**STRATEGIC PLAN**

**2013-2018**

*Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love. Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in creates conditions that allow the attainment of health by all its members.*

- World Health Organization (WHO)

**Values**

We employ **dynamic advocacy** for social justice.
We **catalyze student success** by providing resources and support for students to excel.
We have **fun, seriously**, by balancing rigor, passion, and humor.
We are committed to **health** and develop strategies to promote flourishing across the socio-ecological spectrum.
We engage with students as **partners**, not just patients.
We believe **prevention works** and is essential to population health.

**Vision**

Every Emory student will flourish in a healthy campus.

**Mission**

The Office of Health Promotion facilitates student flourishing and builds capacity for a healthy Emory.

Fundamental assumptions about the role of health in higher education:

- “there is a reciprocal relationship between learning and health, as well as a direct connection between the academic mission of higher education and the well-being of students
- in the broadest sense, health encompasses the capacity of individuals and communities to reach their potential
- health transcends individual factors and includes cultural, institutional, socioeconomic, and political influences
- health is not solely a biomedical quality measured through clinical indicators
- health, learning, and social justice are inextricably connected
- both individual and environmental approaches to health are critical”

*(Council for the Advancement of Standards, 2011)*
# Health Promotion Action Goals

(Adapted from the Ottawa Charter for Health Promotion, 1986, WHO.)

| 1. Create healthy policy | • Make the healthier choice the easier choice | • Policy audit  
• Measure adherence to existing health promoting policies |
|--------------------------|---------------------------------------------|-------------------------------------------------|
| 2. Build supportive environments | • Reciprocal maintenance of each other and our communities  
• Socio-ecological strategies  
• Integration of health and learning | • Trainings to create a survivor supportive campus  
• Advocacy-based counseling services  
• Assess campus readiness to support students in recovery  
• Medical Amnesty  
• Peer-led awareness raising efforts related to reducing high-risk drinking and other drug use  
• Skills in social justice, leadership, and health; diversity, access and inclusion  
• Healthy Campus Initiative/Flourish Emory |
| 3. Strengthen community actions | • Set priorities based on data  
• Empower community action | • Needs assessment (ACHA-NCHAII)  
• Surveillance  
• Build readiness for social response and bystander intervention training for students  
• Curriculum infusion  
• Cultivate key opinion leaders |
| 4. Develop individual capacity for personal wellbeing and student development | • Provide topical health education, information, and resources  
• Develop student capacity for lifelong wellbeing | • Internships  
• Mindfulness  
• Sexual Health  
• Happiness Boot Camp |