

Healthier Campus Initiative

We want to introduce you to our new strategic alliance with Partnership for a Healthier America (PHA) and its Healthier Campus Initiative. Please review the attached Exhibit A (guidelines) that becomes part of the Memorandum of Understanding between PHA and partners. Please keep in mind that although all 39 guidelines are included in the document, campuses that join the initiative are only asked to choose 23 guidelines total.

To join the Healthier Campus Initiative, contact Sara John at sjohn@healthieramerica.org.

Join now and receive benefits of PHA partnership including:

- A large, public announcement of the initial cohort of colleges and universities to launch the Healthier Campus Initiative in November 2014;
- PHA provision of ongoing communications support, including promoting efforts via social media and PHA's website at ahealthieramerica.org;
- PHA provision of technical assistance as needed regarding partnership;
- PHA facilitation of the sharing of best practices and resources among Healthier Campus Initiative colleges and universities;
- PHA connection of colleges and universities with other PHA partners beyond the Healthier Campus Initiative;
- Publication of partner progress each year in the PHA Annual Progress Report;
- Special programming for colleges and universities at the PHA annual Building a Healthier Future Summit.

The process for joining the PHA Healthier Campus Initiative includes:

- PHA providing information about and assistance with the Healthier Campus Initiative and supporting colleges and universities as they explore committing to the initiative;
- Colleges and universities choosing 23 of the 39 total guidelines to implement and have verified with the support of dining services, campus recreation, campus wellness, campus leadership and other relevant stakeholders;
- Mutual agreement of final guidelines and terms of commitment through a Memorandum of Understanding (MOU);
- Signing of the MOU between PHA and campus.

PHA HEALTHIER CAMPUS INITIATIVE

PHA's Healthier Campus Initiative brokers commitments with colleges and universities to make their campuses healthier by adopting guidelines around food and nutrition, physical activity and programming. The effort strives to include a diverse array of colleges and universities. In trying to recognize the unique nature of each campus, PHA created guidelines that:



Give CHOICE

Colleges and universities can choose which guidelines they want to complete.

Acknowledge PROGRESS MADE

Guidelines were created to give credit for existing campus wellness efforts as well as to challenge colleges and universities to do more.

Allow FLEXIBILITY

Colleges and universities choose guidelines upon joining the initiative, but have until the end of the three-year commitment to fully implement them.

WHY CAMPUSES?

During their first year in college, students' overweight/obesity rates increase by more than 15%¹.



Most college students are not meeting dietary and physical activity guidelines².



The college years are a time when lifelong habits begin to form, as for the first time, many students are making their own choices about food and lifestyle.

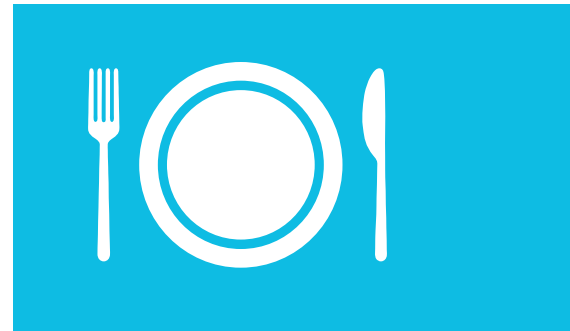
The Partnership for a Healthier America (PHA) works with the private sector and PHA Honorary Chair First Lady Michelle Obama to make the healthy choice the easy choice for busy parents and families. Our more than 70 partners are making healthier choices more accessible and affordable—regardless of where families live, work or play. PHA's private sector partners make meaningful commitments to help end the childhood obesity epidemic, and PHA ensures commitments made are commitments kept by measuring and reporting annually on their progress. Campuses influence tomorrow's parents, teachers, coaches, and more. It is critical that we help colleges and universities offer students, faculty and staff—as early as possible—healthier choices that will ensure their success.

