




**Developing wellbeing, and enhancing personal performance at Bond University**

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**Bond**

- Private fee paying university
- 5,000 students enrolled
- Domestic 56% International 44%
- Fast track 3 semester program.
- Ambitious and competitive cculture: "Study Hard Party Hard"






## Student psychological health challenge



### Mental health threat

- University students:
  - **83.9% psychologically distressed**
  - **19.2% serious mental illness**
  - **64.7% mild to moderate mental illness**
- [Stallman 2010]
- Youth have highest rates of mental disorder.  
26% aged 16---24 suffer mental disorders each year  
[Eckersley, 2010]
- University students: Moderate psych distress 27%  
High psych distress 10-18%  
[2007-08 National Health Survey, 2007 National Survey of Mental Health and Wellbeing, 2007 Household Income and Labour Dynamics in Australia (HILDA)]
- WHO - depression biggest health burden by 2030

### Industry response

- National cost dropout - \$1.4 bill
- National Summit on the Mental Health of Tertiary Students August 2011
- Positive Psychology in Education Symposium





## Organisational imperative



### Life skills and facilitated forums to:

- Understand their true ambition
- Bring it to life in ways that are:
  - Sustainable
  - Meaningful
  - Resilient
  - Connected
  - Life enhancing
- Learning and support for the personal and social dynamic in success

“Bond University is Australia’s first private, not-for-profit University, offering a personalised academic environment that enables graduates to **exceed the outer limits of their potential.**

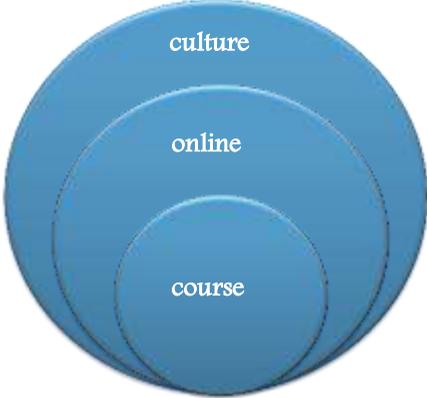
**Bond’s personalised approach** to the education process combined with its uncompromising focus on **industry relevance** sets Bond University apart from every other Australian university.”

Currently only **25.8% of Bond students** surveyed (60) believe they are **achieving to their potential**

**75.9% regularly overwhelmed by stress**, can’t concentrate, avoid things and don’t know how to make it better.



**Life One**


**Conceptual model - theoretical framework**




Anchoring into authentic self

More conscious relationship and choices with larger social, work and community context.

Skills to support this.

**Positive Psychology (wellbeing and flourishing)**

- Positive emotion
- Engagement
- Relationships
- Meaning and purpose
- Accomplishment

**Key principals ACT/Mindfulness (psychological flexibility):**

- Present moment
- Values
- Acceptance
- De-fusion
- Self as context
- Committed action



## Life One:



**BOND UNIVERSITY**  
BRINGING AMBITION TO LIFE

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- Body& balance part 1 – balance, nutrition, exercise, sleep, D&A, mindful map
- Realistic thinking and self esteem
- Mindfulness 1 – living with stress
- Mindfulness 2 – power of the present moment
- Mindfulness 3 – compassion and a heart-centred life
- Values and a meaningful life
- Goals, committed action – doing what matters to you most
- Positive psychology 1 – knowing your strengths and life purpose.
- Positive Psychology 2 – relationships, emotional intelligence, social ecology

**FORMAT**

9 X 90 min sessions, once/week

Time out from study & stress

Self-reflection exercises, personal insight

Sharing ideas and experiences

Learning new ways, support through change

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## What appeals about Life One (pre course)?



**BOND UNIVERSITY**  
BRINGING AMBITION TO LIFE

Before I graduate, I would like to **learn more about myself**, so that I can figure out what the future holds for me.

Learn about how to **balance everything out** in life while successfully studying at a university.

It is concerned with the mental health of law students **not just the academic side of things**.

**Developing my goals, dreams and ambition** whilst maintaining balance in my life.

I would certainly like to get to know myself and my skills better and learn how to reduce stress and **maximise wellbeing**.



The diagram features a central teal circle labeled "Life One". Five smaller teal circles are connected to it by lines, each containing a topic: "Balance it all" (top), "Manage stress" (right), "Know myself" (bottom right), "Goals, dreams, life after uni" (bottom left), and "Enhance life, health, wellbeing" (left).

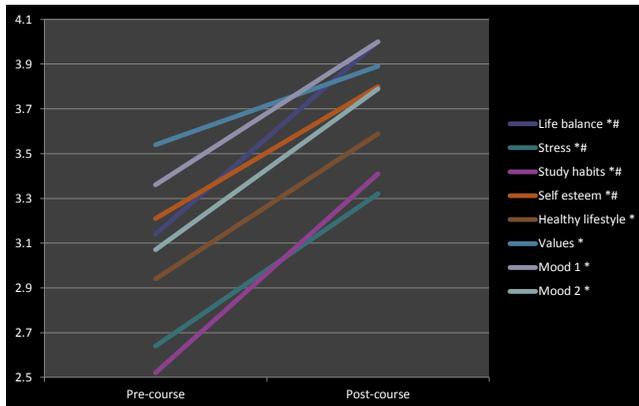
I've always been interested in health and wellbeing. I would like to learn more about my own strengths and how to work and **study effectively under stress**.

