

Canadian Campus Wellbeing Survey



Employee Communication Toolkit

September 2022



Canadian Campus
Wellbeing Survey

Bien-être sur les
campus canadiens

About the CCWS

The Canadian Campus Wellbeing Survey (CCWS) is an assessment tool to help Canadian colleges and universities collect the data they need to inform policies and practices that support health and wellbeing. The survey was intended to be an alternative to the National College Health Assessment, an American assessment tool that is typically used by colleges and universities but had limitations in a Canadian context.

This 20-minute survey is quick, confidential, and covers a range of health and wellbeing topics, including mental health, food security, physical activity, and more. For more information, or to view the survey questions, please visit the Employee Survey section (<https://www.ccws-becc.ca/employee-survey>) of www.ccws-becc.ca.

The CCWS is the result of a collaborative partnership between a variety of post-secondary stakeholders. Data collected from the CCWS will be comparable across institutions providing potential for institutions to compare, analyze population-level data, and create policies and programs.

The student survey was made available nationally in Fall 2020 after being piloted at three institutions in Fall 2019, and all BC post-secondary institutions were invited in Spring 2020. In Spring 2021, the employee survey was piloted at a large Canadian post-secondary institution and was available to other Canadian post-secondary institutions from Winter 2022 onwards.

Aligned with the Okanagan Charter, the CCWS works to support institutions towards a whole campus approach to promoting health and wellbeing. This was an impetus for the creation of an employee version of the CCWS. Survey findings provide a better understanding of the current wellbeing landscape of the whole campus and identifies gaps and needs in the area.

Communication Toolkit

The Canadian Campus Wellbeing Survey employee communication toolkit can be used by any institution that wishes to participate in the survey, to help promote participation.

The included visual assets are designed to be adaptable to a variety of institutional logos and visual identity systems.

This document outlines appropriate use of these communication materials, as well as some key messaging that may be helpful in developing or adopting content to suit the institution.

Audience

Each institution decides which employees (i.e., tenured faculty, non-faculty) to invite. We recommend tailoring communication to these populations. For example, how to connect with employees who do not use email as part of their work.

Note: It is up to each post-secondary institution to decide whether they would like to include student staff (including Teaching Assistants). We recommend collaborating with the student survey team if your institution is taking part in both so that student staff are not surveyed twice.

Communication Goals

- **Create awareness** of the CCWS and why the institution is encouraging participation.
- **Educate** faculty and staff about the positive impact their participation can have on health and wellbeing policy and practice at the institution and beyond.
- **Encourage** participation in the survey throughout the deployment period.
- **Ensure** a feedback mechanism to share results with faculty and staff.

Key Messages

Key messages help focus discussions about the CCWS, clarify and simplify details surrounding its origin, and purpose as it is rolled out to institutions. The following key messages may be helpful to refer to when developing CCWS content for the campus. For more information, visit ccws-becc.ca.

Key Message	Proof Points
<i>The CCWS will help inform policies and practices to support employee health and wellbeing at Canadian institutions</i>	<ul style="list-style-type: none"> • The CCWS is a common surveillance tool that provides a necessary basis for assessing the mental health and wellbeing of post-secondary institution employees. It identifies priorities for interventions and assesses future health and wellbeing intervention targets at an institutional level.
<i>The CCWS will provide valuable, Canadian-relevant data</i>	<ul style="list-style-type: none"> • There is a need for population-level health and wellbeing data collection tools to increase capacity to link research with policy and practice at Canadian post-secondary institutions.

	<ul style="list-style-type: none"> • Collected data will enable opportunities to examine priority health issues impacting the broader Canadian post-secondary population, explore differences between geographic regions, and provide a basis for making comparisons of prevalence and progress to national and provincial norms. • In sharing a common surveillance tool such as the CCWS, it becomes possible to pinpoint promising policies or strategies associated with such change, which can then be disseminated nationally. • Portions of the CCWS data will be accessible for academic research and appropriate third-party agencies (e.g., Mental Health Commission of Canada, Canadian Public Health Agency) upon approval of the Data Access Committee, so long as their purpose is in keeping with the aim to increase capacity for linking research with policy and practice at Canadian post-secondary institutions.
<i>Take the CCWS and help shape health and wellbeing – at the institution and beyond</i>	<ul style="list-style-type: none"> • The CCWS is a Canada-wide survey that will allow institutions to compare data and share findings for a greater impact. • Collected data will enable opportunities to examine priority health issues affecting the broader Canadian post-secondary population, explore differences between geographic regions, and provide a basis for making comparisons of prevalence and progress to national and provincial norms. • In sharing a common surveillance tool such as the CCWS, it becomes possible to pinpoint promising policies or strategies associated with such change, which can then be disseminated nationally.
<i>The CCWS helps institutions better understand employee health and wellbeing needs</i>	<ul style="list-style-type: none"> • CCWS is solely focused on understanding employee overall health and wellbeing, to better inform policies, practices, and programs. • The CCWS will allow institutions to increase capacity for linking research policy and practice.
<i>CCWS will help support targeted actions in line with the institutions strategies to support its people and places</i>	<ul style="list-style-type: none"> • You may want to include examples of institution-specific frameworks and plans. For example, plans that align with the Okanagan Charter’s call to promote whole-campus wellbeing.
<i>CCWS is a collaborative partnership between post-secondary stakeholders, research experts and government</i>	<ul style="list-style-type: none"> • The CCWS is the result of a collaborative partnership between post-secondary stakeholders, research experts, and government, with financial support for the development of the CCWS from the Rossy Foundation. • Additional support is provided by the Canadian Network for Health Promoting Campuses.

