

HEALTH & WELLNESS WEEK PLANNING GUIDE

INTRODUCTION

With the launch of new health and wellness initiatives, Delta Tau Delta created the health and wellness coordinator to support the health and wellbeing of their chapter brothers. One of the ways to support their members is by hosting a focused Health and Wellness Week for the chapter but open to the sorority and fraternity community. The goal of the Health and Wellness Week is to spend time focusing on an issue that's important to your chapter and campus community. In this planning guide, you'll learn more about the purpose of Health and Wellness Week, gain access to resources to help you plan the event for your chapter and review a sample Health and Wellness Week calendar to help spark inspiration.

This planning guide was adapted using the resources from Gamma Phi Beta Sorority for their REAL Wellness Week.

BUILDING UP BROTHERS (BUB)

The goal of Building Up Brothers is to help students and alumni understand what well-being is, learn strategies to improve their well-being, and to help others when they are struggling with their well-being. BUB is a vehicle to educate and inform students and alumni on topics related to four domains: mental, physical, social, and emotional well-being.

How does BUB and the Health and Wellness Week relate? The Health and Wellness Week is an opportunity for Delta Tau Delta chapters to utilize BUB resources and support the mental, physical, social, or emotional well-being of member. It's designed to meet the unique needs of your chapter members and your campus community. For that reason, chapters select a topic of their choice and then engage in a weeklong educational and awareness campaign about the topic. While the topics will vary from campus to campus, all Delta Tau Delta chapters should host one Health and Wellness Week annually.

GETTING STARTED

Planning the Health and Wellness Week for your chapter is an exciting opportunity. In order to get started, you'll want to identify a few key pieces of information.

- Select a focus/topic. When selecting a topic be sure to consider the following:
 - Pick a topic that is timely and relevant for your chapter members and campus community. This will increase engagement with your programming.
 - Will you focus on a singular topic or promote each area of well-being from BUB per day.
 - Stumped? Check out Appendix A for a list of ideas.
- Choose a date. When selecting a date be sure to consider the following:
 - Look at your chapter and campus calendar to identify a date that doesn't conflict with other major events.
 - Consider the months/weeks associated with other awareness campaigns. For example, if you are planning Health and Wellness Week about mental health and wellness you might consider hosting it during the month of May, which is mental health awareness month. Planning in May would allow you to partner with other organizations that could be doing relevant programming at the same time.

- Recruit a committee. Soliciting help from other chapter members is a great way to engage your members and ensure a distribution of the work. One of the charges of the Health and Wellness Committee is to help plan the Health and Wellness Week. Recruit more individuals if needed or your chapter hasn't implemented a Health and Wellness Committee yet.

HOW TO PLAN THE EVENT

Now that you've identified the date and topic for your Health and Wellness Week, it's time to plan the event! We recommend beginning to plan at least three months in advance of the date you've selected for your chapter's Health and Wellness Week.

Create an ideal calendar of events for your week. Include the following items:

- Location
- Time
- Audience (chapter members, IFC members, campus community, etc.)
- Guest speakers
- Campus partners
- Potential organizations to partner with

Determine your budget:

- Check with your director of finance to determine what your budget is for the Health and Wellness Week. This will help you determine if you have money available to help sponsor or co-sponsor campus events, pay speaker fees, reserve spaces on campus or provide thank-you gifts for individuals who provide you with complimentary services.

Solicit help from experts:

- Contact staff or faculty members on your campus and see if they are able to help deliver programming. Campus resources often provide free or low-cost assistance to registered student organizations. Take advantage of experts who work at your college or university.
- Reach out to local community members who work in fields related to your topic. For example, if you host a week on physical health, connect with a local fitness instructor to see if she/he could host a fitness class on campus.

Looking for more ideas? Check out Appendix B to see two sample Health and Wellness Week schedules.

PROMOTING HEALTH AND WELLNESS WEEK

Health and Wellness Week is designed to engage both your chapter members and campus community members in programming and awareness activities. Below are some ideas about how to include multiple audiences in your Health and Wellness Week events.