PHA HEALTHIER CAMPUS INITIATIVE GUIDELINES

Working with a group of the nation's leading nutrition, physical activity and campus wellness experts, PHA has a set of guidelines to build healthier environments for college and university students, some of which include:

Food and Nutrition

- Providing healthier food and beverage services in campus-operated dining venues
- Providing healthier vending options on campus
- Providing healthier catering services on campus
- Promoting water consumption on campus
- Increasing local foods/sustainability programs in campus food service
- Providing trained food and nutrition professionals on campus



Physical Activity/Movement

- Creating a built environment that encourages active forms of transportation on campus, including access to walking and bicycle paths
- Encouraging student physical activity/movement through increased access to facilities and programs on campus
- Encouraging outdoor physical activity/movement on campus
- Providing trained physical activity/movement professionals on campus

Programming

- Implementing an integrated, comprehensive wellness program for individuals on campus
- Offering other wellness programs on campus, including programs that address food security, service learning and/or cooking skills

To learn more about the Healthier Campus Initiative, contact Sara John at sjohn@ahealthieramerica.org

¹ Richardson et al. 2009. A Prospective Study of Weight Gain During the College Freshman and Sophomore Years. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2696183>.

² Huang et al. 2003. Assessing Overweight, Obesity, Diet, and Physical Activity in College Students. <http://www.tandfonline.com/doi/abs/10.1080/07448480309595728#.U1UjruZdV30>.





EXHIBIT A HEALTHIER CAMPUS INITIATIVE

Over the next three (3) years, XXXX makes the following commitments to PHA and the effort to help curb obesity. These commitments move post-secondary education institutions toward delivering healthier options and promoting more opportunities for physical activity/movement to help improve the health of individuals¹ on their campuses. Specifically, XXXX takes the following actions:²

I. FOOD AND NUTRITION

XXXX will implement the following (check a minimum of ten (10) guidelines total, of which three (3) are required):

A. Provide healthier food and beverage services in campus-operated dining venues³ every operational day:

1. Offer on the menu⁴ a minimum of one (1) wellness meal at each breakfast,⁵ lunch and dinner⁶ meal (if served).

2. Offer a minimum five (5) types of fruits, five (5) types of vegetables⁷ and two (2) 100% whole grain products⁸ at both lunch and dinner (if served).

¹ Includes student (all individuals enrolled in the school, both full-time and part-time), and faculty and staff employed or contracted by the college or university.

² As defined in each area. Across all areas, twenty-three (23) total guidelines will be selected and implemented by the end of the commitment.

³ Dining venues include residential dining halls, student union cafeterias and other food service venues where students/staff serve themselves or are served from a counter; does not include vending machines, coffee or food kiosks, coffee houses, specialty venues with limited (less than twenty) menu items or licensed retail spaces. See Exhibit C for list of dining venues included.

⁴ Examples include signage or easy-to-access links (e.g., QR code) that describe the wellness meal offering. All meal components must be bundled/sold/offered together.

⁵ Breakfast wellness meals must meet both: 1) *Food profile* (amounts are minimums) – 2 oz. whole grain rich grain (> 50% whole grain) serving equivalent, 1 cup fruit and/or vegetable serving equivalent, and 1 cup low-fat dairy serving equivalent or 1 oz. lean meat/fish/poultry serving equivalent; and 2) *Nutrient profile* – ≤400 calories, ≤10% calories from saturated fat, 0 g artificial trans fat, ≤460 mg sodium.

