

Center for Health Education & Promotion

End-of-Year REPORT 2009-2010

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 to provide prevention education and primary health care to Marquette University students in a manner that exhibits compassion, professionalism and excellence.

Standards of Practice for Health Promotion in Higher Education: STANDARD 2. Collaborative Practice- Effective practice of health promotion in higher education requires professionals to support campus and community partnerships to advance health promotion initiatives

CAS Professional Standards for Higher Education (Health Promotion Services): Part 10: Campus and External Relations: must establish, maintain, and promote effective relations with relevant individuals, campus offices, and external agencies.

Objectives

Accomplishments

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

a) TOBACCO:

According to the '09 NCHA Data, 26.4 percent of MU students used tobacco within the last 30 days compared to 35.2 percent of college students nationally.

Environmental Prevention Strategies: Assessment/intake survey information @ SHS (Student Health Service); MU Tobacco Coalition; website information/cessation resources.

Education: Great American Smoke out; website information/resources; MU Tobacco Coalition; ALA (American Lung Association) "7-5-10: Are you Ready?" meeting (AM, BM, CLH); FFS (Freedom From Smoking) Training and Resource Update webinar w/ALA; Employee Wellness Committee Meeting; Employee Wellness Committee/HR (Human Resources)/Health Promotion meeting; Spring Break Blitz Health Fair.

Attachment: *Tobacco Assessment report*

b) ALCOHOL:

According to the '09 NCHA Data, 77 percent of MU students used alcohol within the last 30 days compared to 68.7 percent of college students nationally.

Environmental Prevention Strategies: BASICS Practitioner (AM-5cases heard, BM 6 cases heard); website information/resources; Alcohol Summit/Outside the Classroom presentation; 2 PHEs (Peer Health Educators) appointed to SABAI (Student Advisory Board for Alcohol Initiatives); consult for NCAA Alcohol Grant Competition

Education: Alcohol Summit/Outside the Classroom presentation; IHEC (IL Higher Education Center) 2010 Statewide Conference on Alcohol the Other Drug and Violence Prevention; "Social Networking and Alcohol Use" webinar; IHEC "Using Social Marketing Approach for Alcohol and Other Drug Abuse Prevention" training; Spring Break Blitz Health Fair; educational spot in monthly issue of NewsFlush.

- c) SEXUAL ASSAULT:**
According to the '09 NCHA Data, 13.4 percent of MU students report experienced unwanted sexual contact, attempted sexual assault or a sexual assault within the last 12 months compared to 11.9 percent of college students nationally.
Environmental Prevention Strategies: Participation in HAVEN (Helping Abuse and Violence End Now) meetings; HAVEN resource office; HAVEN phone line maintenance; website information/resources; Gender Resource Task Force meetings (AM).
Education: coordination of SVAW (Sexual Violence Awareness Week (BM); UW-Milwaukee SAAM (Sexual Assault Awareness Month) Health Fair; website information/resources; Spring Break Blitz Health Fair.
- d) PHYSICAL ACTIVITY:**
According to the '09 NCHA Data, 16.5 percent of MU students report exercising for 5 or more days per week at a moderate intensity and 32.8 percent report exercising for 3 or more days per week at vigorous intensity compared to 18.3 percent and 29.8 percent of college students nationally.
Environmental Prevention Strategies: Programmatic collaboration with Rec Sports; website information/resources; Rec Sports Advisory Board; Rec Sports Feasibility Study (AM, CLH, CS).
Education: LYBW (Love Your Body Week) programming; Orientation Health & Wellness Challenge, Greek Life Health & Wellness Challenge; Spring Break Blitz Health Fair.
- e) WOMEN'S HEALTH/MEN'S HEALTH:**
According to the '09 NCHA Data, in the last 30 days 41.9 percent of women reported performing a breast self exam and 46.8 percent of men reported performing a testicular self exam compared to 38.3 percent of college women and 35.2 percent of college men nationally.
Environmental Prevention Strategies: website information/resources.
Education: Breast & Testicular Cancer Awareness programming; Yogurt Lid collection; website information/resources, Pink Zone Health Fair, Pink Zone Health Fair Bra Drive (2nd annual implementation).
- f) NUTRITION:**
According to the '09 NCHA Data, 3.7 percent of MU students reported eating 5 or more servings of fruit and vegetables per day compared to 5.9 percent of college students nationally.
Environmental Prevention Strategies: Sodexo collaboration meetings; SHS dietitian referrals and services; website information/resources; Employee Wellness Nutrition Sub-Committee Chair (AM).
Education: website information/resources; 2nd annual Iron Chef MU; Spring Break Blitz Health Fair.
- g) DISORDERED EATING:**
According to the '09 NCHA Data, 59.6 percent of MU students reported receiving information on eating disorders from Marquette University compared to 34.8 percent of college students nationally.
Environmental Prevention Strategies: website information/resources.
Education: LYBW coordination (BM); collaboration/support of "Freezin' for a Reason".
- h) STRESS MANAGEMENT/RELAXATION:**
According to the '09 NCHA Data, 26.4 percent of MU students reported that stress affected their individual academic performance compared to 26.9 percent of college students nationally.
Environmental Prevention Strategies: website information/resources.
Education: Outreach programming; Stress Free Zones (December, May); interactive hand massage table at Pink Zone Health Fair.

- i) **HIV/AIDS:**
Environmental Prevention Strategies: website information/resources; beginning sexual and reproductive health website development; Sexual & Reproductive Health Work Group
Education: World AIDS Day programming; AIDS Awareness Week programming; Sex & Chocolate panel discussion (planning & implementation); website information/resources.
- j) **BULLETIN BOARD IN A BAG PROGRAM:**
A new bulletin board is created each month corresponding to a larger health issue. PHEs create the bulletin board and then mass produce 1x per each residence hall staff. Branded information about CHE&P is included in each packet. Announcements go to each RHD indicating they are ready for pick up. Topics this year included: breast cancer, testicular cancer, energy drinks, and vitamins.
- k) **SEXUAL HEALTH:**
According to the '09 NCHA Data, 64.9 percent of MU students reported being sexually active within the last 12 months compared to 71 percent of college students nationally.
Environmental Prevention Strategies: website information/resources; DSA (Division of Student Affairs) & Campus Ministry Sexual & Reproductive Health Workgroup; RA (Resident Assistant) Training (August, March; RHD (Residence Hall Director) informational meeting; OSD (Office of Student Development) informational meeting; beginning sexual and reproductive health website development; on-line resource proposal development and implementation; developed and implemented DSA and Campus Ministry staff survey regarding sexual health continuing education needs.
Education: website information/resources; Sex & Chocolate Panel; Sex & Soul Book Discussion Part 1 & 2; Sex @ 7 Programming; ACUHO-I article (AM cited); The Peer Educator article (AM cited); ACHA (American College Health Association) Presentation (AM) "Balancing the Challenges and Opportunities for Sexual Health at Faith-Based and Secular Institutions"; Spring Break Blitz Health Fair.
- l) **GENERAL HEALTH & WELLNESS:**
According to the '09 NCHA Data, 61.4 percent off MU students described their health as very good or excellent compared to 59.9 percent of college students nationally.
Environmental Prevention Strategies: DSA Wellness Committee re-vamp (new approved charge); Rec Sports Feasibility Study focus group (AM, CLH, CS); Employee Wellness Committee (AM); Seasonal Flu Shot Clinics; H1N1 Flu Shot Clinics; website information/resources.
Education: DPS (Department of Public Safety) Cook off judging (Christmas Cookies, Chocolate); DPS wellness program resources; Orientation Health & Wellness Challenge; "Positive Healthy MU You" (Orientation); Greek Life Health & Wellness Challenge; website information/resources; 4 issues of "The Health Educator" were introduced to campus this year.
- m) **MENTAL HEALTH:**
According to the '09 NCHA Data, 8.6 percent of MU students reported being diagnosed or treated by a professional within the last 12 months for a mental health condition compared to 7.8 percent of college students nationally.
Environmental Prevention Strategies: QPR meeting; website information/resources.
Education: Active Minds collaboration "Send Silence Packing".

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

Standards of Practice for Health Promotion in Higher Education: STANDARD 2. Collaborative Practice- Effective practice of health promotion in higher education requires professionals to support campus and community partnerships to advance health promotion initiatives

Standards of Practice for Health Promotion in Higher Education: STANDARD 1. Integration with the Learning Mission of Higher Education- Effective practice of health promotion in higher education requires professionals to incorporate individual and community health promotion initiatives into the learning mission of higher education.

CAS Professional Standards for Higher Education (Health Promotion Services): Part 10: Campus and External Relations: must establish, maintain, and promote effective relations with relevant individuals, campus offices, and external agencies.

Objectives

Accomplishments

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, Campus Ministry, DPS, academic departments or colleges, Graduate School, Dentistry and Law School, Sodexo Food Service, University Advancement, Human Resources, MIAD, and Parents Association.

a) **Collaboration:** Division of Student Affairs (Residence Life, Counseling Center, Recreational Sports, Office of Student Development, central office); Campus Ministry; Department of Public Safety; Sodexo Food Service; Parent's Association; University Advancement; Alumni Memorial Union; Union Sports Annex; Office of Campus International Programs; ITS; College of Communication; Biomedical Sciences; College of Health Sciences; Department of Intercollegiate Athletics; College of Nursing; Office of Public Affairs; HAVEN; Helen Klinger College of Arts & Sciences; Law School; Career Services; Graduate School; Service Learning; MANRESA Project; Facilities Services; Office of Administration; Department of Physical Therapy; Employee Wellness Committee/Wellness Coordinator; ROTC; Office of Financial Aid; DSA ELT (Executive Leadership Team).

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, outreach program implementation); MU Open House (Discovery Days); Family Weekend (Health & Safety presentation); DSA Wellness Committee; DSA & Campus Ministry Sexual Health Workgroup; Benefit Information Day/Shoo the Flu; Rec Sports Advisory Board; Alumni Reunion Weekend (Fun Run & Walk- morning exercise); Sample-the-City (implementation); Athletics Women's Health Fair "Pink Zone" (planning and implementation of fair); Soup With Substances; LateNight MU; Women's Leadership Conference; Leadership Summit; DPS Wellness Initiatives; BEC (AM); DSA interview panels; COA; DSA Leadership Group; DSA Assessment Group; DSA Strategic Planning; AMU Event Planning Showcases; OSHA Training; DSA Leadership Awards Selection Group; Dinner for Change.

<p>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, Sojourner Family Peace Center, UWM, VNA, and Milwaukee County Tobacco Coalition.</p>	<p>a) <u>Collaboration:</u> UW-Milwaukee Norris Health Center/Peer Health Advocates (SAAM Health Fair, Training retreats with peer educators); SATC (Sexual Assault Treatment Center); Sojourner Family Peace Center; The Healing Center; the Neighborhood Health Center; American Lung Association; American Cancer Society; ARCW (AIDS Resource Center of Wisconsin); Aurora; Rogers Memorial Hospital; Mental Health America; WI Division of Public Health.</p> <p>b) <u>Spring Break Blitz “continued” Partners:</u> US Bank, Laacke & Joy, Cut Throat Tattoo, Avante Tattoo, UW-Milwaukee Peer Health Advocates, Layton Avenue Dermatology, Department of Public Safety, HAVEN, Office of Student Development, Atomic Tattoo, VOICE, Rec Sports, and Affiliated Dermatologists, Body Logic, Dr. Robin Poedel, AAA.</p>
<p>c) Implement partnership as internship site with various undergraduate and graduate level health promotion/public health programs. Approved preceptorship site with UW-La Crosse Community Health Education major since 1980.</p>	<p>a) <u>UW-La Crosse:</u> Center for Health Education & Promotion served as preceptorship site this year for two UWL preceptees. Stephanie Navarre and Christine Hayes were here fall and spring semesters respectfully. Community Health Education majors complete their preceptorship experience their final semester of school. Both put their classroom knowledge to work here with us during full time hours.</p>

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

Standards of Practice for Health Promotion in Higher Education: STANDARD 2. Collaborative Practice- Effective practice of health promotion in higher education requires professionals to support campus and community partnerships to advance health promotion initiatives

Standards of Practice for Health Promotion in Higher Education: STANDARD 5. Evidence-Based Practice- Effective practice of health promotion in higher education requires professionals to understand and apply evidence-based approaches to health promotion.

CAS Professional Standards for Higher Education (Health Promotion Services): Part 10: Assessment and Evaluation: must conduct regular assessment and evaluations.

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?" In the spring semester 2009, the assessment was implemented again. 2000 undergraduates were surveyed. 574 students completed the assessment for a return of 29%.

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). Reports have been uploaded (November 2007, September 2008, September 2009). Spring 2008 and Fall 2008, the Center for Health Education and Promotion also attended the "Assessment Working Seminar" (5/13/08, 11/21/08). Center for Health

	<p>Education & Promotion is present in peer review meetings. Further strategic planning and changes to our learning outcomes will continue.</p> <p>d) With DSA strategic planning, came the development of the DSA Wellness Committee. This year, the group (representing all DSA departments, including Campus Ministry), began to redevelop focus, initiatives, and a potential programmatic model all based off the new charge.</p> <p>e) The Sexual Health Workgroup continued work this year. The group (representing all DSA departments, including Campus Ministry), commenced and continued final work on the model, implemented programmatic opportunities, and implemented a staff needs assessment. The group will reconvene in at the start of the fall semester.</p> <p>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 Becky have been identified as fire marshals.</p> <p>g) The Marquette University Tobacco Coalition was founded in the 2008 fall semester by a Peer Health Educator and the Center for Health Education and Promotion. The Tobacco Coalition's charge is to collect and/or review data about tobacco usage on campus; collect and/or review data on support for a stronger tobacco policy; propose changes to policies; develop an awareness plan and implement an enforcement plan for current policies. The coalition is made up of students, staff, and administration. The coalition is currently focusing on four main areas: policy, enforcement, beautification, and advocacy. Highlights from 09-10 include: Worked with Upper Administration to update current smoking policy to create a uniform policy across campus and to be in compliance with the new statewide smoking ban; Worked with Facilities to make sure all ash trays are 25 feet from building entrances; Members of the Tobacco Coalition distributed and collected a Smoking Policy Assessment during Great American Smoke-out to gain a better understanding of the Marquette Community's knowledge about the current smoking policy and what changes they would like to see made to the policy, if any.</p>
<p>b) Use formalized, evidence-based and evidence-informed processes to gauge health education and health promotion initiatives.</p>	<p>a) The NCHA (National College Health Assessment) will continue to be administered in rotation with the CORE alcohol and other drug assessment survey.</p> <p>b) 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, Fall '08, Fall '09). CHE&P/SHS is a continued partner in implementation, PR, etc.</p> <p>c) BASICS (Brief Alcohol Screening and Intervention of College Students). BASICS is a harm reduction approach to preventive intervention, aimed at</p>

	<p>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. Amy, Becky and Jess are all trained practitioners. Amy saw 5 cases this year; Becky saw 6 cases this year.</p> <p>d) 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 and Becky serve as 'gatekeeper' trainers and have attended on-going campus meetings for implementation. All of Health Ed has been trained (PHEs included).</p> <p>e) CPE (Certified Peer Educator) Training: All PHEs (Peer Health Educators) were certified using the new CPE model from the BACCHUS Network. Learning outcomes were met for: peer education background & overview, strategies for change in high risk behaviors, listening skills, respond & referral skills, intervention skills, inclusive peer education efforts, programming & presentation skills, taking care of yourself, group development and success.</p>
<p>c) Participate in specialized training, continuing education opportunities, and involvement surrounding needs assessment, data collection, and evaluation.</p>	<p>a) "Evaluation Essentials for Health Promotion in Higher Education: A Primer" (AM presented at ACHA); DSA Assessment Committee involvement; Learning Outcomes Report (submitted September 2009); Peer Review Session attended (AM); ACHA continuing education call "Linking Health Promotion and Student Success"; Student Voice overview presentation (BM); Executive Committee meeting with Gary Levy (discuss future SHS/HED initiatives).</p>

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

Standards of Practice for Health Promotion in Higher Education: STANDARD 2. Collaborative Practice- Effective practice of health promotion in higher education requires professionals to support campus and community partnerships to advance health promotion initiatives

CAS Professional Standards for Higher Education (Health Promotion Services): Part 10: Campus and External Relations: must establish, maintain, and promote effective relations with relevant individuals, campus offices, and external agencies.

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) 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.
- d) Engage SHAB (Student Health Advisory Board) to ensure the satisfaction and quality of health care at Marquette by voicing student concerns to the administration of Student Health Service.

- a) **Collaborative student groups and organizations:** Peer Health Educators, MUSG & MUSG Program Board, College of Health Sciences Student Council, Biomedical Science Student Association, Watumishi, RHA, Hall Councils, Residence Life Staffs, Apartment Council, Department of Public Safety Student Safety Officers, VOICE, Greek Life/ Panhellenic/IFC (specifically Delta Xi Phi, Delta Sigma Theta, Alpha Phi, Alpha Xi Delta, Triangle, Sigma Kappa, Sigma Phi Epsilon, Pi Beta Phi, Alpha Chi, Sigma Lambda Gamma), Society of Women Engineers, TRUE LIFE, Colleges Against Cancer, SEAC, Study Abroad Pre-Departure meetings, Department of Intercollegiate Athletics (Advisory Student Council), MUSNA; Active Minds; MUTV; MU Tribune; Marquette Journal; The Warrior.
- b) **Awareness Weeks and large scale events:** Sexual Violence Awareness Week 2009: Creating a Campus that Cares, Breast & Testicular Cancer Awareness, Great American Smokeout, World AIDS Day, Love Your Body Week, Spring Break Blitz, AIDS Awareness Week, Stress Free Zones, Iron Chef MU, Greek Life Health & Wellness Challenge.
- c) **Participation in (to also include planning committees):** Women's Leadership Conference, LateNight MU workgroup, Sample-the-City, BID, O-Fest, Health & Wellness Challenge, Leadership Summit, Pink Zone Game Health Fair; MU INNERChange; Sample the Soups.
- 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/SHAB/SHS/Health Ed, stopped in the Center to see what we were working on, got lost in our building, stopped at events, asked questions and have had meaningful conversations all in the name of health.
- e) **SHAB:** creation of webpage; Student Health Service recommendations; articles in the TRIB; promo items; display case; needs assessment; open house; revised constitution; DSA Leadership award for Dan Tyler.

Attachments: SHAB report, Health Ed as Resource Report, PHE 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.

Standards of Practice for Health Promotion in Higher Education: STANDARD 2. Collaborative Practice- Effective practice of health promotion in higher education requires professionals to support campus and community partnerships to advance health promotion initiatives

CAS Professional Standards for Higher Education (Health Promotion Services): Part 5: Human Resources: must be staffed adequately by individuals qualified to accomplish its mission and goals.

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**-The BACCHUS Network Area 4 Conference (April 2010); in-house training (on-going policies/procedures, outreach program update, outreach program practice, content); The BACCHUS Network General Assembly Conference attendance (3 PHE attend).

b) **Awareness Weeks and large scale events (participation in planning committees and weeks' events):** Sexual Violence Awareness Week 2009: Creating a Campus that Cares; Breast & Testicular Cancer; Great American Smokeout; World AIDS Day; Love Your Body Week; Spring Break Blitz; AIDS Awareness Week; Stress Free Zones; Women's Leadership Conference; Leadership Summit; SAAC; SABI.

Attachments: PHE report, Outreach programming report, QA report

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

Standards of Practice for Health Promotion in Higher Education: STANDARD 6. Continuing Professional Development and Service- Effective practice of health promotion in higher education required professionals to engage in on-going professional development and service to the field.

CAS Professional Standards for Higher Education (Health Promotion Services): Part 5: Human Resources: must be staffed adequately by individuals qualified to accomplish its mission and goals; the service must strive to improve the professional competence and skills of all personnel it employs.

Objectives

Accomplishments

b) 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:** BASICS Practitioner; Division of Student Affairs In-service attendance; Division of Student Affairs COA rep; QPR gatekeeper; QPR trainer; Division of Student Affairs Diversity Advocate, Dinner for Change facilitator; ACHA Health Promotion Section Nominating Chair; The BACCHUS Network Area 4 consultant; Adjunct Lecturer Carroll (College) University (Consumerism in Health- Undergrad, Epidemiology- Grad, Assessment & Evaluation- Grad); ACHA annual meeting attendance San Francisco, CA; the BACCHUS Network General Assembly meeting attendance Orlando, FL; The BACCHUS Network Summer Meeting Minneapolis; The BACCHUS Network Area 4 annual meeting attendance University of North Dakota; Presider/Facilitator ACHA, the BACCHUS Network Area 4 Awards Selection Committee; "Outside the Classroom: Health, Safety and Socialization Issues Among our Students", presentation: Parent's Weekend; The BACCHUS Network General Assembly presentations: "Advisors College"; The BACCHUS Network Area 4 conference presentation: "Mom Was Right...Eat Your Veggies"; various DSA interview panels; ACHA Annual Meeting presentations: "Balancing the Challenges and Opportunities for Sexual Health at Faith-Based and Secular Institutions", Evaluation Essentials for Health Promotion in Higher Education: A Primer"; OSHA Training; Sexual Harassment Training; ALA "7-5-10: Are You Ready" meeting; ALA FFS Resource Update Webinar; IHEC "Using Social Marketing Approach for Alcohol and Other Drug Abuse Prevention" training; IHEC Statewide Conference on Alcohol and other Drug and Violence Prevention Annual Meeting presentations "Reenergizing Your Campus Coalition", "Building and Sustaining Strong Peer Education Programs"; IHEC "Social Networking and Alcohol Use" webinar; ACHA continuing education development calls "Linking Health Promotion and Student Success: Advanced Session", "Impact of Health Care Reform on Health Promotion in Higher Education", "Everything You Might Want to Know About Being Involved with the HP Section but are Afraid to Ask" (implementation, facilitation); COA appointment; Employee Wellness Committee appointment.

b) **Jessica:** 'Soup with Substance' attendance, LAW School Conversation Series attendance; Division of Student Affairs In-services attendance; OSHA Training; Sexual Harassment Training; GROW Program Attendance

(The Business of Finance, Windows 7 Training, The Business of Admissions, Online Forms, Conflict Resolution Part 2, Digital Photography, Understanding Conflict, Facilities Services Behind the Scenes); CIMP Training Session; DSA Strategic Planning Retreat; DSA Brown Bag 1st Generation College Students; DSA Brown Bag LGBT Students; College Student Personnel Courses (Practicum in Student Affairs Leadership, Capstone in Educational Policy and Leadership, Environmental Theory and Assessment), Personal (College Student Personnel Association); Served on the SHS Store Committee; served on Website/E Comm Ad Hoc Committee.

- c) **Becky:** Division of Student Affairs In-service attendance; QPR Gatekeeper; QPR Trainer; various DSA interview panels; OSHA Training; Sexual Harassment Training; LYBW advisor; SHAB advisor; SVAW 2009 co-advisor; Tobacco Coalition Advisor; HAVEN meeting participation; ALA “7-5-10: Are You Ready” meeting; ALA FFS Resource Update Webinar; IHEC “Using Social Marketing Approach for Alcohol and Other Drug Abuse Prevention” training; IHEC “Social Networking and Alcohol Use” webinar; ACHA continuing education development calls “Linking Health Promotion and Student Success: Advanced Session”, “Impact of Health Care Reform on Health Promotion in Higher Education”, “Everything You Might Want to Know About Being Involved with the HP Section but are Afraid to Ask”; ALA FFS Facilitator Training; BASICS ; Diversity Advocates; Windows 7 Training; Alcohol Summit 2010; GROW Session – Social Media; Sex & the Soul Book Discussion; New Folks Convocation; ALA – Quitter in You training.
- d) **Stephanie:** BASICS Trained; IHEC “Using Social Marketing Approach for Alcohol and Other Drug Abuse Prevention” training; Attendance at The BACCHUS Network General Assembly; Committee involvement and student group work (Sexual and Reproductive Health work group, HAVEN, Student Advisory Board for Alcohol Initiatives, SHAB, Tobacco Coalition, and LateNight MU Work Group); alcohol presentations with alcohol coordinator (PHEs, SABAI, Student Athletes); Study Abroad Orientation educational presentation.
- e) **Christine:** OSHA Trained; Diversity Advocate Trained; QPR trained; attendance at the BACCHUS Network Area 4 spring conference; attendance at meetings (“Rec Sports Feasibility Study Focus Group”, ARCW network meeting, UWM SAAM Health Fair, ALA “7-5-10: Are You Ready”, Alcohol Summit, DSA Strategic Planning Retreat); committee involvement and student group work (Sexual and Reproductive Health work group, HAVEN, SHAB, Tobacco Coalition, AIDS Awareness Week, Late Night MU, LYBW); Study Abroad Orientation educational presentation.

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

Standards of Practice for Health Promotion in Higher Education: STANDARD 6. Continuing Professional Development and Service- Effective practice of health promotion in higher education required professionals to engage in on-going professional development and service to the field.

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 conference attended listed.</p> <p>b) 2 PHEs won Division of Student Affairs Leadership Awards in peer education, April 2010.</p> <p>c) 1 SHAB student wins Division of Student Affairs Leadership Award in Student Governance (1st time ever), April 2010.</p> <p>d) The BACCHUS Network General Assembly 2009 award: Outstanding Program "Iron Chef MU", November 2009.</p> <p>e) The BACCHUS Network General Assembly 2009 award: Travel Scholarship to Kelly Roering, November 2009.</p> <p>f) The BACCHUS Network Area 4 Conference 2010 awards: Outstanding Senior Peer Educator Jennifer Ciske & Lindsey Jacob, April 2010.</p> <p>g) Jennifer Ciske finishes term as SAC (Student Advisory Committee Member) for the BACCHUS Network.</p> <p>h) Amy Melichar served as the American College Health Association Health Promotion Section Nominating Committee Chair.</p> <p>i) Amy Melichar serves as the BACCHUS Network Area 4 Consultant.</p> <p>j) Becky Michelsen runs for American College Health Association Health Promotion Section Secretary. She won! Begins term June '10.</p> <p>k) Amy Melichar featured: ACUHO-I sexuality article, The Peer Educator STD prevention article.</p> <p>l) Center for Health Education & Promotion serves as preceptorship site to two UWL preceptees.</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>a) 4 issues of "The Health Educator" were introduced to campus this year. The goal is to create a little more of a broader based picture of the work we are doing here in Health Promotion.</p> <p>Attachment: <i>Healthyeagle report, PR in review report, 'media monitoring', HED as a RESOURCE</i></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>Attachment: <i>Google Analytic Report Highlights</i></p>

GOAL 8: The Center for Health Education and Promotion will actively seek opportunities to broaden diversity initiatives.

Standards of Practice for Health Promotion in Higher Education: STANDARD 3. Cultural Competence Effective practice of health promotion in higher education requires professionals to demonstrate cultural competency and inclusiveness in advancing the health of individuals and communities.

CAS Professional Standards for Higher Education (Health Promotion Services): Part 11: Diversity: must nurture environments where commonalities and differences among people are recognized and honored.

Objectives	Accomplishments
a) Professional Development (both PHEs and professional staff)	a) Participation in Diversity Advocate sponsored events: Dinner for Change. Amy was a facilitator. b) CPE (Certified Peer Educator) Training: All PHEs are certified this year using the updated BACCHUS Network CPE training. All PHEs meet learning outcomes for "Inclusive Peer Education Efforts". Subsequent conversations were had in terms of further implementation. c) ALA Cultural Competence Workshop (AM, BM) d) Gender Resource Task Force/HAVEN/LGBT link of work/conversations e) LGBT work group
b) Recruitment (both PHEs, SHAC, Graphic Artist, professional health education staff)	a) During the PHE recruitment process, Amy consulted with Turquoise Welch, DJ Todd, as well as the Office of International Education to broaden the net of the PHE pool for '10-'11.
c) Design health promotion initiatives that reflect diversity of students	a) Health Promotion initiatives were developed for Fall semester '09 with the Office of International Education (to include but not limited to: stress management/relaxation, nutrition/Farmer's Market trip, Preparing for Winter)

OUTREACH PROGRAMMING '09-'10

Approx. Total educated: (15,017) (approx. # should actually be higher taking into account error in reporting, evals not collected, etc.)

Nutrition

6-12-09	30	Nursing Camp BM
9-10-09	50	Soup with Substance: Fast-a-Thon
10-12-09	5	McCormick Hall
10-16-09	20	DPS Cook Off AM
10-29-09	25	OIE Cooking Demo
12-3-09	25	Pi Beta Phi
12-18-09	20	DPS Cook Off AM
2-20-10	200+	Pink Zone AM, BM, CLH, PHE
3-1-10	10	Society of Women Engineers
3-5-10	150	Iron Chef MU AM, BM, CLH, PHE
3-9-10	200+	Spring Break Blitz Health Fair
3-25-10	6	Delta Xi Phi
4-14-10	10	Delta Xi Phi

Physical Health/Exercise

1-25-10 through 4-19-10	100	Greek Life Health & Wellness Challenge
2-8-10	30	President's Meeting
5-3-10	100	Greek Life Awards CLH

Relaxation/Stress Management

10-15-09	4	McCabe Hall
11-3-09	7	Sigma Kappa
11-12-09	2	McCormick Hall
11-16-09	5	McCabe Hall
11-23-09	30	Straz Hall
12-8-09	10	Campus Town
12-8-09	14	Cobeen Hall
12-14-09	50	Stress Free Zone PHE
12-15-09	50	Stress Free Zone PHE
1-26-10	8	Delta Xi Phi
2-20-10	200+	Pink Zone AM, BM, CLH, PHE
3-30-10	3	McCormick Hall
4-14-10	20	Mashuda Hall
5-10-10	50	Stress Free Zone PHE
5-11-10	50	Stress Free Zone PHE

Relationships/HIV/AIDS/Sexual Health

7-09	10	RHD Meeting
8-21-09	120	RA Training- Sexual & Reproductive Health x4 sessions
10-2-09	2	Dr. Zurcher overview workgroup, model AM
10-5-09	14	McCormick Hall
10-6-09	10	OSD Staff overview workgroup, model AM
2-11-10	6	Sex @ 7: For Women Only
2-12-10	100	Mr. Omega Man Contest CLH
3-9-10	4	Sex @ 7: For Men Only
3-26-10	7	RA Training AM

World AIDS Day Programming '09:

12-1-09	50	Health Hut
12-1-09	0	Soup with Substance
12-2-09	50	Gallery Night
12-3-09	50	Peninnah Kako (Speaker)

AIDS Awareness Week '10:

4-26-10	40	Sex and Chocolate Panel Discussion AM
4-27-10	25	CabarAIDS
4-27-10	22	True Life

4-29-10	28	Bill Keeton	
4-30-10	29	Zumba	
4-26-10, 4-27-10, 4-28-10, 4-29-10	75	Health Hut	

Self-Esteem/Body Image/Disordered Eating

LYBW 2010:

2-22-10, 2-23-10, 2-24-10, 2-25-10	130+	Health Hut
2-22-10	45	"America the Beautiful" Screening & Discussion
2-23-10	10	Kuk Sool Won Demonstration
2-23-10	30	TRUE LIFE... I have a Body Image Problem
2-24-10	8	"Mindfulness and Eating"

Women's Health/Men's Health

9-24-09	3	McCabe Hall
10-29-09	11	Delta Xi Phi
11-12-09	14	McCormick Hall
2-8-10	20	McCormick Hall
2-21-10	4	McCabe Hall

ATODA

9-30-09	9	Tobacco Coalition BM, SN, PHE
10-7-09	7	Tobacco Coalition BM, SN, PHE
10-9-09	5	Employee Wellness Tobacco Meeting/Overview AM, BM
10-28-09	8	Tobacco Coalition BM, SN, PHE
11-18-09	10	Tobacco Coalition BM, SN, PHE
11-19-09	200+	Great American Smokeout AM, PHE
12-2-09	8	Tobacco Coalition BM, SN, PHE
2-3-10	7	Tobacco Coalition BM, CLH, PHE
2-20-10	200+	Pink Zone AM, BM, CLH, PHE
3-1-10	50	Alcohol Summit (most specifically all PHEs at student part)
3-9-10	200+	Spring Break Blitz
3-23-10	7	McCormick Hall
4-7-10	11	Tobacco Coalition BM, CLH, PHE

BASICS cases

6 cases seen **BM**
5 cases seen **AM**

Preparing for Winter

12-2-09	12	International Student Orientation AM, PHE
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Credit Card Debt

11-23-09	3	Frenn/Gillman Apartments
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Sexual Assault/Sexual Violence Prevention

9-30-09	15	Delta Xi Phi Sexual Violence Panel BM
1-26-10	120	Kick Box-a-Thon
3-9-10	25	Domestic Violence Class BM
4-8-10	50	UWM SAAM Health Fair AM, BM, CLH
4-27-10	30	VOICE Program "Can I Have Yo Numba?" BM

SVAW 2009:

9-21-09, 9-22-09, 9-23-09, 9-14-09		Information Tables 130+
9-20-09	60	SVAW Kick-off Picnic & Rally
9-21-09	10	HAVEN 101 Training BM
9-21-09	25	Rape Culture: A Panel Discussion
9-21-09	10	"The Greatest Silence: Rape in the Congo" Screening
9-22-09	60	TRUE LIFE...I've Been Sexually Assaulted
9-22-09	20	Prayer Vigil
9-23-09	15	Soup w/Substance: Supporting Victims
9-24-09	150	Keynote
9-24-09	30	RA/Student Leader Training

9-25-09	10	Sexual Aggression 101 for Women
9-25-09	5	MVP Program for Men
9-25-09	10	Late Night Book Club

General Health and Wellness

7-25-09	100+	Run/Walk the MU Mile BM
8-26-09	50	Campus Health & Safety Seminar AM
	50	Campus Health & Safety Seminar BM
8-28-09	20	Positive Healthy You BM, SN
8-28-09	1100	Health & Wellness Challenge (Health Ed, HAVEN) JM, BM, PHE
	1100	Health & Wellness Challenge (SHS) KGB
8-29-09	85	Sample the City AM, BM, SN
9-2-09	75	Eagle Fest AM, BM, SN
10-3-09	75	Health & Safety Seminar- Parents Weekend AM
10-1-09, 10-5-09, 10-7-09, 10-12-09		Flu Shot Clinics 2200 AMU, McCormick, McCabe, Schroeder, Cobeen
10-26-09	200	Benefit Information Day- FLU/Check in Tables
10-26-09	300	Shoo the Flu
10-27-09	300	Shoo the Flu
11-21-09	100+	Study Abroad Pre-Departure Meeting SN
3-9-10	200+	Spring Break Blitz AM, BM, CLH
4-29-10	2	Schroeder Hall Summer Prep Program
4-18-10	100+	Study Abroad Pre-Departure Meeting CLH, PHE

SHS/CHE&P Overview (services, resources, programs)

PREVIEW 2009:

6-09	2500	Walk 'n Talks HED, SHS
6-09		Services Fairs HED, SHS
6-09		Parent Lunch HED, SHS
8-19-09	120	RA Training Service Fair AM, BM
8-19-09	120	Diversity Program AM
8-25-09	100	O Staff Training AM
8-25-09	100+	Law School Programs & Services Fair AM, BM
8-26-09	75	International Student Orientation AM CS
8-26-09	500+	SHS information table- Orientation Check in
8-27-09	100	Dental School O KW
8-27-09	100	Grad School O CS
9-3-09	200+	O Fest SN, PHE
9-9-09	100	Study Abroad Fair AM, BM, SN
9-11-09	15	MUSG Program Board Meeting AM
9-13-09	200	Discovery Days/Open House AM, BM
10-11-09	200	Discovery Days/Open House PHE
10-29-09	5	Health Promotion Overview- Grad Class AM, BM, SN
11-16-09	3	Preceptee Meeting AM
11-16-09	3	Preceptee Overview Meeting AM
12-18-09	10	MUSG Senator Meeting AM CS
1-7-10	30	International Student Orientation AM CS
1-17-10	84	Transfer Orientation Panel
1-28-10	100	Study Abroad Fair AM, BM, CLH
2-4-10	100+	Law School Health Fair BM, CLH
2-23-10	50	MU INNERChange Program AM, PHE
2-23-10	20	HED 101- All Staff Meeting AM, BM
3-10-10	20	Program Calendar Meeting BM
4-16-10	3	Preceptee Final Meeting AM
4-23-10	3	Preceptee Overview Meeting AM

Technical

11-5-09	30	Advisors College AM
2-25-10	50	IHEC- "Building and Sustaining Strong Peer Education Programs" AM
2-26-10	15	IHEC- "Re-Energizing Your Campus Coalition" AM
3-28-10	50	UWL- "Building and Sustaining Strong Peer Education Programs" AM
4-10-10	20	Area 4 Conference "Mom Was Right...Eat Your Fruit and Veggies" AM

COA

9-16-09

25

New Employee Orientation **AM**

9-16-09

15

Reflection **AM**

PHE REPORT

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

Objective 1: Peer Health Educators act as resources for Marquette students and campus community.

Defined as:	Increase knowledge of student population in available campus/community resources
Data source:	QA sheet; The BACCHUS Network National Peer Educator Survey results (2009-2010)
Accomplishment:	<ul style="list-style-type: none"> • See attached QA sheet report • From The BACCHUS Network National Peer Educator Survey: 100% of PHE indicate "very strong" or "strong" for "knowledge about campus resources"; 60% of PHE indicate "strong" for referring someone to campus or off-campus counseling.

Objective 2: Peer Health Educators model healthy behavior

Defined as:	Engaging in healthy behavior
Data source:	KABB (knowledge, attitudes, beliefs, behaviors) survey, QA sheet, The BACCHUS Network National Peer Educator Survey results (2009-2010)
Accomplishment:	<ul style="list-style-type: none"> • Due to time restraints, the KAB survey was not administered during the annual Fall PHE/PHA retreat. • See attached QA sheet graph, QA sheet report • From The BACCHUS Network National Peer Educator Survey: 80% of PHE indicate "very strong" or "strong" for "being a role model for healthy choices."

Objective 3: Peer Health Educators are visible on campus

Defined as:	Extensive "presence" across campus
Data source:	QA sheet, PHE log book, task list
Accomplishment:	<ul style="list-style-type: none"> • See attached QA sheet graph • PHEs participate in (not necessarily all CHE&P lead initiatives): LateNight MU, Leadership Summit, Women's Leadership Conference, Orientation, O-Fest (September), Health & Wellness Challenge, Greek Life Health & Wellness Challenge, Stress Free Zones (December, May), awareness week & large event planning committees and participation (SVAW, BCAW, GAS, World AIDS Day, LYBW, NNM (Iron Chef MU), Pink Zone Health Fair, Flu Shot Clinics, AIDS Awareness Week, Spring Break Blitz), SHAB, Study Abroad Pre-Departure Meetings (November, April), MU INNERchange, Student Alcohol Advisory Board, and Tobacco Coalition. • From full QA sheet report....For the 2009-2010 academic year, the PHE staff was recognized 109x as a "PHE", and 67x as the 'liaison' to a residence hall staff. • 2 PHEs receive DSA Leadership Awards in Peer Education; 2 PHEs receive "Outstanding Senior" awards from the BACCHUS Network Area 4 spring conference.

Objective 4: Peer Health Educators exhibit leadership & networking skills with other campus departments and student groups

Defined as:	Involvement and interaction with other student groups, university departments
Data source:	"liaison" goals and objectives, QA sheet, performance evals
Accomplishment:	<ul style="list-style-type: none"> • Each PHE is a liaison to a residence hall staff: Leah (Straz), Lindsey (McCormick), Leah (Cobeen), Matt (O'Donnell), Jenny (McCabe), Caitlin (Mashuda), Jenny (Abbotsford), Kelly (Schroeder), Kelly (Carpenter Tower), Lindsey (Off Campus Housing), Christine (MUSG), Christine (Greek Life). • See attached 'liaison' goals and objective' sheet for reference. The goal of the 'liaison' program is to: continue to foster the relationship between the Center for Health Education and Promotion, the individual residence halls and respective residence hall staffs; to provide accurate health information and campus resources. All goals and objectives were met by each PHE.

Objective 5: Peer Health Educators exhibit effective facilitation skills

Defined as:	Presentation skill proficiency
Data source:	Outreach presentation evaluations, personal program evaluations, performance evaluation, PHE-to-PHE evaluation
Accomplishment:	<ul style="list-style-type: none"> • See outreach programming report • From outreach evaluations for the academic year..."Was the information presented clearly?" (scale of 1-5=4.83); 'were the presenters well informed' (scale of 1-5=4.82) • From overall personal program evaluations for the academic year...76% of PHE indicated they were 'very' comfortable presenting the topic, 24.24% of PHEs indicated they were 'somewhat' comfortable presenting the topic. • From overall personal program evaluations for the academic year (based on highest average per category)... 48.39% of PHE ranked their overall knowledge a '5', 55% of PHE ranked communication skills a '5', 71% of PHE ranked rapport with the audience a '5', 65% of PHE ranked audience involvement a '5', 55% of PHE ranked overall organization of program a '5' and 45.2% of PHE ranked overall presentations at '5'. • From overall performance evaluations from the academic year...on scale of 1-5, 54.5% of PHEs ranked themselves as '4' in communication skills, 18.2% of PHEs ranked themselves as '5' in communication skills. • From overall performance evaluations for the academic year...on scale of 1-5, 63.64% of PHEs were ranked by Amy as a '5' in communication skills, 9.1% were ranked as '4.5' in communication skills, and 27.7% were ranked as '4' in

	<p>communication skills.</p> <ul style="list-style-type: none"> • Each PHE presented an average of 5.5 outreach programs this academic year. • From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 60% of PHEs ranked each other as '5' in communication skills (ideas, thought and concerns are clearly communicated),36.7% as 4 and 3.33% as '3.5'. • From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 64% of PHEs ranked each other as '5' in presentation skills (ability, accurate presentation, clear presentation, style, give feedback, listening skills), and 32% as '4'.
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Objective 6: Peer Health Educators increase their own awareness and knowledge of health issues (broad defined)

Defined as:	Passing knowledge tests, content training; skills training
Data source:	Quizzes- impromptu, written, training attendance, weekly PHE meeting agendas
Accomplishment:	<ul style="list-style-type: none"> • Content and skills training: 2 PHEs attend the BACCHUS Network Area 4 conference (April 2010); 3 PHEs attend The BACCHUS Network General Assembly; 50% of PHEs this year are CPE (Certified Peer Educator) certified.

Objective 7: Peer Health Educators explore uses for peer health education skills beyond health education

Defined as:	Adapting skills learned to future campus involvement and future profession
Data source:	Self report, KAB survey, performance evaluation
Accomplishment:	<ul style="list-style-type: none"> • 1 PHE completes SAC (Student Advisory Committee) elected position in November; 1 PHE serves as TA (Teaching Assistant) to Chemistry Department; 1 PHE completes active role in "Vagina Monologues"; 1 PHE serves liaison role with SHAB (Student Health Advisory Board).

Objective 8: Overall health of campus community is enhanced

Defined as:	Students exhibit healthy behaviors and decision making		
Data source:	NCCHA survey, utilization reports of SHS, CORE survey		
Accomplishment:	<ul style="list-style-type: none"> • Spring 2009, 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, 574 participated. This rate of return represents 29% of the population. • Fall 2009 was next implementation of the CORE survey. 		
	Believability of each source of health information:	Spring 2007 NCHA Data	Spring NCHA reference Data
	Peer Educators	57.8%	45.3%

Objective 9: Peer Health Education teamwork skills are enhanced

Defined as:	Support for each other
Data source:	Self-report, PHE-to-PHE evaluations
Accomplishment:	<ul style="list-style-type: none"> • Per end of the year PHE performance evaluations, 83.3% of PHEs self report that this years PHE team was cohesive, worked well together, and ultimately got a lot of work done on campus as a result. • From overall PHE-PHE end-of-year evaluations, on a scale of 1-5, PHE report dependability within the team as outstanding (76%), cooperation as outstanding (70%) and overall contribution to the program as outstanding (52%).

Objective 10: Peer Health Educators volunteer in the community

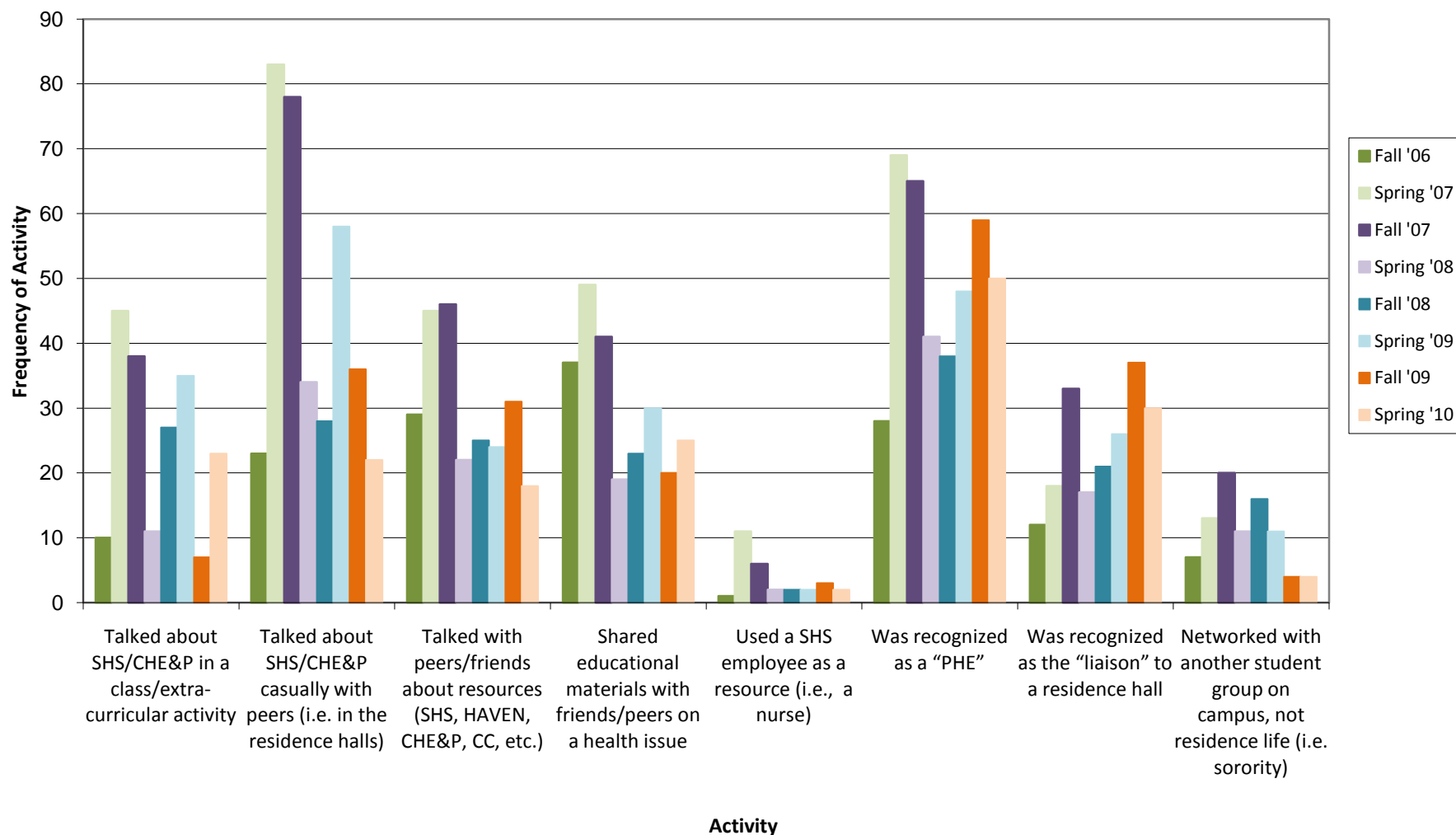
Defined as:	Expanding skills and knowledge (health, broadly defined)
Data source:	self report, performance evaluation
Accomplishment:	<ul style="list-style-type: none"> • 1 PHE completes Student Clinical Experiences for Nursing Degree

PEER HEALTH EDUCATOR '09-'10 ACTIVITY SUMMARY

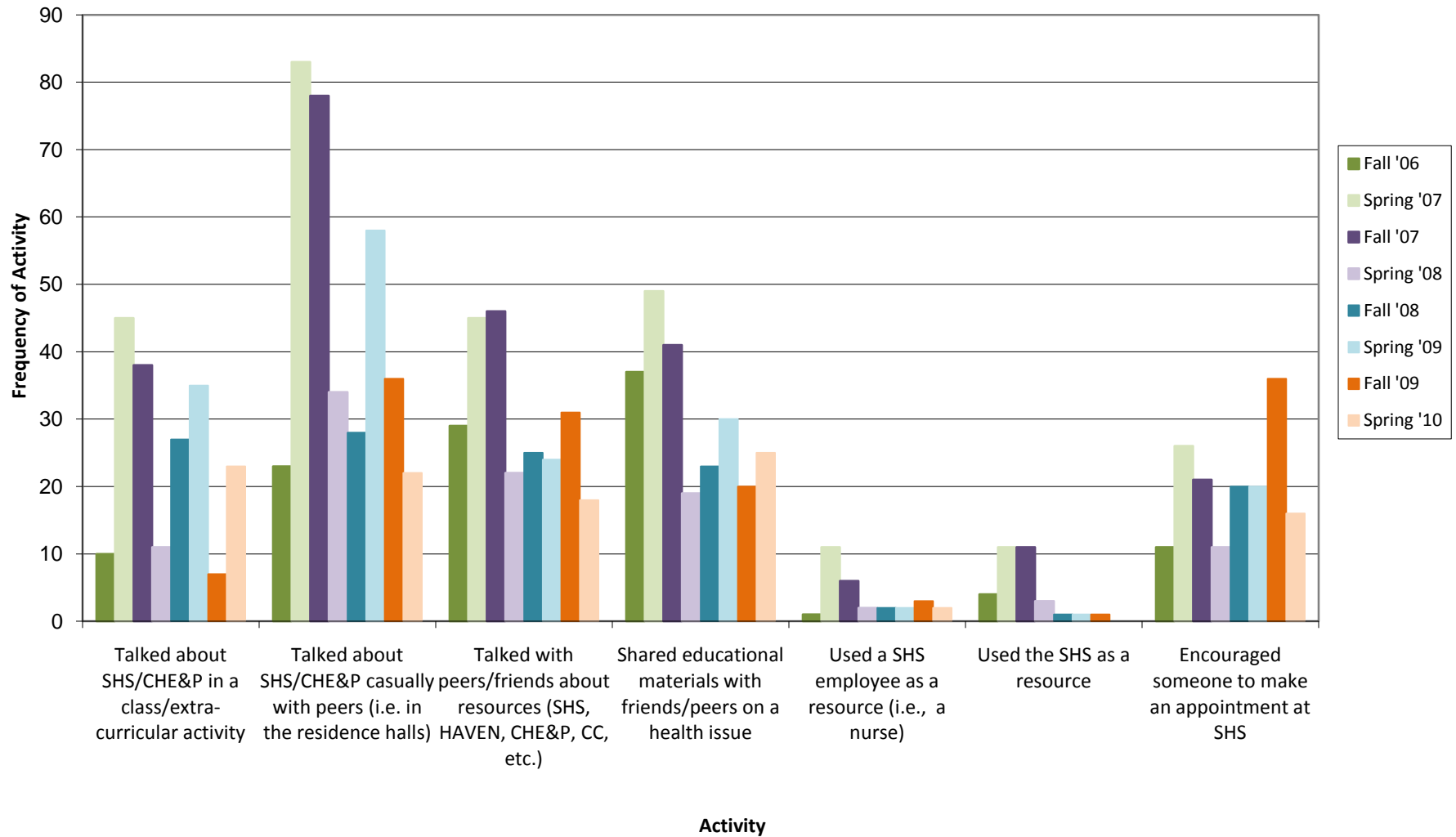
Using PHE skills to meet the needs of the campus community

	ACTIVITY	Fall '06	Spring '07	Fall '07	Spring '08	Fall '08	Spring '09	Fall '09	Spring '10
1	Did a reading or went to a film/speaker/event on a health issue (on campus)	30	22	29	18	10	16	13	14
2	Did a reading or went to a film/speaker/event on a health issue (off campus)	5	4	8	14	5	9	6	2
3	Wrote a paper/did a project for a class on a health issue	21	21	31	12	14	15	12	12
4	Gave a speech/presentation for a class on a health issue	4	13	10	6	4	3	3	6
5	Wrote a MU Tribune viewpoint on a health issue	0	1	0	0	0	1	0	1
6	Talked about SHS/CHE&P in a class/extra- curricular activity	10	45	38	11	27	35	7	23
7	Talked about SHS/CHE&P casually with peers (i.e. in the residence halls)	23	83	78	34	28	58	36	22
8	Talked about a health issue in a class/extra- curricular activity	19	58	57	42	31	27	25	28
9	Shared educational materials with friends/peers on a health issue	37	49	41	19	23	30	20	25
10	Talked to MU faculty/staff about a health issue	6	9	17	11	8	17	9	9
11	Used a SHS employee as a resource (i.e., a nurse)	1	11	6	2	2	2	3	2
12	Used the SHS director as a resource	0	4	3	0	1	1	0	0
13	Used the SHS as a resource	4	11	11	3	1	1	1	0
14	Used/visited SHS for a personal health issue	5	24	18	8	6	2	16	0
15	Used/visited an outside clinic/hospital for a personal health issue	1	8	7	6	3	1	6	5
16	Submitted a "comment, kudo, criticism" to the SHS comments box	0	1	0	0	0	1	1	0
17	Used SHAC/the PHE SHAC representative to voice a "Comment, kudo, criticism" about SHS	0	1	0	0	0	0	1	0
18	Talked with peers/friends about resources (SHS, HAVEN, CHE&P, CC, etc.)	29	45	46	22	25	24	31	18
19	Networked/used another peer education group as a resource (i.e. the UWM PHAs)	3	5	7	0	1	4	0	0
20	Networked/used the SHS listserv (or another) as a resource	3	1	1	0	0	0	0	0
21	Networked with another student group on campus, not residence life (i.e. sorority)	7	13	20	11	16	11	4	4
22	Received additional training to supplement my PHE work (i.e. CPR certification)	1	1	8	3	4	4	0	5
23	Encouraged someone to seek help	7	5	16	7	7	14	22	10
24	Encouraged someone to call HAVEN	0	2	0	0	0	0	0	0
25	Encouraged someone to make an appointment at SHS	11	26	21	11	20	20	36	16
26	Sought help for someone	1	0	9	1	4	6	9	1
27	Called 911 about an emergency	0	0	0	1	0	0	0	0
28	Called the police or public safety	2	11	3	0	4	1	0	1
29	Intervened when someone was too drunk to give consent and was being taken advantage of	1	0	3	2	2	2	1	1
30	Intervened in a potentially violent situation	1	0	1	2	4	4	2	1
31	Confronted a friend/peer regarding sexist or demeaning language	9	21	19	11	11	17	13	15
32	Stayed sober to drive/walk people home	8	15	12	13	11	16	10	12
33	Picked up a drunk friend and took him/her home	7	4	4	3	4	2	3	13
34	Provided other care for an intoxicated person	12	16	12	18	17	12	20	15
35	Confronted a friend/peer about alcohol use	3	9	9	7	3	8	7	4
36	Encouraged low risk drinking	17	40	47	20	25	24	25	33
37	Looked out for the safety of a friend/peer	14	19	32	11	13	28	17	21
38	Was recognized as a "PHE"	28	69	65	41	38	48	59	50
39	Was recognized as the "liaison" to a residence hall	12	18	33	17	21	26	37	30
40	Received and/or facilitated a comment (positive or negative) for NewsFlush	33	47	23	21	25	33	26	17
41	Confronted a friend/peer about tobacco use	20	24	31	12	20	14	32	16

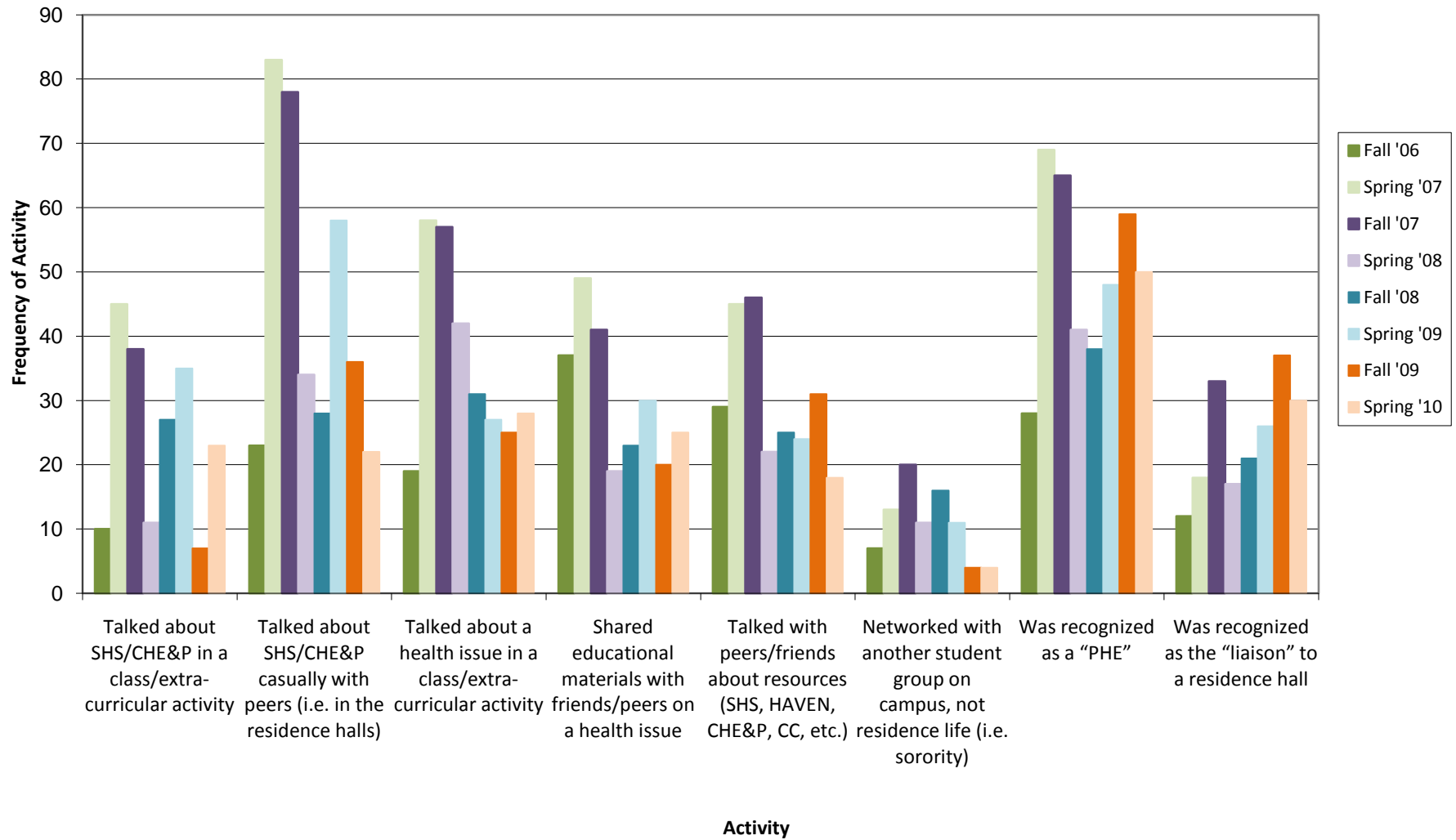
Peer Health Educator Activity Summary



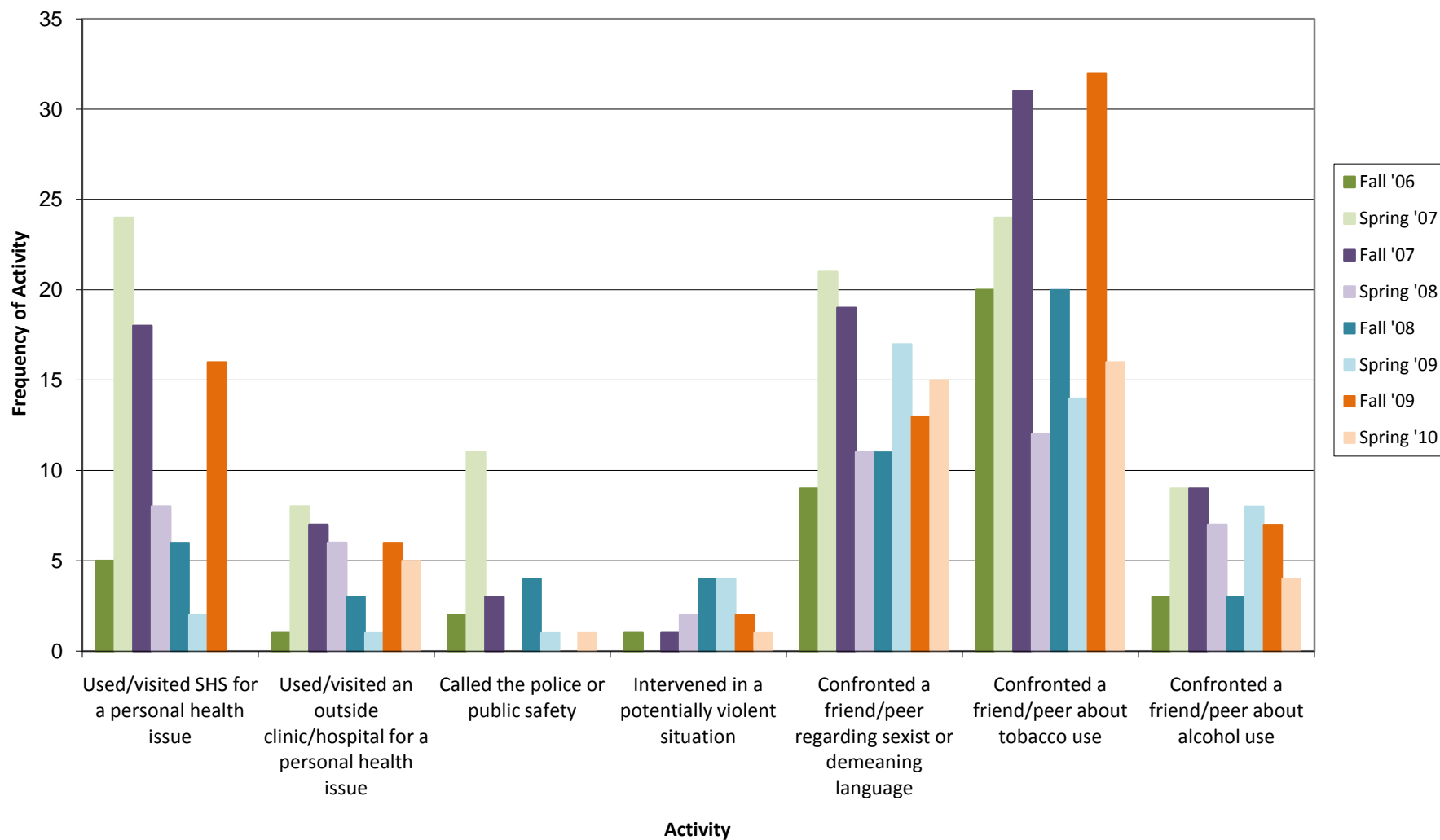
Peer Health Educators Promote the Student Health Service



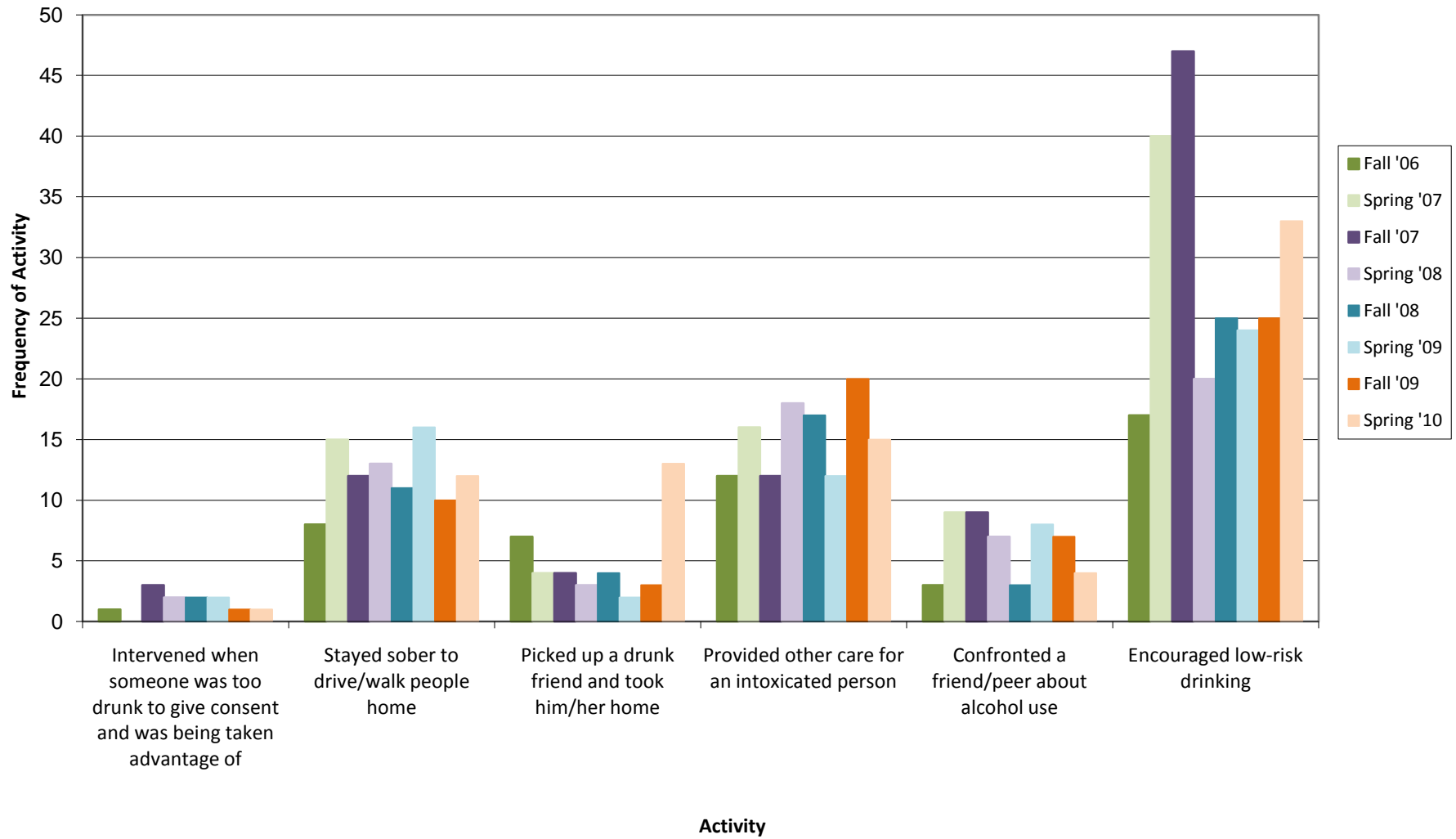
Peer Health Educators Serve as a Campus Resource



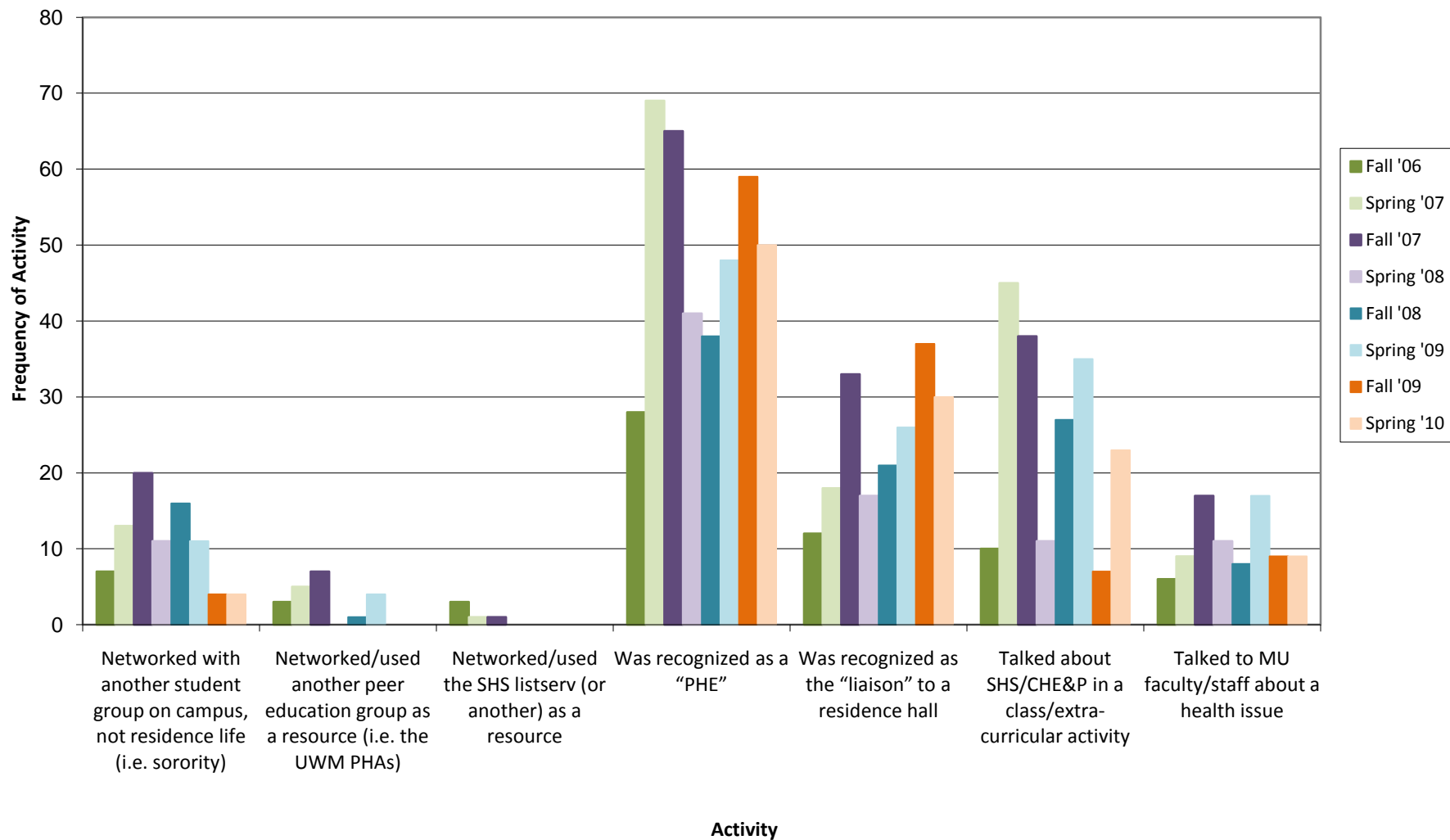
Peer Health Educators Model Healthy Behavior



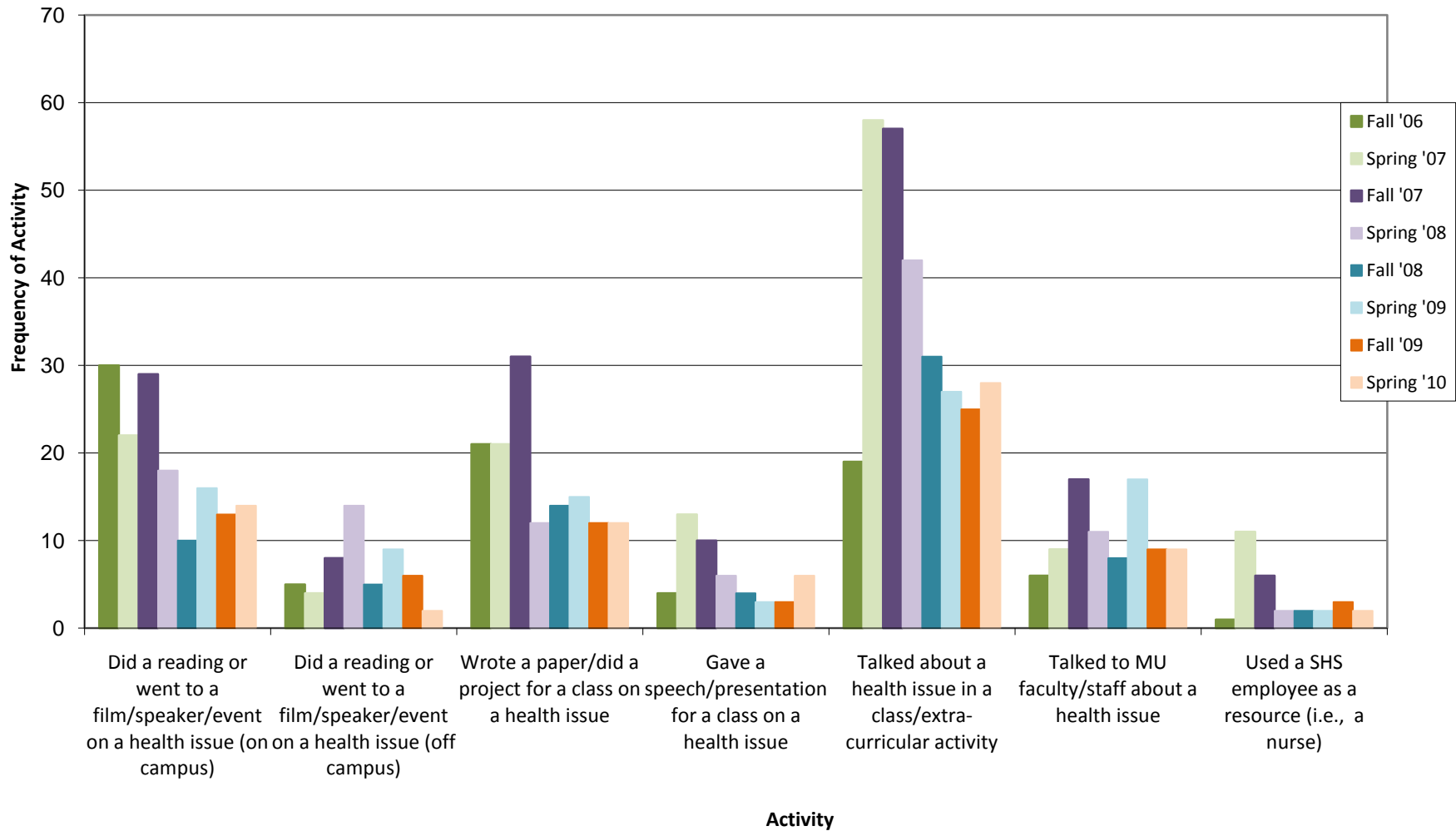
Peer Health Educators Model Healthy Alcohol Behavior



Peer Health Educators Network with Other Departments and Student Groups



Peer Health Educators Increase Their Own Awareness of Health Issues



Student Health Advisory Board (SHAB) 2009-2010 End of the Year Report

Executive Team:

- Dan Tyler - Co-Chair
- Jisun Yoo - Co-Chair
- Ashleigh Trbovic - Secretary
- Abigail Kaszar - PR Exec/Secretary
- Bryan Joosse - PR Exec
- Stephanie Navarre - Associate Advisor
- Christine Hayes - Associate Advisor
- Becky Michelsen - Advisor

Accomplishments:



- **Web page:** A Student Health Advisory Board web page was created to help recruit members for the Student Health Advisory Board. This web page also serves as a means of advertising open SHAB meetings and making meeting minutes available to the public. The SHAB web page also contains the constitution, member roster and a group photo. The web page is located under the 'Get Involved' section of the Center for Health Education and Promotion's web site.
- **Student Health Service Recommendations:** At the end of first semester Dr. Smith, Director of Student Health Service, met with the Board to share information about Student Health Service's budget and to solicit recommendations from the Board to help improve Student Health Service. The Board members gave Dr. Smith several ideas, including but not limited to: appointment reminder emails, update the website to include more information, and increase the costs of some the services by a couple of dollars. Dr. Smith took these ideas from the Board and worked to have most, if not all of their ideas implemented during second semester.
- **Articles in the Marquette Tribune:** There were two articles in the Marquette Tribune this year that featured SHAB. An article titled "Health Advisory Board to be Mediator" ran on September 17, 2009 (<http://marquettetribune.org/2009/09/17/news/health-advisory-board-to-be-mediator-jk1-jm2-mn3/>). This article focused on the reinstatement of the board after being inactive for the past year. An article titled "Checking in with Student Health" was featured in the Marquette Tribune on December 3, 2009. This article talked about what Student Health Service can do for students and also talked about the Student Health Advisory Board. Dan Tyler, SHAB Co-chair, was interviewed for this article (<http://marquettetribune.org/2009/12/03/carousel/shs-cl-smm1-jm2-mn3/>).
- **Created promotional items** (t-shirts, business cards): In order to continue to raise awareness about the Student Health Advisory Board. Board members requested to have two types of promotional items made. One item that was requested was t-shirts; the second item was business cards. A team of Board members worked together to design the t-shirt and the business cards. Design options were given to the Board and were voted on. At the beginning of second semester, each Board member received a t-shirt and a set of business cards to use when meeting with people and talking about Student Health Service. *Members of this team were: Rosa Yeh, Abigail Kaszar, Maria Ibanez and Stephanie Navarre*
- **Display Case:** This SHAB display case in the AMU was a wild success. Going up on February 22 and coming down on March 1, the display case featured a group photo of several SHAB members outside of Student Health Service, as well as action shots featuring members of SHAB and the delightful employees of Student Health Service. The overarching theme of the display case was that SHAB is the bridge to Student Health Service. Along with the photos the display case had many bullet points of information relating to both SHAB and Student Health Service. The display case received many compliments from students across campus. *Members of this subcommittee were: Lindsey Jacob, Luke Dwyer, Abigail Kaszar and Ashleigh Trbovic*

- **Needs Assessment:** SHAB conducted a survey about Student Health Service at the beginning of second semester. The purpose of this survey was to help SHAB members gain a better understanding of students' knowledge about Student Health Service and get a feel for why students' may or may not use Student Health Service. The Board as whole came up with a variety of questions that they would like to ask. The SHAB Needs Assessment subcommittee took these recommendations and created a six question survey. Each Board member was given 25 surveys to distribute and collect. In the end 361 surveys were collected. Results were shared with the Board and the Director of Student Health Service. The hope is to use these results to help plan some outreach education for next year. *Members of this subcommittee were: Alison Baierl and Rosa Yeh.*
- **Open House:** SHAB hosted an open house at Student Health Service on Wednesday, April 7th from 5:30 p.m. to 7:30 p.m. The Open House subcommittee consisted of six board members that fulfilled a variety of responsibilities including publicity for the event, seeking outside donations from sponsors to supplement a raffle for those in attendance, and by volunteering their time to work at the event itself giving tours, answering questions and speaking with clinic staff. Publicity for the event took many different forms including fliers distributed through residence life, small handouts distributed across campus the day of the event, and advertisements on MUTV. Donations were received from sponsors such as; The Aveda Institute, Stone Creek Coffee, the Cheesecake Factory, and the Marquette Spirit Shop. The event itself was a success, despite poor weather, with 22 guests in attendance. Additionally, nearly every board member over and above the planning committee volunteered their time to come speak with guests and clinic staff as well as giving tours of the facility. *Member of this subcommittee were: Dan Tyler, Brice Cleland, Matt Cotter, Lindsey Jacob, Jisun Yoo, Dinishia Wolford and Christine Hayes*
- **Revised constitution:** At the end of its first year SHAB reviewed the current constitution and made some adjustments. All adjustments were shared with the Board for approval. The updated constitution was approved on 4/6/2010 and will go into effect on August 1, 2010 for the 2010-2011 academic year.
- **Division of Student Affairs Leadership Award:** Dan Tyler (Co-Chair) won a Division of Student Affairs Leadership Award in Student Governance in April 2010. This is the first time that any SHAC/SHAB member has ever won a Division of Student Affairs Leadership Award for their role with SHAB.

Goals for 2010-2011

- Further the infrastructure of SHAB
- Start an outreach sub-committee
- Open House (tentatively scheduled for September 15).
- Implement member recruitment & retention
- Service Project
- Work with MUSG on the Wellness Center project
- Help improve communication between the Counseling Center and Student Health Service and support offered for students
- Promote SHAB better
- Better education and promotion of Student Health Service
- Better information about SHAB on Student Health Service web site and in the clinic
- Incentive system for SHAB members
- Create office hours for SHAB members

CHE&P PR Accomplishments

TRIB
<ul style="list-style-type: none"> • Tribune ads were placed as publicity for some of the larger educational initiatives as well as advertising of SHS/HED services to students. • See 'media monitoring' report • See full RESOURCE report
MUTV
<ul style="list-style-type: none"> • On a variety of other occasions, MUTV reporters attended events for interviews (i.e. LYBW information tables, GAS, etc.)
Calendar of Events
<ul style="list-style-type: none"> • Both 'calendar of events' from CHE&P website and MU website were utilized for all large educational initiatives this year
NEWSLETTERS
<ul style="list-style-type: none"> • ROOMERS (Residence Life): February (LYBW) • FYI (For Your Inspiration): many CHE&P initiatives were featured in the programming calendars • Student Organization Update- Many CHE&P educational initiatives, in addition to PHE recruitment, were publicized through the Student Organization update this year. • Campus Connection- CHE&P 'overview' and SHS 'overview' was featured as an article in the fall issue. • NewsFlush© - 7 NewsFlush© issues were distributed across campus this year with a distribution of 1153. In addition to residence hall bathrooms, distribution has continuously been broadened to include but not be limited to: Counseling Center, Undergraduate Admissions, Public Safety, Rec Center, etc.) New this year Mashuda received NewsFlush© per residence hall room, and the PHEs received permission to hang a copy at the Brew on the Bridge. • Kitchen Quickies- 5 issues of Kitchen Quickies were distributed to the Campus Town apartments. • The Health Educator- 4 issues of "The Health Educator" were introduced to campus this year. The goal was to reach a more 'administrative' campus audience to keep in loop of the bigger picture of the work we are doing here in Health Promotion.
ELECTRONIC PR
<ul style="list-style-type: none"> • Countless "University News Briefs", AXIS TV slides, and PHE distribution list emails were distributed this academic year publicizing a variety of initiatives and services.
AMU Reservations
<ul style="list-style-type: none"> • Easel poster publicity, staircase banners, display cases, table tents, window painting, and information tables were all done in conjunction to our initiatives and services this year.
PAPER PR
<ul style="list-style-type: none"> • Press Releases, flyers, ¼ sheets, and chalking were all done in conjunction to our initiatives and services this year
Residence Life Reservations
<ul style="list-style-type: none"> • Table tents in dining halls, flyer space on residence hall floors, and channel 95 power point slides were all used in conjunction with our PR initiatives this year.
Health Ed Display Case and Health Ed front door
<ul style="list-style-type: none"> • Both the health education display case and the Center's front door because popular advertising venues this year. Updates were completed per each large educational initiative.
Staff Polos, PHE T-shirts, Staff & PHE nametags
<ul style="list-style-type: none"> • Whenever possible this year, polos, t-shirts and nametags were worn to solidify branding of the Center and our programs.
CHE&P/PHE thank you notes
<ul style="list-style-type: none"> • Consistent use of CHE&P stationery this year works to further brand our logos and link to our website information.
HED/PHE logo
<ul style="list-style-type: none"> • Consistent use of the logos further brands our office.
  <p style="text-align: center;">Center for Health Education and Promotion Student Health Service</p>

STUDENT HEALTH SERVICE
<ul style="list-style-type: none"> • The Student Health Service staff partnered with us in many publicity initiatives this year. They include but are not limited to: distribution list emails, exam room publicity, buttons/ribbons for the providers to wear, postings in the SHS lobby, and information in brochure racks. • The CHE&P staff contributed to a regular CHE& P update at each monthly SHS/HED All-Staff meeting to keep staff abreast of our initiatives.
Bulletin Board in a BAG
<ul style="list-style-type: none"> • A new bulletin board was created each month corresponding to a large educational initiative and/or a health issue. PHEs created a 'branded' bulletin board and then mass produced 1x per residence hall. Announcements went out to the RHDs and the RAs could pick up the board kit (first come first serve per hall). Part of each board included contact and service information for the Center.
OFEST
<ul style="list-style-type: none"> • The Center for Health Education and promotion participated in annual Organization Fest in September. The purpose of 'O-Fest' is to promote programs and services on campus in addition to recruitment.
Orientation, RA Training, etc.
<ul style="list-style-type: none"> • Largest segment of outreach this year was promotion of CHE&P/SHS services, programs and resources. • See outreach report.
Campus Ministry Bulletin
<ul style="list-style-type: none"> • Student Health Service has continued to partner with Campus Ministry to run an ad for our services.
MU Parent Guide
<ul style="list-style-type: none"> • CHE&P/SHS partnered with Office of Marketing and Communication to be a fixture in the MU Parent Guide.

2009-10 Center for Health Education & Promotion/Student Health Service Media Monitoring Report

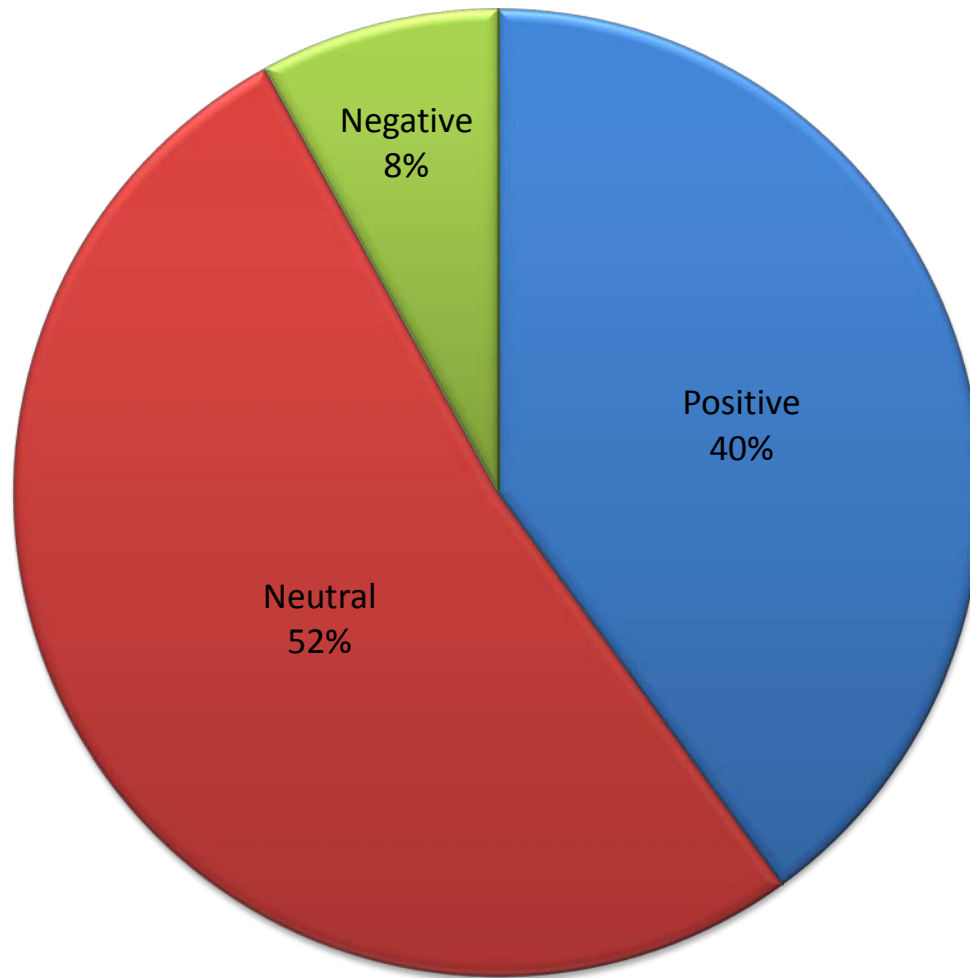
Date	Publication	Article/Section	Person/Program/Dept Cited	Topic	Pos/Neg
8/31/2009	Marquette Tribune	"Schools brace for swine flu"	SHS/Carolyn Smith	H1N1 flu	Positive
9/3/2009	Marquette Tribune	"Annex establishes smoke-free hours"	CHEAP/Great American Smokeout	Smoke-free campus	Neutral
9/7/2009	Marquette Tribune	Staff Editorial: "No more prizes-subsidize \$25 flu shot"	SHS	Seasonal flu vaccination	Negative
9/10/2009	Marquette Tribune	"Confirmed H1N1 case on campus"	SHS	H1N1 flu	Neutral
9/10/2009	Marquette Tribune	"Dish up, slow down"	Barb Troy	Benefits of locally grown produce	Neutral
9/15/2009	Marquette Tribune	"SHS clears up flu shot cost"	SHS/SHS nurses	H1N1/Seasonal flu vaccination clinics	Positive
9/15/2009	Marquette Tribune	"MUSG prepares for residential senator elections"	SHS/Dana Mills	H1N1 vaccine availability	Neutral
9/17/2009	Marquette Tribune	"Student Health Advisory Board reorganizes"	SHS/SHAB/Becky Michelsen/Dana Mills	SHAB reformation	Positive
9/22/2009	Marquette Tribune	"Sexual Violence Awareness Week kicks off"	CHEAP/SVAW/Becky Michelsen	Sexual Violence	Positive
October-09	Marquette Journal	"While I was away"	CHEAP/Great American Smokeout	Tobacco cessation	Positive
10/8/2009	Marquette Tribune	"Student Health aims to administer more flu shots"	SHS/Carolyn Smith	H1N1/Seasonal flu vaccination	Positive
10/15/2009	Marquette Tribune	"Options offered for students with H1N1"	SHS/Carolyn Smith	MU response to students with H1N1	Neutral
10/15/2009	Marquette Tribune	"ARTiculation"	SHS	MU services extended to MIAD students	Neutral
10/20/2009	Marquette Tribune	"When danger calls"	SHS	University response to campus crises	Positive
11/3/2009	Marquette Tribune	Events Calendar	SHS	Seasonal Flu Clinics	Neutral
11/24/2009	Marquette Tribune	"More universities filter out smoking across campuses"	CHEAP/Becky Michelsen	Campus smoking policies	Positive
December-09	Marquette Journal	"Fighting to fit the mold"	SHS/CHEAP/Love Your Body Week	Body image of male students	Positive
12/3/2009	Marquette Tribune	"Checking in with Student Health"	SHS/CHEAP/SHAB/Carolyn Smith/Becky Michelsen	Overview of clinical services	Neutral
12/8/2009	Marquette Tribune	"Recent clinic doles out H1N1 vaccines"	SHS/ Carolyn Smith	H1N1 flu vaccination clinics	Positive
1/26/2010	Marquette Tribune	"Latest tuition hike pushes costs past \$30,000"	SHS	SHS fee not increasing	Neutral
1/26/2010	Marquette Tribune	"MUSG to follow through"	SHS	space	Negative
2/11/2010	Marquette Tribune	"MU, MIAD plan to expand cooperative programs"	SHS	MU services extended to MIAD students	Neutral
2/23/2010	Marquette Tribune	"Recreational Sports pumps out a bang for your buck"	Love Your Body Week	Physical fitness	Neutral
2/25/2010	Marquette Tribune	"University to receive wellness award"	CHEAP/Becky Michelsen	Employee wellness	Neutral
3/25/2010	Marquette Tribune	"Study: Catholic female students 'hook up' more"	SHS/ Robin Brown	Sexual health	Neutral

2009-10 Center for Health Education & Promotion/Student Health Service Ad Placements

Date	Publication	Advertised	Size	Costs
9/29/2009	Marquette Tribune	Student Health Flu Shot Clinics	2K x 5"	\$72.50
11/17/2009	Marquette Tribune	Great American Smokeout	2K x 5"	\$72.50
12/1/2009	Marquette Tribune	World AIDS Day	2K x 5"	\$72.50
12/10/2009	Marquette Tribune	Stress-free Zone	2K x 5"	\$0.00 (free ad, VIP Plan)
4/14/2010	The Warrior	Student Health Service Summer Hours	Half Page	\$0.00 (paid for by DSA)
Total Cost:				\$217.50

Media Monitoring 2009-10

Media Portrayal of Student Health Service/Center for Health Education & Promotion



Center for Health Education and Promotion 2009-10 Google Analytics Summary

	Total	Average/Month
Visits (# of times people visited our website):	6,251	625
Unique Visitors (# of people who visited our website, factoring out repeat visitors):	2,821	282
Page Views (# of times pages on our website were viewed):	15,839	1,584
Avg. Pages/Visit (average number of pages people view in one visit to the website):	NA	2.59
Avg. Time on Site:	NA	1:39
Repeat Visits (% of people visiting the site, who have visited it before):	NA	64%
New Visits (% of people visiting the site, who've never visited it before):	NA	36%
Top Pages (most frequently viewed pages on the website):	NA	ARCHIVES EVENTS CALENDAR PEER HEALTH EDUCATION RESIDENCE LIFE HEALTH EDUCATION STAFF
Keywords (words that were entered into a search engine [google, marquette.edu, etc.] and resulted in a link to our website):	NA	"student health center" "health" "shoo the flu" "resident life" "health services"

TOP PAGES:

- The **EVENTS CALENDAR** was in the top 5 pages every month. Thus, it continues to be one of the best ways to advertise our events and programming.
- The **RESIDENCE LIFE** page was one of our top 5 pages every month, except for April, reflecting the success of programming targeted at Office of Residence Life (e.g., bulletin boards in a bag, *FYI: What's Up* programming suggestions, etc.)
- The only Wellness A-Z pages that were among our top 10 pages were **FITNESS** (July) and **ALCOHOL** (August).

KEY WORDS:

- "**Shoo the Flu**" or "**flu shot**" were one of the top 5 key word searchers that lead to the CHEAP website, from August 2009 to December 2009, reflecting our success at promoting the SHS flu shot clinics.

Healthy Eagle Statistics 2009-2010

SUBJECT	F'05	Sp'06	Su'06	F'06	S'07	Su'07	F'07	S'08	Su'08	F'08	S'09	Su '09	F'09	S'10
Appointment Needed	1	6	1	3	6	1	6	3	1	3	1	2		3
Referral for Community Health Services			1		4		6	2	1	1		2	1	3
Class Excuse Requirement (e.g. from professor)		1				1		2		1				
Health Fee			5		6	3	3	1	4	2		2	1	1
Services/Lab Work Offered (added sum '06)			3		9	4	6	8	1	2	4	6	6	2
Services/Lab Work Fees (added sum '06)			2		2	3		2	2	1	3			2
Insurance Information Request	3	2	4	2	7	17	8	3	8	6		10	1	4
Health History Form Request		6	5		3			1	3		1	3	1	3
Immunization/TB Requirements		1	4	1		8	3	2	6	3	1	2	1	1
Elective Vaccinations (e.g., flu, HPV, etc.)				1		2				2			7	1
Immunization Records		3	3	1		8	4	4		2	1	2		3
Care Specific		2	1	6	1		1	3	4	3	4	2	11	10
Prescription Information		1		1	2		2	2	1		1		1	1
Birth Control/Women's Care		2	1	1	1		5	1	1	2	1	3	2	2
Pregnancy (information/referral/actual)		1						1						1
Nutrition Counseling			1				2	1	1		2			2
Mental Health Concern (added fall '07)							2		1	1			1	
Smoking Cessation Information		1												
Travel Health (Added Sp '09)											3			
Class Project Information Request				2	1		2		1	1				
PHE Program Request/Newsflush Request											2			3
Job Position Inquiry (PHE, Front Desk)	3	2	3	1	2	1		1	1	1	1	2	1	2
Other	5	4	1	4	3	2	3	8	12	6	12	4	2	1
TOTAL INQUIRIES	12	32	35	23	47	50	53	45	48	37	37	40	36	49

2009-10 Tobacco Behavior Assessment Summary

TOBACCO HISTORY

Began Using Before MU	Age at First Use	Years of Use	Cig/Day	Cans/Wk
89% Yes 11% No	Mean: 15.7 Median: 15 Mode: 14	Mean: 4.2 yrs Median: 4.0 yrs Mode: 5.0 yrs	Mean: 6.0 cigs/day Median: 5.0 cigs/day Mode: 1.0 cigs/day	Mean: 0.2 cans/day Median: 0.2 cans/day Mode: NA

ENVIRONMENTAL TOBACCO EXPOSURE

Live w/ User?	ETS at Work?	Type of Work	Other Smokers	# Drinks/Wk	Alcohol Type
67% No 33% Yes	67% No 22% Yes	11% Bar 12% Not Applicable	89% Friends 33% Coworker 11% Significant Other 22% Family	Mean: 6.8 Median: 4 Mode: 1	33% Beer 11% Wine 33% NA 22% No response

QUITTING HISTORY

Quit in Past?	# Times Quit	Quit Duration	What Was Helpful for Quitting	Health Professional Help Quit?	Why They Started Again
89% Yes 11% No	Mean: 3.1 Median: 2.0 Mode: 2.0	Mean: 1.5 mo Median: 1.5 mo Mode: 1.0 mo	11% Support from Others 44% Self-motivation 33% Other	22% Yes 67% No	11% School 39% Stress 67% Other

MOTIVATION TO QUIT

Smoking Triggers	Concerns with Quitting	Wants to Quit	When Quit	Why Quit	Follow Up
22% Stress 67% Miscellaneous	25% stress 37.5% Relapse 25% None/NA	100% Yes	55% Immediately 22% Near Future 11% A Few Years	77% Health 33% Miscellaneous 11% NA	33% No 55% