

The Wheel of Health: A Campaign to College Students for Successful Implementation

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Introduction

Many college students today struggle to prioritize all aspects of their health. It is a common belief at universities that working out and being fit is equivalent to being healthy overall. Failing to realize that health behaviors can come from numerous different sources is an issue that this campaign aims to solve. This essay will discuss the wheel of health and address its eight different dimensions, then outline a public health campaign suggesting accessible health behaviors related to each dimension. We intend to highlight specific methods for college students to use the categories named in the Wolfe et. al. article to improve mental and physical health. The premise of the campaign is to persuade college students to engage in a variety of health-related habits that will ideally benefit them, as well as inform them of the different activities and methods they can use to improve their overall health.

Health Topic Description

The health topic chosen for this paper is the idea of “whole health”, which includes practicing behaviors from a variety of different sources which can impact physical and mental health. The basis of this comes from the “Wheel of Health” which consists of eight dimensions that can be used to facilitate specific health planning based on an individual’s health goals and priorities. The eight dimensions include: (1) working the body, (2) surroundings, (3) personal development, (4) food and drink, (5) recharge, (6) family, friends, and coworkers, (7) spirit and soul, and (8) power of the mind (Wolfe et. al., 2021). Being aware of and understanding these dimensions is essential to understanding which health behaviors could lead to an overall betterment of life.

The Wheel of Health is integral to understanding whole health because it focuses on the claim that health comes from many environmental and physical origins. The wheel of health

shown in Wolfe et. al. (2021) not only allows for patients to learn more about their health, but additionally allows them to take control of their health behaviors and determine what it is that truly affects them. Knowing the aspects of the wheel that play an important role in one's life makes conversations about health, whether that be with care providers or other individuals, more efficient. According to Wolfe et. al. (2021), asking the question "What really matters" (p. 494) is the central idea behind the wheel of health. Enabling patients to share information about what is important to them and permitting them to take more control of their health allows for streamlined conversations with care providers, which could lead to patient-centered care being the norm. Patient-centered care would be an ideal system because according to DuPre & Overton (2021), it has "...been shown to enhance satisfaction... and improve medical outcomes" (p. 49). This is especially relevant to college students, who commonly struggle with physical and mental health issues and can be unsure of how to talk about them.

The goal of this campaign is to design a health plan targeted at university students that revolves around common college student goals. College students often neglect dimensions of their health and are unaware that habits to improve their health can align with their priorities and goals rather than conflict with them. Ideally, this artifact's purpose is to create an easily accessible artifact that the target audience can read to learn more about simple ways to better manage their health habits. Since college students do not often have the time or resources to better their health in a general sense, the campaign aims to help them find cheap and efficient ways to amalgamate health behaviors into their daily lives.

Campaign Description

The primary messages of this campaign are that students should value all dimensions of their health, students should consider implementing health behaviors to support all aspects of

their health, and that those behaviors are accessible for college students and align with their priorities and goals. This campaign addresses the issues that students neglect various aspects of their health and are unaware that positive health behaviors can align with their priorities and goals. This campaign addresses these issues by sharing the eight dimensions of whole health, describing research-based consequences of good or poor health within each dimension, and suggesting health behaviors that are accessible to college students and relevant to their goals.

The first dimension addressed by the campaign is food and drink. Food security is significantly positively correlated with mental health (Ejiohuo et al., 2024). Sufficient nutrient intake supports improved physical and mental wellness. To accomplish this, the campaign suggests that students eat three meals per day. This goal is generally accessible since much of the St. Norbert College student population has unlimited access to food through their meal plan. The second dimension addressed by the campaign is working the body. Physical activity is associated with improved cardiometabolic health in young adults, including lower BMI and lower total cholesterol. Thus, physical activity decreases the risk of heart disease and other serious conditions later in life (Frank et al., 2020). Additionally, leisure time physical activity with social interactions is correlated with positive mental health (Appelqvist-Schmidlechner et al., 2020). Sufficient physical activity supports improved physical and mental wellness. To accomplish this, the campaign suggests that students participate in an intramural sport. This goal is accessible since participation in intramurals is free to St. Norbert College students and intramurals are open to all students. The third dimension addressed by the campaign is power of the mind. Meditative mindfulness decreases feelings of anxiety (Greif et al., 2021). Lowered anxiety levels both support improved mental wellness and improve physical wellness by reducing the risk of developing stress-associated health conditions. To accomplish this, the campaign suggests that

