

Canadian Campus Wellbeing Survey



Student 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.

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 Resources section on <https://www.ccws-becc.ca>.

The CCWS is the result of a collaborative partnership between a variety of post-secondary stakeholders, research experts, and government. The University of British Columbia (UBC) is providing leadership in the administration of the survey in its first year, with financial support from The Rossy Foundation and the B.C. Ministry of Advanced Education, Skills, and Training.

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 student communication toolkit can be used by any institution that wishes to participate in the survey, to help promote student 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.

Key Messages

The following key messages may be helpful to refer to when developing CCWS content for your campus. For more information, visit <https://www.ccws-becc.ca>.

Key Message	Proof Points
<p><i>The CCWS will help inform policies and practices to support student health and wellbeing at Canadian institutions.</i></p>	<ul style="list-style-type: none"> • Over 2 million young adults attend postsecondary institutions in Canada. To intervene on the mental health and wellbeing of students there is a need for a robust mechanism assessing the prevalence and correlates of mental health and wellbeing at a local level. In turn, this information guides intervention prioritization, selection, implementation, and ongoing evaluation and program/health service refinement. • The CCWS is a common surveillance tool that provides a necessary basis for assessing the mental health of students, identifying priorities for intervention, and assessing future interventions targeting the health and wellbeing of young adults at an institutional level. • The CCWS will provide a national platform for shared learning and knowledge exchange for postsecondary institution stakeholders, including the students impacted by the decisions shaped by this knowledge.
<p><i>The CCWS will provide valuable, Canadian-relevant data</i></p>	<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. • The CCWS was developed to address the concerns regarding the appropriateness and value of the NCHA in a Canadian context. • 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

	<p>as their purpose is in keeping with the aim to increase capacity for linking research with policy and practice at Canadian post-secondary institutions.</p>
<p><i>CCWS is a collaborative partnership between post-secondary stakeholders, research experts and government</i></p>	<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. • 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 students, 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. • Nine core sections related to student health and wellbeing covered and will gather institutional and comparative data in each of these areas: <ul style="list-style-type: none"> ○ Mental health assets ○ Student experience ○ Mental health deficits ○ Health service utilization/help seeking ○ Physical health/health behaviours ○ Academic achievement ○ Substance use ○ Food security ○ Sexual health behaviour • In the future, additional modules could be incorporated for different institutional needs • Students may opt out of questions they are not comfortable with.

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>).