

**IOWA**

January Initiative to Enhance Campus Well-Being

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# 2025 PHA Campaign

**Take your PHA in January!**

liveWELL

# January Campaign: Personal Health Assessment

Participate in the Personal Health Assessment(PHA) and be entered into extra January incentives!

- Four \$50 gift card winners every Friday
  - January10
  - January17
  - January24
  - January31
- Two chances to win \$250 at the end of January (and every month thereafter).

Well-being at Iowa is fostered by an environment that promotes healthy and purposeful living for all campus members.

The PHA is a confidential survey that helps you reflect on your well-being and access valuable resources. Complete the PHA during work hours. It's quick, easy, and confidential.



 **Scan Here**

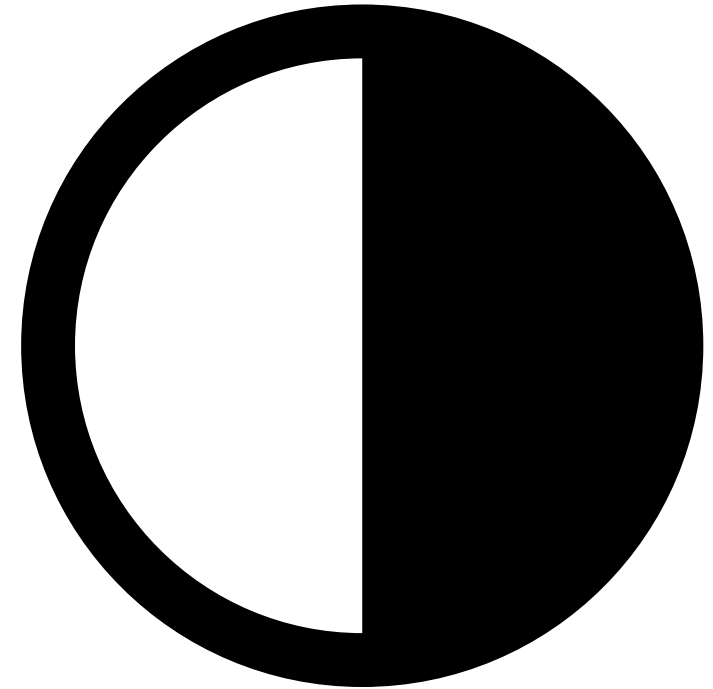
<https://hris.uiowa.edu/healthCoach/livewell.php>

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# Goal: 50% Participation

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- **Programs and services tailored for University faculty and staff**
  - Ensures alignment with the health needs of the population
- **Building a Culture of Well-being**
  - Provides services and support to campus
  - Promotes a culture of well-being and care



# Benefits of Taking the PHA

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- **Personalized Feedback and Dashboard**
  - Receive a personalized feedback report
  - Access a new well-being dashboard
- **Monthly Communications**
  - Early access to well-being programs
  - Information on services
- **Recreational Membership Incentive**
  - Available through Recreational Services
  - Access to campus recreation facilities
- **Health Coach Support**
  - Receive support from a Health Coach



# Requested Action

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- **PHA Participation Goal**
  - Aim to achieve 50% participation in 2025
- **Encouragement for Teams**
  - Motivate your teams to take part in the PHA



# Tools for Promoting the PHA

- **PHA Video: Benefits of the PHA**
  - Explains the advantages of the PHA
- **PHA Video: Why the PHA Matters to Leaders**
  - Details the importance of the PHA for leadership
- **Flyer and Digital Signage for January 2025 Incentives**
  - Promotes upcoming incentives for January 2025

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## TAKE THE PHA **THIS JANUARY** *For Extra Incentives*


### Win Money, Support Campus Well-Being

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**livewell**



[hr.uiowa.edu/employee-well-being](https://hr.uiowa.edu/employee-well-being)

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University Human Resources

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