students practice meditative mindfulness after waking each morning. This goal is accessible because meditative mindfulness requires little time and few materials, and there are numerous free online resources to instruct students in the practice. The fourth dimension addressed by the campaign is recharge. Seven to eight hours of sleep every night is connected to stronger performances in classroom settings, exams, and projects. (King et al., 2019). Sufficient sleep supports physical wellness and mental wellness by allowing the body and mind to rest and function efficiently, which improves performance and decreases stress. To accomplish this, the campaign suggests that students sleep for eight hours every night. While this goal may seem inaccessible to college students due to the significant time commitment, the goal is ultimately accessible because increased physical and mental efficiency would reduce the time needed to carry out obligations. The fifth dimension addressed by the campaign is family, friends, and co-workers. Social support and emotional regulation are directly related, as well as emotional regulation and health indicators (Lopez et al., 2023). A strong social support network supports emotional wellness, and emotional wellness supports physical wellness by reducing the risk of developing stress-associated health conditions. To accomplish this, the campaign suggests that students make time for loved ones. This goal is accessible because college students live within a large community of peers and because cell phones and other technology allow for maintenance of familial and other relationships when in-person interaction is not possible due to distance or time constraints. The sixth dimension addressed by the campaign is surroundings. Contact with nature is positively correlated with physical and emotional wellness (Brymer et al., 2010). When outdoors, exposure to many environmental hazards such as poor lighting, lack of fresh air, and noise disturbances is reduced. To accomplish this, the campaign suggests that students spend time outdoors. This goal is accessible because the St. Norbert College campus offers numerous

safe outdoor spaces near housing and academic buildings for students to utilize. The seventh dimension addressed by the campaign is personal development. Work-life balance is positively connected to higher quality work engagement (Inggamara et al., 2022). Work-life balance supports physical and mental wellness by decreasing work- and life-related stress. To accomplish this, the campaign suggests that students balance all aspects of life, specifically schoolwork and social connection. This goal is accessible because, for college students, classmate and friendship relationships are often connected and because St. Norbert College offers numerous resources for students to manage both their academic and social lives. Finally, the eighth dimension addressed by the campaign is spirit and soul. In college students, faith importance is positively correlated with social and academic quality of life (Wang & Distelberg, 2019). Spiritual engagement supports physical and mental wellness by encouraging individuals to consider their values and live with intentionality and purpose, which reduces stress and may encourage other healthy behaviors. To accomplish this, the campaign suggests that students meditate and/or pray. This goal is accessible to college students because little time is required and because numerous campus and online resources are available to instruct students in either meditation or prayer.

The campaign is meant to share healthier habits with college aged students in specific and to help with the realization that health behaviors can come from all different kinds of sources. There are many factors that influence unhealthy habits. For example, according to DuPre & Overton (2021), “high media use is linked to sleep deprivation” (p. 243), and “the majority of commercials are for fatty and sugary foods—specifically, fast food, sugary beverages, and cereal—and this can have serious implications for health” (p. 242). These are just two of many examples of outside factors that have an influence on people of all ages, but certainly have a very high influence on those in our target audience. The main group of people we are aiming to

benefit from the campaign are college students, by finding healthy habits that are realistic within the busy schedule of a typical college student. The benefits would be to implement healthier habits within all 8 dimensions of health. A few examples include sleeping better, improving relationships, and finding healthier eating habits.

