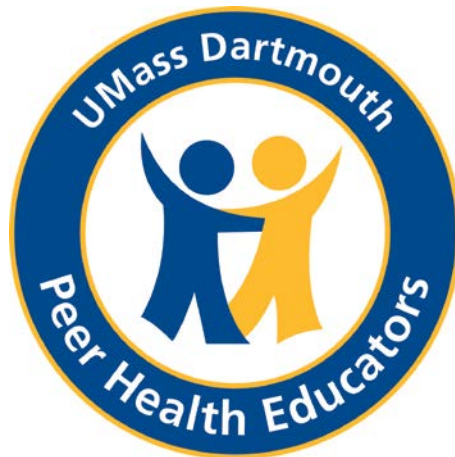


**LiveWell:
The Office of Health
Education & Promotion
Annual Report
2014-2015**



I. Highlights

LiveWell Office

Increased engagement with faculty and other UMass Dartmouth departments, including: Counseling Center, Psychology, Nursing, Unity House, CWGS, Athletics, SAIL, and Claire T. Carney Library. Collaboration included AOD, mental health, and sexual health programming and program development.

Peer Health Education Program

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

Four students completed the Peer Health Educator internship in Fall 2014.

Launched a [WordPress blog](#).

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

Peer Health Educator Genesis Barrientos was awarded Outstanding Peer Educator-Area 10 (New England) from the Bacchus Initiatives of NASPA

HIV Testing

Identified a new community partner, Seven Hills, to provide free, confidential HIV testing on campus.

HIV testing sites rotated between the Unity House, CWGS, and LiveWell Offices, resulting in a higher utilization of this service.

Health Assessment

Conducted ACHA-NCHA II (Spring 2015)

Committee & Policy Work

Good Samaritan Policy renamed the Medical Amnesty Policy and expanded to include other drugs.

Smoke + Tobacco Free Policy implemented. Assisted with promotion of policy + smoking cessation resources.

Professional Development

Served as the Massachusetts State Coordinator for the Bacchus Initiatives of NASPA (thru 6/30/15).

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 Announce to students/faculty/staff/admins. "Stall Street Journal" provided to HRE staff monthly. • UMass Dartmouth Student Health 101 Facebook Page • Banners for ongoing programs/services & campaigns: HIV testing, QPR & Red Watch Band workshops, Watch Your BAC Campaign. • Use of campus LCD displays • Expanded social media presence to include Facebook, Twitter, Instagram (new), and a WordPress blog (new) • Awaiting results of Student Satisfaction Survey (Spring 2015) 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"> • Collaborating with two psychology faculty + Counseling Center on the development of a grant proposal for suicide prevention • In discussion with community nursing faculty about transforming PHE internship experience into a course • Worked with a community nursing graduate student on a sleep assessment + program development • Partnered with Unity House + the Center for Women, Gender, + Sexuality (CWGS) to provide HIV testing at their centers • Co-sponsored Chris Herren presentation with Athletics + SAIL • Sponsored SexFest, inclusive of many campus departments + community-based organizations. • Co-sponsored end-of-the-semester De-Stress Days with the Claire T. Carney Library + several campus departments • Co-sponsored a speaker series on female sexual empowerment with the CWGS

		<ul style="list-style-type: none"> • Co-sponsored Unplugged event with SAIL
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"> • Mailings to Student Affairs, academic and administrative departments • PHE sponsored/co-sponsored events • Use of campus LCD displays • Expanded social media presence to include Facebook, Twitter, Instagram (new), and a WordPress blog (new) • Awaiting results of Student Satisfaction Survey (Spring 2015) 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
Re-think educational approach/model	Ongoing	<ul style="list-style-type: none"> • In discussion with community nursing faculty about turning PHE internship experience into a course
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) • Educational outreach in residence halls ("Brief Encounter" programming, Sex in the Elevator) + other campus locations • Continued to use database to track non-workshop related activity
Train new Peer Health Educators	Accomplished	<ul style="list-style-type: none"> • Trained 4 new PHEs • Continued focus on strengths-based leadership. New PHEs received a copy of <i>StrengthsFinder 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 Area 10 Spring Conference at UCONN; PHEs presented two workshops at the conference • PHE Genesis Barrientos awarded Outstanding Peer Educator-Area 10 (New England) by the Bacchus Network
Provide continuing education & development opportunities to all PHEs		

Planned Goal	Status	How?
HIV Testing & GYT Campaign		
Identify new community partner to provide HIV testing on campus. Provide testing	Accomplished	<ul style="list-style-type: none"> Partnered with Seven Hills to provide monthly confidential HIV testing Modified structure to provide some HIV testing clinics at other campus centers (Unity House + CWGS); resulted in higher utilization of service
Social Marketing Campaigns		
	Accomplished/ongoing	<ul style="list-style-type: none"> Continued Watch Your BAC + StressLess campaigns.
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 & “Corsairs Care” messaging incorporated	<ul style="list-style-type: none"> High Impact Training performances and small group discussions; Corsairs Care messaging
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	
Conduct ACHA-NCHA in Spring 2015	Accomplished	
Write DFSCA Biennial Review	Complete Summer 2015	
Mental Health Promotion (Inter-departmental goal)		
In partnership with Counseling Center, continue to expand mental health promotion activities on campus.	Partially accomplished/Ongoing	<ul style="list-style-type: none"> Continued to offer QPR suicide prevention workshops “Mini-grant” provided up to 200 free licenses of online QPR suicide prevention course StressLess website Collaboration with Active Minds on AFSP Campus Suicide Prevention Walk + De-Stress Day Collaborating with two psychology faculty + Counseling Center on the development of a grant proposal for suicide

