

# HEALTH PROMOTION STRATEGIC PLAN

## 2023 – 2028

Developed by SFU Health Promotion  
Last Updated 2023

## Territorial Recognition

*SFU Health Promotion acknowledges that our unit operates within a colonial system that has caused substantial systemic harms to Indigenous peoples. We are committed to contributing to justice and equity for Indigenous peoples through our work and to advancing reconciliation and decolonization at SFU in alignment with the 2017 report of the SFU Aboriginal Reconciliation Council, Walk this Path with Us. We acknowledge that the three campuses of Simon Fraser University are located on the traditional, ancestral, and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətaʔ (Tsleil-Waututh), q̓íćəy̓ (Katzie), kʷikwəłəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples.*

## 1.0 Alignment with SFU What's Next and Institutional Priorities

The Health Promotion department's strategic direction has been intentionally aligned with the following guiding documents and strategic direction at SFU.

- What's Next: the SFU Strategy
- SFU Long Range Strategic Enrollment Plan (2021-2026)
- SFU's Equity Compass
- SFU's People Plan
- SFU's Academic Plan
- The Scarborough Charter
- Research projects from SFU Health Promotion and SFU Institutional Research and Planning
- Undergraduate Student Survey (UGSS) data
- Canadian Campus Wellbeing Survey data
- Walk this Path with Us Report and SFU's commitments to Reconciliation and Decolonization.
- SFU Student Mental Health & Well-being Framework

In addition, this strategy is grounded in foundational documents that guide Health Promotion work in Canada and beyond. These include:

- National Standard for Post-secondary Mental Health & Well-being
- The Okanagan Charter: An International Charter for Health Promoting Universities and Colleges

For a complete list of references and background documents that inform this strategy please see: Healthy Campus Community Initiative Background and Rationale

## 2.0 Mission, Vision and Principles

SFU Health Promotion aims to achieve the following mission, vision through advancing the Healthy Campus Community Initiative. This is informed by the team's guiding principles and team charter.

## Mission

Health Promotion leads and facilitates systemic action to create healthy settings, enhance health equity and build community capacity for student mental health and well-being at SFU.

## Vision

Health equity, mental health, and student well-being are valued, prioritized, and advanced through all policies, practices, spaces, and programming at SFU.

## Guiding Principles

- **Holistic conceptualizations of health and well-being:** We create space for learning with and from knowledge-informed, culturally inclusive practices that encompass various experiences, perspectives, identities, and understandings of health & well-being.
- **Relationship building:** Partnerships are central to health promotion and through collective, relational action, we can create a healthy campus community.
- **Student voice:** We hold students' needs and goals at the heart of our decision making and center student voice in the design of programs and initiatives.
- **Systemic action:** Comprehensive and systemic action is needed to embed well-being across the institution, including individual and organizational levels and the academic mandate.
- **Building on strengths:** An asset-based approach seeks and expands exemplary actions and activities that are creating conditions for well-being, while highlighting and celebrating shared progress.
- **Equity and justice:** Principles of social justice, accessibility, cultural safety and equity are woven in all health promotion action to help reduce health disparities and contribute to justice. We approach our work through anti-oppressive, anti-racist, trauma-informed, healing-centered and socio-ecological lenses.
- **Decolonization, reconciliation and Indigenization:** We are committed to advancing reconciliation, decolonization and Indigenization through our practices and programs. We acknowledge that we operate within a colonial institution and system that cause substantial harm to Indigenous peoples. We acknowledge the responsibility we each have individually and collectively to advance decolonization, equity and justice.
- **Evidence-informed and reflexive practice:** We are committed to continual learning, reflexive practice, innovation and growth. Diverse research, evidence, evaluation, lived experience, and various sources of knowledge are drawn upon to inform strategies.

- **Ecological and social sustainability:** We recognize that the health and well-being of communities, living beings, and the planet are interconnected. The One Health approach is reflected in all health promotion activities, and we take seriously our individual and collective responsibility to our communities and planet.

