



CALL FOR APPLICATIONS: HEALTHY CAMPUS AWARD 2022

APPLICATION DEADLINE EXTENDED! DUE OCTOBER 29, 2021, BY 5PM ET

THE ACTIVE MINDS HEALTHY CAMPUS AWARD RECOGNIZES AND CELEBRATES U.S. COLLEGES AND UNIVERSITIES THAT ARE PRIORITIZING HEALTH AND MAKING SIGNIFICANT PROGRESS TOWARD CREATING A CAMPUS THAT PROMOTES THE MENTAL HEALTH, PHYSICAL HEALTH, AND WELL-BEING OF ITS STUDENTS.

Since 2015, the Healthy Campus Award has championed institutions that not only serve students’ physical health but give equal priority and investment to mental health. It recognizes schools that provide access to quality healthcare and take a comprehensive, public health approach to promoting and protecting the health of every student.

The **2020 awardees** were Denison University; Santa Monica College; Skidmore College; University of Arizona; and University of Richmond. Past awardees are highlighted at www.activeminds.org/healthycampusaward.

BACKGROUND

Colleges and universities are called upon to prepare students to succeed in a complex and ever-changing world. The COVID-19 pandemic and national social climate have illuminated this need. Health and well-being are essential for student engagement, retention, and success. As such, health is integral to the core business of institutions of higher education. Too often, student health becomes a public conversation focusing on where schools are falling short. When success in campus health is celebrated, mental health is often ignored. Active Minds promotes a proactive focus on aspects of student wellness and recognizes leadership, innovation, collaboration, and excellence emerging from U.S. colleges and universities.

Campuses awarded the Healthy Campus Award will be announced through a concerted national promotional campaign, showcasing these schools as national leaders in building healthy campus communities and recognizing their commitment to student well-being on a large scale. Active Minds will also provide awardees the promotional tools to celebrate their successes with their networks and will formally recognize awardees at the Active Minds National Conference.

ELIGIBILITY

Active Minds recognizes that diverse schools – including small and large schools, two- and four-year institutions, colleges in rural and urban communities, Minority Serving Institutions (e.g., Historically Black Colleges and Universities, Hispanic Serving Institutions, etc.), schools with many resources to draw on, and schools with few resources to draw on – are emphasizing and working toward positive health outcomes for their students. Our awardees will represent a diverse set of colleges and universities. **All U.S. colleges and universities building healthy campus communities and powerfully working toward student health and overall wellness are invited to apply.**

APPLICATION PROCESS

Judges will assess applications for evidence of success across the award criteria described on **page 3**.

Phase I Application: To begin the application process, complete the Phase I Application **by October 29, 2021 (5pm ET)**. Application submission gives permission to Active Minds to feature responses as part of its ongoing work to foster healthy campuses. In Phase I, judges will assess the application for evidence of and success across Criteria #1-5 (see page 3). Judges are particularly interested in how the institution is measuring progress across all criteria to determine how strategies are improving health outcomes through a data-driven approach.

Phase II Application and Interviews: Select Phase I applicants who are invited to advance to Phase II will:

- Provide a list of their top 10 healthy campus innovations, programs, or accomplishments addressing Criteria #6-10 (see page 3).
- Submit letters of support from the University President and Student Body President.
- Share the story of at least one current student who has benefited from the institution's healthy campus innovations, efforts, and programs, including their name, year, major, and contact information that may be used by Active Minds to learn more information.
- **Optional:** Phase II applicants can submit a video (up to 3 minutes long) to take judges on a visual tour of the campus and the ways in which departments and services collaborate. Videos will not need to be professionally produced; judges will evaluate content over quality.
- **As needed:** Interviews may be conducted as needed for additional information.

KEY DATES AND DEADLINES

- September 1, 2021: Application goes live.
- DEADLINE EXTENDED – OCTOBER 29, 2021 (5:00pm ET): Phase I Applications due.
- November 5, 2021: Invitations extended to select institutions to submit Phase II Applications.
- December 30, 2021 (5:00pm ET): Phase II Applications (for invited institutions) due.
- January 31, 2022: Winners notified.
- February 11-12, 2022: Winners announced at the [Active Minds National Conference](#).

