



NURTURING WELLNESS, BUILDING COMMUNITIES



Urdaneta City University (UCU) stands firm in its commitment to public service, extending its mission of education beyond classroom walls through various outreach and community development programs. Guided by the Center for Community Development and Extension Services (CCDES), the university ensures that its values of compassion and service reach the grassroots level—where real change begins.

Over the years, UCU has organized numerous initiatives centered on health, hygiene, nutrition, and overall well-being. Through medical and dental missions, feeding programs, blood donation drives, and community-based health education campaigns, the university actively contributes to improving the quality of life in nearby communities. Students from the College of Health Sciences, College of Education, and other departments also participate in volunteering programs that encourage leadership, empathy, and a sense of social responsibility.

As part of its continuing effort to promote holistic health, UCU also integrates reproductive and sexual health awareness into its activities. During one interactive lecture, educator Caluag led students in a series of engaging sex education exercises that encouraged open and informed discussions about responsible behavior and body awareness. In a lighthearted activity called “E Ikaw?”, participants translated suggestive gestures into non-sexual descriptions, while another challenge asked groups to suggest creative, non-sexual uses for condoms—eliciting clever responses like makeshift trash bags, stress balls, and phone protectors.

These outreach efforts often go hand in hand with collaborations involving local barangays, health agencies, and civic organizations. From promoting family health awareness to advocating for mental wellness and proper nutrition, UCU’s initiatives reflect a genuine dedication to building a healthier and more informed society.

Aligned with the United Nations Sustainable Development Goals—particularly SDG 3 (Good Health and Well-Being), SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 17 (Partnerships for the Goals)—the university’s programs embody the harmony between education and humanitarian service.

More than just an academic institution, UCU continues to serve as a catalyst for positive transformation—proving that when education meets compassion, the result is a stronger, healthier, and more united community.

MAKE SDG#3 A REALITY

3 GOOD HEALTH
AND WELL-BEING