For the food profile, common equivalents include: Grain 1 oz. serving equivalents: 1 oz. slice bread; 1 oz. uncooked pasta or rice; 1/2 cup cooked rice, pasta, or cereal (e.g., oatmeal); 1 tortilla (6" diameter); 1 pancake (4.5" diameter); 1 cup flakes/rounds or 1 ¼ cups puffed ready-to-eat breakfast cereal; Fruit 1 cup serving equivalents: 1 small (2.5" diameter) apple; 1 cup applesauce; 1 large (8-9" long) banana; 1 cup (diced melon, seedless grapes, mixed fruit; 1 large (3-1/16" diameter) orange; 1 large (2-3/4" diameter) peach; 1 med. pear; 1 cup berries; Vegetable 1 cup serving equivalents: 1 cup cooked (broccoli, greens, spinach, carrots, tomatoes, peppers, squash, dried beans, green peas, corn); 2 cups raw (lettuce, leafy greens, spinach); 1 med. baked (2-1/2" – 3" diameter) white potato; 1 large baked (2-1/4" diameter) sweet potato; 1 large ear (8-9") corn; 2 large stalks (11-12" long) celery; Dairy 1 cup serving equivalents: 1 cup low-fat (1% or nonfat (skim) milk; 1 cup calcium and Vit. D-fortified soy milk; 6-8 oz. low-fat or nonfat yogurt; 1 ½ ounces low-fat hard cheese (cheddar, mozzarella, Swiss, Parmesan); ½ cup low-fat shredded cheese; ½ cup low-fat ricotta cheese; 2 cups low-fat cottage cheese; 2 ounces low-fat processed cheese (American); Lean protein 1 oz. serving equivalents: 1 oz. cooked fish, shellfish, lean poultry, lean beef or other lean animal flesh; ¼ cup cooked beans and peas; ½ oz. of nuts or seeds; 1 egg; 1 Tbsp. peanut or nut butter; 2 Tbsp. hummus; ¼ cup tofu. For additional information on equivalents, refer to the 2010 Dietary Guidelines for Americans or the USDA MyPlate equivalents.

⁶ Lunch and dinner wellness meals must meet both: 1) *Food profile* (amounts are minimums) - 2 oz. lean meat/fish/poultry serving equivalent, 2 oz. whole grain rich grain (>50% whole grain) serving equivalent, 1 ¼ cup fruit and/or vegetable serving equivalent, and 1 cup low-fat dairy serving equivalent; and 2) *Nutrient profile* - ≤700 calories, ≤10% calories from saturated fat, 0 g artificial trans fat, ≤800 mg sodium. For the food profile, common equivalents include: Grain 1 oz. serving equivalents: 1 oz. slice bread; 1 oz. uncooked pasta or rice; 1/2 cup cooked rice, pasta, or cereal (e.g., oatmeal); 1 tortilla (6" diameter); 1 pancake (4.5" diameter); 1 cup flakes/rounds or 1 ¼ cups puffed ready-to-eat breakfast cereal; Fruit 1 cup serving equivalents: 1 small (2.5" diameter) apple; 1 cup applesauce; 1 large (8-9" long) banana; 1 cup (diced melon, seedless grapes, mixed fruit, berries) 1 large (3-1/16" diameter) orange; 1 large (2-3/4" diameter) peach; 1 med. pear; Vegetable 1 cup serving equivalents: 1 cup cooked (broccoli, greens, spinach, carrots, tomatoes, peppers, squash, dried beans, green peas, corn); 2 cups raw (lettuce, leafy greens, spinach); 1 med. baked (2-1/2" – 3" diameter) white potato; 1 large baked (2-1/4" diameter) sweet potato; 1 large ear (8-9") corn; 2 large stalks (11-12" long) celery; Dairy 1 cup serving equivalents: 1 cup low-fat (1% or nonfat (skim) milk; 1 cup calcium and Vit. D-fortified soy milk; 6-8 oz. low-fat or nonfat yogurt; 1 ½ ounces low-fat hard cheese (cheddar, mozzarella, Swiss, Parmesan); ½ cup low-fat shredded cheese; ½ cup low-fat ricotta cheese; 2 cups low-fat cottage cheese; 2 ounces low-fat processed cheese (American); Lean protein 1 oz. serving equivalents: 1 oz. cooked fish, shellfish, lean poultry, lean beef or other lean animal flesh; ¼ cup cooked beans and peas; ½ oz. of nuts or seeds; 1 egg; 1 Tbsp. peanut or nut butter; 2 Tbsp. hummus; ¼ cup tofu. For additional information on equivalents, refer to the 2010 Dietary Guidelines for Americans or the USDA MyPlate equivalents.

⁷ Fruits and vegetables meeting this guideline cannot be fried (see FN 10); they may be fresh, frozen, dried, or canned (with no added sweetener or salt); if fruits or vegetables are served in a mixed dish, amount must be at least a 1 cup serving equivalent; juice and other beverages do not fulfill this guideline. Varieties of the same type of fruit or vegetable (e.g., granny smith apple and gala apple) only count as one type. Snack mixes containing dried fruit and other non-fruit items do not fulfill this guideline.

