



MARQUETTE
UNIVERSITY

CENTER FOR
HEALTH EDUCATION
AND PROMOTION

Center for Health Education & Promotion

End-of-Year REPORT 2007-2008

The Center for Health Education and Promotion is committed to providing programs, services and resources that create a campus culture in which Marquette students make informed and proactive decisions about personal and community health.

GOAL 1: Work collaboratively with Student Health Service to provide prevention education and primary health care to Marquette University students in a manner that exhibits compassion, professionalism and excellence.

Objectives

- a) Enhance Student Health Service/Center for Health Education and Promotion initiatives by taking the concept of health beyond the clinical mission.

Accomplishments

- a) **Tobacco** Assessment/intake survey information @SHS; reminded/re-trained SHS staff how intake works; Milwaukee Tobacco Coalition participation; Tobacco Educators (in conjunction with ALA grant funding Fall'07); Great American Smokeout; website information/resources; Nursing Health Fair (November, April).
Attachment: Tobacco Assessment report
- b) **Alcohol** 6 Pack coordination; 21st Birthday Cards; Participation in Alcohol Advisory Board; E-Chug promotion; website information/resources; BASICS Practitioner Training (AM, JW, JM, EF), BASICS Practitioner Train-the-Trainer Training (AM); Health Ed heard 9 BASICS cases; PHE training with Brenda Lenz (CC); participation in Schroeder All Hall Crawl.
- c) **Sexual Assault** Participation in HAVEN meetings; coordination of SVAW; HAVEN resource office; HAVEN phone line training with Sue Cooper (Public Safety); HAVEN conversation series (participation, planning, PR assistance, presentation); WAM; SAAM Health Fair @ UW-Milwaukee; website information/resources.
- d) **Physical Activity/Fitness** Collaboration with Rec Sports; website information/resources; Rec Sports Advisory Board; PHE outreach program created; LYBW.
- e) **Women's Health/Men's Health** Breast & Testicular cancer

awareness; collaboration with CAC; yogurt lid collection for awareness; website information/resources.

- f) Nutrition** Sodexo collaborative meetings, SHS dietitian referrals and services; website information/resources; continued collaboration with SEAC for market basket program; Grandview High School outreach; Nursing School Health Fair (November, April).
- g) Disordered Eating** LYBW (Normal, etc.); connection and collaboration with treatment team; website information/resources; collaboration/support of “Freezin’ for a Reason”; collaborative meeting with Nate Pruitt (Counseling Center).
- h) Stress Management/relaxation** Outreach programming, stress free zones (December, May); interactive hand massage table at Athletics Women’s Health Fair; website information/resources; Nursing School Health Fair (December?); beginning planning stages of “Wellness Committee” initiatives.
- i) HIV/AIDS** World AIDS Day programming; AIDS Awareness Week programming; Sex & Chocolate panel discussion; website information/resources.
- j) Bulletin Board in a Bag program** A new bulletin board is created each month corresponding to a large educational initiative and/or health issue. PHEs create the bulletin board and then mass produce 1x per each residence hall staff. Branded resource information about CHE&P is included with each packet. Announcements go to the RHDs indicating they are ready for pickup (first come first serve per staff). This year included: breast/testicular cancer awareness, cold/flu, healthy relationships, going green, hookah.
- k) Sexual Health** Website information/resources; DSA sexual health work group established; sex & chocolate panel.

GOAL 2: Through organized campus and community efforts, enhance collaboration in challenging students, faculty and staff to be healthy.

Objectives

- a) Strengthen existing relationships between departments to develop and implement programs, services and resources for both students and staff. These departments include, but are not limited to: the Division of Student Affairs, University Ministry, DPS, academic departments or colleges, Graduate School, Dentistry and Law School, Sodexho Food Service, University Advancement, Human Resources, MIAD, and Parents Association

Accomplishments

- a) **Collaboration:** Division of Student Affairs (Residence Life, Counseling Center, Recreational Sports, Office of Student Development, central office); University Ministry; Department of Public Safety & Student Safety Programs; Sodexho Food Service; MIAD; Parent’s Association (presentation); University Advancement (Alumni Reunion Weekend, On Your Marq); Alumni Memorial Union (Event Management, Brew Bayou, University Information desk); Union Sports Annex; Office of Campus International Programs (Orientation, Winter program outreach, Pre-Departure meetings); College of Communication; ITS; College of Health Sciences; Department of Intercollegiate Athletics; College of Nursing; Parking Services; Office of Public Affairs; HAVEN; Helen Klingler College of Arts & Sciences; Law School; Career Services; Graduate School; Service Learning; MANRESA; Facilities Services; Human Resources; Office of the Provost; Department of Physical Therapy;
- b) **Program Participation/Presentation:** PREVIEW (Walk ‘n Talk, Services Fair, Parent Lunch); Orientation (check in table, health & safety seminar, Positive Healthy MU You, GDL Training, Health & Wellness Challenge planning/implementation, MOS training); International Student Orientation (SHS overview and tours- August, SHS overview/preparing for winter- January); MU Open House (Discovery Days); Family Weekend (Health & Safety presentation); DSA Wellness Committee; DSA Sexual Health Workgroup; Benefit Information Day; Rec Sports Advisory Board; Nursing Health Fairs (November, April); Alumni Reunion Weekend (Fun Run & Walk- morning exercise); Sample-the-City (planning, implementation); Athletics Women’s Health Fair; DSA Holiday Gift Wrapping; HAVEN Conversation Series; Soup With Substances; LateNight MU; Women’s Leadership Conference (planning committee, implementation); Leadership Summit; DPS Wellness Initiatives (planning);

