

About Partnership for a Healthier America (PHA)

According to information gathered from the PHA website, researchers have shown that America is in the midst of a public health crisis: one in three children is overweight or has obesity. Rising rates of obesity in children and young adults are fueling increases in diabetes, heart disease, and other chronic conditions. This health crisis undermines academic performance, workplace productivity, military readiness, and diminished quality of life.

Meanwhile, companies are grappling with competing demands to produce better, food for the globe's growing population sustainably.

Goal: All children – especially those disproportionately affected – will live healthier lives, growing up to be adults free from obesity, diabetes, heart disease, and other chronic conditions.

Mission: To leverage the power of the private sector to bring lasting, sustainable change that improves the food supply and increases physical activity.

Three primary strategic objectives:

1. Transform the marketplace.

PHA works with organizations across the supply chain – food producers, manufacturers, distributors and retailers – to improve the nutritional profile of food and beverages wherever consumers are – resulting in more and healthier options for all.

2. Cultivate healthier environments for children and young adults. PHA works with institutions and corporations to improve food choices and increase physical activity in environments where children and young adults spend time outside the home.

3. Showcase and accelerate scalable work that improves food and/or increases physical activity. PHA develops and employs its convening power, diverse network, and thought leadership to spotlight the top programs and practices with the greatest potential impact.

Healthier Campus Initiative

PHA partners with colleges and universities across the nation to create campus environments that encourage and support greater physical activity and healthier eating habits. Each college or university partner has committed to meeting 23 of 41 guidelines within three years. The guidelines were developed by PHA in collaboration with some of the nation's leading nutrition, physical activity and campus wellness experts.

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 includes 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 guidelines.² The college years are a time when lifelong habits begin to form, as for the first time, as many students are making their own choices about food and lifestyle

Partners

On May 19, 2016, Liberty University teamed up with PHA for the Healthier Campus Initiative. This initiative was developed in an effort to help make campuses healthier by adopting guidelines around nutrition, physical activity and programming. With more than 14,000 students and approximately 6,000 members of the faculty and staff, these changes will help encourage healthier options among the more than 20,000 individuals on campus each year.

Across the nation, 75 universities have partnered with PHA towards the Healthier Campus Initiative. There are a total of 5 universities in Virginia that have partnered with PHA. Additionally, on December 5, 2018, Liberty University became 1 of 2 universities in Virginia, to meet at least 23 of PHA's guidelines before the allotted 3 year timeframe.

PHA Commitments Met

I.A.1. Offer on the menu a minimum of one (1) wellness meal at each breakfast, lunch and dinner meal (if served).

Verified Result: Liberty University offers at least one wellness meal at breakfast, lunch and dinner at the Tilley Student Center and Food Court at Reber-Thomas. The "PHA Wellness Meal of the Day" is identified at the "Ask the Dietitian" message board in both dining facilities. Wellness meal criteria and serving sizes are also available on the Liberty University website.

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

Verified Result: Liberty University offers at least five types of fruit, more than five types of vegetables and two 100% whole grain options at each lunch and dinner served.

1.A.3. Offer only a total number of fried foods that does not exceed the total number of platforms available at breakfast, lunch, and dinner (if served) across all venues.

Verified Result: Liberty has reduced the number of fried foods offered. The total number of fried foods does not exceed the total number of platforms available at each meal served.

I.A.4. Offer and identify as healthier at point of presentation at least three (3) desserts at both lunch and dinner that have no more than 150 calories as served.

Verified Result: Liberty University offers at least three desserts at both lunch and dinner that have no more than 150 calories as served. Healthier desserts are labeled at the point of presentation with calories and an "I'm Lo-Cal" healthy icon.

I.A.6. Label food and beverage items offered with calories per serving at the point of presentation OR Designate healthier food and beverage options using a healthy icon at the point of presentation.

Verified Result: Liberty University labels all food and beverage items with calories per serving at the point of presentation. Additionally, the Mindful icon is used in some venues to identify healthier food and beverage options. All items that receive the Mindful icon meet food and nutrition criteria approved by PHA.

I.A.8. Offer a comparable plant-based food option at every platform serving meat.

Verified Result: Liberty University offers a range of plant-based food options, with at least one plant-based entrée or side at every platform serving meat. Plant-based options are also identified at the "Ask the Dietitian" message board in the Tilley Student Center and Food Court at Reber-Thomas.

I.B.1. Implement a local food procurement program that increases procurement of local and sustainable foods.

Verified Result: Liberty University implemented a local food procurement program in 2008 and works closely with local produce distributors and local dairies to maximize purchases from local farms. Currently, local procurement accounts for 10% of produce and dairy purchases.

1.B.2. Offer tray-less dining in at least seventy-five percent (75%) of dining venues.

Verified Result: Liberty University implemented trayless dining in 2008 in all dining venues.

I.E.1. Make free water available in all dining, recreational, and educational facilities.

Verified Result: Liberty University makes free water available with 317 water fountains and 43 bottle fillers in the 20 dining, recreational and educational facilities on campus.

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

Verified Result: Liberty University students have access to a Registered Dietitian, who provides free nutrition assessments and counseling on a range of topics, including general nutrition, weight management, food allergies and medical nutrition therapy.

II.A.3 Provide at least one (1) bicycle parking space on campus for every fifteen (15) individuals on campus.

Verified Result: Liberty University provides access to 84 bicycle racks and 2,210 bicycle parking spaces on campus. This offers one bicycle parking space for every 8.7 individuals on campus.

II.B.1. Provide, without a user fee, sixteen (16)-hour per day access to at least one (1) fitness or recreation center for all students.

Verified Result: Liberty University students have access to the LaHaye Recreation and Fitness Center for an average of more than 16.5 hours each day.