- Take programming online. Using hashtags like #BUB #HealthandWellnessWeek allows members who are abroad, other students on campus, and friends and family members of Delta Tau Deltas to engage with your programming. It's an easy and low-cost way to engage a broad audience in your program.
- Partner with other student organizations. Partnering with other groups on campus allows you to share the workload and attract a wider audience to your programs.
- Partner with campus offices. Combining your efforts with an academic or student affairs office on campus allows you access to a whole new level of resources. For example, if your Health and Wellness Week was on campus safety, you could partner with your campus security office to host a program. These individuals are experts in their fields and will be able to help you create high-quality programs.

- Ask chapter members to help promote events. Your chapter members are often involved in other organizations and well-connected on campus. Ask them to assist you in promoting upcoming events in their classes or other student organization meetings.
- Capitalize on campus PR opportunities. You are the expert on PR strategies that work best on your campus. Choose methods that are popular on your campus to engage students and get the word out.

DURING HEALTH AND WELLNESS WEEK

When Health and Wellness Week arrives, you'll be excited to execute your well-developed plan. Check out the following tips to ensure that your event is a success.

- Communicate with your chapter members. Be sure to give your chapter members plenty of advance notice about Health and Wellness Week. Work with your chapter leaders to get the event added to the calendar as soon as the date is selected. This will help your members have plenty of time to plan to participate.
- Share the details. As you develop your plan for the week, be sure to share the details with your chapter members and other audiences on campus. A simple review of the "who, what, where, when and why" for the programming you have planned each day will help everyone feel informed and excited about the programming you've planned.
- Let others help you. You won't be able to execute all the events and programming you've planned for Health and Wellness Week on your own. Rely on your committee, other officers and chapter members to help make the week a success. Consider designating a different point person for each event throughout the week. This will help you divvy up the work in the planning process and spread the workload out when it comes time to execute the programming you've planned.

EVALUATING HEALTH AND WELLNESS WEEK

At the end of Health and Wellness Week, you'll want to celebrate your accomplishments. Don't forget to take time to evaluate the program so that you can share what you learned with the next Health and Wellness Coordinator. Write up a short evaluation and be sure to include the following information:

- Record participation rates. Take notes throughout the week about the attendance at each event. Also keep a record of how engaged people are with different social media posts or passive educational programming that's offered.
- Celebrate your successes. Write down your accomplishments and success. This is a great place to note if you had an outstanding campus or community partner. Keep a record of event locations or programs that were particularly successful so others can build on your success.
- Recommend changes for the future. If something didn't go as well as you'd hoped, include that in your report. This will help the next Health and Wellness Coordinator learn from your experience. Sharing this information also helps prevent missteps from being repeated in the future.

APPENDIX A: SAMPLE REAL WELLNESS WEEK TOPICS

Use the following list to spark inspiration as you're considering a topic for Health and Wellness Week on your campus.

- Alcohol awareness
- Body positivity
- Campus safety
- Confidence building
- Eating disorders
- Financial literacy
- Gratitude
- Hazing prevention
- Healthy relationship
- Healthy sleep habits
- Heart health
- Meditation and mindfulness
- Men's health
 - Testicular cancer
 - Prostate cancer
- Mental health and wellness
- Nutrition
- Physical fitness
- Sexual assault prevention
- Sexual health and wellbeing
- Spring break safety
- Stress management
- Substance use and recovery
- Sun safety and skin cancer prevention
- Tobacco use

Additional ideas can be gathered from the Wellness Programming Calendar.