b) Encourage communication and partnership with community partners to develop and implement programs, services, and resources for both students and staff. These community partners include, but are not limited to: SATC, Task Force on Family Violence, UWM, VNA, and Milwaukee County Tobacco Coalition.

c) **Collaboration:** UW-Milwaukee Norris Health Center/Peer Health Advocates (SAAM Health Fair, Training retreats with peer educators); Milwaukee County Tobacco Coalition; SATC; Task Force on Family Violence; The Healing Center; the Neighborhood Health Center; Great Lakes Hemophilia Foundation; American Lung Association; American Cancer Society; ARCW; Aurora; Rogers Memorial Hospital; Mental Health America; Normal Schools; Greenview High School; WI Division of Public Health

d) **Spring Break Blitz “continued” Partners:** General Mitchell International Airport, US Bank, Laacke & Joy, Cut Throat Tattoo, Avante Tattoo. UW-Milwaukee Peer Health Advocates, Layton Avenue Dermatology.

GOAL 3: Conduct needs assessment, data collection and evaluations regarding the health status of our student population.

Objectives

Accomplishments

- a) Partner with committed students, faculty, and staff in the development of institutionalized venues, policies and/or procedures that lead to a healthy campus.

- a) In the spring semester 2007, Marquette University Center for Health Education and Promotion/Student Health Service, on behalf of the Division of Student Affairs, implemented the National College Health Assessment (NCHA-Web), an online survey of student health behaviors and impediments to academic performance. Of the 2000 undergraduate students in the random sample, 624 participated. This rate of return represents 31.2% of the population. In the spring semester of 2008, student focus groups were implemented to begin to gather student feedback. Over the course of the semester, VOICE, Panhellenic Association, College of Health Science Student Council, MUSG Program Board, RHA, Biomedical Science Student Council, and SHAC offered their qualitative input and feedback. In the focus group sessions, the students were presented some base line, basic information relative to a variety of health issues. After, 6 basic questions were asked: "What were the surprises between reality and perception?", "Do you think there is a correlation between any health issues?", "What health issues should campus be working on?", "What are the future implications and conclusions for the campus state of health?", "In what ways can we collaborate in the future?", "What are your thoughts with respect to sexual health and MU?"
- b) Fall 2006 marked the implementation of the new immunization policy for campus. The Center for Health Education and Promotion initially assisted in the development of many pr and educational outreach pieces. Since then, our continued role has been consistent updates in the pr pieces, as well as on-going educational messaging in programming, etc.
- c) Via the university wide assessment committee, we, along with the rest of the DSA departments have met and worked on institutionalizing our learning outcomes, performance indicators and data sources for SHS/Health Ed (7/25/06,12/8/06). Our first report was uploaded (November 2007). Spring 2008, the Center for Health Education and Promotion also attended the "Assessment Working Seminar" (5/13/08). Further strategic planning and changes to our learning outcomes will continue.

	<ul style="list-style-type: none"> d) With DSA strategic planning, came the development of the DSA Wellness Committee. This year, the group (representing all DSA departments, including University Ministry), commenced and began to redevelop focus, initiatives, and a potential programmatic model. e) After much work and discussion, the need for a Sexual Health Workgroup re-surfaced this year. The group (representing all DSA departments, including University Ministry), commenced and began to develop focus, initiatives, and a potential model. The group will reconvene in at the start of the fall semester. f) Via the university wide business continuity planning process, we, along with the other departments and buildings have been working on institutionalizing our plan. Amy has been identified as the building coordinator. Jessica and Julie have been identified as fire marshals (2/5/07, 4/18/07). g) Attachments: NCHA focus group Report (qualitative)
<ul style="list-style-type: none"> b) Move toward using formalized, evidence-based processes to gauge health education and health promotion initiatives. 	<ul style="list-style-type: none"> h) The NCHA (National College Health Assessment) will continue to be administered in rotation with the CORE alcohol and other drug assessment survey (via the Alcohol Advisory Board). Timeline: TBD. i) Alcohol Edu is the on-line population based prevention education tool that was administered (mandatory) to all of the incoming freshman class (Fall '06, Fall '07). CHE&P/SHS was a partner in implementation, mandating that all PHEs took the course, and assisting in PR around deadlines, etc. j) BASICS (Brief Alcohol Screening and Intervention of College Students). BASICS is a harm reduction approach to preventive intervention, aimed at students who drink alcohol heavily and have experiences or are at risk for alcohol-related problems. Amy acts as both a BASICS practitioner as well as a 'trainer' for the program. Jess, Julie and Erin have all completed BASICS training. Julie also serves as an active practitioner. This academic year, Amy saw 7 cases, Julie saw 3

