

# Live Well NAU

## GUIDEBOOK



**FOR STUDENTS**

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 at NAU. It aims to centralize campus resources into one easily accessible area for students.

## 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. We heard from students that you need support and resources to help you thrive at NAU because **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.

# 8 DIMENSIONS OF WELLNESS

## Dimension

## Definition

### 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.

### 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.

### 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.

### SPIRITUAL



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.

# 8 DIMENSIONS OF WELLNESS

## Dimension

## Definition

### OCCUPATIONAL



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.

### ENVIRONMENTAL



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.

### 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.

### FINANCIAL



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.

# HOW LIVE WELL NAU CAN SUPPORT **YOUR** WELLNESS

**Step 1- Wellness Check Up:** Complete the self-assessment on [nau.edu/livewellnau](http://nau.edu/livewellnau):

- Check-in with how frequently you engage in behaviors that support each dimension of wellness. Use your score to identify a dimension or two where you can do more to support your wellbeing.

**Step 2- Get Motivated:** Set 2-3 SMART Goals to improve your wellbeing:

- Once you've identified which dimension(s) of wellness you want to improve, set simple goals to help you change your behaviors.
- Try to think about goals that are Specific, Measurable, Attainable, Realistic, and Time-Bound (SMART).
  - Consider including a goal to attend an event that supports that dimension of wellness you'd like to improve.

**Step 3- Explore Resources:** Support is there to help you succeed:

- Explore the [nau.edu/livewellnau](http://nau.edu/livewellnau) website to identify on campus and virtual programs, campus services, and events that support wellness.

# HOW LIVE WELL NAU CAN SUPPORT **YOUR** WELLNESS

## **Step 4- Attend a Wellness Event:**

- Check the Live Well NAU website for relevant campus events designed to enhance your wellbeing.
- Look for the Wellness Wheel icon on marketing to know that an event or activity supports your wellbeing.
- If you attend an in-person event, check to see that is offered through Your Path powered by Suitable.
  - Scan the QR code at these events to earn points towards wellness badges and additional incentives.

## **Step 5- Improve Your Wellbeing:**

- Work towards meeting your goal! Once you're feeling confident the change has become a habit, revisit the self-assessment tool. Remember-health changes can be continuous, and your needs may change over time!



# RESOURCES FOR STUDENT ORGS AND STUDENT LEADERS:

If you're a registered student organization, you can support your fellow Lumberjacks by becoming a student partner in prevention and sending at least one representative from your executive team to a Live Well NAU orientation. Here are action steps you can take:

## Provide healthier food and drink options:

- Opt for fruits, vegetables, hummus, string cheese, yogurt, or nuts.
- Choose water, fruit infused water, and unsweetened tea when serving beverages.

## Help your members reduce stress:

- **Stay positive:** Use your social networking to put out inspirational quotes or encouraging messages, especially during challenging times like midterms or finals.
- **Encourage relaxation:** Incorporate short meditation exercises into events or meetings. Not sure where to start? Download the Stressbusters Wellness App for free, short guided meditations.
- **Find ways to move:** Plan group activities such as a walking meeting, hike near campus, or attend a group fitness class together.

## Support an inclusive environment:

- **Be an ally:** Register your group for a [Zone Training through IMQ](#) to learn how to support diversity and create a more inclusive NAU.
- **Become an active bystander:** Register your group to participate in Health Promotion's [Take a Stand!](#) training to learn the skills to intervene for a number of scenarios, including sexual assault prevention and discrimination.

# RESOURCES FOR STUDENT ORGS AND STUDENT LEADERS:

## Foster social connections:

- **Give back:** Volunteer within the community-doing good is a great way to feel better as individuals and more connected as a group. Visit the [Civic Service Institute](#) or [All For Good](#) to find local volunteer opportunities.
- **Create and market events** that help others meet new people: Include language on your fliers, emails and posts that reminds students that going to events and getting involved with clubs is a great way to make friends and build connections.
- **Partner up:** When you're planning events and activities, take a minute to scan True Blue Connects to see if there are groups that might be interested in partnering. It's a great way to involve new people, share the workload, and reach a broad audience.

## Time events to support wellness:

- Host a program or event during times when students would otherwise consume alcohol (Thursday, Friday, Saturday nights after 10 PM).
- On weeknights, limit late night events and meetings to encourage good sleep hygiene.

## Support academic and career achievement:

- Schedule organized study and homework times, especially prior to midterms and finals.
- Invite staff members from [NAU Career Development](#) to host an interview or resume writing workshop.

# WELLNESS **RESOURCES**

## **LIVE WELL NAU**

[NAU.EDU/LIVEWELLNAU](http://NAU.EDU/LIVEWELLNAU)

## **HEALTH PROMOTION**

928-523-2131

[NAU.EDU/HP](http://NAU.EDU/HP)

## **OFFICE OF THE DEAN OF STUDENTS**

928-523-5181

[NAU.EDU/DEANOFSTUDENTS](http://NAU.EDU/DEANOFSTUDENTS)

## **COUNSELING SERVICES**

928-523-2131

[NAU.EDU/COUNSELING](http://NAU.EDU/COUNSELING)

## **MEDICAL SERVICES**

928-523-2131

[NAU.EDU/MEDICAL-SERVICES](http://NAU.EDU/MEDICAL-SERVICES)

## 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

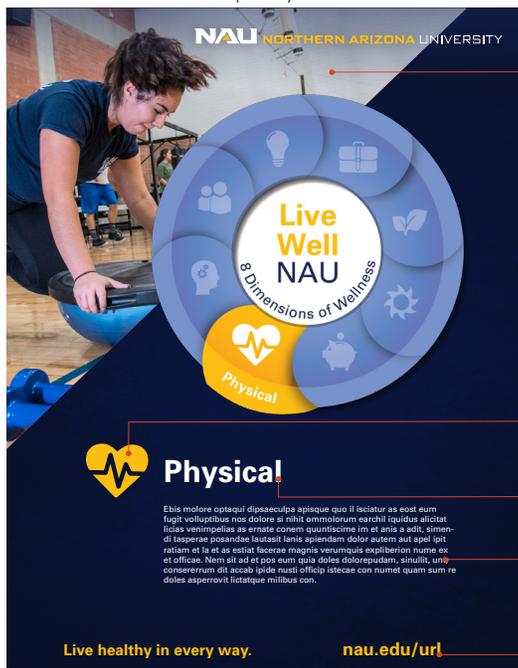


4. institutional logo:  
follow NAU brand guidelines

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](http://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



### Environmental

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



### Physical

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



### Occupational

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



### Financial

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



### Intellectual

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



### Spiritual

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



### Social

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