The fact that I will be able to **learn methods or mechanisms to deal with stress** and other problems that arise during pressure time.

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## Life One pilot study outcomes



Significant improvements in:

- Life balance
- Stress management
- Study habits
- Self esteem
- Healthy living
- Awareness & alignment with values
- Early mood indicators

\* = significant at .05  
# = significant at .001



## Life One pilot – what's changed



**“My awareness of values and personal strengths have sharpened. I can vividly see what I have to offer and where I would like to take myself in the future.”**

**Shawn, F. Business.**



‘ Greater understanding of stress so I can handle the problem rather than my symptoms.’

‘ Open with others, engaging in talking more with others, participating in tutorials and putting myself out more.’

‘I have learnt to try to check if my thoughts are real/important before getting caught up in negative /worrying thoughts.’



## Advocacy



"WE INVEST SO MUCH TIME & ENERGY INTO OTHERS & THINGS THAT DON'T AMOUNT TO ANYTHING. IF WE STOP & INVEST EVEN 10 MINUTES INTO OURSELVES , HELPING OURSELVES, THAT WILL CHANGE THE REST OF OUR LIVES."

JOHAN  
FACULTY OF BUSINESS



## Evolving the course



Physical environment supportive of personal awareness, processing, mindfulness, wellbeing.  
Longer sessions, less rushed.  
More group sharing, interaction, personal reflection and goal setting.



## Online engagement Bond community



### RESOURCES, ARTICLES, HOW-TO'S, ENGAGEMENT ACTIVITIES

- Bond sync
- Facebook
- You Tube
- [www.lifeone.org.au](http://www.lifeone.org.au) blog



## Blog: [www.lifeone.org.au](http://www.lifeone.org.au)



### Healthy lifestyle campus experiences



### Healthy lifestyle campus experiences



## Internal marketing / community engagement



- Pilot, feedback, evolve program
- Develop online environment
- Interns, advocates, student to student communications
- SMG, Marketing, Careers, Study Skills Support, Cultural Liaison, Faculties, BUSA

### Marketing:

- Current cohort
- New students, parents, schools, international agents
- Staff



## Marketing Life One



### Visual ID



### Focus group:

Big ambition -> can't balance it all -> stress -> not experiencing brand promise: "ambition to life"

### Active recruitment period:

- Videos – students on stress and Life One
- Social media feeds – Bond sync, Facebook, YouTube, iTunes-U
- Bond corporate site + emails
- Lunchtime launch event
- Communication to staff – benefits + request their support and referrals
- Online lecture bashing
- Brochures, postcards campus hotspots
- O-week presence + new student information packs
- BUSA + Scope



## Planned extensions



- Core subject
- Staff groups
- One-off teasers
- Community outreach / interest groups
- Peer mentoring / Life One Ambassadors

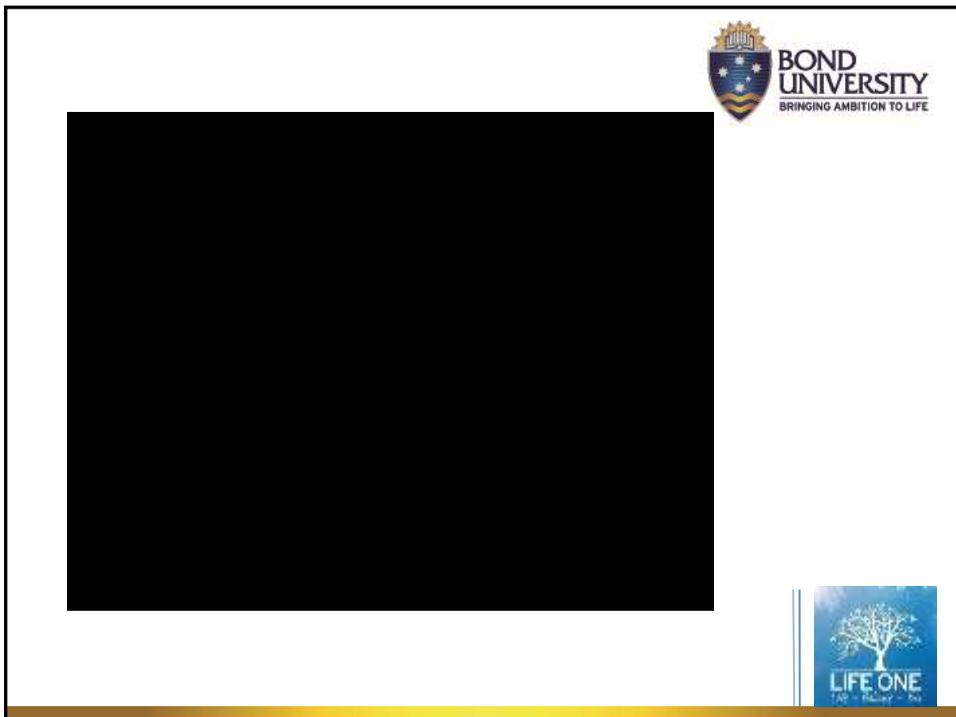


## Our bridge to engagement



- Strategically relevant: “bringing ambition to life”
- Prevention and capacity building
- Aspirational; removing barriers
- Organic and evolving; student input
- Experiential, informative, conversational
- Stages of engagement – “liking”, participating online, course, advocacy
- Meet them in their world, their language, student to student
- Culturally embedded





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# Presenters. Questions

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