⁸ A whole grain product has 100% of the original kernel, all of the bran, endosperm and germ; includes grains such as brown rice, barley, oats, and quinoa. Must meet definition of 100% whole grain product as stated in 21 CFR 102.5(b).

3. Offer only a total number⁹ of fried foods¹⁰ that does not exceed the total number of platforms¹¹ available at both lunch and dinner (if served) across all venues.

4. Offer and identify as healthier at point of presentation [see I.A.6] at least three (3) desserts¹² at both lunch and dinner (if served) that have ≤ 150 calories as served.¹³

5. Ensure the percentage of healthier beverage¹⁴ purchases (in dollars) is a minimum of sixty percent (60%) of total beverage purchases (in dollars).¹⁵

6. Identify food and beverage items using one (1) of the following strategies:

a. Label food and beverage items offered with calories per serving at the point of presentation;¹⁶

OR

b. Designate healthier food and beverage options using a healthy icon¹⁷ at the point of presentation.¹⁸

7. Implement a comprehensive, strategic product placement/merchandising program/policy¹⁹ within dining venues to encourage healthier food consumption. The program/policy will include a minimum of five (5) strategies, one (1) of which is:

- Offer only healthier food²⁰ and beverage²¹ options within five (5) feet of payment stations.

8. Offer a plant-based food option²² at every platform serving meat.

B. Implement local food or sustainability program in campus food service:

1. Implement a local food procurement program (e.g., *Real Food Challenge*²³)

⁹ Number of total fried foods (see FN 10) divided by number of platforms (see FN 11). If a dining facility does not have a scatter system food service operation, then a maximum of four (4) fried items per facility is the guideline amount.

¹⁰ Fried includes deep-frying in which foods are submerged in a fat for several minutes to cook. Pre-fried, par-fried and flash-fried items are discouraged; however, to meet this guideline as not fried, these options must contain $\leq 10\%$ calories from saturated fat and $\leq 35\%$ calories from total fat. If they do not meet this criteria they are counted as a fried item.

¹¹ Platforms represent individual stations with specific types of foods.

¹² Fruits used to meet guideline I.A.2. may not fulfill this guideline.

¹³ If self-serve [e.g., soft serve ice cream], identify serving size at point of presentation (See FN 16).

¹⁴ Includes: Water (plain, carbonated, 100% natural fruit flavor-infused with no added caloric sweeteners); Juice (100% fruit or vegetable juice with total sodium ≤ 140 mg per serving); Milk (low-fat [1%] and nonfat milk and soy beverages [calcium and vitamin D fortified], flavored milk with ≤ 130 calories per 8 oz.); and Other beverages with ≤ 40 calories per container.

¹⁵ Credit will be given for free water offered.

¹⁶ Point where food or beverage item is picked up. Menus or menu boards or displays adjacent to the salad bar may be considered point of presentation. May use a QR code or related means to link students to calorie information online.

¹⁷ Nutrient and food criteria for healthy icons will be mutually agreed upon in writing by PHA and the signing institution.

¹⁸ Point where food or beverage item is picked up. Menus or menu boards or displays adjacent to the salad bar can be considered point of presentation. May use a QR code or related means to link students to calorie information online.

¹⁹ Program/policy strategies which urge eaters to make healthier choices (e.g., placing healthier low-sugar cereals at eye level, placing vegetable choices at the front of buffet lines).

²⁰ Nutrient and food criteria for healthier check-out may be mutually agreed upon in writing by PHA and the signing institution. Otherwise, the criteria for this guideline will be: fruits, vegetables, whole grain rich grain products (contains at least 51 percent whole grains and the remaining grain content of the product is enriched or the first ingredient is whole grain) or pre-packaged items that are: ≤ 200 calories/serving, $\leq 10\%$ calories from saturated fat, $\leq 35\%$ calories or weight from total sugars (unsweetened fruit exempt), and ≤ 240 mg sodium.

