

Health Education and Promotion Student Health and Counseling Services 2015 - 2016 Annual Report

Introduction

Health Education and Promotion (HEP) is a campus leader that advocates for a health promoting community and provides student-centered education to foster success and life long wellness. Health issues addressed include alcohol, tobacco and other drug risk reduction, sustaining a smoke- and tobacco-free environment, fostering sexual health access and information-sharing and promoting sexual communication including consent, healthy relationships, sleep, napping, happiness and gratitude, wellness, hydration, bike helmet use, physical activity and healthy eating.

Establishment of New Community Health and Wellness Unit

HEP now falls within the newly established Community Health and Wellness Unit that works to advance the health, mental health and well-being of UC Davis students through implementation of theory-based and evidence-informed health promotion and prevention services, programs and initiatives. The Unit is comprised of the Health Education and Promotion (HEP) department and Mental Health Promotion, Prevention Services and Peer Programs (MHPPSPP) initiatives. HEP provides campus leadership in the content areas listed above and MHPPSPP projects and activities include oversight of the Mind Spas; suicide prevention trainings; and outreach, direct education and peer connection conducted by student Wellness Ambassadors. The Unit, under the direction of the Assistant Director, Community Health and Wellness, includes 5 professional staff, 1.5 FTE administrative assistants, 19 student staff and over 40 student volunteers.

Year Two of 2014 - 2017 HEP Strategic Plan Implementation

Significant progress was made in implementing the goals and objectives set forth for the second year of the 2014 - 2017 Health Education and Promotion Strategic Plan. In addition to meeting the vast majority of our deliverables efforts were made to:

- Collaborate with UC Davis Global Food Initiative (GFI) work specifically supporting the CalFresh presence on the UC Davis campus.
- Conduct a preliminary review of The Jed Foundation Campus Programs assessment for UC Davis to identify goals for the Campus Action Plan.
- Provide assistance to the MHPPSPP Coordinator with implementation of QPR trainings to student organizations.
- Review and adopt the Healthier Campus Initiative, a national wellness effort under the auspices of a Partnership for A Healthier America.

Staff Transitions

By the Fall 2015, the vacant Wellness Health Educator position was filled. All ten student assistant staff remained in their positions throughout the year and the vast majority of the initial group of 22 volunteers stayed with the program for the entire year. In May 2016 the new Community Health and Wellness unit was formed and the Health Promotion Supervisor transitioned to the position of Assistant Director, Community Health and Wellness; funding for a fourth health educator was also approved and that recruitment was initiated early summer 2016.

Spectrum of Prevention

Health Education and Promotion uses the Spectrum of Prevention as a framework to identify and develop multidimensional approaches for effective prevention efforts. This approach helps practitioners implement strategies that work on multiple levels to create a synergy of effort to optimize desirable health behaviors. The Spectrum now identifies seven levels of intervention that include strengthening individual knowledge and skills, promoting community education, educating providers, mobilizing communities, fostering coalitions and networks, changing organizational practices and influencing policy. Larry Cohen originally developed the Spectrum while working at the Contra Costa County Health Department and this model is based on the work of Marshall Swift. For more information about the Spectrum of Prevention and the Prevention Institute go to: www.preventioninstitute.org.

Summary of 2015 - 2016 Projects and Activities

Alcohol, Tobacco and Other Drug (ATOD) Risk Reduction Projects:

- The Vice Chancellor of Student Affairs and Mayor of Davis co-signed the annual letter emailed to the entire student body to inform them of the ongoing city and campus commitment to mitigate high-risk drinking and alert students to Fall Patrol efforts. Notably, The Jed Foundation staff has expressed very positive support and interest in this initiative.
- e-CHECKUP TO GO, an online, evidence-based alcohol intervention and personalized feedback tool designed to motivate students to assess their alcohol consumption and risk factors, was completed by 2,045 UC Davis students during 2015 - 2016. This self-assessment was offered to incoming students as a part of their health requirements and there was a significant bump in completion rates during spring 2016 as compared to the prior year.
- HEP continued partnering with community and campus organizers to support Davis Neighbors' Night Out, an event to increase communication among neighbors and build community.