prevention

Planned Goal	Status	How?
Committees/Policy Work (Inter-departmental goal)		
Alliance for Sexual Violence Prevention & Education	Ongoing	<ul style="list-style-type: none"> • Draft alcohol policy shared with SASSE Leadership + SGA for comment; revised policy moving forward. • Good Samaritan Policy renamed Medical Amnesty Policy and expanded to include other drugs. • Smoke + Tobacco Free Policy implemented. Promotion of policy + smoking cessation resources is ongoing. • NEASC 5th Year Interim Report submitted.
University Alcohol Committee (co-chair)	Ongoing – Did not meet in 2014-2015	
Good Samaritan Policy	Accomplished	
Smoke + Tobacco Free Policy		
NEASC Interim Report Committee		

Other Accomplishments & Activities:

- Programmatic collaboration with many campus constituents and community-based organizations, including: Center for Women, Gender, & Sexuality; Counseling Center; Housing & Residential Education; SAIL; Orientation; Seven Hills; YWCA; Women’s Center (New Bedford); Psychology + Nursing departments.
- Facilitated initial meeting on how to better support students in recovery from alcohol + other drugs.
- Serve as coordinator for the New England Health Educators Network, a consortium of college and university-based health promotion professionals.
- Served as the Massachusetts State Coordinator for the Bacchus Initiatives of NASPA (thru 6/30/15)

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 other campaigns/work 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 support in a year and take into consideration if other offices are also launching social marketing campaigns (such as the bystander intervention campaign that is launching next year). • Fold sleep campaign into StressLess campaign?
Safe Rides Program		
<p>Work with Campus Services/Transportation Services and other student groups to pilot Safe Rides Program</p> <p>Evaluate pilot</p> <p>Identify ways to institutionalize and sustain the program</p>	Ongoing?	<ul style="list-style-type: none"> • Program was suspended following significant behavioral problems on the busses. • Program is being re-evaluated by Campus Services?

Planned Goal Not Accomplished	Why?	What issues would you handle differently going forward, and how, based upon what you have learned?
HIV/AIDS: Past, Present, & Future		
<p>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.</p> <ul style="list-style-type: none"> • Panels for AIDS Memorial Quilt were completed 	Time constraints	<ul style="list-style-type: none"> • Re-evaluate/narrow scope of this project?

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 11 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 alcohol and other drugs and mental health promotion. 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 2015-2016

Department specific goals

LiveWell Office

- Increase visibility and awareness of LiveWell office and services
- 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
- Develop and launch PHE marketing campaign
- Increase non-workshop interactions with students
- Involve PHEs in campus committees and policy/environmental change initiatives
- Train new Peer Health Educators (Fall 2015)
- Provide continuing education and development opportunities to all Peer Health Educators
- Participate in regional Bacchus Network Peer Education Conference (Spring 2016)

Watch Your BAC Social Marketing Campaign

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

StressLess Social Marketing Campaign

- Continue StressLess Social Marketing Campaign
- Increase focus on sleep; technology

Develop + Implement Social Media Strategy

Improve use of social media to increase visibility and awareness of LiveWell office and services; expand health-promoting messaging

HIV Testing & GYT Campaign

Offer monthly confidential HIV testing on campus

Health Assessment

Analyze results of ACHA-NCHA II (Spring 2015); share with SASSE leadership + others, as indicated

Web Site

Continue to develop LiveWell web site, especially wellness resource information

Health Promotion Expansion

Advocate for the hire of additional health promotion staff alcohol and other drugs and mental health promotion. Identify funding opportunities to support health promotion activities/expansion. Collaborate on proposal development, as indicated.

Inter-department goals

Peer Health Education Program

- Work with Nursing faculty to transform Peer Health Educator internship experience into a course

Orientation

- 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.

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.
- Collaborate with Counseling Center + Psychology faculty on the development of a proposal for the Garrett Lee Smith Campus Suicide Prevention funds.
- Further work on supporting students in recovery from alcohol + other drugs.

Committees/Policy Work

- Continue work with the University Alcohol Committee and Alliance for Sexual Violence Prevention & Education to improve campus policies to support student health/wellness
- Assist with the promotion of the Campus Smoke and Tobacco Free Policy + smoking cessation supports.

Top priorities

LiveWell Office

Measures of Success: Increased awareness of office and services (Student Satisfaction Survey); 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: PHEs assist with Orientation programming

Social Marketing Campaigns

Measures of Success: Continuation of Watch Your BAC + StressLess campaigns; expanded focus on sleep + technology use

Develop + Implement Social Media Strategy

Measures of Success: Increased student engagement via social media (analytics)

Health Assessment

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

Committees & Policy Work

Measures of Success: University Alcohol Committee permanent & operational.

Mental Health Promotion

Measures of Success: Garrett Lee Smith Campus Suicide Prevention grant proposal developed + submitted; increased collaboration between campus + community supports for students in recovery from alcohol + other drugs.

VI. Supervisory Support

My supervisor, Sheila Dorgan, can support me in the above goals by:

- meeting with me regularly to keep updated on my work+ sharing my work with others
- advocating for the hire of additional professional health promotion staff
- encouraging my participation in continuing education/professional development opportunities
- earmarking monies for the future development of a Wellness Center, which would incorporate Health Services, LiveWell, and Counseling (?)

Respectfully Submitted by,
Beth-Anne Guthrie, MPH
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July 2, 2015