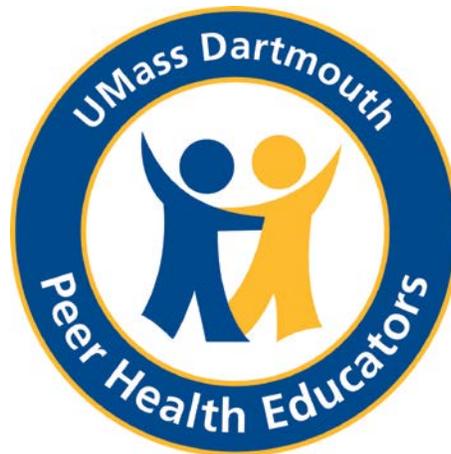




**LiveWell:
The Office of Health
Education & Promotion
Annual Report
2011-2012**



I. Highlights

Accomplishments

Peer Health Education Program

Six students completed the Peer Health Educator internship in Fall 2011.

The Absolute Truth alcohol education program was expanded to include first-time violators of the alcohol policy.

The Red Watch Band Training program launched and was well-received by the campus community.

We established a new student organization, "Safe Rides" to advocate for the adoption of a Safe Rides program at UMass Dartmouth. We were awarded the Grand Prize (\$2,000) in the Youth-TURN competition sponsored by the National Organizations for Youth Safety (NOYS). The award will be used to support the Safe Rides program.

Attendance at PHE workshops increased by 25%, despite a 33% reduction in staffing. 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 1,750 interactions.

Six Peer Health Educators attended the Bacchus Network General Assembly (national conference) in Virginia. The Peer Health Educators presented two workshops at the assembly. All the Peer Health Educators completed the Bacchus Network's Certified Peer Educator Training; most Peer Health Educators also attended the Bacchus Network's Area 10 Meeting (regional conference).

HIV Testing

Free, confidential HIV Testing was offered monthly, through a partnership with New Bedford Family Planning. The Department of Health Services continued to offer 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. We were awarded a "mini-grant" from the QPR Institute. The grant will allow us to offer an online QPR training module to 200 people free of charge (value \$5,000).

Mailed *Building Bridges: Friends Helping Friends* and National Hopeline materials to various campus constituents.

ACHA-NCHA II

Completed the American College Health Association's National College Health Assessment in Spring 2012.

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. "Stall Street Journal" provided to HRE staff monthly. • Banners for ongoing programs/services: HIV testing, QPR & Red Watch Band workshops. • Use of campus LCD displays • Facebook & Twitter • Awaiting results of Student Satisfaction Survey (Spring 2012) to determine if any increase in knowledge/awareness of services over past years.
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 • Programming carousel in first-year halls, Fall 2011 • PHE sponsored/co-sponsored events • Use of campus LCD displays • Facebook & Twitter • Awaiting results of Student Satisfaction Survey (Spring 2012) to determine if any increase in knowledge/awareness of services over past years.
Refine existing workshops	Ongoing	<ul style="list-style-type: none"> • Some revision/refinement to existing workshops; this work is ongoing • We narrowed our programming focus to: alcohol, sexual health, stress, and mental health promotion

Planned Goal	Status	How?
Renew focus on non-workshop interactions with students. Create/utilize database to track other PHE/student interactions.	Ongoing	<ul style="list-style-type: none"> Utilized database 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 and Alliance for Sexual Violence Prevention (Fall 2011) Permanent University Alcohol Committee not established in AY 11-12
Recruit and train new Peer Health Educators	Accomplished	<ul style="list-style-type: none"> Six new PHEs successfully completed the internship/training.
Provide continuing education and development opportunities for all Peer Health Educators	Accomplished	<ul style="list-style-type: none"> All the Peer Health Educators completed the Bacchus Network's Certified Peer Educator Training. 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 Keene State College in February 2011. Six Peer Health Educators attended the Bacchus Network General Assembly (national conference) in Virginia. The Peer Health Educators presented two workshops at the assembly.
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.
Website		
Continue development of LiveWell website	Ongoing	<ul style="list-style-type: none"> Created "Watch Your BAC" section (alcohol education) Added information regarding Red Watch Band Training Program