II.B.2. Dedicate at least seventy-five percent (75%) of the primary campus recreation center floor space to areas for physical activity.

Verified Result: Liberty University's LaHaye Recreation and Fitness Center offers 135,404 square feet of space dedicated to physical activity including training and workout areas, group exercise studios, a rock wall, an aquatics center, an indoor track, soccer fields and basketball, volleyball and racquetball courts. Physical activity spaces account for 86.5% of total floor space within the facility.

II.B.3. Offer a minimum of forty (40) total: a. Diverse non-competitive group fitness opportunities during each academic year. AND b. Diverse competitive sports, intramural or informal recreation opportunities each academic year.

Verified Result: Liberty University offers a wide variety of group fitness, recreation and sports activities, including 18 unique intramural sports, 21 different club sports, 20 group fitness classes and a rock climbing wall.

II.B.6. Offer, without a user fee, both: a. Fitness/recreation center orientation during the first semester for all incoming students and b. One (1) fitness assessment all students each academic year.

Verified Result: Each Liberty student, faculty and staff is invited to schedule one free fitness orientation and fitness assessment, annually, with one of the recreation center's qualified personal trainers.

II.C.1. Provide at least one outdoor 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.

Verified Result: The outdoor track is available for three hours a day for individuals on campus and the community.

II.C.3. Offer at least one (1) free, organized and facilitated, outdoor physical activity/movement opportunity each week.

Verified Result: Liberty University Outdoor Recreation provides outdoor trips, trainings and other events for students throughout the school year. Outdoor Recreation offers at least one free, organized and facilitated, outdoor physical activity opportunity per week. Sixteen free outdoor events are scheduled for Fall 2018.

II.c.4. Offer a rental outdoor recreation equipment program for students.

Verified Result: Liberty University's outfitter at Hydaway Outdoor Recreation Center provides rental equipment for mountain biking, hiking, camping and water sports. Rentals are available to full time students, faculty and staff for a nominal fee.

II.C.5. Offer at least 20 outdoor recreation clinics and/or trips during each academic year.

Verified Result: Liberty University's Outdoor Recreation department plans and implements at least 30 outdoor events each school year including road races, clinics, trips and the annual Outdoor Rec Fest.

II.D.1. Make available certified personal trainers for all students.

Verified Result: Liberty University students have access to four certified personal trainers for individual, partner and group training sessions.

III.A. Implement an integrated, comprehensive wellness program for individuals on campus that is provided annually.

Verified Result: Through their promotion of the wellness campaign, “Choose Well, Do Well, Be Well”, Live Healthy Liberty coalition, annual training of RA’s, and an annual wellness calendar, Liberty has implemented an integrated, comprehensive wellness program for individuals on campus that is provided annually.

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

Verified Result: Liberty University offers a Peer Health Education program as a service to all residential students in order to equip, educate and empower them in developing and maintaining a healthy lifestyle. Student Peer Health Educators are trained on holistic wellness topics and serve as leaders to teach, encourage and model responsible and healthy lifestyle choices. Peer educators also assist with health and wellness initiatives and connect students with health resources on campus. In the Spring of 2018, 11 students served as Peer Health Educators.

III.B.6. Offer non-academic cooking skills classes that are available to students and incorporate fruits and vegetables.

Verified Result: Liberty University offers a monthly cooking class or "Culinary Pop-Up" around campus to demonstrate how to prepare and assemble meals with unique ingredients. All cooking classes and demonstrations incorporate fruits and vegetable ingredients.

Remaining PHA Commitments

1. Ensure the percentage of healthier beverage purchases (in dollars) is a minimum of sixty percent (60%) of total beverage purchases (in dollars).
2. Implement a comprehensive, strategic product placement/merchandising program/policy within dining venues to encourage healthier food consumption. The program/policy will include a minimum of five strategies, one of which is: Offer only healthier food and beverage option within five feet of payment stations.
3. Ensure that a minimum of fifty percent of vending machines offer only healthier food and beverage products or fifty percent of each vending machine content is healthier food and beverage products.
4. Offer one of the following healthier catering menu options:
 - a. Offer a minimum of three types of fruits, three types of vegetables, two 100% whole grain products and no more than two fried items on catering menus;
 - OR
 - b. Offer a healthier catering menu that only includes food and beverages that meet healthier food and nutrition guidelines.
5. Ensure the percentage of healthier beverage purchases (in dollars) is a minimum of sixty percent of total beverage purchases (in dollars) for catering.
6. Provide marked walking routes on campus, one of which must be at least two miles in length and have distance markers at regular intervals. A route map is made available to individuals on campus.
7. Post signage requiring cars to stop for pedestrians at all designated or marked crossways on campus.
8. Offer a bicycle share/rental program and/or a subsidized bicycle purchase program for all students.
9. Provide designated bicycle lanes on major roads and/or offer off-street bicycle paths throughout campus.
10. Implement a bicycle and pedestrian accommodation policy (e.g., Complete Streets) and/or participate in a national bicycle or pedestrian recognition program. (e.g., Bicycle Friendly University)
11. Implement a campus-wide program/ policy that incentivizes the use of public or campus transportation.

12. Offer without a use fee, a minimum of one monthly “how to” physical activity movement class that introduces students to new activities.
13. Offer at least one organized and facilitated fifteen minute physical activity/movement opportunity break on each school day.
14. Provide an outdoor fitness system. (Interactive and/or stationary fitness equipment clustered in a specified outdoor area of campus.)
15. Implement a mandatory health and wellness education online module to be completed by all incoming first year or transfer students, upon registering with the college or university.
16. Implement a program/policy that identifies students who may be food insecure and provides options on campus.
17. Implement a program/policy that supports and accommodates breastfeeding for mothers on campus.
18. 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 on campus.