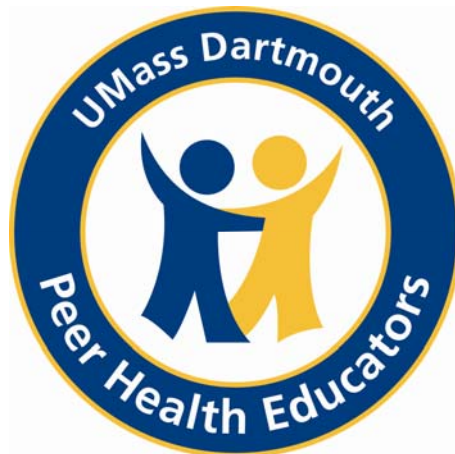




**LiveWell:
The Office of Health
Education & Promotion
Annual Report
2010-2011**



I. Highlights

Accomplishments

Peer Health Education Program

Six students participated in the Peer Health Educator internship in Fall 2010; five successfully completed the program. I developed a Wiki for the Peer Health Educator internship; weekly reading and journaling assignments are posted to the Wiki. The students can also use the Wiki to communicate with each other regarding their group projects.

The Peer Health Educators (PHEs) now offer 11 educational workshops:

- **Sex Jeopardy** (Sexual Health)
- **Ultimate Sex Jeopardy** (Sexual Health)
- **What Women Want** (Women's Health. Program for female audiences *only*.)
- **The Absolute Truth** (Alcohol)
- **Truly Tired: A College Guide to Sleep** (Sleep)
- **Bang Head Here!** (Stress Management)
- **Know the Signs** (Mental Health)
- **Consent is Sexy!** (Consent/Sexual Assault)
- **STARR-Students Teaching About & Advocating for Respect in Relationships** (Healthy/Unhealthy Relationships)
- **The College Life** (Addresses many issues related to the transition to college life. Program designed for first-year students.)
- **Healthy Feud** (Nutrition)

Peer Health Educators influence their peers in formal (workshops, outreach, etc.) and informal ways (conversations, interventions, etc.) The PHEs are asked to record their non-workshop or outreach related activity in a database. This academic year, the PHEs recorded 2,800 interactions.

The PHEs developed two marketing campaigns to launch in Fall 2011. The first campaign is designed to increase the visibility of the PHE program and the Peer Health Educators. The second campaign is a social marketing campaign to encourage low-risk alcohol use among students who choose to drink.

The Peer Health Educators presented three workshops at the Bacchus Network Area 10 Conference. The PHEs were awarded "Outstanding Peer Education Group-Area 10

(New England)” by the Bacchus Network. Alumnae Kelly Boehm was awarded “Outstanding Peer Educator Alumnus-Area 10”.

HIV Testing

Free, confidential HIV Testing is offered monthly, through a partnership with New Bedford Family Planning. The Department of Health Services also began offering HIV testing (results are confidential, but not anonymous and included in students’ medical records).

Mental Health Promotion

Offered campus-wide QPR suicide prevention workshops, in collaboration with the Counseling Center. Mailed *Building Bridges: Friends Helping Friends* and National Hopeline materials to various campus constituents.

Website (<http://www.umassd.edu/livewell>)

The LiveWell website was completely re-designed.

II. Accomplishments

Planned Goal	Status	How?
LiveWell Office		
Increase visibility and awareness of LiveWell Office and services	Ongoing	<ul style="list-style-type: none"> • Mailing to Student Affairs, academic and administrative departments regarding programs and services. • Student Health 101 sent monthly via UMD Notify to students and via UMD Announce to faculty/staff/admins. • Banners for ongoing programs/services: HIV testing & QPR workshops. • Website redesign. • Awaiting results of Student Satisfaction Survey (Spring 2011) to determine if any increase in knowledge/awareness of services over Spring 2010.
Peer Health Education Program		
Increase visibility of Peer Health Education program and services	Ongoing	<p>The following approaches were used to increase visibility of the PHEs' programs and services:</p> <ul style="list-style-type: none"> • Mailing to Student Affairs, academic and administrative departments • "Meet & Greets" with RAs during RA training & at floor meetings • "Street" outreach to Residence Halls (BAC Blitz to first-year quad) • <i>Torch</i> articles • PHE sponsored/co-sponsored events • Use of campus LCD displays • Facebook Fan Page • Website redesign • Awaiting results of Student Satisfaction Survey (Spring 2011) to determine if any increase in knowledge/awareness of services over Spring 2010.
Refine existing workshops Develop 1-2 new workshops	Accomplished/Ongoing	<ul style="list-style-type: none"> • Some revision/refinement to existing workshops; this work is ongoing • The PHEs now offer 11 different educational workshops. However, several of them are rarely requested. Rather than add a new workshop, the students developed two marketing campaigns to launch in AY 11-12

