



Keele Wellbeing Map

Summary

A wellbeing map was created at Keele University which shows staff and students where they can be active, take time out, eat well, connect with others and be supported on campus. There is also further information included about a variety of health and wellbeing initiatives on offer by the university and within the local community.

Aims/Objectives

Make staff and students aware of the various ways they can maintain a positive health and wellbeing whilst working or studying at Keele University.

What did you do?

- The Healthy University Group at Keele discussed the features that they believed would be useful to have on a 'Wellbeing Map' for the university and the five key areas were decided: Be Active, Take Time Out, Eat Well, Connect and Be Supported
- Various stakeholders were then asked to provide information and content for the map, including geographical location of where each aspect takes place
- The design and marketing team at Keele Students' Union then created the map to not only be informative but also visually appealing and easy to use and understand
- Once created the map was uploaded to the Keele Healthy University Website and copies distributed to key areas around campus such as in Student Services, Counselling, Advice and Support Shop, University reception and the Students' Union reception
- The map also corresponded to a webpage where further information about the five key areas could be found

What was the context / background?

The key driver for the work was consistent feedback from students and staff that they weren't aware of the various health and wellbeing initiatives that are available on campus. When completing a recent Health and Wellbeing Survey, students expressed the desire for a list of water dispensers on campus, healthy eating venues and where they could access support. This is also supported by student comments to elected officers from the SU and comments made on social media.

How was it organised and who was involved?

This was organised by Keele's Healthy University Officer (a part time role based in the Student Services department). The main duties included contacting key stakeholders for content, compiling this and 'mapping' this onto an existing campus map, then liaising with marketing to design the new Wellbeing Map.

Overall, involved in the process were: the Healthy University Group, representatives from sports, catering, support services, marketing & design and residence.

What resources did you need?

The Keele Healthy University Officer was able to project manage this, and used approximately 3 days worth of workload, plus approximately 2 hours of time within the Healthy University Group meetings.

The marketing team spent approximately 14 hours putting the map together.

Financially:

- Healthy University Officer Wage (3 days) = £150
- 14 hours marketing fee = £16 + VAT/hour = £298.80
- Printing costs (x250 A4 maps) = £90

TOTAL = £538.80

Has it been evaluated? How successful has it been?

Nine months following implementation a survey was circulated asking students to evaluate the Wellbeing Map. The following findings were reported:

- 55% of respondents were familiar with the map and had used it
- The features which stood out to them were the use of colour and the separate categories for the points of interest
- One point for improvement was to make it less cluttered, and also to include opening times for the food outlets, times to complete the running routes etc.
- Useful for new students to get an idea of what is available to them on campus

How did it draw on or contribute to a Healthy University Whole System Approach?

Creating the map was an inter-disciplinary approach due to the amount of information that was required from various stakeholders across the university. There was a great deal of collaborative working which led to an informed and successful overall product. The map encompasses wellbeing initiatives from across the whole campus including Sport, the Students' Union, Chapel, Residence and many more and so supports a Whole System Approach.

Future Plans

There are plans for a digital version of the Wellbeing Map to be produced. This project has been taken on by a third year computing student as part of his final year project. The same information will be present on the

digital version, however, based on student feedback, there will also be a filter system for the separate categories and details about individual wellbeing events and where they are taking place which isn't possible on the existing, static map. In the feedback survey, 88% of respondents said that it would be useful to have an online version of the map. This project will be completed by June 2019.

Key Learning Points

This project was a very resource and cost effective way of enhancing wellbeing across the staff and student population. Working across the whole university to showcase various ways to wellbeing not only contributed towards a valued resource for members of the community, but also enhanced relationships and partnership working between various organisations and departments. Collecting feedback from students is vital to understanding if an initiative is working, and what can be done to improve it; the issues raised in the survey will be addressed by the creation of a digital version.

Thematic Categories (tick any that apply to your case study)

Method	Topic	Population Group
Campaign / Event <input type="checkbox"/>	Alcohol /Substance Misuse <input type="checkbox"/>	Staff <input checked="" type="checkbox"/>
Curriculum <input type="checkbox"/>	Built Environment <input checked="" type="checkbox"/>	Students <input checked="" type="checkbox"/>
Project <input checked="" type="checkbox"/>	Food / Healthy Eating <input checked="" type="checkbox"/>	Wider Community <input type="checkbox"/>
Policy / Procedure <input type="checkbox"/>	Mental Health <input checked="" type="checkbox"/>	Other <input type="checkbox"/>
Whole System Approach <input checked="" type="checkbox"/>	Physical Activity / Active Transport <input checked="" type="checkbox"/>	
Other <input type="checkbox"/>	Sexual Health <input type="checkbox"/>	
	Sustainable Development <input type="checkbox"/>	
	Tobacco <input type="checkbox"/>	
	Other <input type="checkbox"/>	

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