

Health Promotion @ UR: Inspiring Our Students to Live.Grow.Thrive

An annual review of the programming provided by
the UHS Health Promotion Office.

Executive Summary

Academic Year: 2019-2020



UNIVERSITY *of*
ROCHESTER



Who We Are

The UHS Health Promotion Office inspires UR students to LIVE, GROW, and THRIVE on campus! Our team provides a variety health education and wellness programs throughout the year.

We focus on the topics that are most meaningful to our student body: alcohol and other drugs, nutrition, healthcare IQ, relationships and sex, physical activity, and mental wellness. In addition, we collaborate with the campus community and support a variety of student-led health promotion initiatives throughout each academic year.

Our Mission &

Promote health behaviors among University of Rochester students.

- Plan, implement, and evaluate theory- and evidence-based health promotion programs.
- Collaborate with the campus community and support health promotion initiatives.
- Direct the Peer Health Advocacy program.
- Offer students information about health and wellness topics relevant to the college population.
- Collect and analyze data to drive programming efforts.

LIVE. GROW. THRIVE.





Plan, implement, and evaluate theory and evidence-based health promotion programs.

Driven by data, current research, and best practices in college health promotion, the UHS Health Promotion Office offers a variety of programming to meet student health needs. Programming is focused around six topic areas: alcohol & other drugs, nutrition, healthcare IQ, relationships & sex, physical activity, and mental wellness. Highlights from this year's programs are below.

Mental Wellness Programs:

- The start of the spring semester offered students another opportunity to get healthy on campus with the annual **Feel Fabulous in February** program. The week-long program kicked off with the **Fresh Check Fair**, a fun and engaging mental health fair with a focus on suicide prevention. This fair increased attendees' knowledge of mental health resources on campus and made them more likely to reach out for support when experiencing a mental health crisis. The rest of the week included programs on mindful technology use, meditation in the Hartnett Art Gallery, and a silent retreat. Over 400 students engaged in programming throughout the week.
- The **Mindful University Project** continues to provide robust programming on the topic of mindfulness meditation. Interventions include **Koru Mindfulness** workshops and retreats, drop-in **meditation** and **yoga** sessions, as well as a variety of **educational presentations**.
- The **monthly PAWS program** continues to be a favorite on campus. Students can visit the Goergen Athletic Center on the third Monday each month to pet the therapy dogs. Program **attendance exceeded 1,200** students this academic year.

Sex & Relationships Programs:

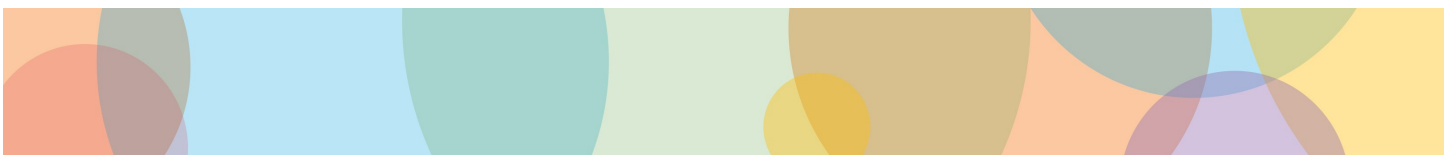
- The **Safe Sex Express** program also experienced continued success this year. The team **fulfilled 272**

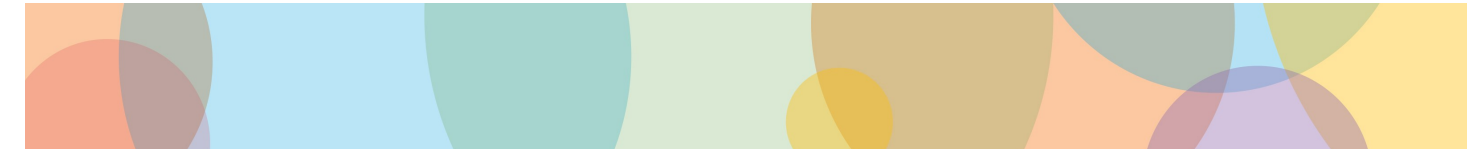
orders from September through March, distributing male & female condoms, lube, finger cots, and dental dams to CPU boxes each week. We have increased our social media promotion of this program and also created posters with information that can be displayed across campus.

- Students love the **Sex and Chocolate Fair**, which brings together campus and community resources to educate students about safe sexual health and relationships. Approximately **285 students attended** the fair, with over **88% reporting** that the event **increased their knowledge** about sexual health.
- The month of November featured the second major sexual health program of the year, **Sex in the Dark**. This is a unique Q&A panel that brings together sexual health experts – sexperts – from a variety of public health-related disciplines to answer students' anonymous questions about sexual health and relationships. **One hundred percent** of this year's participants reported that the program **increased their knowledge** of sexual health. In addition, **93% felt more comfortable having difficult conversations** with their partners about sex.