AWARD CRITERIA

Ten elements are central to the *Active Minds Healthy Campus Award*, serving as the lens through which all submissions will be judged throughout the process:

1. **Prioritizing A Collective, Strategic Approach.** Building a healthy campus community requires a comprehensive, strategic approach that ties healthy campus efforts with the mission and values of the university and engages a multidisciplinary network of stakeholders from all levels of the institution.
2. **Defining Health Broadly and Pursuing It Comprehensively.** There is no health without mental health. Building a healthy campus community means prioritizing mental health alongside physical health and using diverse strategies to address the multiple factors that influence health.
3. **Committing to Sustainable Systems Changes and Policy-Oriented Long-Term Solutions.** Creating a healthy campus community means making thoughtful and deliberate policy, programmatic, environmental, and systems changes focused on identified community priorities with a goal of sustaining the impact of these changes over time.
4. **Cultivating a Deep Commitment to Equal Opportunities for Health.** Establishing a healthy campus community means working to address gaps in opportunity to obtain services and information that tend to disproportionately and negatively affect certain populations, such as racial and ethnic minorities and those with limited English skills, lesser income, and/or a marginalized sexual, gender, or other identity.
5. **Championing Student Voices.** Students know students. They turn to each other when struggling with health and model their behaviors and attitudes after their peers'. They are experts in the best programming, strategies, messaging, and approaches to engage students and create a campus culture and climate that fosters mental health, physical health, and well-being.
6. **Proactively Addressing Systemic Injustices.** Building a healthy campus community means working to disrupt systems designed to perpetuate racism, colonialism and sexism and other systems of oppression by proactively developing the infrastructure, resources, and values necessary to create diverse, inclusive, and antiracist institutions.
7. **Providing Quality, Responsive, Accessible Clinical Services.** Supporting a healthy campus community means that, while a school strives to move students towards health, it serves the clinical needs of those students facing mental and physical illness, as well. Clinical services should adhere to national standards of excellence and be available via accessible locations, times, and timelines.
8. **Securing and Making the Most of Available Resources.** Building a healthy campus community means being creative in the face of limited budgets and adopting an enterprising spirit towards health improvement. This includes a critical examination of existing and potential health investments, with an eye toward minimizing waste and maximizing value.
9. **Addressing Emerging Issues or Opportunities in the Field of Student Wellness in Innovative, Unique Ways.** Leading healthy campuses anticipate emerging issues related to the mental and physical needs of students and address them in innovative and creative ways through technology, unique programs or partnerships.
10. **Measuring Results and Sharing Progress to Continuously Motivate, Guide, and Focus Action.** Shaping a healthy campus community requires data-driven measures and outcomes. It means a commitment to quality and impact in both process and outcomes.

Applicants can learn more about each element and read examples of different types of institutions putting those elements into practice in the [most recent Active Minds Healthy Campus Award Key Findings Report](#).

The Active Minds Healthy Campus Award Criteria align with the Healthy Campus Framework and characteristics established by the American College Health Association, the Strategic Primer on College Student Mental Health produced by NASPA – Administrators in Higher Education, the American Psychological Association (APA) and the American Council on Education (ACE), and TJF/SPRC Comprehensive Model for Mental Health Promotion and Suicide Prevention. Active Minds thanks the countless university presidents, administrators, counseling center directors, staff and students who provided invaluable feedback and input on the development of the award and criteria.

SELECTION PROCESS

The Active Minds Healthy Campus Award will be presented to a select number of institutions of higher education – each on a unique journey toward a healthier campus community. Judges will evaluate each applicant individually, considering demonstrated progress relative to the award criteria considering each school’s unique challenges, opportunities, and resources.

A national panel of expert reviewers conduct the judging; students serve as key members of the panel. The national panel review the merits of all finalist campuses and recommend a slate of winners. Active Minds makes the final decisions.

ACKNOWLEDGEMENTS

The Active Minds Healthy Campus Award is made possible through the generous support of Peg’s Foundation. We also thank the esteemed reviewers who have participated in the selection of previous awards, including representatives from:

- Active Minds Board of Directors and Student Advisory Committee
- American Association of Community Colleges
- American College Health Association
- American Council on Education
- Association of American Colleges & Universities
- Association for University and College Counseling Center Directors
- Everfi
- Healthy Minds Network
- McLean Hospital
- NASPA: Student Affairs Administrators in Higher Education
- National Campus Leadership Council
- National Consortium of Building Healthy Academic Communities
- National Institute of Mental Health
- NIRSA: Leaders of Collegiate Recreation
- The Jed Foundation

TO LEARN MORE

Award information, criteria, and application are available at [ActiveMinds.org/Award](https://activeminds.org/Award). For questions, contact Amy Gatto, Senior Manager, Higher Ed & Evaluation, at amy@activeminds.org or by phone at (813) 906-6340.