Planned Goal	Status	How?
Renew focus on non-workshop interactions with students. Create/utilize database to track other PHE/student interactions.	Accomplished/Ongoing	<ul style="list-style-type: none"> • Database created/utilized for monitoring non-workshop related activities.
Increase PHEs' involvement in campus committees and policy/environmental change initiatives	Accomplished/Ongoing	<ul style="list-style-type: none"> • PHE representation on the Student Health Advisory Board • Permanent University Alcohol Committee not established in AY 10-11 • No student representation on Alliance for Sexual Violence Prevention and Education in AY 09-10.
Recruit and train new Peer Health Educators	Accomplished	<ul style="list-style-type: none"> • Six new PHEs were recruited into the program; five successfully completed the internship/training.
Provide continuing education and development opportunities for all Peer Health Educators	Accomplished/Ongoing	<ul style="list-style-type: none"> • All PHEs were certified in CPR. • Continued focus on strengths-based leadership. New PHEs received a copy of <i>StrengthsBuilder 2.0</i>, completed the self-assessment, discussed their findings in 1:1 with me, and were challenged to apply their strengths to benefit the organization.
Participate in regional Bacchus Network Peer Education Conference	Accomplished	<ul style="list-style-type: none"> • The Peer Health Educators presented three workshops at the Bacchus Network-Area 10 Conference held at Sacred Heart University in April 2011. • The UMass Dartmouth Peer Health Educators were awarded "Outstanding Peer Education Group" by the Bacchus Network-Area 10 (New England).
HIV Testing & GYT Campaign		
Collaborate with New Bedford Family Planning to offer free, anonymous, on-campus HIV testing for students	Accomplished	<ul style="list-style-type: none"> • Free, anonymous, rapid HIV testing offered monthly. Confidential HIV testing also now offered through Health Services.
Website		
LiveWell website re-design	Accomplished	

Planned Goal	Status	How?
Health Assessment (Inter-departmental goal)		
In conjunction with Institutional Research, complete analysis of ACHA-NCHA II (Spring 2010) and write Executive Summary. Present findings. Use data for program planning.	Ongoing	
Mental Health Promotion (Inter-departmental goal)		
Continue involvement with MA DPH/SPRC College Suicide Prevention Working Group.	Working group largely inactive AY 10-11.	
Expand mental health promotion on campus	Partially accomplished/Ongoing	<ul style="list-style-type: none"> Expanded offering of QPR suicide prevention workshops. Mailing of <i>Building Bridges: Friends Helping Friends</i> campaign and National Suicide Prevention Hopeline materials.
Committees/Policy Work (Inter-departmental goal)		
Integrated Student Learning Outcomes (ISLO) Task Force	Ongoing	<ul style="list-style-type: none"> Inactive in AY 10-11
Alliance for Sexual Violence Prevention & Education	Ongoing	<ul style="list-style-type: none"> One meeting in AY 10-11
University Alcohol Committee	Ongoing	<ul style="list-style-type: none"> No permanent committee established in AY 10-11
Student Health Advisory Board	Accomplished/Ongoing	<ul style="list-style-type: none"> Established

Other Accomplishments & Activities:

- Developed Wiki for Peer Health Educator internship/training. Weekly reading and journaling assignments are posted to the Wiki. The students can also use the Wiki to communicate with each other regarding their group projects.
- Peer Health Educators developed two marketing campaigns to launch in Fall 2011
- Collaborated with Women's Resource Center and others on several programs, including: *Make it Better: Open Forum to End Intolerance, Homophobia, and Transphobia*; *The Female Body*, a women's health film and lecture series; and V-Week programming, including *The Female Orgasm*
- Collaborated with UMADD and Phi Sigma Sigma to bring Marcus Engel to campus to present *In the Blink of an Eye*
- Chaired Assistant Director of Residence Life search committee
- Participated in a panel on peer health education program structure at the Bacchus Network Area 10 spring conference

- Submitted formal request to the Faculty Senate and Student Government Association requesting that they each adopt motions recommending the addition of gender identity and expression to UMass Dartmouth's non-discrimination policies and statements. Faculty Senate and SGA adopted these motions and are forwarding their recommendations to Chancellor MacCormack and Provost Garro for consideration.