Online Programming:

- The **EAT Mindfully** online program provides practical tips and strategies to cultivate a healthier relationship with food. **One hundred percent** of students who completed the program reported that it helped them **learn new strategies** to make healthy food choices. In addition, 100% participants also reported that this program **increased their awareness** of healthy food choices on campus, **choose more nutrient dense food** on campus, and eat **more mindfully**.
- The **Zzzzs to As Sleep Challenge** provides students with practical tips and strategies to calm the mind for a better night's sleep. This year **129 students enrolled** in the online program. **Approximately 90%**





of evaluation survey responders said that the program **increased their knowledge** about healthy sleep habits, and a majority **made at least two improvements** to their sleep habits.

Clinics:

- HPO worked with UHS clinical staff to offer **flu vaccine and HPV vaccine clinics** with excellent results. We **increased** the number of flu shots given to students **by 9% as compared to fall 2018**. The largest increase was with our Campus-wide Flu Vaccine Clinic where we gave **26% more flu shots** this year. We also came in first place in Alana's Challenge, the national college flu vaccine challenge.
- We scheduled three HPV Vaccine Clinics to facilitate completion of the 3 dose series. **Of the students coming to the September clinic, 97% received Dose 2 on schedule**. COVID-19 led to the cancellation of the third clinic and appointments at UHS. We track students due for Dose 3 and schedule appointments when we are able.

Collaborate with the campus community and support health promotion initiatives.

The UHS Health Promotion Department works with other University departments, Residential Life staff, and numerous student groups to provide expert advice and programmatic support for health promotion initiatives throughout the year. Outlined below are examples of our partnerships and programs:

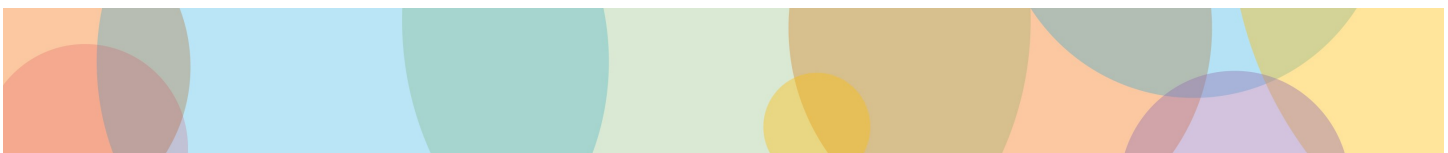
- **First year student orientation** is a busy time of year for the HPO. In the fall of 2019 a number of resource fairs, health education trainings, and parent programs were offered. Orientation programming also occurs in January. In all, **22 events** occurred with **over 3,326 students** in attendance.


- Passive RA programs such as **Cold Care Kits** remain popular. Throughout the academic year **1,346 kits** were put together by the HPO secretary and student workers.
- Other collaborations include **26 hall program** requests from RAs, **six STI testing clinics** with the Intercultural Center, **two mental health screening clinics** with the University Counseling Center and numerous presentations and guest lectures.
- Programming at Eastman was significantly increased this year with the addition of Gaelen McCormick to our team. She worked to integrate the Live.Grow.Thrive. programming into the Eastman community.

Direct the Peer Health Advocate program.

The Peer Health Advocate (PHA) Internship program includes two Undergraduate Public Health classes. Students begin with PH 216, Peer Health Advocacy, and then are able to apply to become an intern for the following fall semester, committing to 60 hours of field work.

- The **Peer Health Advocacy course (PH 216)** continues to be a favorite among Public Health students. The course was well received, with an **overall rating of 4.6/ 5.0**, and an overall **instructor rating of 4.7/ 5.0**.
- The **Peer Health Advocate Internship team (PH 394)** developed new programs, responded to RA requests, and supported HPO's annual programming efforts. Thanks to their work, our programming numbers have increased significantly compared to previous years, **reaching almost 3,288 students** this year.





Offer students information about health and wellness topics relevant to the college population.

Providing our community with relevant and trustworthy information about health and wellness topics is an important aspect of the work within the UHS Health Promotion Office. Two ways that this is accomplished are outlined below:

- The UHS Health Promotion Office is responsible for **managing the UHS website** by keeping the UHS home page, the UHS Primary Care, and the UHS Health Promotion sections of the website up-to-date with current information. The UHS landing page received **29,086 visits** this fall semester alone.
- Increasing our **social media presence** was an important goal this academic year. Focus was primarily on our Instagram account, and followers were **increased from approximately 50 in January 2020 to over 1,500 in May 2020**. The most popular post received 1,321 student views.

Collect and analyze data to drive programming efforts.

Continuous program evaluation and analysis of data is an important aspect of the UHS Health Promotion Office. We evaluate our programming efforts and assess our population in a variety of ways, as outlined below:

- **Evaluation surveys** are integrated into most programs including our fairs, online programs, and in person presentations. Additionally, questions have been integrated into our Safe Sex Express order form to assess student satisfaction.

- A survey of our undergraduate student population was implemented this academic year. The **National College Health Assessment** was launched in February. Of the 5,800 students in the sample, **808 completed the survey** for a **response rate of 13.9%**.
 - The UHS Health Promotion Office is responsible for conducting the **UHS Patient Satisfaction Survey**. We use the ACHA Patient Satisfaction Assessment Service to survey a sample of student patients every fall and spring semester. The survey was conducted in November 2019. Of the **445 student patients** in the sample, **113 completed** the survey for a **response rate of 25%**.
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