- HEP reached out to local apartment and property managers to provide Safe Party materials (“Signs of Alcohol Poisoning” magnets and “Wanna Party?” brochures), Nap Door Hangers and information on suicide prevention resources for their residents. Over 22,000 pieces of literature were distributed related to this project.
- The Red Watch Band (RWB) program is a new two-part 'upstander' intervention workshop that equips students with the skills to intervene in alcohol related life-threatening situations; an optional American Heart Association CPR certification is offered as a part of the program. 76 students completed the 'upstander' training and 50 students completed the CPR course. The workshop resulted in a 492% increase among participants who could name at least 3 signs of alcohol poisoning and a statistically significant change in students' confidence in responding to alcohol related emergencies. 82% of participants reported discussing the RWB program with their peers.
- HEP continued to reach out to local bar managers to incentivize the use of designated drivers by participating in the RADD Rewards Program statewide project. 20 bars in Davis continued with participation in this program that provides designated drivers with a free non-alcoholic beverage. For a second year in a row, the ATOD Health Educator conducted an evaluation of the RADD Rewards Program regarding servers' awareness of providing a free reward to designated drivers.
- There were 21,285 Safe Party web views this year.
- For Picnic Day 2016, HEP continued to provide information and materials to the campus and larger community concerning awareness of how to assist a friend with alcohol poisoning and the location of the Safety Enhancement Zone and increased fines. Picnic Day 2016 was a relatively calm event on campus and in the community with even fewer serious incidents reported this year as compared to past years.
 - 180 party packs were given out during pre-week that included education about the Safety Enhancement Zone
 - The Safe Party website offered information on the Safety Enhancement Zone and locations of Porta Potties over Picnic Day weekend.
- 116 tobacco cessation Quit Kits were distributed in 2015-16, an increase from the prior year.

Blogs – HEP took the lead on 23 blogs published on the SHCS website this year, nearly triple the blogs published in 2014-15.

Bike Helmet Promotion – A new bike helmet social marketing campaign was implemented Spring 2016 as a result of gathering and interpreting Healthy Campus 2020 baseline data. Working with multiple stakeholders to launch a community level movement, HEP prioritized community concerns along with department goals by

bringing the problem statement forward to the student wellness team and empowering them to develop messages and propose solutions in collaboration with campus staff dedicated to bike safety. This effort was achieved through student-led formative research, including a series of focus groups, and collaboration with campus and community units (i.e., UC Davis Police Department (UCDPD), Bike Barn, CoHo and TAPS). Campaign products included the “Helmet Hair Don’t Care” branding; marketing pieces showcasing campus celebrities including highly visible Unitrans ads; several hundred \$5 gift certificates distributed to students by UCDPD officers to reward students wearing helmets; and distribution of coupons for affordable \$13 helmets sold at the ASUCD-run Bike Barn.

Coalition Building and Participation – HEP staff and student interns participated in a number of campus and community committees, such as the Davis Alcohol and Other Drug Advisory Group (chaired by HEP), Association for Body Image and Disordered Eating (ABIDE), the Sexual Violence and Awareness Prevention Campaign subcommittee, the Mental Health Coalition and the Committee on Bicycle Programs.

UC Davis Farmer’s Market (UCDFM) – HEP continued supporting the success of the market by participating as a market sponsor under the leadership of UC Davis Dining Services staff. There were 967 visitors to the HEP UCDFM table fall and spring quarters.

Exam Room Sign Project – Signage was placed in all SHCS exam rooms to alert patients in the clinical environment to the benefits of healthy behaviors and resources to improve health status and outcomes.

Fitness and Wellness Voucher Program – HEP staff continue to manage the Fitness and Wellness Voucher program in collaboration with SHCS clinical and mental health providers and Campus Recreation and Unions. The vouchers offer students identified as benefiting from physical activity free personal training sessions or a group fitness pass to help them get started or increase their level of physical activity. 234 Fitness and Wellness Vouchers were redeemed in 2015 - 2016. Close to 3/4s of those selecting the personal training package completed all 3 sessions. Campus Recreation and Unions continued to contribute funds and access to Group Exercise classes to support the Fitness and Wellness Voucher program.

Healthier Options in Vending Machines – The Healthy Happy Apple logo has been placed in most vending machines on campus indicating product selections meeting healthier criteria.

Individual and Community Education – HEP continued to design, conduct, facilitate and evaluate a variety of health promotion programs including piloting new Ways To Wellness modules (healthy eating and physical activity) facilitated by peer educators. HEP career and student staff conducted 57 health promotion programs in a variety of settings including residence halls, sororities, fraternities and classroom settings reaching 2,039 students. Program evaluations were conducted with participants and results were used to track program quality and improve delivery.