k) **QPR (Question, Persuade and Refer)**, three steps anyone can learn to help prevent suicide. Just like CPR, QPR is an emergency response to someone in crisis and can save lives. QPR is the most widely taught gatekeeper training program in the United States, and more than 300,000 adults have been trained in classroom settings in more than 40 states. Amy serves as a 'gatekeeper' trainer. All of Health Ed, including PHEs, have been trained. As a 'gatekeeper' trainer, Amy has completed 3 trainings for various groups this year.

GOAL 4: Strengthen the student voice in promoting healthy lifestyles by motivating individuals to identify and act for change on campus.

Objectives

Accomplishments

- a) Engage PHEs (Peer Health Educators) to create structures for greater student connectedness, thus informing others of health-related, student life issues on the Marquette University campus.
- b) Engage student organizations (i.e. MUSG, SHAC) to create structures for greater student connectedness, thus informing others of health-related, student life issues on the Marquette University campus.
- c) Engage students-at-large to get involved in informing others of health-related, student life issues on the Marquette University campus.

- a) **Collaborative student groups and organizations:** Peer Health Educators, SHAC, MUSG & Program Board, College of Health Sciences Student Council, Watumishi, RHA, Hall Councils, Residence Life Staffs, Apartment Council, Department of Public Safety Student Safety Officers, VOICE, Greek Life/Panhellenic/IFC (specifically Delta Zeta Phi, Delta Sigma Theta, Alpha Phi, Alpha Xi Delta, Triangle, Sigma Kappa, Sigma Phi Epsilon, Pi Beta Phi), Society of Women Engineers, TRUE LIFE, Colleges Against Cancer, SEAC, Study Abroad Pre-Departure meetings, Department of Intercollegiate Athletics (Advisory Student Council).
- b) **Awareness Weeks and large scale events:** Sexual Violence Awareness Week 2007: Steps Toward Change, Breast & Testicular Cancer Awareness, Great American Smokeout, World AIDS Day, Love Your Body Week, Spring Break Blitz, AIDS Awareness Week, 6 Pack, Stress Free Zones
- c) **Participation in (to also include planning committees):** Women's Leadership Conference, LateNight MU workgroup, Remove the Blindfold, Sample-the-City, BID, O-Fest, Health & Wellness Challenge, Leadership Summit, SAAC (Ellen PHE rep).
- d) **Students-At-Large:** Throughout the course of the academic year, many students joined our forces in informing others of health-related, student life issues. The students-at-large: came from different majors, were freshman through seniors, joined planning committees for a variety of reasons, inquired about PHE/SHAC/SHS/Health Ed, stopped in the Center to see what we were working on, picked up 21st birthday cards, got lost in our building, stopped at events, asked questions and have had meaningful conversations all in the name of health.
- e) **Attachments:** SHAC report

GOAL 5: The Center for Health Education and Promotion seeks to create opportunities whereby students challenge cultural and peer norms which affect their health and the health of the broader community.

Objectives

Accomplishments

a) The Peer Health Educators will challenge students' health knowledge, attitudes, and behaviors, and empower students to develop lifelong, health-enhancing behaviors.

- a) **Training-** PHE/PHA/PE (UW-Milwaukee's Peer Health Advocates, Cardinal Stritch University's Peer Educators) training retreat (September 2007, January 2008); The BACCHUS Network Area 4 Conference (April 2008); guest lectures/training in PHE meetings (Sue Cooper, Tracy Betz, Ann Schoper, Brenda Lenz); QPR Gatekeeper training; in-house training (on-going policies/procedures, outreach program update, outreach program practice).
- b) **Awareness Weeks and large scale events (participation in planning committees and weeks' events):** Sexual Violence Awareness Week 2007: Steps Toward Change; Breast & Testicular Cancer; Great American Smokeout; World AIDS Day; Love Your Body Week; Spring Break Blitz; AIDS Awareness Week; Stress Free Zones; 6 Pack; Women's Leadership Conference; Leadership Summit; SAAC.
- c) **Attachments:** PHE report, Outreach programming report, KAB report, QA report

GOAL 6: The Center for Health Education and Promotion administrative staff will actively seek opportunities to enhance their professional skills.

