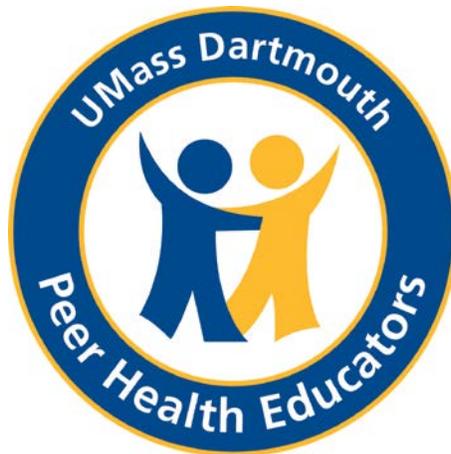




**LiveWell:
The Office of Health
Education & Promotion
Annual Report
2013-2014**



I. Highlights

Accomplishments

Peer Health Education Program

The Peer Health Educators assisted the Orientation Program with bystander intervention training and expansion of “Corsairs Care” messaging.

Seven students completed the Peer Health Educator internship in Fall 2013.

A record number (60+) of Peer Health Education programs were provided in the residential communities in Fall 2013.

Seven Peer Health Educators attended the Bacchus Network General Assembly in Reston, VA. The students presented two workshops at the conference. Additionally, UMass Dartmouth student Anna-Rae LeClaire was one of five students from across the country selected to receive the Bacchus Network’s competitive and prestigious Outstanding Peer Educator award. Our peer health education program has received numerous regional awards from the Bacchus Network over the past several years; however, this is the first national award we have received from the Network.

Ten Peer Health Educators attended the Bacchus Network Area 10 Conference at Endicott College. The students presented two workshops at the conference.

HIV Testing

Free, confidential HIV Testing was offered monthly, through a partnership with New Bedford Family Planning in Fall 2013. Hepatitis C testing was also offered to students at high-risk. Due to staffing cuts at New Bedford Family Planning, they were unable to provide testing in Spring 2014.

The Department of Health Services continued to offer HIV testing (results are confidential, but not anonymous and included in students’ medical records).

Social Marketing Campaigns

Continued *Watch Your BAC* social marketing campaign, addressing alcohol use (umasssd.edu/watchyourbac). Launched “It’s Okay Not to Drink” component of campaign.

Launched StressLess campaign.

Launched campaign to decrease stigma regarding mental illness and increase help-seeking.

Mental Health Promotion

Offered campus-wide QPR suicide prevention workshops, in collaboration with the Counseling Center. A “mini-grant” from the QPR Institute also allowed us to continue to offer a free online QPR training module.

Committee & Policy Work

Active member of the Alliance for Sexual Assault Prevention & Response. Attended two Training and Technical Assistance Institutes, as mandated by our VAWA grant.

Served on the Smoking Policy Committee.

Appointed to the NEASC Interim Report Committee focused on Assessment, Retention, and Student Success.

Continued to advocate for the expansion of the Good Samaritan Policy to include drugs other than alcohol; drafted policy for review.

Professional Development

Serve as the Massachusetts State Coordinator for the Bacchus Network.

Serve as coordinator for the New England Health Educators Network, a consortium of college and university-based health promotion professionals.

II. Accomplishments

| Planned Goal | Status | How? |
|---|------------------------|---|
| LiveWell Office | | |
| Increase visibility and awareness of LiveWell Office and services | Accomplished/ongoing | <ul style="list-style-type: none"> • 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. • UMass Dartmouth Student Health 101 Facebook • Banners for ongoing programs/services & campaigns: HIV testing, QPR & Red Watch Band workshops, Watch Your BAC Campaign. • Use of campus LCD displays • Facebook & Twitter • Awaiting results of Student Satisfaction Survey (Spring 2014) to determine if any increase in knowledge/awareness of services over past years. |
| Increase capacity. Minimally, hire graduate assistant and student graphic designer. | Partially accomplished | <ul style="list-style-type: none"> • Student graphic designer hired • Graduate assistant not funded/hired |
| Increase engagement with faculty & other UMD departments | Accomplished/ongoing | <ul style="list-style-type: none"> • Engaged faculty in discussion of future collaboration for grant funding • Increased engagement with Athletics Department & SAIL (program co-sponsorship planned for Fall 2014) |
| Peer Health Education Program | | |
| Increase visibility of Peer Health Education program and services | Accomplished/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 • RA/PHE Ice Cream Social • PHE sponsored/co-sponsored events • Use of campus LCD displays • Facebook & Twitter • Awaiting results of Student Satisfaction Survey (Spring 2014) to determine if any increase in knowledge/awareness of services over past years. |