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. Complete ACHA-NCHA II in Spring 2012.	Ongoing	<ul style="list-style-type: none"> Completed ACHA-NCHA II survey in Spring 2012 Will invite Institutional Research to collaborate on comparative analysis of 2010 and 2012 results.
Mental Health Promotion (Inter-departmental goal)		
Continue involvement with MA DPH/SPRC College Suicide Prevention Working Group.	Working group inactive/defunct(?).	<ul style="list-style-type: none"> Expanded offering of QPR suicide prevention workshops. Awarded "mini-grant" of 200 free licenses of online QPR suicide prevention course Mailing of <i>Building Bridges: Friends Helping Friends</i> campaign and National Suicide Prevention Hopeline materials.
Expand mental health promotion on campus	Partially accomplished/Ongoing	
Committees/Policy Work (Inter-departmental goal)		
Alliance for Sexual Violence Prevention & Education	Ongoing	
Student Health Advisory Board	Accomplished/Ongoing	<ul style="list-style-type: none"> Difficulty with student attendance and participation. Revisit function and form in fall 2012.

Other Accomplishments & Activities:

- Programmatic collaboration with many campus constituents and community-based organizations, including: Center for Women, Gender, & Sexuality/MVP Program; Pride Alliance; Counseling Center; Housing & Residential Education; SAIL; Student Conduct; Public Safety; Sigma Phi Rho; Theatre Company; New Bedford Family Planning; YWCA Breast Health Program; Women's Center (New Bedford); Wellness Resource Center (Dartmouth)
- Chaired Assistant Director of Upperclass Residences search committee
- Served on planning committee for CWGS/Women & Gender Studies fundraising event (Ellen Goodman)

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		
Launch PHE Marketing Campaigns	<ul style="list-style-type: none"> • Late launch of PHE Marketing Campaign, due to overextended PHE with design skills. • “Watch Your BAC” has a website presence, but other forms of media have not been developed. 	<ul style="list-style-type: none"> • Hire student graphic designer (do not rely on PHE staff)
Renew focus on non-workshop interactions with students through expanded “street” outreach	<ul style="list-style-type: none"> • Moved “BAC Blitz” to Marketplace and Campus Center during first few weeks of school. Outreach largely focused on the prevention of high-risk drinking. Safer sex was also addressed. Mixed results. • PHEs overextended due to unanticipated 33% attrition. 	<ul style="list-style-type: none"> • Refinement to “BAC Blitz” planned for fall 2012. Development of “Brief Encounters” programs for alcohol, sexual health, stress/sleep/mental health promotion. • Eliminating office hours in 2012-2013 to increase outreach efforts
Add community service requirement/component	<ul style="list-style-type: none"> • PHEs overextended due to unanticipated 33% attrition. 	<ul style="list-style-type: none"> • Planning kickball tournament and donation drive for October 2012, in collaboration with SAIL

Committees/Policy Work (Inter-departmental goal)

