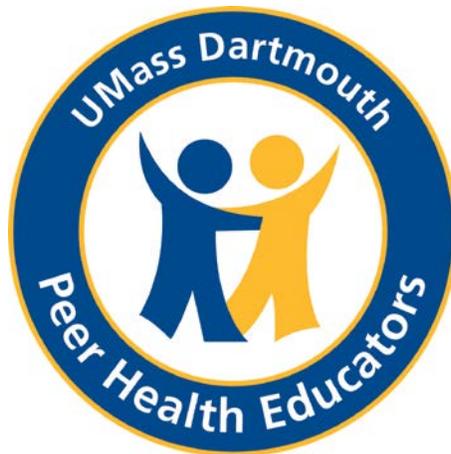




**LiveWell:  
The Office of Health  
Education & Promotion  
Annual Report  
2015-2016**



# I. Highlights

## **LiveWell Office**

Increased engagement with faculty and other UMass Dartmouth departments, including: Counseling Center, Psychology, Nursing, Unity House, CWGS, SAIL, Sociology, Sustainability, Women's & Gender Studies, 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.
- Trained 10 new student Peer Health Educators; nine students successfully completed the Peer Health Educator internship (Fall 2015)
- Conducted Peer Health Educator Alumni Survey in (Fall 2015)
- The Peer Health Educators attended the Bacchus Network Area 10 Conference at Harvard University.

## **Alcohol & Other Drug Prevention; Addiction + Recovery**

- Increased focus on prescription drug abuse, especially opiates
- Seven Hills continued to provide free Narcan Opioid Overdose Prevention Training
- Coordinated all aspects of *Corsairs Care: Facing Addiction* campus-community event
- Assisted student leader with establishment of Young People in Recovery Chapter
- UMass Recovery Collaborative established

## **HIV Testing**

Seven Hills continued 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**

Began comparative analysis of ACHA-NCHA II (Spring 2015)

## **Committees & Policy Work**

- Serve on the Alliance for Sexual Violence Prevention & Education; co-chair the Prevention & Education Sub-Committee
- Assisted with the revision of the University Alcohol Policy
- Chaired search for Director of Counseling Center
- Member of SSC for the Coordinator of Institutional Research and Assessment
- Served on the Endeavor Scholar Selection Committee
- Serve on local Healthy Dartmouth & COPE Committees

## **Professional Development**

- National Meeting of the Higher Education Center for Alcohol and Other Drug Prevention & Recovery (August 2015, Ohio State University)
- Recovering Hope: A Community-Wide Response to Addiction Professional Symposium (October 2015, Whites of Westport)
- Student Conduct Facilitator Training
- Sponsored two webinars for UMass Dartmouth faculty + staff
  - Marijuana Update (September 2015)
  - Strategic Drinking: Exploring the Culture of Pre-Gaming & Implications for Practice (October 2015)
- 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?
<b>LiveWell Office</b>		
Increase visibility and awareness of <a href="#">LiveWell Office</a> and services	Accomplished/ongoing	<ul style="list-style-type: none"> <li>• <a href="#">Student Health 101</a> sent monthly via UMD Announce to students/faculty/staff/admins.</li> <li>• <a href="#">UMass Dartmouth Student Health 101 Facebook Page</a></li> <li>• Banners for ongoing programs/services &amp; campaigns: <a href="#">HIV testing</a>, <a href="#">QPR</a> &amp; <a href="#">Red Watch Band</a> workshops, <a href="#">Watch Your BAC</a> Campaign.</li> <li>• Use of campus LCD displays</li> <li>• Expanded social media presence to include <a href="#">Facebook</a>, <a href="#">Twitter</a>, <a href="#">Instagram</a>, and Snapchat (new)</li> <li>• Awaiting results of Student Satisfaction Survey (Spring 2016) to determine if any increase in knowledge/awareness of services over past years.</li> </ul>
Increase engagement with faculty & other UMD departments	Accomplished/ongoing	<ul style="list-style-type: none"> <li>• Training provided for UNV 101, Endeavor Scholars, Upward Bound, Navitas, &amp; WGS 101</li> <li>• Partnered with Unity House + the Center for Women, Gender, + Sexuality (CWGS) to provide HIV testing at their centers</li> <li>• Sponsored SexFest, inclusive of many campus departments + community-based organizations.</li> <li>• Co-sponsored monthly De-Stress Days with the Claire T. Carney Library</li> <li>• Co-sponsored Wellness Walks with Sustainability</li> <li>• Co-sponsored a speaker series, "The Body Politic", with CWGS for Women's History Month.</li> </ul>
<b>Peer Health Education Program</b>		
Increase visibility of <a href="#">Peer Health Education</a> 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"> <li>• PHE sponsored/co-sponsored events</li> <li>• Use of campus LCD displays</li> <li>• Expanded social media presence to include <a href="#">Facebook</a>, <a href="#">Twitter</a>, <a href="#">Instagram</a>, and Snapchat (new)</li> <li>• Awaiting results of Student Satisfaction Survey (Spring 2016) to determine if any increase in knowledge/awareness</li> </ul>