## Team Charter

The SFU Health Promotion team will move towards achieving the mission and vision under the following principles for working and being together:

- **Collaboration and co-creation:** use a team-centered approach that fosters support, growth, kindness, collaboration and respect for individual and group strengths, experiences, and contributions
- **Creative innovation:** make space for change, challenges, failure, creativity, and adventure that contributes to innovative practices
- **Celebration:** recognize and celebrate success in all its forms and opportunities for improvement
- **Embed health promotion practice:** model our values and knowledge of health promotion in our practice by fostering a work environment that enhances well-being, strong relationships and kindness.
- **Cultural safety and equity:** strive to create a workplace environment that supports cultural safety and equity by reflecting on and updating our internal practices.
- **Be brave and embrace vulnerability:** be bold in our willingness to advocate for change, and be kind to ourselves and each other when we make mistakes. Call people in rather than calling them out.
- **Continual learning and growth:** we value taking time for reflection, humility and continual learning within our practice. Being flexible to shift in response to changing needs and new perspectives.
- **Taking a relational approach:** being intentional about building strong relationships, through kindness, curiosity, shared joy and creating a welcoming and supporting environment within our team. We recognize positive outcomes are achieved through positive processes.
- **Responsibility:** we take seriously our collective and individual responsibility to advance equity, justice and decolonization.

## 3.0 Goals, Objectives and Actions 2023-2028

### Overarching Goal

To improve student mental health, well-being and health equity at SFU through the Healthy Campus Community Initiative. We work collaboratively with others at HCS to ensure coordinated implementation of the Student Mental Health & Well-being Framework. We are also working to ensure ongoing alignment of our student focused efforts with the Well-being Plan for Staff and Faculty (currently in development as part of SFU's People Plan).

### Objectives:

- 1) **Create Healthy Settings for Student Well-being:** Through partnerships & capacity building, we work collaboratively to create settings at SFU that enhance student mental health, well-being and health equity. This is achieved through action in the following areas:

#### Actions:

- a. Collaborate with SFU Learning and Teaching, faculty partners and instructional staff to expand the reach of the Well-being in Learning Environments project so that students experience enhanced well-being supports within academic learning environments.
- b. Contribute to meaningful policy change and physical space updates by embedding a well-being lens within policy, practices and physical spaces at SFU, through the Policy Guide on Well-being & Health Equity and Guide on Enhancing Well-being through Physical Spaces.
- c. Continue to prioritize health equity and work in partnership with others at SFU to ensure improved experiences and outcomes for all.

- 2) **Enhance Capacity for Mental Health & Well-being:** We work collectively to empower students and partners through comprehensive, accessible and evidence-based mental health and well-being education that prioritizes safety, health equity and cultural competence. This can be achieved through action in the following areas:

#### Actions:

- a. Lead quality student mental health and well-being outreach, awareness and educational programming such as Health Peer events, online training programs and in person events.

- b. Embed mental health and well-being education and messaging across SFU programming including within academic units.
- c. Lead student mental health and well-being training curriculum in alignment with SFU Educational Goals and continue to monitor educational trends to better reflect the experiences of diverse students at SFU.
- d. Build capacity among faculty and staff to support the mental health and well-being literacy of students through robust understandings of mental health, student wellness, policies, processes and settings.

- 3) **Monitor, Evaluate and Assess Impacts on Student Mental Health, Health Equity & Well-being:** We collect comprehensive data on student well-being and collaborate with partners to monitor trends over time, evaluate impacts of programming and adapt to reflect evolving student needs.

**Actions:**

- a. Collect comprehensive data on student health & well-being every 3 years through the Canadian Campus Well-being Survey
- b. Continue to collaborate with IRP to inform the inclusion of well-being related questions on the Undergraduate and Graduate student surveys annually
- c. Review data and update programming to reflect current student needs, with particular emphasis on equity deserving students
- d. Distribute results widely through various means including a Healthy Campus Community report every 3 years
- e. Measure and report on key outcomes in alignment with SFU's Student Mental Health and Well-being Framework
- f. Seek out, review, and utilize qualitative data, feedback, and testimonials to inform health promotion actions and priorities and to inspire others to advance the HCC vision in their work
- g. Continue to advocate for well-being related assessment to be embedded in overall student assessment at SFU and align with national research efforts related to mental health.

## 4.0 Notes

For an up-to-date summary of all actions and projects underway, visit the Healthy Campus Community Initiative webpage, which includes an overview of the key impacts on students that have resulted from this initiative to date.

Health Promotion values existing partnerships and looks forward to creating new relationships with students, staff, and faculty to advance efforts and continue building a healthy campus community. To connect with us, please email [health\\_promo@sfu.ca](mailto:health_promo@sfu.ca)

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