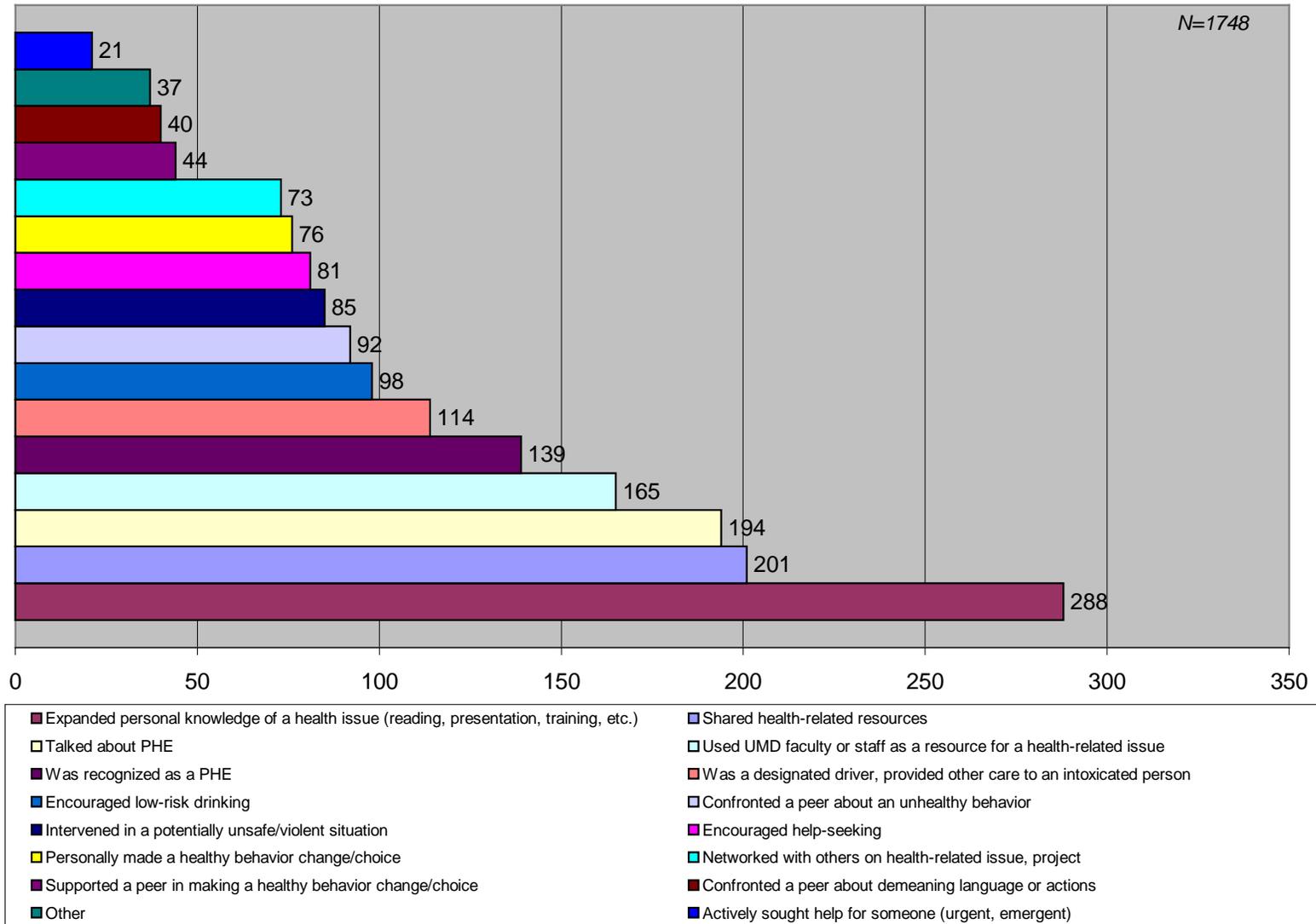
University Alcohol Committee	<ul style="list-style-type: none">• Awaiting charge; No permanent committee established in AY 11-12	<ul style="list-style-type: none">• Ask Dr. Milstone to develop charge in summer 2012; identify and charge committee members in fall 2012
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Other Challenges & Concerns:

I am acutely aware of the university's 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 infrastructure assessment clearly demonstrates the need for at least one additional health promotion staff member, most likely focused on alcohol and other drug prevention. My recommendation is to hire preventionists to address each of the following areas: alcohol and other drugs, mental health promotion, and sexual violence prevention and response. Additionally, Health Education & Promotion needs at least one (likely more) graduate assistant

IV. Data

PHE Activity (Not Workshop or Outreach-Related) , AY 2011-2012



PHE Workshop Evaluations, AY 2011-12:

