The UCLA Healthy Campus Initiative is envisioned as a space that reflects the core values of the institution—encouraging personal responsibility, respecting diversity, striving to reduce inequalities in health, and being integrative. The UCLA Healthy Campus Initiative (HCI) catalyzes and coordinates existing health-related efforts at UCLA; conducts original research to inform the development of new programs and directions; and supports and provides seed funding for innovative projects for 85,000 students, staff, and faculty. The HCI promotes a culture of living well through its five major content areas, called “pods”: BEWell (built environment), BreatheWell (tobacco-free campus), EatWell (food and nutrition), MindWell (mind-brain health), MoveWell (movement and physical activity), and ResearchWell (research and evaluation).

Five Conditions for Collective Impact

Collective impact is achieved when a group of important stakeholders from different sectors commit to a common agenda to address broad, complex social challenges. In HCI, the sectors are campus units represented by students, staff, and faculty. To reach its ambitious goals, HCI embraces the five conditions Kania and Kramer (2011) identify for reaching successful collective impact.

Ingredients for Success

- Operates out of the Chancellor’s Office
- Embraces senior leadership, including participation in the Steering Committee
- Allows stakeholders to determine goals and priorities under a shared vision
- Aligns with the core values of the institution
- Engages faculty around “doing it well in our own backyard” and links a healthy campus to academic excellence
- Secures flexible, ongoing financial support
- Maintains a dedicated director with evolving strategies for engagement
- Defines clear roles and expectations
- Operates with the philosophy of “inclusive not exclusive”
- Provides flexible administrative support to respond to interdisciplinary project demands
- Identifies and mobilizes existing assets
- Acknowledges and works to address competing priorities
- Remains open to different strategies to meet common goals
- Facilitates opportunities for meaningful engagement at all levels
- Participates in ongoing in-person and web-based communication
- Identifies existing measurement systems, supports original research, and develops project-specific process and outcome measures
- Utilizes process evaluation to measure short-term impacts, including engagement

Reference


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