Objectives

Accomplishments

a) Each staff member will make an intentional effort to increase one's knowledge, skills, and ability in relation to the essential functions of his or her job and the functioning of the Center.

a) **Amy-** GROW with Marquette Classes (Vital Communication Skills, Careers @ MU); BASICS Practitioner Training; BASICS Train-the-Trainer Training; Division of Student Affairs In-service attendance; Division of Student Affairs In-service committee; Division of Student Affairs COA rep (nominated and voted in); QPR gatekeeper; QPR trainer; Division of Student Affairs Diversity Advocate Training, Dinner for Change facilitator; ACHA Health Promotion Section Chair Elect; The BACCHUS Network Area 4 consultant; ACHA Health Promotion Section Hiring Guidelines Committee; supervisor UW-La Crosse Preceptee; Adjunct Lecturer Carroll College (Consumerism in Health); ACHA annual meeting attendance San Antonio, TX; NCCHA annual meeting attendance Iowa City, IA; the BACCHUS Network General Assembly meeting attendance Atlanta, GA; The BACCHUS Network Area 4 annual meeting attendance Bradley University; The BACCHUS Network National Conference for Advisors of Peer Education Groups attendance; Presider/Facilitator ACHA, The BACCHUS Network General Assembly; the BACCHUS Network Area 4 Awards Selection Committee; ACHA Health Promotion section Nominations Committee; The BACCHUS Network National Conference for Advisors of Peer Education Groups conference planning committee; NCAA CHOICES Alcohol Education Grant reviewer; "Outside the Classroom: Health, Safety and Socialization Issues Among our Students", presentation: Parent's Weekend; "Advisors College" workshop: The BACCHUS Network General Assembly; "Wanted: A Few Good Male Peer Educators", presentation: Area 4 conference; "Building & Sustaining Strong Peer Education Programs" The BACCHUS Network National Conference for Advisors of Peer Education Groups 2007, NCHA annual meeting 2007; "Mom was Right..Eat Your Fruit & Veggies", presentation: Area 4 conference; "Bravo, KUDOS, Way to Go" presentation: General Assembly; various DSA interview panels.

b) **Jessica-** GROW sessions: Passport Tour for O'Hara Hall,

Computer Security, Database/List Processing/Mail Merge: Developing a Contact Database, Business Writing Fundamentals for Administrative Assistants, Passport Tour of the Office of International Education, Microsoft Excel 2007, Mediation, Introduction to SharePoint 2007, Power Point 2007 Level II, and Outlook 2007- E-mail merge for Group Announcements and Other Tips & Tricks; 'Soup with Substance' attendance, LAW School Conversation Series attendance, HAVEN Conversation Series and Division of Student Affairs In-services attendance; Division of Student Affairs Diversity Advocate Training; BASICS (Practitioner Training; and completed first year of the College Student Personnel Master's degree program.

- c) **Julie-** BASICS Practitioner Training; Division of Student Affairs Diversity Advocate training; Division of Student Affairs In-service participation; Women's Leadership Conference outreach presentation "Is Ugly Betty Really Ugly? A Look at the Media's Influence on Women"; SHAC advisor; QPR training; ALA tobacco training; and various DSA interview panels.
- d) **Erin-** BASICS Practitioner training; QPR training; co-facilitator of NCHA (National College Health Assessment) focus group; Division of Student Affairs Diversity Advocate training; member of several planning committees (Spring Break Blitz, SVAW, LYBW); program presentation (during "Stomp out Stigma", a variety of information tables, Spring Break Blitz alcohol table); program evaluation; sat for CHES exam (April 2008).

GOAL 7: Be recognized by Marquette University students and staff as the primary health education and promotion resource on campus.

Objectives	Accomplishments
<p>a) Publicize/recognize accomplishments of the Center for Health Education and Promotion.</p>	<p>a) CHE&P website pages- (specifically ‘archives’, ‘PHE’ page (presentations and conferences listed)).</p> <p>b) 2 PHEs won Division of Student Affairs Leadership Awards in various categories.</p> <p>c) Amy was recognized via the “University Recognition Lunch” for her years of service at MU. Additionally, a name plate was placed in a health promotion book at Raynor signifying the honor (<i>insert title</i>)</p> <p>d) CHE&P was recognized by RHA on their annual appreciation day.</p>
<p>b) Promote Center for Health Education and Promotion programs, services and resources to students and staff in a variety of media outlets.</p>	<p>e) Attachment: Healthyeagle report, PR in review report, ‘media monitoring’, HED as a RESOURCE, TRIB Ad/article connection copies</p>
<p>c) Increase utilization of the Center for Health Education and Promotion by creating a more user friendly, comprehensive and effective website.</p>	<p>b) Attachment: Google Analytic Report Highlights</p>