The target audience for this campaign is traditional students ages 18 to 23 living on campus at St. Norbert College in De Pere, WI. A typical member of this audience would be an able and healthy 19-year-old man named Joe. Joe is a communication and media studies student who lives in Madeline Hall. He has a busy schedule that includes attending all of his classes, completing assignments and projects, active involvement in a social group, and working every night at Toppers Pizza near campus. Joe eats most of his meals at either the caf or Toppers, gets minimal physical activity and sleep, and overall feels high levels of stress. At this stage of his life, Joe's biggest priorities are earning good grades in his classes, gaining leadership experience, and paying for his living expenses. While Joe acknowledges that he should be engaging in positive behaviors to promote his health, he feels that he lacks sufficient time and energy to do so on top of his busy academic, work, and social schedules. He also thinks that, as an able and healthy young adult, poor consequences of his health behaviors are minimal. Joe believes that implementing positive health behaviors would not be possible for him given his lifestyle and priorities. Joe is an avid consumer of social media, spending two hours per day using Instagram, Facebook, Snapchat, TikTok, and other social media networks. Joe also watches around thirty minutes of television per day via a streaming service without advertisements. When walking around Madeline Hall and the St. Norbert College campus, Joe typically notices when new flyers are posted and often takes time to read them. Due to his media habits, Joe is generally informed

on the messaging presented to him. However, Joe struggles to interpret and change his behavior based upon that messaging.

Campaign Impact

The artifact created for this campaign is a print infographic ad which lists eight health behaviors that are accessible and cheap for college students to implement into their daily lives. It includes all eight categories discussed in the Wolfe et. al. (2021) Wheel of Health, and gives a behavior for each. For the “Food and Drink” category, the behavior that is encouraged is prioritizing 3 meals a day, which many college students struggle to do. The more specific behavior is to get breakfast with a friend. Going down the list, the “Working the Body” category suggests joining an intramural sport team or taking a walk along the Fox River. Our intention with the St. Norbert College's specific propositions was to bring more than one component from the wheel of health into the behavior- so not only does the walk along the Fox encourage working the body, but it also promotes physical surroundings. Continuing, the “Power of the Mind” section encourages meditation in the mornings after waking up. “Recharge” includes getting eight hours of sleep, as well as taking naps if feeling tired. Suggestions include making time for loved ones or setting up a game night for the “Family and Friends” aspect. “Surroundings” asks viewers to get outside, sitting on the docks to get vitamin C. “Personal Development” and “Spirit and Soul” ask SNC students to balance their social and academic lives by making time for both homework and friends, and going to the church for some quiet time that could include prayer, respectively. All in all, the ad takes a whole approach to health, giving St. Norbert College students efficient ways to change their behaviors to reflect better physical and mental health.

If there is one specific group that is hard to capture the attention of, it is college students. College students lead busy lives and have a tendency to ignore the simple messages that surround them. We made bold decisions to utilize bright colors and cartoon images to draw in the attention of our target audience. We also designed a digital infographic so that it can be seen in both physical and digital forms. The chosen sans serif typography is bold yet simple. It allows for an easy read. The purposeful hierarchy of our infographic draws attention to the most important and main points of our campaign first and prioritizes them over the subtitles and examples of each of our eight suggestions. This was done in order to avoid overwhelming the audience. Our goal with this campaign is to persuade college students to try out eight healthy habits for an overall betterment of their whole health. By keeping the infographic simple, our message isn't cluttered with unimportant information and should have a higher success rate.

The infographic gives a hint towards the academic research used to create it by including "whole health" in the section directly under the largest text. The topic of whole health itself is relatively self explanatory in this case, and we believe that most college students will be able to recognize, even if they are not familiar with the Wheel of Health, that having the contrasting sections with different behaviors communicates the many origins from which health can be improved. However, if by some chance the reader is interested in reading more about the Wheel of Health, we have included a link to the article by Wolfe et. al. (2021) at the bottom. The decision to put this in small text was made consciously by the researchers, who understand that the probability of college students doing research not for a class is low, but still possible.