	<ul style="list-style-type: none"> • UBC and the University of Toronto were collaborating partners in the development of the CCWS. • The CCWS has employed analysts to provide logistical and technical support for the deployment of the CCWS. The analysts will act as the data stewards for the data collected from the CCWS. • CCWS is partnered with the Best Practices in Canadian Higher Education network (https://bp-net.ca) to enhance knowledge exchange.
<p><i>CCWS is quick, comprehensive, voluntary, and confidential</i></p>	<ul style="list-style-type: none"> • Involves a 20-minute core survey for employees, administered online. • Institutions receive a dataset of responses for their institution, as well as a comparison file via a custom interactive dashboard to allow for comparisons between non-identified institutions. • Seven core sections related to employee health and wellbeing covered and will gather institutional and comparative data in each of these areas: <ul style="list-style-type: none"> ○ Workplace experience ○ Mental health assets ○ Mental health deficits ○ Health service utilization/help seeking ○ Health behaviours ○ Food security ○ Demographics • Individuals can opt out of any questions they do not feel comfortable answering.

Risks

The following outlines potential risks when rolling out the CCWS communications, as well as strategies to mitigate these risks or to effectively deal with them should they arise.

Risks	Mitigation Strategy
<p>Survey saturation</p> <p><i>Employees are already engaged in a number of surveys and consultations.</i></p>	<p>Communicate the unique benefits of the CCWS by building out additional website content that highlights the importance of participation, possible uses of data, impact, etc. Current website information is very focused on institutional participation.</p> <p>Need to differentiate this survey from others – as employees may wonder why this is not captured in other surveys. It is important to stress this is not an employee satisfaction survey – this is a survey about wellbeing and health behaviours.</p> <p>Need to communicate the unique benefits of this particular survey as it provides population-level data that can affect real change.</p>
<p>Survey Skepticism</p> <p><i>Perception that this survey data will not be used to effect any meaningful change.</i></p>	<p>Crucial to come up with a plan to report back on how data is used, with emphasis on how this will benefit employees specifically. People may feel the institution is constantly asking them for something yet are skeptical that their input is valued and used, particularly those who do not experience health and wellbeing within their workplace.</p> <ul style="list-style-type: none"> • What programs, policies, etc. emerge as a result of this survey? • What did the survey find? How have these findings supported our understanding of health and wellbeing, our ability to be accountable to our frameworks and strategies, etc.? <p>People may also be skeptical of a non-institution survey and why the institution is supporting it. Refer back to the CCWS web content (https://www.ccws-becc.ca/development) that explains validity and reasonings.</p> <p>To communicate the importance of the survey, the promotion can benefit from having leadership buy in. Focus on outreach via managers and department heads of individual departments and portfolios, rather than just broad information-out communications.</p>

	Prepare list of FAQs that can be available.
<p>Overcommunication</p> <p><i>With digital engagement being a main form of communication, people may tune in less.</i></p>	<p>Leverage personal networks and leadership to disseminate the message. Leaders should be supported with a toolkit to share among staff.</p> <p>Institutions can support communication broadly through various channels like newsletters and signatory letters. Staff may be more likely to open an email from their director or AVP than an institution-wide broadcast.</p>
<p>Burnout and Stress</p> <p><i>With the COVID-19 pandemic, many have experienced various stressors. For some, being asked about their health and wellbeing may be triggering.</i></p>	<p>Consider tempering messaging with acknowledgement of employee stress and why it's important that the institution better understands their health and wellbeing.</p> <p>Do not overpromise and underdeliver: Be very deliberate in how words are phrased and explain that the CCWS is an exploratory measure for the institution to better understand issues and address them in the future. Do not diminish the experiences that employees may be going through.</p>

CCWS Logo Use

Please ensure that any communication materials that are sent out on behalf of the institution includes the CCWS logo.

When using the CCWS logo, institutions may use either the full-sized version, or the truncated version. Please do not alter the colour, composition of the logo, or its elements.



Full version of the CCWS logo includes the survey name in both English and French



Truncated version contains stacked abbreviations for the survey name in English and French. If this logo is used, the full name of the survey (Canadian Campus Wellbeing Survey) should be used on the document as well.



The CCWS leaf visual may accompany communication content, but should not be used in lieu of one of the logos.

Communication Assets

The CCWS project team has developed a suit of marketing assets that can be used to promote the survey on campus, including:

- 11 x 17 print poster (editable)
- Facebook banner image (jpeg.)
- Instagram feed image
- Twitter banner

The poster template is designed for institutions to adapt content and to include their own logo. Header copy is in outline and is locked and cannot be changed. However, please feel free to edit the copy. Institutions may wish to provide more information about how the survey will be administered, or to offer a prize draw to encourage participation.

To change this copy, open the poster in Adobe Acrobat and select “Edit PDF.” The default font is medium weight Futura, size 41 pt., in colour #273983.

Institutions can place their logo beside the CCWS logo, preferably in white transparency to ensure it is legible.

Social media assets are provided in jpeg. format and can be edited using a variety of programs, including Illustrator and Acrobat. Please feel free to include the institutional logo, or additional information about the survey administration.

All assets can be downloaded from the Toolkit section of the CCWS website (<https://www.ccws-becc.ca>).