* According to our records, approximately 600 students attended 43 PHE workshops. 420 returned surveys

Red Watch Band Training Evaluations

(N=109)*	Strongly Agree/ Agree	No Opinion	Disagree / Strongly Disagree	Rating Average (out of 5.0)
I found the information presented in the RWBT to be relevant and applicable to me.	96%	3%	1%	4.66
The RWBT Instructor(s) kept me engaged during the presentation and presented the information in an interesting way.	94%	5%	1%	4.55
As a result of this training, I feel knowledgeable about toxic drinking and alcohol overdose.	97%	3%	0%	4.72
As a result of this training, I can identify High Risk Environments and High Risk Behaviors involving alcohol.	97%	3%	0%	4.68
As a result of this training, I can identify the facts from the Myths about how to help a friend sober up.	99%	1%	0%	4.76
As a result of this training, I can identify the signs of a life threatening alcohol overdose.	96%	4%	0%	4.66
As a result of this training, I feel confident in my ability to respond effectively as a bystander in an alcohol-related emergency.	97%	3%	0%	4.65
As a result of this training, I am more willing to intervene as a bystander in an alcohol-related emergency.	97%	3%	0%	4.57
Overall, I was satisfied with the Red Watch Band Training.	97%	3%	0%	4.65
I would recommend the RWBT to a peer.	98%	2%	0%	4.72

All Other PHE Workshops

(N=311)*	Strongly Agree/Agree	No Opinion	Disagree/ Strongly Disagree	Rating Average (out of 5.0)
The presenter(s) was/were well prepared.	99%	1%	0%	4.82
The material was clearly presented.	98%	1%	0%	4.80
knowledgeably.	98%	2%	1%	4.79
The presenter(s) respected differing viewpoints.	95%	4%	1%	4.75
The topic was interesting.	90%	7%	2%	4.59
The program provided me with new information.	92%	6%	3%	4.63
I would recommend this program to a friend.	83%	11%	6%	4.40

V. Goals and Objectives AY 2012-13

Department specific goals

LiveWell Office

- Increase visibility and awareness of LiveWell office and services
- Increase capacity. Minimally, hire graduate assistant and student graphic designer.
- Increase engagement with faculty and other UMD departments.

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 stress and sleep workshops (combine & increase interactive components)
- 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
 - Launch “Brief Encounters” programming for Housing and Residential Education
 - Utilize database to track other PHE/student interactions
- Increase involvement in campus committees and policy/environmental change initiatives
- Community service: Kickball tournament/fundraiser in collaboration with SAIL (others?)
- Train new Peer Health Educators (Fall 2012)
- Provide continuing education and development opportunities to all Peer Health Educators
- Participate in regional Bacchus Network Peer Education Conference (Spring 2012)

Safe Rides Program

Measures of Success: Pilot Safe Rides program; evaluate. Identify ways to institutionalize and sustain program.

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

Analyze results of Wellness Needs Assessment for incoming students. The Wellness Needs Assessment, developed by Student Health 101 and incorporated into its Orientation issue, is “required” for all incoming students.

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

Identify other existing sources of health/wellness data for UMD students.

Mental Health Promotion

Use results of ACHA-NCHA II and other surveys 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); increased capacity (graduate assistant and graphic designer hired); increased engagement (meetings with faculty and other UMD departments to discuss potential collaboration, etc.)

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; 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.

Safe Rides Program

Measures of Success: Pilot Safe Rides program; evaluate. Identify ways to institutionalize and sustain program.

Health Assessment

Measures of Success: Analysis and Executive Summary completed; results of analysis presented to/shared with SASSE Leads, others; analysis used for future program planning.

Committees

Measures of Success: Permanent University Alcohol Committee established and operational. Student Health Advisory Board structure revisited/revise?

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. Launch online QPR course. (QPR workshop evaluations)

VI. Supervisory Support

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

- 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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May 29, 2012