III. Challenges & Learnings

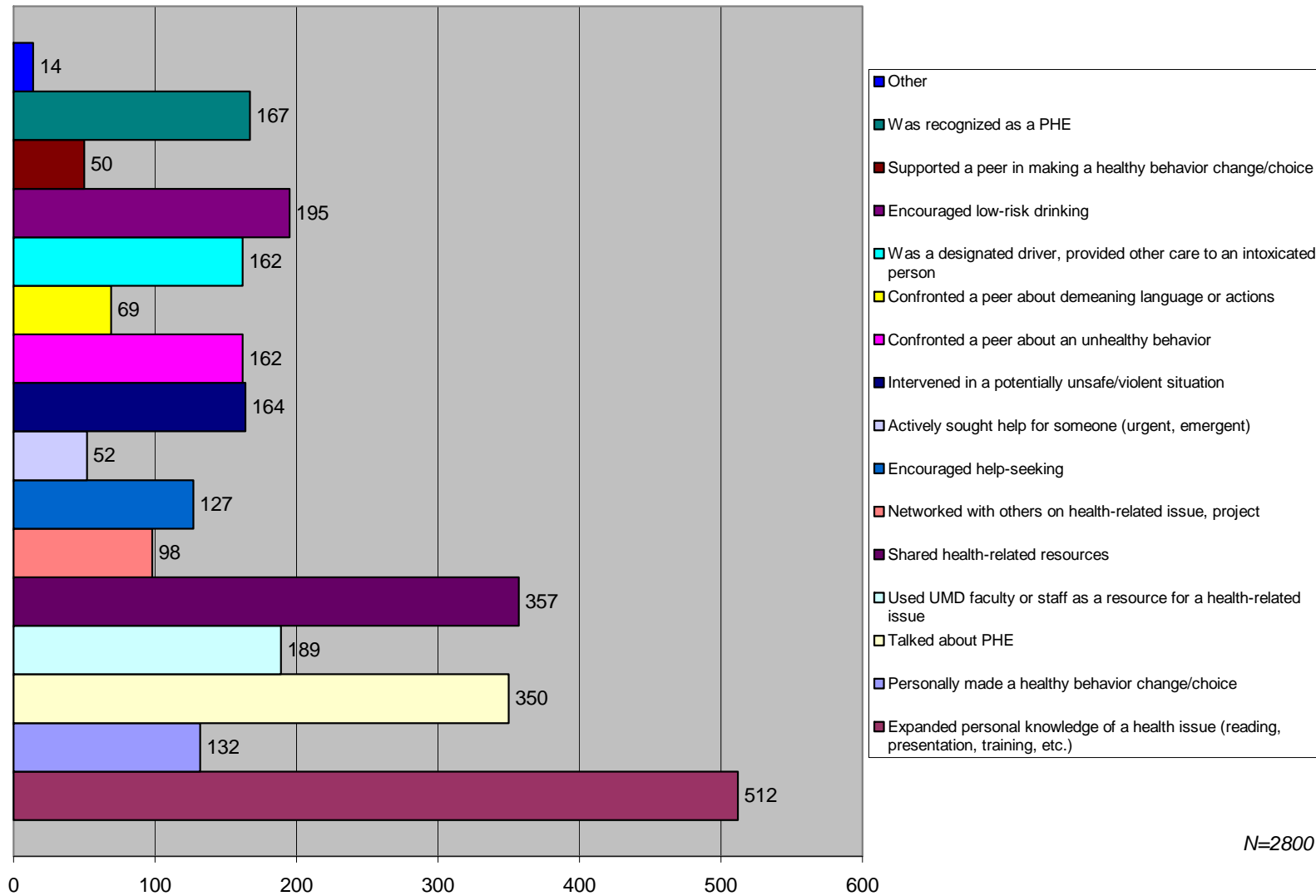
Planned Goal Not Accomplished	Why?	What issues would you handle differently going forward, and how, based upon what you have learned?
Peer Health Education Program		
Increase number of students reached through Peer Health Educators' workshops	<ul style="list-style-type: none"> • Decrease in student attendance at residence hall programming. • Decrease in RA requests for PHE programming in Spring 2011. 	<ul style="list-style-type: none"> • Initial discussions held with Residential Life re. targeted programming for first year halls in Fall 2011 focusing on alcohol, sexual health, nutrition, stress/sleep. • Lessen reliance on Res Life for program requests and more actively engage/seek programming from other student groups (Greeks, Athletics, SROs, etc.) <p><i>Beginning in Fall 2011, all first-time violators of the alcohol policy will attend an alcohol education workshop facilitated by the PHEs. This alone will greatly increase the number of students reached through PHE programming.</i></p>
Renew focus on non-workshop interactions with students through expanded "street" outreach	<ul style="list-style-type: none"> • Focused energies on development of several marketing campaigns and "passive programming" 	<ul style="list-style-type: none"> • Replicated "BAC Blitz", outreach to first-year quad during the first month of the academic year. Outreach largely focused on the prevention of high-risk drinking. Safer sex and sexual assault were also addressed. Res Life policy prohibits PHEs from going door-to-door as was done in previous years. Therefore, PHEs greeted students in the quad, which was less effective. Refinement to "BAC Blitz" planned for fall 2011. Perhaps move to Res Cafe rather than residence halls?
Add community service requirement	<ul style="list-style-type: none"> • Did not allocate enough planning time. 	<ul style="list-style-type: none"> • Re-visit goal. Retain? If yes, delegate to student staff to organize.

