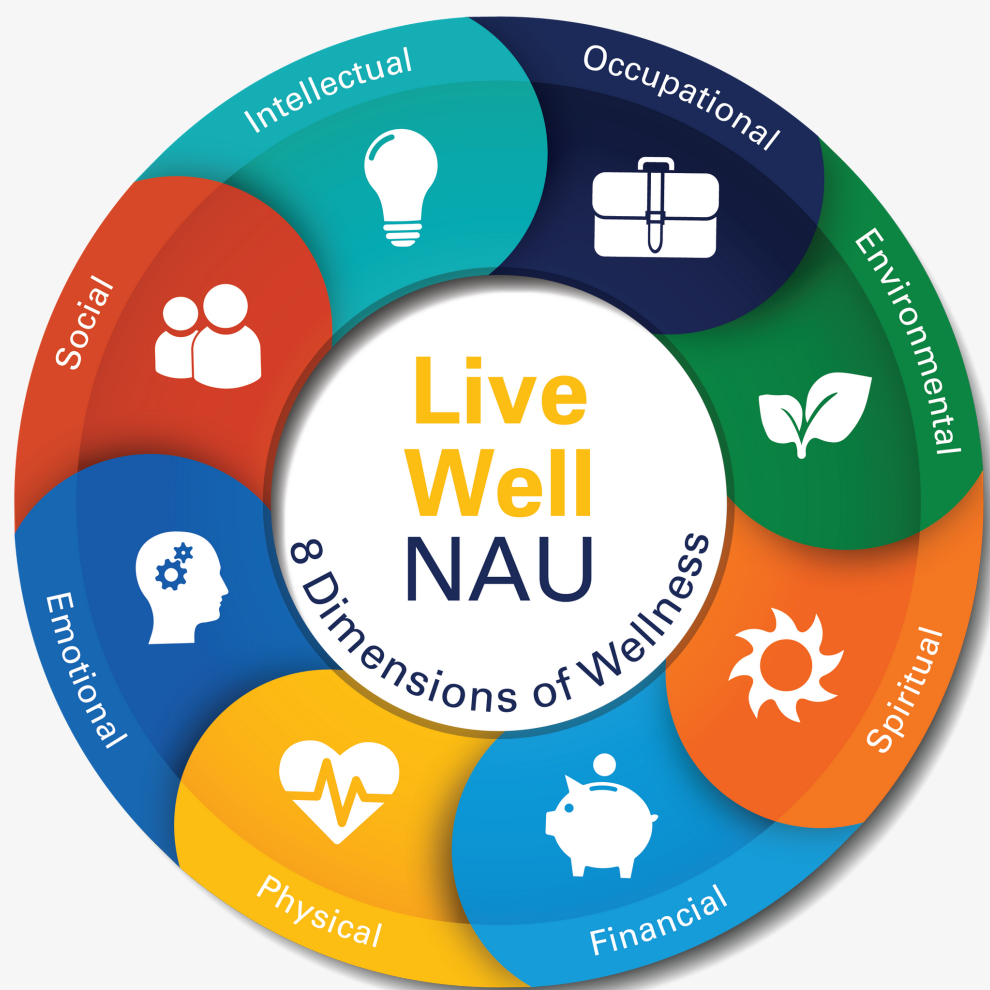


Live Well NAU

GUIDEBOOK



FOR FACULTY AND STAFF

BY HEALTHY CAMPUS COALITION 2020

PURPOSE AND MISSION

Live Well NAU aims to create a culture at NAU that recognizes health and wellness as a core tenet of the institution.

What is Live Well NAU?

Live Well NAU is a framework that creates a more comprehensive, coordinated wellness strategy to be used across the institution. The goal is to centralize campus resources into one easily accessible area and create an awareness of how university events and programs impact participant wellness.

Why was Live Well NAU created?

Live Well NAU was created after a campus-wide needs assessment revealed the need for a more cohesive and highly visible approach to wellness across campus. Through these stakeholder meetings, it was identified that:

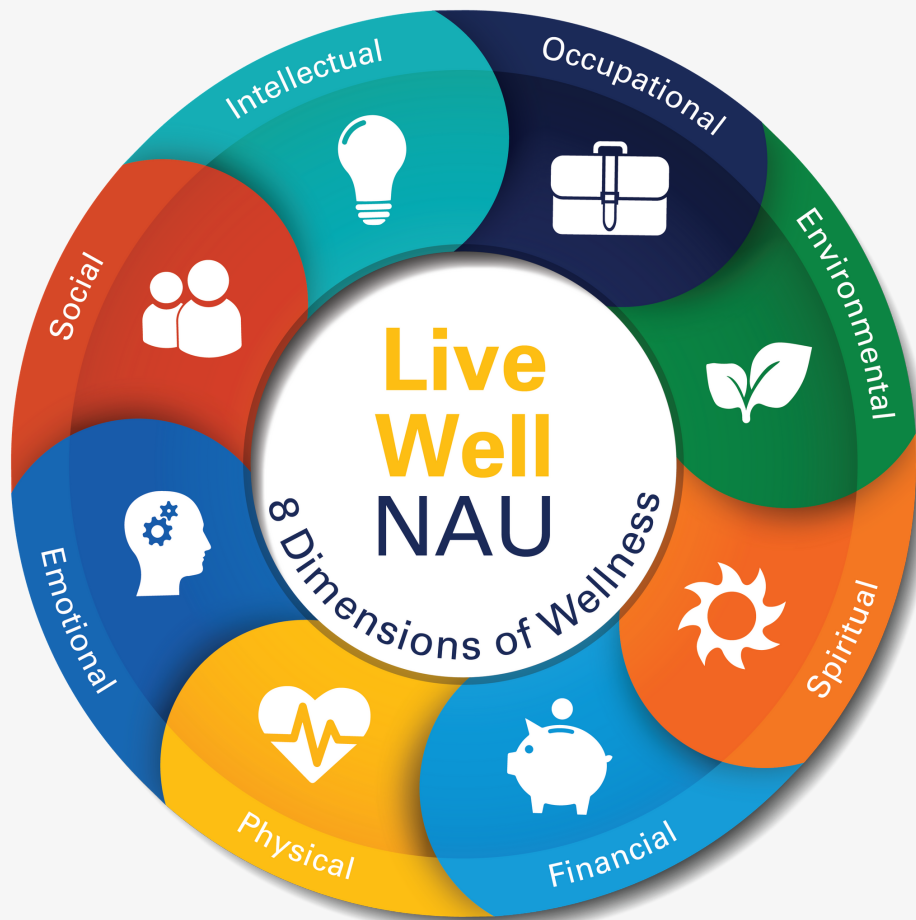
- Everyone on campus has a role in supporting the overall wellbeing of students. By breaking down silos and working together, we can improve the health and wellness of the study body.
- Healthy students are successful academically—they have higher GPAs and are more likely to graduate on time.
- According to the 2019 Freshman Experiences Survey (N=1333), students expressed needing help with:
 - Eating healthy **(42%)**
 - Getting regular physical exercise **(42%)**
 - Managing their emotional and mental health **(37%)**
- Students reported several health issues that impact performance like:
 - Sleep **(29.8%)**
 - Anxiety **(29.6%)**
 - Depression **(27.7%)**



(ACHA-NCHA II, 2019).

PURPOSE AND MISSION

Our solution: 8 Dimensions of Wellness and Live Well NAU



The 8 Dimensions of Wellness were identified by the Substance Abuse and Mental Health Services Administration (SAMHSA) to show key areas of wellness that optimize health. This holistic view on wellness recognizes that wellness is a dynamic concept, influenced by many dimensions that build off each other. Healthy Campus Coalition adopted this model and synthesized the concepts into a colorful pinwheel graphic to help students easily identify wellness-oriented events on campus.

DEVELOPMENT OF LIVE WELL NAU

Live Well NAU was developed with the input and support of campus partners, students, and best practices from separate institutions of higher education. The development process included:

- 1. Health Promotion Needs Assessment:** interviews with key campus partners to collect feedback about improving campus wellness.
- 2. Healthy Campus Coalition (HCC):** used needs assessment information to guide project development, including creating a graphic icon, a centralized online resource and a structured incentive plan.
- 3. Review of Existing Models:** wellness wheel frameworks from SAMHSA and others were considered.
- 4. Student Focus Groups:** feedback on concept was gathered from ASNAU, HS200 classes, SHAC, UCAN health coaches, and International students
- 5. Stakeholder Interviews:** staff, faculty and subject matter experts were interviewed to inform project development.
- 6. Best Practice Consultation:** phone calls with other schools using similar frameworks.
- 7. Branding and marketing discussion:** met with NAU marketing and branding professionals to ensure brand cohesion and a consistent brand identity.



HOW YOU CAN SUPPORT STUDENT WELLNESS

Using graphics and hosting events to promote student wellness

If you're a staff or faculty member and want to highlight a wellness-oriented event, Live Well NAU has tools to help you show the NAU community this event supports their wellbeing. Take the following steps to highlight your event:

1. Decide you're going to support student wellness:

Plan a wellness-oriented event.

a. Use this guidebook for inspiration.

