Kampus Sejahtera is a unique USM innovation initiated by the current Vice-Chancellor in 2001 as the Healthy Campus Programme. Sejahtera in Malay embodies peace, harmony, tranquility, wellness, and health. There is no equivalent word in the English language. As a concept, Kampus Sejahtera is a unique guide to the entire USM community from administration, to lecturers, students, and all personnel to maintain commitment and responsibility to the university.

It is a framework which encompasses the underlying values, the first step to initiate a healthy lifestyle. It is for every individual to take responsibility for the campus. The university encourages its students to promote the campus as a place of sustainable development where environmental-friendly, educational-friendly, and people-friendly as well as pollution-free mechanisms. The fourth priority is the promotion of quality health and dental care services to students and dependents of staff housed on campus. Finally, Kampus Sejahtera supports any activity or project which propagates the idea of a sustainable campus.

The activities and projects include every aspect of the University such as teaching, research, publication, training, administration, management, student affairs, health, food and catering, transportation, waste management, construction and maintenance and anything else which could positively contribute to the promotion of a healthier, more positive, and sustainable lifestyle.