²¹ Includes Water (plain, carbonated, 100% natural fruit flavor-infused, with no added caloric sweeteners); Juice (100% fruit or vegetable juice with total sodium ≤ 140 mg per serving); Milk (low-fat [1%] and nonfat milk and soy beverages [calcium and vitamin D fortified], flavored milk with ≤ 130 calories per 8 oz.); and Other beverages with ≤ 40 calories per container.

²² A plant based food option incorporates any of the following: Raw or cooked vegetables, Whole grains, Seeds, Pulses (dried peas, lentils, chickpeas, etc.), or Legumes (fresh peas and beans, soybeans).

that increases procurement of local and sustainable foods.²⁴

2. Offer tray-less dining as the default system²⁵ in at least seventy-five percent (75%) of dining venues.²⁶

C. Provide healthier vending²⁷ options on campus:

1. Ensure that a minimum of fifty percent (50%) of vending machines offer only healthier food²⁸ and beverage²⁹ products OR fifty percent (50%) of each vending machine content is healthier food and beverage products.

D. Provide healthier catering services on campus:

1. Offer one (1) of the following healthier catering menu options:

a. Offer a minimum of three (3) types of fruits, three (3) types of vegetables,³⁰ two (2) 100% whole grain products³¹ and no more than two (2) fried items³² on catering menus;

OR

b. Offer a healthier catering menu that only includes foods and beverages that meet healthier food and nutrition guidelines.³³

2. Ensure the percentage of healthier beverage³⁴ purchases (in dollars) is a minimum of sixty percent (60%) of total beverage³⁵ purchases (in dollars) for catering.

E. Promote water consumption on campus:

1. Make free water³⁶ available in all dining venues³⁷ and all educational/physical activity facilities.

F. Provide trained food and nutrition professionals on campus:

1. Make available Registered Dietitian Nutritionists (RDNs) for personal nutrition assessments and counseling to all students.³⁸

²³ Learn more about Real Food Challenge at: <http://www.realfoodchallenge.org/commitment>.

²⁴ Program will be mutually agreed upon in writing by PHA and the signing institution.

²⁵ Trays are available upon request only.

²⁶ Dining venues include residential dining halls, student union cafeterias and other food service venues where students/staff serve themselves or are served from a counter; does not include vending machines, coffee or food kiosks, coffee houses, specialty venues with limited (less than twenty) menu items or licensed retail spaces. See Exhibit C for list of dining venues included.

²⁷ Self-operating machines that dispense foods and/or beverages.

²⁸ Nutrient and food criteria for healthier vending may be mutually agreed upon in writing by PHA and by the signing institution. Otherwise, the criteria for this guideline will be: fruits, vegetables, whole grain rich grain products (contains at least 51 percent whole grains and the remaining grain content of the product is enriched or the first ingredient is whole grain) or pre-packaged items that are: ≤200 calories/serving, ≤10% calories from saturated fat, ≤35% calories or weight from total sugars (unsweetened fruit exempt), and ≤240 mg sodium.

²⁹ Includes: Water (plain, carbonated, 100% natural fruit flavor-infused, with no added caloric sweeteners); Juice (100% fruit or vegetable juice with sodium ≤140 mg per serving); Milk (low-fat [1%] and nonfat milk and soy beverages (calcium and vitamin D fortified), flavored milk with ≤130 calories per 8 oz.); and Other beverages with ≤40 calories per container.

³⁰ See FN 7; vegetables are not required for breakfast catering menus.

³¹ Whole grain includes 100% of the original kernel, all of the bran, endosperm and germ; includes grains such as brown rice, barley, oats, and quinoa. Must meet definition of 100% whole grain product as stated in 21 CFR 102.5(b).

³² See FN 10.

³³ Criteria for guidelines will be mutually agreed upon by PHA and the signing institution.

³⁴ Includes: Water (including plain, carbonated, 100% natural fruit flavor-infused, with no added caloric sweeteners); Juice (100% fruit or vegetable juice with total sodium ≤140 mg per serving); Milk (low-fat [1%] and nonfat milk and soy beverages [calcium and vitamin D fortified], flavored milk with ≤130 calories per 8 oz.); and Other beverages with ≤40 calories per container.