2. Download the wellness wheel graphic: Choose the graphic that best fits the dimension of wellness that will be supported by your event.

3. Use the icon: Place it in the corner of any marketing for your event.

a. Certain activities may have overlap between different dimensions. Do your best to highlight one dimension or consider using the full wellness wheel if your event reflects 2 or more aspects of wellness.

4. Submit your event to the [NAU Event calendar](https://nau.edu/livewellnau): Select the appropriate wellness category so your event will be featured on nau.edu/livewellnau

a. Select all Live Well categories that apply. Don't forget to add keywords – this helps pull the event if people are searching for things to do! (ie. If you are putting on a Meditation Night, use keywords like meditation, relaxation, wellness, destress, self care)

b. Need more help submitting an event? See pg. 11

5. Collaborate with campus partners: Reach out to Health Promotion to consult on best practices for specific health related topics or cohost with another office.

EVENTS FOR WELLNESS

Dimension

Definition

Example Programs & Activities

PHYSICAL



Physical wellness focuses on taking proper care of our bodies for lifelong health. Implementing strategies for movement, nutrition, stress management, and sleep contribute to feeling your best while celebrating your body and all it can do.

- Invite Health Promotion staff to grocery bingo to share healthy recipes and eating tips.
- Bring a group fitness class to your group activity.

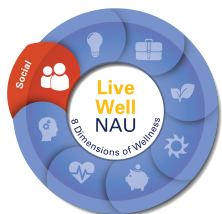
EMOTIONAL



Emotional wellness invokes a sense of self awareness, resilience and emotional intelligence. An emotionally well individual has the ability to identify, express and manage their emotions in healthy and positive ways. An important skill of the emotionally well individual is the ability to identify positive and effective coping strategies for stressful or taxing situations.

- Host a guided meditation night
- Create a stress free zone with tea, coloring pages, and calming music.

SOCIAL



Social wellness focuses on healthy relationships and strong connections. Social wellbeing includes establishing supportive networks, meaningful relationships, an openness and willingness to be inclusive of diverse experiences and perspectives, the ability to communicate healthy boundaries, and managing social conflict.

- Partner with the Office of Inclusion or the Office of Indigenous Student Success to host panel events around different topics.





INTELLECTUAL



Intellectual wellness encourages a curiosity for life and the mindset of life-long learning. The intellectually well individual seeks out opportunities for mental stimulation whether it is learning a new skill, following creative passions or exploring opportunities for academic growth.

- Host a study skills night with a staff member from the Academic Success Centers.
- Plan a group trip to the NAU Art Museum.

EVENTS FOR WELLNESS

Dimension	Definition	Example Programs & Activities
OCCUPATIONAL 	<p>Occupational wellness encourages a personal satisfaction and enrichment from one's own work. Our occupations encompass a majority of our time so a focus on balancing leisure and work is essential to maintaining our sense of meaning and purpose.</p>	<ul style="list-style-type: none"> • Invite a staff member from Career Services to host a resume writing or interview skills workshop. • Invite a speaker to campus who is an expert in a specific field.
ENVIRONMENTAL 	<p>Environmental wellness encourages us to explore the interconnectedness of nature and the individual. Both the natural and the built environments are important for environmental wellbeing as is inhabiting environments that you find pleasant and/or stimulating, as well as living a sustainable lifestyle.</p>	<ul style="list-style-type: none"> • Host an outdoor trash pickup on a trail near campus. • Invite Health Promotion to present a Bystander training to your group.
SPIRITUAL 	<p>Spiritual wellness is the intersection of values and beliefs that are personal to the individual. These beliefs have meaning and invoke a sense of harmony with, connection to or recognition of something larger than oneself. Spiritual wellness is a unique and ongoing process for each individual.</p>	<ul style="list-style-type: none"> • Organize a group volunteer event or food drive for Louie's Cupboard. • Host a group tour through one of the campus gardens.
FINANCIAL 	<p>Financial wellness is the ongoing process of becoming financially literate. This can include the ability to identify what it looks like to live within your means as well as how to financially plan for your future. Identifying resources and setting realistic/reasonable goals is a continuous process that the financially-well individual will work on throughout life.</p>	<ul style="list-style-type: none"> • Host a Budget Workshop for students using free online budget tools.