<b>Planned Goal</b>	<b>Status</b>	<b>How?</b>
Refine existing workshops	Ongoing	<ul style="list-style-type: none"> <li>Some revision/refinement to existing workshops; this work is ongoing</li> <li>Creation of new sexual health workshop, "Barrier Bonanza"</li> </ul>
Renew focus on non-workshop interactions with students	Partially accomplished/ongoing	<ul style="list-style-type: none"> <li>Educational outreach, mostly in Campus Center</li> <li>Continued to use database to track non-workshop related activity</li> </ul>
Train new Peer Health Educators  Provide continuing education & development opportunities to all PHEs	Accomplished	<ul style="list-style-type: none"> <li>Trained 10 new PHEs</li> <li>Continuing education opportunities in Fall + Spring semesters</li> <li>PHEs attended Bacchus Network Area 10 Spring Conference at Harvard University</li> </ul>
<b>HIV Testing</b>		
Provide free, confidential HIV testing	Accomplished	<ul style="list-style-type: none"> <li>Partnered with Seven Hills to provide monthly confidential HIV testing</li> <li>2/3 of HIV testing clinics are provided at other campus centers (Unity House + CWGS), resulting in a higher utilization of service</li> </ul>
<b>Social Marketing Campaigns</b>		
	Accomplished/ongoing	<ul style="list-style-type: none"> <li>Continued <a href="#">Watch Your BAC</a> + <a href="#">StressLess</a> campaigns.</li> </ul>
<b>Health Assessment</b>		
Analyze results of ACHA-NCHA II (Spring 2015)	Partially accomplished Complete Summer 2016	
Complete DFSCA Biennial Review		
<b>Orientation (Inter-departmental goal)</b>		
Work with Orientation program to develop messaging for Orientation program	Bystander intervention & "Corsairs Care" messaging incorporated	<ul style="list-style-type: none"> <li>Think Fast; High Impact Training performances and small group discussions; Corsairs Care messaging</li> <li>PHEs served as co-facilitators for small group discussions</li> </ul>
Peer Health Educators assist with small group discussion following High Impact Training Performances	Accomplished	

Planned Goal	Status	How?
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<b>Mental Health Promotion (Inter-departmental goal)</b>		
Further work in supporting students in recovery from alcohol & other drugs	Accomplished/Ongoing	<ul style="list-style-type: none"> <li>• Increased focus on prescription drug abuse, especially opiates</li> <li>• Seven Hills continued to provide free Narcan Opioid Overdose Prevention Training</li> <li>• Coordinated all aspects of <i>Corsairs Care: Facing Addiction</i> campus-community event</li> <li>• Assisted student leader with establishment of Young People in Recovery Chapter</li> <li>• UMass Recovery Collaborative established</li> <li>• Serve on local Healthy Dartmouth &amp; COPE Committees</li> <li>• Professional development focused on addiction and recovery; National Meeting of the Higher Education Center for Alcohol and Other Drug Prevention &amp; Recovery (August 2015, Ohio State University) + Recovering Hope: A Community-Wide Response to Addiction Professional Symposium (October 2015, Whites of Westport)</li> </ul>

<b>Committees/Policy Work (Inter-departmental goal)</b>		
Alliance for Sexual Violence Prevention & Education	Ongoing	<ul style="list-style-type: none"> <li>• Serve on the Alliance for Sexual Violence Prevention &amp; Education; co-chair the Prevention &amp; Education Sub-Committee</li> </ul>
University Alcohol Committee (co-chair)	Ongoing –	<ul style="list-style-type: none"> <li>• UAC did not meet in 2015-2016; further revisions to draft alcohol policy were made in May/June 2016</li> </ul>
Alcohol Policy	Did not meet in 2015-2016	<ul style="list-style-type: none"> <li>• Assisted with promotion of Quit Butts programming offered through Health Services</li> </ul>
Assist with promotion of Campus Smoke and Tobacco Free Policy + smoking cessation supports		