| Planned Goal | Status | How? |
|---|--------------------------------|--|
| Peer Health Education Program (Cont'd) | | |
| Refine existing workshops | Ongoing | <ul style="list-style-type: none"> Some revision/refinement to existing workshops; this work is ongoing |
| Renew focus on non-workshop interactions with students | Partially accomplished/ongoing | <ul style="list-style-type: none"> Focused outreach re. alcohol during the first weeks of the fall semester (BAC Blitz) Increased "Brief Encounters" programming in residential communities Continued to use database to track non-workshop related activity |
| Train new Peer Health Educators Provide continuing education & development opportunities to all PHEs | Accomplished | <ul style="list-style-type: none"> Trained 7 new PHEs 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. Provided staff development trainings in Fall & Spring semesters PHEs attended Bacchus Network General Assembly and Bacchus Network Area 10 Conference; PHEs presented two workshops at each conference |
| HIV Testing & GYT Campaign | | |
| Collaborate with New Bedford Family Planning to offer free, anonymous, on-campus HIV testing for students | Partially accomplished | <ul style="list-style-type: none"> Free, anonymous, rapid HIV testing offered in Fall 2013 Expanded to include Hepatitis C testing for high-risk individuals. Service not provided in Spring 2014 due to staffing cuts at New Bedford Family Planning |
| Social Marketing Campaigns | | |
| | Accomplished/ongoing | <ul style="list-style-type: none"> Continued Watch Your BAC campaign; launched "It's Okay Not to Drink" component StressLess campaign launched Anti-stigma (mental illness) campaign launched. Sleep campaign in development. |

| Planned Goal | Status | How? |
|---|--|--|
| Orientation (Inter-departmental goal) | | |
| Require Wellness Needs Assessment for all incoming students | Accomplished | <ul style="list-style-type: none"> • WNA “required” for all incoming students |
| Work with Orientation program to develop alcohol-related messaging for June & August Orientation programs | Bystander intervention & “It’s Okay Not to Drink” messaging incorporated | <ul style="list-style-type: none"> • High Impact Training performances and small group discussions; Corsairs Care messaging; “It’s Okay Not to Drink” launch |
| Peer Health Educators assist with small group discussion following High Impact Training Performances | Accomplished | <ul style="list-style-type: none"> • PHEs served as co-facilitators for small group discussions |
| Health Assessment (Inter-departmental goal) | | |
| Analyze results of Wellness Needs Assessment for incoming Students | Accomplished | <ul style="list-style-type: none"> • WNA “required” for all incoming students |
| Complete analysis of Spring 2012 ACHA-NCHA II; write Executive Summary; present findings; use data for program planning | Partially accomplished/ongoing | <ul style="list-style-type: none"> • Collaborated with two psychology faculty on comparative analysis of UMass Dartmouth and national ACHA-NCHA II data. Have not written formal report or presented findings. |
| Mental Health Promotion (Inter-departmental goal) | | |
| Use results of ACHA-NCHA II (Spring 2012) and other surveys to inform mental health promotion activities on campus. | Partially accomplished/Ongoing | <ul style="list-style-type: none"> • Launched anti-stigma campaign • Continued to offer QPR suicide prevention workshops • “Mini-grant” provided up to 200 free licenses of online QPR suicide prevention course • StressLess website (umassd.edu/stressless) |
| Safe Rides Program | | |
| Work with Campus Services/Transportation Services and other student groups to pilot Safe Rides Program | Partially accomplished/Ongoing | <ul style="list-style-type: none"> • The Class of 2014 was offering a pseudo Safe Rides Program on Thursday nights to downtown New Bedford as a fundraiser for the class. Problematic. • Campus Services assumed responsibility for running buses to/from downtown New Bedford on weekend nights. • Rushed implementation. • Significant behavioral issues on busses. • Program is being re-evaluated by Campus Services. |
| Evaluate pilot | | |
| Identify ways to institutionalize and sustain the program | | |

Committees/Policy Work (Inter-departmental goal)

| | | |
|---|--|--|
| Alliance for Sexual Violence Prevention & Education | Ongoing | <ul style="list-style-type: none">Continued discussion with senior leaders to expand Good Samaritan Policy to include drugs other than alcohol; draft policy under review. |
| University Alcohol Committee (co-chair) | Ongoing – Did not meet in 2014-2015 | |
| Good Samaritan Policy | Ongoing | |

Other Accomplishments & Activities:

- Developed educational messaging and outreach about “Molly” in response to campus concerns regarding its potential use/abuse;
- Appointed to serve on Smoking Policy and NEASC Interim Report Committees
- Programmatic collaboration with many campus constituents and community-based organizations, including: Center for Women, Gender, & Sexuality/Step Up! Program; Counseling Center; Housing & Residential Education; SAIL; Orientation; New Bedford Family Planning; YWCA Breast Health Program; Women’s Center (New Bedford)
- Serve as the Massachusetts State Coordinator for the Bacchus Network.
- Serve as coordinator for the New England Health Educators Network, a consortium of college and university-based health promotion professionals.