³⁵ Alcohol is excluded.

³⁶ Includes drinking fountains and water stations. Sinks for hand-washing may not be used to fulfill this guideline.

³⁷ Dining venues include residential dining halls, student union cafeterias and other food service venues where students/staff serve themselves or are served from a counter; does not include vending machines, coffee or food kiosks, coffee houses, specialty venues with limited (less than twenty) menu items or licensed retail spaces. See Exhibit C for list of dining venues included.

II. PHYSICAL ACTIVITY/MOVEMENT

XXXX will implement the following (check a minimum of ten (10) guidelines total, including at least one guideline from each section A, B and C):

A. Create a built environment that encourages healthier choices on campus:

1. Provide marked walking routes on campus, one of which must be at least two (2) miles in length and have distance markers³⁹ at regular intervals.⁴⁰ A route map⁴¹ is made available to individuals on campus.
2. Post signage requiring cars to stop for pedestrians at all designated or marked crosswalks on campus.⁴²
3. Provide at least one (1) bicycle parking space⁴³ on campus for every fifteen (15) individuals⁴⁴ on campus.
4. Offer a bicycle share/rental program⁴⁵ and/or a subsidized bicycle purchase program⁴⁶ for all students.
5. Provide designated bicycle lanes⁴⁷ on major roads and/or offer off-street bicycle paths throughout campus.
6. Implement a bicycle and pedestrian accommodation policy,⁴⁸ (e.g., *Complete Streets*⁴⁹) and/or participate⁵⁰ in a national bicycle or pedestrian recognition program (e.g., *Bicycle Friendly University*⁵¹).
7. Implement a campus-wide program/policy that incentivizes the use of public or campus provided transportation.

B. Encourage student physical activity/movement through facilities and programs on campus during the academic year:⁵²

1. Provide, without a user fee,⁵³ sixteen (16) hours per day access to at least one (1) fitness/recreation center for all students.

³⁸ RDNs may charge a fee for services.

³⁹ Distance markers will be clearly visible, (e.g., marked directly on the path, signs or posts).

⁴⁰ Occurring at least every 0.2 miles of the route.

⁴¹ Route map displays all designated walking routes and includes distance measurements for each route. The map will be easily accessible via the college/university website.

⁴² Not applicable to campuses where signage is required by public law.

⁴³ An area within which one intact bicycle may be easily and conveniently accessed and securely stored and removed in an upright position with both wheels resting on a stable surface, without requiring the movement of other parked bicycles, vehicles, or their objects to access the space.

⁴⁴ See FN 1.

⁴⁵ Program allows students, faculty and staff to borrow bicycles for use on and around campus. Not applicable to campuses where the bicycle program is run by the city in which the campus resides.

⁴⁶ Program guidelines will be mutually agreed upon in writing by PHA and the signing institution.

⁴⁷ A portion of the roadway designated by striping, signing and pavement marking for the preferential or exclusive use by bicyclists. Lane widths are a minimum of four (4) feet.

⁴⁸ A campus-wide program/policy requiring administrators to prioritize bicyclists and pedestrians when making decisions regarding transportation issues.

⁴⁹ Refer to Smart Growth America's definition at: <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq>.

⁵⁰ Must meet at least minimum award designation.

⁵¹ *Bicycle Friendly University* is a service mark of the League of American Bicyclists. Used with permission. Learn more about the Bicycle Friendly University program at <http://bikeleague.org/content/universities>.

⁵² See Exhibit C for defined academic year.

⁵³ No additional fee beyond what is already incurred as part of normal campus service fees.

2. Offer a minimum of twenty (20) diverse⁵⁴ recreation, physical activity/movement or competitive sports⁵⁵ opportunities during each academic year.⁵⁶

3. Offer, without a user fee,⁵⁷ a minimum of one (1) monthly “how to” physical activity/ movement class that introduces students to new activities.

4. Offer at least one (1) organized and facilitated fifteen (15) minute physical activity/movement opportunity⁵⁸ break (e.g., instant recess) on each school day.

5. Offer, without a user fee,⁵⁹ both:

a. Fitness/recreation center orientation during the first semester for all incoming students;

AND

b. One (1) fitness assessment to all students each academic year.

