

# **Health Education and Promotion Student Health and Counseling Services 2016 - 2017 Annual Report**

## **Introduction**

Health Education and Promotion (HEP) is a campus leader leveraging a dynamic public health approach to foster and build environments, institutional practices and a campus culture to promote student success and life-long well-being. During 2016-17, HEP was a part of the newly formed Community Health and Wellness unit, however, by the end of the year the decision was made to rename that unit to Health Promotion Services. Priority health issues addressed included reducing the negative consequences of alcohol and other drug use; sustaining a smoke- and tobacco-free environment; supporting sexual health access; and promoting healthy relationships, sexual communication including consent, adequate sleep, optimal napping, happiness, gratitude, hydration, bike helmet use, physical activity and healthy eating. In summary, HEP works to advance the physical, mental and sexual well-being of UC Davis students through implementation of theory-based and evidence-informed health promotion and prevention services, programs and initiatives.

## **Departmental Structure**

By the end of 2016-17, HEP was comprised of four full time health promotion specialists, 11 student staff and 17 volunteers under the direction of the Associate Director, Health Promotion Services, with administrative support provided by the HEP Program Coordinator.

## **Year Three of 2014 - 2017 HEP Strategic Plan Implementation**

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

- Participate in the The Jed Foundation Campus Programs efforts based on goals set in the Campus Action Plan.
- Begin the process of complying with the required and selected guidelines as laid out by the Healthier Campus Initiative, a national wellness effort under the auspices of a Partnership for A Healthier America.

## **Staff Transitions**

By Fall 2016, the vacant Sexual and Mental Wellness Health Educator position was filled by employing a contract staff person who was permanently hired in February as the fulltime Mental Well-Being Health Promotion Specialist; the new fulltime Sexual Well-Being Health Promotion Specialist was hired March 2017.

## 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 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.

## Summary of 2016 - 2017 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.
- 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 2,724 UC Davis students during 2016 - 2017. This self-assessment opportunity was offered to incoming students as a part of their health requirements.
- HEP continued partnering with community and campus organizers to support Davis Neighbors' Night Out, an event to increase communication among neighbors and build community.
- The Red Watch Band (RWB) program is a 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. 65 students completed the 'upstander' training and 55 students completed the CPR course.
- 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. An evaluation of the RADD Rewards Program regarding servers' awareness of providing a free reward to designated drivers was also implemented.
- HEP took the lead in writing and publishing the most recent 2014 – 2016 Biennial Review of UC Davis' Alcohol and Other Drug Programs.

- SAMHSA awarded HEP a grant for an inaugural Town Hall event to reduce high risk drinking, bringing in over 40 attendees with representation from over 20 campus and community units.
- The Late Night Campus Event initiative got off the ground to provide alcohol-free social and entertainment opportunities to 660 students.
- The Watch Your BAC campaign was implemented.
- HEP staff worked with Student Affairs leadership to pass a Good Samaritan/Medical Amnesty policy for the campus.
- Two hundred and eighty Safe Party packs were distributed.
- There were 5,302 Safe Party web views this year.
- For Picnic Day 2017, HEP continued to provide information and materials to the campus and larger community including the location of the Safety Enhancement Zone and corresponding increased fines.
  - 210 visitors stopped by Picnic Day pre-week themed outreach tables.
  - The Safe Party website posted the locations of Porta Potties over Picnic Day weekend.
- One hundred eight tobacco cessation Quit Kits were distributed in 2016-2017.

*Bike Helmet Promotion* – The Bike Helmet Promotion social marketing campaign was a result of identifying an unique need at UC Davis and 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 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. Between September 2016 and June 2017, 910 students signed the HHDC pledge and 455 bike helmets were distributed though the HHDC pledge program.

*Blogs* – HEP took the lead on 22 blogs published on the SHCS website this year on a variety of health topics.

*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 staff), Association for Body Image and Disordered Eating (ABIDE), the Sexual Violence and Awareness Prevention Campaign subcommittee, the Student Mental Health Coalition and the Committee on Bicycle Programs.

*Davis Apartment Managers Outreach Project* – 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. 22,195 pieces of literature were distributed related to this project.

*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 by their provider as benefiting from physical activity personal training sessions or a group fitness pass to help them get started or increase their level of physical activity. There were 230 Fitness and Wellness Vouchers redeemed in 2016 - 2017.

*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.

*Healthy Snacking Social Marketing Campaign* – Formative research for the healthy snacking social marketing campaign began in fall 2016 and the campaign launched in March 2017. Student-led focus groups identified time and money as the main barriers for healthy snacking. The campaign slogan, “Pack a Snack: Boost Your Mood with Nutritious Food” addressed the barrier of time and the benefit that healthy snacking has on the brain. The images used in the campaign were student-identified foods that were easy to prepare, culturally diverse and affordable. HEP partnered with student groups, campus partners and faculty to increase the reach of the Pack a Snack campaign.

*Individual and Community Education* – HEP continued to design, conduct, facilitate and evaluate a variety of health promotion programs, many facilitated by peer educators. HEP career and student staff conducted 58 health promotion programs in a variety of settings including residence halls, sororities, fraternities and classroom settings reaching 2,588 participants. Program evaluations were conducted and results were used to track program quality and improve delivery.