III. Challenges & Learnings

| Planned Goal Not Accomplished | Why? | What issues would you handle differently going forward, and how, based upon what you have learned? |
|--|---|--|
| LiveWell Office | | |
| Expand capacity; minimally, hire grad assistant | <ul style="list-style-type: none"> • Not funded by SFAC | <ul style="list-style-type: none"> • Nothing. |
| Peer Health Education Program | | |
| Launch PHE Marketing Campaigns | <ul style="list-style-type: none"> • PHE Marketing Campaign not launched. Hired graphic designer, but prioritized the development of the Watch Your BAC and StressLess campaigns above PHE marketing campaign. | <ul style="list-style-type: none"> • Nothing. |
| Social Marketing Campaigns | | |
| Develop and launch sleep social marketing campaign | <ul style="list-style-type: none"> • Time did not allow for development/launch of this campaign. • Also, wanted to avoid launching too many new campaigns in one year | <ul style="list-style-type: none"> • Think critically about how many campaigns one office can/should launch in a year and take into consideration if other offices are also launching social marketing campaigns (such as the Alliance for Sexual Violence & Response's "Consent is Sexy!" campaign). |

| Planned Goal Not Accomplished | Why? | What issues would you handle differently going forward, and how, based upon what you have learned? |
|---|------------------|--|
| Web Site Development | | |
| | Time constraints | <ul style="list-style-type: none"> • Hire student to do this work? |
| HIV/AIDS: Past, Present, & Future | | |
| Collaborate with UMD students, faculty, and staff, as well as community-based agencies, to develop a series of events about the past, present, and future of HIV/AIDS. Events to include: film screenings/discussions, lectures, display of portions of the AIDS Memorial Quilt, etc. | Time constraints | <ul style="list-style-type: none"> • If graduate assistant is funded for 2014-2015, have them coordinate this effort. |

Other Challenges & Concerns:

I am acutely aware of the university's financial difficulties. However, as we look toward the future, the university must hire additional health promotion staff to effectively address the myriad of health promotion needs on campus. I am the only functional area in Student Affairs that does not have one or more of the following: professional staff, administrative staff, or graduate assistant(s). I am truly a "one-person" operation and have been since I established the health education/promotion office 10 years ago.

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. Health Education & Promotion also needs at least one (likely more) graduate assistant in a health-related field and a graphic designer.

Health Education & Promotion has a nice space in Oak Glen. However, our location—like that of several offices located in residence halls—is not visible to students. Accessibility is also a concern.

V. Goals and Objectives AY 2014-2015

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
- Refine existing workshops
- Re-think educational approach/model
- Develop and launch PHE marketing campaign
- Increase non-workshop interactions with students
- Increase involvement in campus committees and policy/environmental change initiatives
- Train new Peer Health Educators (Fall 2014)
- Provide continuing education and development opportunities to all Peer Health Educators
- Participate in regional Bacchus Network Peer Education Conference (Spring 2015)

Watch Your BAC Social Marketing Campaign

- Continue Watch Your BAC Social Marketing Campaign, including “It’s Okay Not to Drink” component
- Launch Party?

StressLess Social Marketing Campaign

- Continue StressLess Social Marketing Campaign (Fall 2014)

Sleep Social Marketing Campaign

- Develop and launch sleep social marketing campaign? (Spring 2015)

HIV Testing & GYT Campaign

Identify new community partner to provide HIV testing on campus

Web Site

Continue to develop LiveWell web site, especially wellness resource information

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.

Inter-department goals

Orientation

Require Wellness Needs Assessment, developed by Student Health 101 and incorporated into its Orientation issue, for all incoming students.

Work with Orientation program to develop alcohol-related programming/messaging August Orientation sessions.

Peer Health Educators assist with small group work following High Impact Training performances.

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.

Conduct ACHA-NCHA II in Spring 2015.

Write DFSCA Biennial Review

Safe Rides Program

Work with Campus Services/Transportation services to identify ways to refine, reintroduce, institutionalize and sustain program.

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.

HIV/AIDS: Past, Present, & Future

Collaborate with UMD students, faculty, and staff, as well as community-based agencies, to develop a series of events about the past, present, and future of HIV/AIDS. Events will include: film screenings/discussions, lectures, display of portions of the AIDS Memorial Quilt, etc.

Committees/Policy Work

Continue work with the University Alcohol Committee Alliance for Sexual Violence Prevention & Education to improve campus policies to support student health/wellness; advocate for the expansion of the Good Samaritan Policy to include other drugs.

Assist with planning/implementation of the Campus Smoke and Tobacco Free Policy.

Assist with development of the NEASC Interim Report.

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 expand social marketing campaigns; workshops refined; 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.

HIV Testing & GYT Campaign

Measures of Success: Free, anonymous HIV testing provided on-campus once a month.

Orientation

Measures of Success: Wellness Needs Assessment required for all incoming students; PHEs assist with Orientation programming

Social Marketing Campaigns

Measures of Success: Watch Your BAC program expanded; continuation of StressLess! campaign; sleep campaign developed and launched?

Health Assessment

Measures of Success: Analysis and Executive Summary of Wellness Needs Assessment & ACHA-NCHA II completed; results of analysis presented to/shared with SASSE Leads, others; analysis used for future program planning. ACHA-NCHA II, DFSCA Biennial Review, and NEASC Interim Report completed.

Committees & Policy Work

Measures of Success: University Alcohol Committee permanent & operational; Smoke and Tobacco Free Policy implemented; Good Samaritan Policy expanded to include other drugs.

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. Increase promotion and use of online QPR course. (QPR workshop evaluations)