EVENTS FOR WELLNESS

Other things to consider when incorporating wellness into your events:

- Provide healthier food options at your events: fruits, vegetables, hummus, chips and guacamole/salsa, and unsweetened beverages.
- Avoid late night programming and deadlines to encourage good sleep habits.
- Consider beginning each class/event/meeting with a guided meditation.
- Encourage connection at events by requesting that students keep their cellphones turned off and away for the event.
- Think about how your events can be moved outside to help students get fresh air and spend time in nature.



Did you host a wellness-oriented event that was successful? Feel free to share the event with us at livewell@nau.edu so we can share with other offices!

CONVERSATION GUIDE

When talking to students about their wellbeing, there helpful and not-so-helpful things we can say. Below are key messages to share with students that will support their wellbeing:

Supporting healthy eating

- Aim for 5 servings fruits and vegetables daily.
- Drink adequate water.
- Eat food regularly throughout the day.
- Share food insecurity resources- Louie's cupboard & Louie's Leftovers.
- Limit caffeine intake.
- Focus messages on ADDING healthy items vs. REMOVING/RESTRICTING less healthy items.

Supporting physical activity

- Aim for 5 times/week for 30 minutes, moderate aerobic activity.
- Meet students where they are: encourage joyful movement.
- Refer to UCAN Health Coaches for one-on-one goal setting.
- Create opportunity for movement in your work with students: walking meetings/advising, activity challenges, etc..
- Collaborate with Campus Recreation.

Promoting Healthy Sleep

- Know how much is “enough” and encourage: 7-9 hours MOST nights.
- Limit naps to 20-30 minutes.

- Connect to GPA: get more Z's to get more A's.
- Share sleep hygiene information: establish sleep/wake routine.
- Avoid normalizing all-nighters: not a "rite of passage".
- Discuss time management: build time for sleep into planners.
- Shape the sleep environment for healthy sleep: Do you have late night events/deadlines?

Developing Resilience

- Provide feedback on student strengths.
- Help students identify strengths.
- Celebrate and share failures as well as successes.
- Incorporate social skills practice and feedback.
- Teach emotion management/identification.
- Create space where failure is okay!
- Teach and show empathy.
- Send students to #Bounceback NAU Resilience Module

Managing Stress

- Develop mindfulness: build in reflection, journaling, start with 5 minutes of guided meditation.
- Explore meditation: apps, videos, Stressbuster app.
- Develop organizational skills.
- Set realistic expectations: perfection is an illusion.
- Discuss regular exercise and sleep.
- Teach healthy boundary setting.
- Model healthy boundary setting/work life balance.
- Encourage time in nature.

Creating Connections

- Create a safe space.
- Model and develop empathy.
- Encourage students to learn and practice emotional intelligence/recognizing and managing emotion.
- Limit technology: interact IRL.
- Discuss healthy conflict resolution skills: “I messages”.
- Discuss social media and its effects.
- Encourage helping behaviors (Refer to [Mental Health Support Squad](#)).
- Identify commonalities in students.
- Make time to socialize.

WELLNESS RESOURCES

LIVE WELL NAU

NAU.EDU/LIVEWELLNAU

HEALTH PROMOTION

928-523-2131

NAU.EDU/HP

OFFICE OF THE DEAN OF STUDENTS

928-523-5181

NAU.EDU/DEANOFSTUDENTS

COUNSELING SERVICES

928-523-2131

NAU.EDU/COUNSELING

MEDICAL SERVICES

928-523-2131

NAU.EDU/MEDICAL-SERVICES

SUBMITTING EVENTS

- Visit <https://events.nau.edu> and select “Menu” in the upper right corner, then select “Sign In” and log in with your CAS information.
- Once you are taken back to the original view, select “Menu” again, then “Manage”. This will take you to the Events Dashboard.
- Hover over the blue bar on the left, then select the “Create an Event” button that appears.
- Enter information, being mindful of the following:
 - The Event Website section will not show up on the calendar; instead, hyperlink the event in the event description
 - Select all Live Well categories that apply. Don’t forget to add keywords – this helps pull the event if people are searching for things to do! (ie. If you are putting on a Meditation Night, use keywords like meditation, relaxation, wellness, destress, self care)
 - Make sure to add a location – more information is always better! You can select the correct building and add the specific room or location by typing in the box at the top and selecting the “Add” button
 - You must include a contact person, ideally the person who is the main point person
 - Add any marketing materials under “Images”
 - Select “Submit!” Your submission will be awaiting approval; once approved, you should receive an email notification. If needed, you can go back to the Events Dashboard and modify your event submission. The revised version will once again be submitted for approval.
- **Feel free to contact [Kristen Ribich](#) with any questions!**

*Student Affairs only: When entering your event on Your Path @ NAU powered by Sutable, be sure to select the appropriate Wellness Category Tag. This grants students the ability to see their engagement with the 8 Dimensions of Wellness.