The typical member of our target audience, "Joe", may not respond how the campaigners would expect due to the Social Cognitive Theory. According to DuPre & Overton (2021), the social cognitive theory is "The proposition that people make decisions by considering the

interplay of internal and environmental factors” (p. 322). This theory suggests that despite Joe’s willingness to read flyers as he walks past them, in order for an actual change to occur we need to do more than simply make him aware of healthy habits. Awareness is not enough to impose behavioral changes in a member of our target audience. We may be able to change his mindset about the importance of prioritizing “whole health” and implementing changes in your life in regards to all eight dimensions; However, the social cognitive theory states that this won’t necessarily change his behavior even if he were to read the evidence we provide through the linked article. It is a difficult task for health promoters to successfully influence individuals like “Joe”.

The Health Belief Model, as explained by DuPre & Overton (2021), proposes “we base our behavior choices on five primary considerations... Namely, we are most motivated to change our behaviors if we believe that: we will be adversely affected if we do not change; the adverse effects will be considerable; behavior change will be effective in preventing the undesired outcome; the effort and cost of preventive behavior is worthwhile; and we are moved to action by a novel or eye-opening occurrence, such as a brush with danger, a compelling warning message, or an alluring incentive” (p. 321). Joe may be affected by this when he reads the campaign infographic, as we attempted to bring all elements of the model into our ad in three short sentences. By including the prompt “Do you feel down?” Joe may realize that he does, indeed feel depressed or has high levels of stress, as most college students do. The following sentence, “If your health is not prioritized, effects can include sickness, mental illness, or added stress”, not only could we convince Joe that he will suffer if he does not take the advice of the campaign, but that the effects of continuing without changing his behavior would be considerable and unavoidable, which would move him to take action. Finally, by bolding “Quick

cheap and easy”, we have successfully convinced Joe, ideally, that the effort and cost to change his behavior in these ways is low, overall making him likely to change.

Conclusion

Overall, many college students today struggle to find healthy habits that they believe are doable and realistic within their busy schedules. Most don’t realize that healthy behaviors can come from many different sources, not just hitting the gym or eating a healthy meal. This is the main issue that we aimed to solve. Using the eight dimensions of the wheel of health (working the body, surroundings, personal development, food & drink, recharge, family, friends, coworkers, spirit & soul, and power of the mind), we have successfully come up with and shared a variety of methods and goals to help achieve a healthy lifestyle for any busy college student. We also touched on the Health Belief Model and Social Cognitive Theory in order to aid in the understanding of the idea of “whole health” and the importance of prioritizing all eight dimensions on the wheel of health.

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Appendix



8 HEALTHY HABITS

Do You Feel down? If Your Health is Not Prioritized, Effects Can Include Sickness, Mental Illness, or Added Stress. Follow Our 8 Healthy Habits for St. Norbert College Students to Maintain their Health in a **QUICK, CHEAP, & EASY WAY** So That Your Whole Health is Prioritized.

- FOOD & DRINK**
Prioritize 3 nutritious meals a day
 - Get Breakfast with a friend @ the caf
- WORKING THE BODY**
Get involved in intramurals
 - OR talk a walk along the Fox River
- POWER OF THE MIND**
Practice meditative mindfulness
 - Meditate when you get up in the morning
- RECHARGE**
Get 8 hours of sleep every night
 - AND take a nap if you need one
- FAMILY, FRIENDS, & COWORKERS**
Make time for loved ones
 - Set up a game night with your favorite people
- SURROUNDINGS**
Get Outside
 - Sit on the docks and soak up the sun
- PERSONAL DEVELOPMENT**
Balance all aspects of life
 - Find a good stability between homework and social life
- SPIRIT & SOUL**
Meditate and pray
 - Visit the campus church for some quiet time

PRIORITIZE YOU!!

If interested in learning more about Whole Health, please check out Wolfe et. al.'s article linked [here](#).