Other Challenges & Concerns:

I am acutely aware of the university's current financial difficulties. However, as we look toward the future, I believe the university must hire additional health promotion staff to effectively address the myriad of health promotion needs on campus. My recommendation is to hire designated health promotion staff to address each of the following areas: alcohol and other drugs, mental health promotion, and sexual violence prevention and response.

IV. Data

**PHE Activity (Not Workshop or Outreach-Related)
AY 2010-11**



V. Goals and Objectives AY 2011-12

Department specific goals

LiveWell Office

- Increase visibility and awareness of LiveWell office and services

Peer Health Education Program

- Increase visibility and awareness of Peer Health Education program and services
- Increase number of students reached through workshops by:
 - increasing number of student attendees, primarily by aggressively marketing and providing programs to new audiences (sanctioned students, SROs, student leaders, etc.)
- Refine existing workshops
- Launch PHE marketing campaigns
- Renew focus on non-workshop interactions with students
 - Expand “street” outreach, including refinement/replication of *BAC Blitz* to first-year students during first weeks academic year
 - Utilize database to track other PHE/student interactions
- Increase involvement in campus committees and policy/environmental change initiatives
- Add community service requirement?
- Train new Peer Health Educators (Fall 2011)
- Provide continuing education and development opportunities to all Peer Health Educators
- Participate in national (Fall 2011) and regional Bacchus Network Peer Education Conference (Spring 2012)

HIV Testing & GYT Campaign

Collaborate with New Bedford Family Planning to continue to offer free, anonymous, on-campus HIV testing for students.

Web Site

Continue to develop LiveWell web site, especially wellness resource information

Inter-department goals

Health Assessment

In conjunction with Institutional Research, complete analysis of Spring 2010 ACHA-NCHA II and write Executive Summary. Present findings to university leadership, including Student Affairs Heads. Use data for program planning. Complete ACHA-NCHA II in Spring 2012.

Mental Health Promotion

Continue involvement with MA DPH/SPRC College Suicide Prevention Working Group; apply Working Group’s recommendations, once finalized, and results of ACHA-NCHA II (Spring 2010) to inform mental health promotion activities on campus. In partnership with the Counseling Center, continue to expand mental health promotion activities on campus. These activities will: promote mental health; decrease stigma surrounding mental health issues; educate students, staff, and faculty on the “warning signs” of suicide and how to intervene.

Committees/Policy Work

Continue work with the following committees to improve campus policies to support student health/wellness: University Alcohol Committee, Student Health Advisory Board (co-chair), Alliance for Sexual Violence Prevention & Education.

Health Promotion Expansion

Continue to advocate for the hire of additional health promotion staff for the following areas: alcohol and other drugs, sexual violence prevention and response, mental health promotion. Identify funding opportunities to support health promotion activities/expansion. Collaborate on proposal development, as indicated.

Top priorities

LiveWell Office

Measures of Success: increased awareness of office and services (Student Satisfaction Survey)

Peer Health Education Program

Measures of Success: Increased awareness of office and services (Student Satisfaction Survey); launch PHE marketing and social marketing (alcohol education) campaigns; increased attendance at workshops (attendance sheets); workshops refined; more PHEs participate in campus committees and/or campus policy initiatives; PHE complete office hours (work logs); expand outreach and non-workshop related interaction with peers (work logs); new PHEs trained (successful completion of internship); PHEs attend Bacchus Conference and participate in other continuing education opportunities.

Health Assessment

Measures of Success: Analysis and Executive Summary completed; results of analysis presented to/shared with DOSA Leads, others; analysis used for future program planning. Conduct ACHA-NCHA II in Spring 2012.

Committees

Measures of Success: Permanent University Alcohol Committee and Student Health Advisory Committees established and operational.

Mental Health Promotion

Measures of Success: Enhance collaboration with Counseling Center; expand QPR programming through intentional collaboration with select departments/student groups/etc; distribute *Building Bridges* and associated materials; increase number of students, faculty, and staff who feel that they can recognize the “warning signs” of suicide and intervene effectively (QPR workshop evaluations)

VI. Supervisory Support

My supervisor, Sheila Dorgan, is supporting me in the above goals by:

- advocating for my advancement, including appropriate compensation
- advocating for the hire of additional health promotion staff
- encouraging my participation in continuing education/professional development opportunities

In addition to the above, my supervisor can continue to support me in accomplishing my goals by:

- seeking Divisional funding to support LiveWell or advocating for an increase in the Health Fee to support health promotion activities, so that I am not dependent upon SFAC funding and can possibly expand staffing
- earmarking monies for the future development of a Wellness Center, which would incorporate Health Services, LiveWell, and Counseling (?)

Respectfully Submitted by,
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Coordinator, Health Education & Promotion
May 18, 2011