The technical support staff at Wellsorce helped us set up our program on our website and trained us via the phone on how to use the Wellsorce products and tools,"***  
*– Lynda Seefeldt, MS  
 Health Educator, ASU Wellness and Health Promotion*

## Evaluating the Results

The survey administered by the WHP staff each year shows that their program is meeting its goals. Students reported that they learned the most about fitness, nutrition, and stress – and that they made or were planning to make positive changes in these areas. PWP results are consistent with the results of the surveys and other assessments that the WHP team currently administers. Through the Personal Wellness Profile, students are increasing knowledge of their personal health status, increasing knowledge about health and wellness, and increasing knowledge and utilization of campus wellness resources.

The WHP team has used the results of the survey to customize their marketing messages, increase participation, and make improvements to the program. In the future, WHP would like to create and provide customized group reports to participating entities within the ASU system to help the professional staff provide effective health and wellness programs and services for their students.

## Program Participation Evaluation

<b>Personal Wellness Profile™</b>		<b>Online Wellness Center™</b>	
Year 1	884	Year 1	1,018
Year 2	2,544	Year 2	1,175
First Half of Year 3	2,629	First Half of Year 3	1,160