Intern Program – A diverse group of 10 student staff participated in the HEP internship program, providing education and outreach to their peers and planning and implementing projects to change the campus environment to promote healthy behaviors. HEP volunteers contributed 2,079 hours of volunteer service to promote the health and wellness of the campus community.

Physical Activity Promotion Campaign and Work It Week – The *Work It In, 10+10+10, Work It Out* physical activity promotion social marketing campaign was initiated in May, 2016. To kick off the campaign, a week of events were offered on campus to promote getting 10 minute bouts of physical activity three times a day most days of the week. Partners included several student clubs and Campus Recreation and Unions. 144 students participated in Work It Week activities.

Napping Promotion Social Marketing Campaign – The annual napping social marketing took place in October 2015. 3,200 nap kits were distributed in 2015 - 2016, double the amount from last year. The Nap Map continues to highlight over 25 student-rated locations on campus where students can comfortably and safely nap.

Smoke and Tobacco Free Ambassadors – In collaboration with Occupational Health, HEP trained 6 student Ambassadors to interact positively with smokers on campus to increase knowledge of the policy and when appropriate provide resources on quitting.

Lactation Room – HEP continues to host the SHCS Lactation Room.

Sexual Health Access and Sexual Communication Initiatives – Sexual health promotion efforts also continue to be popular among students:

- HEP continued to collaborate with SHCS clinical staff during the spring quarter 2016 chlamydia testing promotion campaign “*Are you Positive You’re Negative?*” highlighting the self-directed screening option available to low-risk students. The number of students who received a Chlamydia test increased by 15% during the month of the campaign.
- HEP distributed 93,000 condoms along with other safer sex products during 2015 - 2016.
- The Love Lab student volunteers offered skill-building opportunities to interested students to increase their efficacy in using safer sex products. The “Watch It, Teach It, Win It” project conducted 190 product demonstrations this year. 384 students enrolled in the fall quarter Human Sexuality course completed a condom teach back. The Love Lab Facebook page had 48 new ‘likes.’
- 171 rapid, anonymous HIV antibody tests were provided during the academic year on Monday evenings at the LGBTQIA Resource Center on central campus.

A significant percentage (46%) of students seeking testing continue to fall into a high-risk category.

- The Sexual Communication social marketing campaign was implemented February 2016. The Sexual Health Student Assistants again organized a collateral photo voice campaign to promote consent and 40 photos were posted on the Love Lab Facebook page. These efforts promote building comfort and skills around proactively negotiating consent, safer sex, sexual boundaries, requests and articulating desires in healthy and positive ways.
- Several new sexual health videos were produced and posted on the SHCS website.

Special Events – HEP continues to be strategic and selective in participating in outreach events to maximize programmatic reach for these time consuming and staff intensive activities. This year, the annual Wellness Carnival was co-sponsored with Campus Recreation and Unions in the fall and there were 402 visitors at this popular event held in the ARC Ballroom; there were 26 organizations that participated. HEP continues to maintain a high profile presence at The Buzz and Student Housing Resource Fair at the start of the academic year (over 600 contacts). HEP students also participated in the UC Davis NAMI Mental Health Fair recognizing Mental Health Awareness Month. Throughout the year, HEP made over 6,379 contacts with students through special events, an increase from the previous year.

Wellness Questionnaire Redevelopment – An in-house patient wellness questionnaire was developed to foster cues to action, provider engagement and access to wellness resources for students with significant health behaviors and concerns. This project went on hold until back-end programming support can be identified.

Harvest Garden at the Student Health and Wellness Center – HEP staff continued to oversee the plantings and maintenance of the Harvest Garden located behind the SHWC. HEP student staff and volunteers cared for the beds, created signage and harvested produce. The Student Wellness Garden ceramic art sign was dedicated early Fall 2015.

Future Direction for 2016-17

Collaboration with SHCS Clinical Services

- Further development of Exercise Is Medicine (EIM) – the goal this coming year is to further develop and implement strategies targeting students reporting little or no physical activity and integrate tailored resources within the context of EIM project delivery.
- New sexual health patient education resources (e.g., videos) will be developed to support providers in their patient education efforts.

Community Engagement and Awareness Raising

- Establishing engagement with student organizations to support wellness behaviors and advocacy for a healthier campus community will continue to be developed by the HEP Team.
- Co-sponsorship of the Wellness Carnival with the Wellness Ambassadors and CRU will continue.
- The Wellness Hacks (formerly called Ways to Wellness) project will continue and focus on identifying a variety of student-centric venues to increase awareness and skills enhancing participants' wellness.
- Implementation of QPR training to student peers and student organizations to cultivate a caring community will continue under the leadership of the MHPPSPP Coordinator.
- A Town Hall will be planned, marketed and implemented Fall 2016 to raise community awareness around prevention efforts related to underage drinking.
- The Red Watch Band Program will continue to be offered with respect to promoting positive 'upstander' behaviors.
- Establishment of a Medical Amnesty/Good Samaritan protocol will take place and will be widely marketed to the campus community.
- Establishment of a campus Sexual Wellness Advisory Group will be initiated with broad campus representation.

Environmental Management

- The Healthier Campus Initiative through the Partnership for a Healthier America is being planned and will begin Fall 2016 to promote physical activity, healthy eating and hydration throughout the campus community.
- The promotion of supportive sleep environments through institutional practice and/or policy change will be a priority for 2016-17.
- Increase access to EC by supporting ASUCD's efforts to implement a vending machine that distributes EC among other products available 24 hours/day.
- Formative work will be done to lay the groundwork for successful implementation of a lethal means environmental assessment.

Campaign Implementation planned for 2016 – 2017:

- Bike helmet promotion social marketing campaign
- Fruit and Veggie consumption promotion social marketing campaign
- Healthy Snacking social marketing campaign
- Happiness and gratitude promotion social marketing campaign
- Hydration promotion social marketing campaign
- Physical Activity promotion social marketing campaign
- Sleep/napping promotion social marketing campaigns and collateral social media engagement
- Sexual communication social marketing campaign
- Chlamydia testing promotion social marketing campaign
- Watch Your BAC promotion campaign

Summary

- HEP staff will continue with their many collaborative efforts with other SHCS departments, campus units and community groups. HEP staff consistently reaches out to key partners, fosters new and ongoing relationships and shares resources cultivating opportunities for collaboration and synergy of efforts.
- HEP staff will work collaboratively with CSAA to implement the NCHA survey Spring 2017.
- HEP staff will work collaboratively with campus Compliance and Policy staff to write and publish the 2014-16 UC Davis AOD Biennial review.
- HEP staff will be undertaking strategic planning to develop the 2017 – 2020 HEP Strategic Plan.
- HEP staff continues to work toward a balance between environmental management and population-level strategies that promote a healthier environment -- making the healthier choice the easy choice -- with providing high quality direct individual and community education and skill building opportunities targeting individual behavior change.
- HEP staff will continue to leverage the marketing and social media platforms provided by SAMC marketing staff to promote health and wellness information and services to students.

HEP Collaborative Partners

The following list gives a sample of the campus departments and other organizations with which HEP worked over the year to share resources, co-sponsor programs and cross-promote activities.

HEP Collaborative Partners

Campus Partners:

ASUCD

- Environmental Policy and Planning Commission
- Gender and Sexuality Commission
- Student Health and Wellness Committee
- The Bike Barn
- The Coffee House
- Let's Talk About Sex Month

Campus Recreation and Unions

- ARC
- Fitness and Wellness Center

Campus Unions

- Center for Student Involvement
- Picnic Day Planners

CARE

- Take Back the Night Planning Committee

City of Davis Apartment Complex and Property Managers
Cross Cultural Center
Division of Student Affairs
Internship and Career Center
LGBTQIA Resource Center
Faculty Departments

- Public Health Sciences Program

Harassment and Discrimination Assistance and Prevention Program (HDAPP)
Occupational Health Breathefree Campaign
Sorority and Fraternity Life
Student Health and Counseling Services

- Counseling Services
- Nutrition Services
- Physical Therapy Department
- Providers
- Wellness Ambassadors

Student Housing
Student Judicial Affairs
Student Recruitment and Retention Center
TAPS
UC Davis Dining Services
UC Davis Police Department
Women's Resources and Research Center

Coalitions:

Association of Body Image and Disordered Eating (ABIDE)
Committee on Bicycle Programs
Davis Alcohol & Other Drug Advisory Group (DAODAG)
UC Davis Campus Community Review Team for Sexual and Gender-Based Violence

Community Partners:

City of Davis Police Department
City of Davis
CommuniCare Health Centers

County/State Partners:

RADD

National Partners:

Partnership for a Healthier America
The Jed and Clinton Foundation Campus Program