**Other Accomplishments & Activities:**

- Conducted Peer Health Educator Alumni Survey in (Fall 2015)
- Advanced work of Corsairs Care campaign, including website development
- Coordinated all aspects of *Corsairs Care: Facing Addiction* campus-community event
- Assisted student leader with establishment of Young People in Recovery Chapter
- UMass Recovery Collaborative established
- Chaired search for Director of Counseling Center
- Member of SSC for the Coordinator of Institutional Research and Assessment
- Served on the Endeavor Scholar Selection Committee
- Trained in how to be a Student Conduct Conference Facilitator
- 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?
<b>Peer Health Education Program</b>		
Launch PHE Marketing Campaigns	PHE Marketing Campaign not launched. Hired graphic designer, but prioritized other campaigns/work above PHE marketing campaign.	<ul style="list-style-type: none"> <li>• Nothing.</li> </ul>
<b>Social Media Strategy</b>		
Improve use of social media to increase visibility and awareness of LiveWell office and services; expand health-promoting messaging	<ul style="list-style-type: none"> <li>• Insufficient time</li> <li>• Continue to use social media, but we do not have a strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Increase use of calendar in HootSuite to pre-program notices re upcoming events and health-promoting messages</li> <li>• Hire student employee to focus on social media, website development + marketing</li> </ul>
<b>Website</b>		
Continue to develop LiveWell website, especially wellness resource information	<ul style="list-style-type: none"> <li>• Insufficient time</li> <li>• Most sections of the website are kept up-to-date; however, the wellness resource information section is vast and needs to be updated</li> </ul>	<ul style="list-style-type: none"> <li>• Hire student employee to focus on social media, website development + marketing</li> </ul>

## 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 12 years ago.

Kimberly Nunes, Administrative Assistant for Health Services, assisted me with ProCard reallocation and maintenance beginning in January 2016.

My infrastructure assessment, societal trends, and trends in higher education clearly demonstrate the need for additional health promotion staff. **Ours is the only UMass campus with 1 FTE professional staff in health education & promotion.** My recommendation is to hire preventionists to address alcohol and other drugs and mental health promotion.

The prescription drug abuse and opioid crisis is of increasing concern. The overdoses on campus this year, including one student death, certainly brought that to light.

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. The addition of the Resident Director and Resident Assistant offices has greatly increased traffic in the suite. The front desk will need to be staffed at all times; this will minimally require additional student staff and the reassignment of student staff to desk duty. There are ongoing Facilities issues with our suite that also need to be addressed (HVAC, garbage removal, and cleaning).

## 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
- Hire student employee(s) dedicated to social media + website development

#### Peer Health Education Program

- Increase visibility and awareness of Peer Health Education program and services
- Refine existing workshops
  - Collaborate with Center for Sexual Pleasure & Health in Pawtucket, RI
- Develop and launch PHE marketing campaign
- Involve PHEs in campus committees and policy/environmental change initiatives
- Train new Peer Health Educators (Fall 2016)
- Provide continuing education and development opportunities to all Peer Health Educators
- Provide Peer Health Educators with the opportunity to participate in campus committees and policy development
- Participate in regional Bacchus Network Peer Education Conference (Spring 2017)

#### Corsairs Care

- Official launch of Corsairs Care campaign, including website

#### 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

#### HIV Testing & GYT Campaign

Offer monthly confidential HIV testing on campus

#### Health Assessment

- Complete comparative analysis of ACHA-NCHA II (Spring 2015); share with SASSE leadership + others, as indicated
- Complete DFSCA Biennial Review

#### 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**

### **Orientation**

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

### **Mental Health Promotion**

- Further work on addiction and 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

### **Corsairs Care**

*Measures of Success:* Logo finalized by Marketing; website launched

### **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:* Comparative analysis 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:* Ongoing collaboration between campus and community for students regarding addiction and 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
- expanding administrative support to include:
  - reserving + confirming space and services for HEP events (ReservIt; CaterTrax)
  - POs for HEP
  - Travel Authorizations + Expense Reports for HEP
- advocating for the hire of additional professional health promotion staff
- encouraging my participation in continuing education/professional development opportunities
- advocating for the future development of a Wellness Center, which would incorporate Health Services, LiveWell, and Counseling (?)

Respectfully Submitted by,  
Beth-Anne Guthrie, MPH  
Assistant Director Health Services, Health Education & Promotion  
June 20, 2016