APPENDIX B: SAMPLE REAL WELLNESS WEEK CALENDAR

Topic: Financial Wellness

Day	Type of Program/ Engagement	Details
Day 1	In Person	<p>Understanding Your Credit Score Invite a local financial expert to speak about credit scores. By the end of the program, members will define what a credit score is, describe how different behaviors affect their credit scores and explain how credit scores are used by various financial institutions.</p>
	Social Media	<p>Tonight at our #HealthandWellnessWeek program we learned how your #creditscore impacts future financial opportunities. It was a great kick-off for our #RahDelt #HealthandWellnessWeek focused on financial wellness. You can check out these resources to learn more about credit scores.</p> <p><i>[link to different websites or utilize the carousel function on IG to share graphics, e.g. Your annual credit check is just as important as your annual physical. It can help you catch signs of identity theft early and ensure your good credit will be healthy when you need it.]</i></p>
Day 2	In Person	<p>Lunch and Learn: Negotiating Your First Salary Sponsor lunch-and-learn program for members of the community about how to negotiate your first salary. Campus partner: Career Center</p>
	Social Media	<p>Join us in [location] for lunch to learn the top tricks to negotiating your first salary. #RahDelt #DTD #HealthandWellnessWeek</p> <p>Note: Make sure you indicate if it is BYOL or if lunch is provided. Save this post for later as you navigate negotiating your first salary.</p> <p><i>[insert graphics highlighting the top tips and tricks covered in the program.]</i></p>
Day 3	In Person	<p>Tabling Partner with a local community partner or the student financial aid office to share information about campus scholarships, borrowing financial aid, etc.</p> <p>Dine to Donate Host a dine to donate event where proceeds will support a community organization supporting financial wellbeing or a local scholarship fund.</p>
	Social Media	<p>If your chapter hosts local scholarship promote how to apply to the scholarship on your social media.</p>
Day 4	In Person	<p>Campus Lecture Series Sponsor campus weekly lecture series with a topic on “Investing 101.” Invite a campus finance professor to lecture on basic principles of investing and how to begin an investment portfolio. Campus partner: Finance professor</p>
	Social Media	<p>Join #DeltaTauDelta at the weekly campus lecture series! Today’s topic is on #Investing101</p>

Day 5	In Person	Budgeting Basics Host a workshop or share videos about how individuals can learn budgeting basics and identify a budgeting practice that works best for them.
	Social Media	Looking for a great way to get started on your personal budget? Using sites like Mint.com can introduce you to budgeting basics and help you track your spending! #DeltaTauDelta #HealthandWellnessWeek

Topic: Mental Health and Wellness

Day	Type of Program/ Engagement	Details
Day 1	In Person	Campus Health and Wellness Fair Partner with Campus Wellness Center to host the campus health and wellness fair. Delta Tau Delta will help host the event by serving as greeters and working at different booths. Campus partner: Campus Wellness Center
	Social Media	Come check out the Health and Wellness Fair this afternoon on the Delta Tau Delta lawn [or other popular location] #Delta Tau Delta is excited to be co-hosting this event with the university wellness center. #HealthandWellnessWeek
Day 2	In Person	Leadership Self-Care Bring in a member of the health center staff to host an education program on self-care. In this program members will learn about stress warning signs and create an emergency self-care plan.
	Social Media	Tonight's program was all about self-care. We took time to learn personal signs of stress and make a plan about how to incorporate self-care into our daily routine. Are you looking to create an emergency self-care plan too? Check out these tips and save them for later. #DTD #HealthandWellnessWeek <i>[insert resources and tips/tricks for creating an emergency self-care plan]</i>
Day 3	In Person	Exercise Class Sponsor an exercise class for members and/or community members to practice physical health and wellbeing. [if budget allows, have members pass out DTD branded water bottles at the campus rec center or after group exercise classes] Campus Partner: Campus recreation center
	Social Media	Physical health and mental health can be closely connected. If you're feeling stressed take some time to care for your body – an exercise class or a stretch break in the library can help your mind hit "reset." #HealthandWellnessWeek

Day 4	In Person	<p>Meditation Room</p> <p>In conjunction with the Campus Wellness Center, host a space on campus where students can come and practice silent meditation. Campus partner: Campus Wellness Center</p>
	Social Media	<p>Quiet time can be a great refresher for a busy mind. Join #DTD today in the student union to take advantage of some quiet time by visiting our meditation room. #REALWellnessWeek</p>
Day 5	In Person	<p>IFC Program</p> <p>Host a speaker from the Campus Counseling Center to discuss important issues in men's mental health. This program will be offered to all IFC men on campus. Campus partner: Campus Counseling Center</p>
	Social Media	<p>We want to thank all of our #IFC brothers today for joining us for an important conversation about men's mental health. We loved having you all join us for #DTD #HealthandWellnessWeek</p>