PRIMARY GRAPHIC



HIGHLIGHTED GRAPHIC

see page 3 for all highlighted graphics



ADDITIONAL IDENTITY GRAPHICS

Live Well NAU

Live Well NAU

Blue background to show reverse color, not part of actual graphic.

Live Well NAU

Live Well NAU
8 Dimensions of Wellness

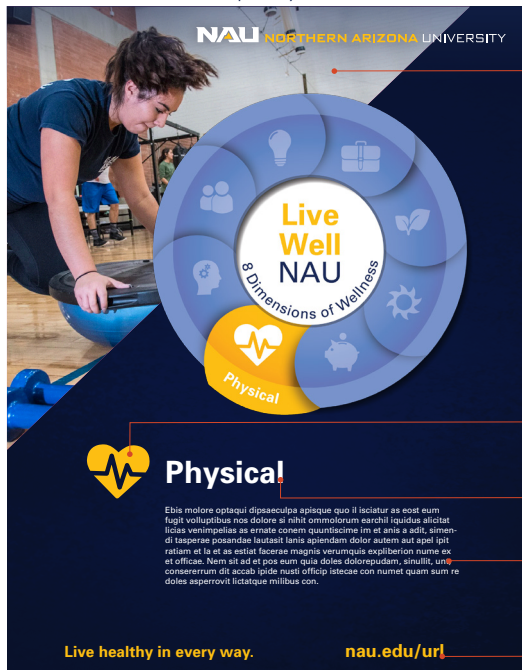


4. institutional logo:
follow NAU brand guidelines

1. main image on flyer

8. additional identity graphic

sample layouts



2. photo choice: placement
and size not overpowering

3. icon pulled from graphic is in the
highlighted dimension's color

5. bold, large headings

6. body copy roman/regular,
a good base size is 9pt.

7. URLs bold and lowercase

LAYOUT AND PHOTOGRAPHY GUIDELINES

1. the NAU Live Well graphic, both primary and highlighted, is to be the main image on all materials with photo(s) as supporting role
2. be strategic in photo choices and placement so as to not overpower the Live Well NAU graphics
3. when the icon representing one highlighted dimension is pulled out of the graph, it needs to be presented in that dimensions designated color.
4. an institutional logo should always be used in conjunction with the Live Well NAU graphics

TYPOGRAPHY

Univers

Univers (regular, not condensed) is to be used as the primary font for all Live Well Graphic publications.

Arial

Arial (regular, not black) should be used when Univers is not available.

5. headings: bold, large

6. body copy: roman/regular

7. URLs: bold and lowercase

ADDITIONAL IDENTITY GRAPHICS

8. these identity graphics are to be used in addition with the primary and highlighted graphics being the main identity

For more detailed information on NAU guidelines visit nau.edu/marketing/brand-center.

COLOR PALETTE

Primary graphic: When creating flyers and posters the primary colors, NAU True Blue and NAU Gold, are to be used. Do not use any additional secondary colors beyond the Live Well NAU primary graphic.

Highlighted graphics: Use only NAU True Blue, NAU Gold (sparingly), and the color of the highlighted graphic being used when creating promotional materials. Do not incorporate any other secondary color.

For both primary and highlighted graphics, the center portion should always be on white.



Emotional

TWILIGHT
Pantone® 300 C
C100 M60 Y0 K0
R0 G102 B179
HEX 0066B2



Physical

NAU GOLD
Pantone® 3514 C
C0 M27 Y100 K0
R241 G179 B0
HEX F1B300



Financial

SKY
Pantone® 299 C
C185 M19 Y0 K0
R0 G157 B220
HEX 009DDC



Spiritual

SUNSET
Pantone® 158 C
C0 M66 Y99 K0
R244 G119 B34
HEX F47722



Environmental

SUMMER SHADE
Pantone® 356 C
C95 M0 Y100 K27
R0 G133 B63
HEX 00853F



Occupational

NAU TRUE BLUE
Pantone® 282 C
C100 M89 Y31 K35
R0 G51 B102
HEX 003466



Intellectual

SUPAI
Pantone® 7467 C
C95 M0 Y35 K0
R0 G172 B165
HEX 00ADB5



Social

RED ROCK
Pantone® 173 C
C11 M87 Y100 K2
R213 G68 B28
HEX E86D1F