C. Encourage outdoor physical activity/movement on campus:

1. Provide at least one running/walking track that is open and available for use to individuals on campus and the community for at least three (3) hours per day.⁶⁰

2. Provide an outdoor fitness system.⁶¹

3. Offer at least one (1) free, organized and facilitated, outdoor⁶² physical activity/ movement opportunity⁶³ each week.

4. Offer a rental outdoor recreation equipment program⁶⁴ for students.

D. Provide trained physical activity/movement professionals on campus:

1. Make available certified personal trainers for all students.⁶⁵



⁵⁴ Individual, dual and team opportunities. Each type of sport counts as one, regardless of gender designation (i.e.: both women’s and men’s basketball count as one unique sport).

⁵⁵ No more than fifty percent (50%) maximum may be exclusively competitive.

⁵⁶ See Exhibit C for defined academic year.

⁵⁷ No additional fee beyond what is already incurred as part of normal campus service fees.

⁵⁸ Does not include fitness classes.

⁵⁹ No additional fee beyond what is already incurred as part of normal campus service fees.

⁶⁰ A cumulative time where no other activities that utilize the track are scheduled or occurring.

⁶¹ Interactive and/or stationary fitness equipment clustered in a specified outdoor area on campus.

⁶² Weather permitting.

⁶³ Intramural and club sports and athletics do not fulfill this guideline.

⁶⁴ Involves the establishment of a central storage and rental location where rental or borrowing of outdoor recreational equipment (e.g., kayaks/canoes, street hockey gear) is available.

⁶⁵ Trainers may charge a fee for services.

III. PROGRAMMING

XXXX will implement the following (check a minimum of three (3) guidelines total of which one (1) is required):

A. Implement an integrated, comprehensive wellness program for individuals on campus that is provided annually. The program will include all of the following components:



- A coordinating committee that includes student, faculty, administrative and staff representatives and meets at least quarterly;
- Health and wellness education and activities⁶⁶ for all individuals on campus;
- Activities that incorporate provisions for individuals with disabilities (e.g., the President's Council on Fitness, Sports & Nutrition's *I Can Do It, You Can Do It!* or other programs);
- A promotion plan to market the wellness program through at least one online venue and three physical venues on campus;
- Provision of annual physical activity/movement and nutrition training for all resident assistants (RAs) to help them inform students about campus resources available for wellness.

B. Offer other wellness programs on campus:

1. Implement a mandatory health and wellness education online module⁶⁷ to be completed by all incoming first year or transfer students, upon registering with the college or university.



2. Implement a program/policy that identifies students who may be food insecure⁶⁸ and provides options⁶⁹ on campus.



3. Implement a program/policy that supports and accommodates breastfeeding⁷⁰ for mothers on campus.



4. Implement a service learning program⁷¹ available to all students that focuses on food and nutrition, physical activity/movement and/or coaching.



5. Offer a rewards-on-benefits structured program that gives insurance premium discounts and/or rebates to individuals on campus who participate in a wellness program designated by the health insurer or campus.



6. Offer non-academic cooking skills classes that are available to all students.



⁶⁶ Includes food and nutrition information that is aligned with the 2010 U.S. Dietary Guidelines for Americans and physical activity/movement information that is aligned with the 2008 U.S. Physical Activity Guidelines for Americans.

⁶⁷ Includes food and nutrition information that is aligned with the 2010 U.S. Dietary Guidelines for Americans and physical activity/movement information that is aligned with the 2008 U.S. Physical Activity Guidelines for Americans.

⁶⁸ Lacking reliable access to a sufficient quantity of affordable, nutritious food.

⁶⁹ Examples include free or reduced price meal plans, food pantries that stock healthful foods, and/or community gardens.

⁷⁰ Includes provision of refrigerated storage for breast milk; a commitment to feed breast milk to the child in campus-sponsored childcare; provision to mothers of breastfeeding breaks during the day; and location(s) for on-site breastfeeding.

⁷¹ Program that combines classroom learning with structured community engagement. The program benefits both the students and recipients of the services.