*Intern Program* – A diverse group of 11 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. The 17 - 22 HEP volunteers contributed 2,174 hours of volunteer service to promote the health and wellness of the campus community.

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

*Means Assessment Instrument* - Formative work was done -- including creating a comprehensive assessment instrument -- to conduct a future means assessment for the UC Davis campus regarding suicide risk.

*Napping Promotion Social Marketing Campaign* – The annual sleep and napping social marketing campaigns continued to be well received by UC Davis students with 55.1% of undergraduates reporting they had seen the 20 – 30 minute napping message and 67.6% of

undergraduates reporting they had seen the recommendation to get 7 – 9 hours of sleep. Thousands of nap kits have been distributed to students and the Nap Map was updated showcasing locations on campus where students can comfortably and safely nap. HEP partnered with the UC Davis student life centers, student organizations and campus stakeholders to extend the reach for both social marketing campaigns. The Nap Map continues to highlight over 25 student-rated locations on campus where students can comfortably and safely nap. HEP distributed 3,200 nap kits in 2016 – 2017.

*Physical Activity Promotion* – Based on data collected through focus groups and electronic surveys, HEP rebranded the physical activity social marketing campaign to “Active Aggies - 30 minutes of movement the best part of your day. Learn better, sleep better, feel better!” Non- to low-exercising students identified yoga, dance and biking as non-intimidating and enjoyable types of movement and therefore the campaign design featured students engaging in those activities. Active Aggies Week was celebrated during National Physical Activity month and featured 15 diverse, student-led opportunities for students to move. The Active Aggies, 2.5-mile walking loop, was identified, the distance markers and interactive map were designed, and the walking path will be installed in 2017. Motivational signage prompting individuals to take the stairs or walk was installed in multiple strategic locations on campus including select parking structures, Student Health and Wellness Center stairwells and Unitrans bus stops.

*Seek Happiness Social Marketing Campaign* – The annual happiness social marketing campaign is a positive psychology and resiliency movement that recognizes the struggles and celebrates the strengths of being a college student. Through social media platforms, the Seek Happiness campaign reached over 2,700 unique viewers with an 85.5% retention rate on Snapchat and over 7,000 unique viewers on Instagram. HEP collaborated with the UC Davis Strategic Communications department to leverage campaign messaging and partnered with the UC Davis student life centers to further the campaign reach.

*Sexual Well-Being and Sexual Communication Initiatives* –

- HEP continued to collaborate with SHCS clinical staff during the spring quarter 2017 chlamydia testing promotion campaign highlighting the self-directed screening option available to students deemed low-risk for infection according to screening criteria.
- HEP distributed 77,885 safer sex products during 2016 - 2017.
- 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 33 product demonstrations this year. 203 students enrolled in the fall quarter Human Sexuality course completed a condom teachback. The Love Lab Facebook page had 66 new ‘likes.’
- A total of 139 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 (48.6%) of students seeking testing continue to fall into a high-risk category.

- The Sexual Communication social marketing campaign, Sexcessful, was implemented February 2017. The Sexual Health Student Assistants organized a collateral photo voice campaign to promote consent and 104 photos were posted on the Love Lab Facebook page. These efforts promoted building comfort and skills around proactively negotiating consent, safer sex, sexual boundaries, requests and articulating desires in healthy and positive ways.
- The Wellness To Go vending machine was installed at CRU that distributes EC among other sexual health and wellness products.

*Smoke and Tobacco Free Ambassadors* – HEP, in partnership with the Breathe Free campaign, led the Smoke and Tobacco Free (STF) Student Ambassador internship. Six students were trained and committed to approaching policy violators on campus to increase compliance and connect smokers to cessation resources. The STF Ambassadors were leaders on campus for outreach and education around the policy. HEP also co-led the Adopt-a-Block initiative in order to address the unintended consequences resulting from the policy in the nearby Davis community.

*SOWI* – The Student Organization Wellness Initiative (SOWI) empowers Registered Student Organizations (RSOs) to make health-promoting changes in their RSOs by connecting them with health and wellness resources and providing the tools they need to make the healthy choice the easy choice for their members. In 2016-2017, 8 RSOs joined the SOWI pilot that directly impacted more than 400 students. Between the 8 RSOs, there were 117 actions taken by RSOs to improve the health and wellness of UC Davis students.

*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 November and there were 417 visitors at this popular event held in the ARC Ballroom; there were 27 organizations that participated. HEP continues to maintain a high profile presence at The Buzz (175 RADD car contacts), the 5K (277 RADD car contacts) and Student Housing Resource Fair at the start of the academic year (390 contacts). Throughout the year, HEP made 8,348 contacts with students through special events.

*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 935 visitors to the HEP UCDFM table fall and spring quarters.

In summary, HEP staff will continue with their many collaborative efforts with other SHCS departments, campus units and community groups to promote student health and well-being. 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 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/or cross-promote activities.

**Campus Partners:**

ASUCD

- The Bike Barn
- The Coffee House

Transportation and Parking Services (TAPS)

Campus Recreation and Unions

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 Breathe Free Campaign

Sorority and Fraternity Life

Student Health and Counseling Services

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

Student Housing

Student Support and Judicial Affairs

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

Harm Reduction Services

**County/State Partners:**

**Yolo County Health Department**

RADD

**National Partners:**

Partnership for a Healthier America

The Jed and Clinton Foundation Campus Program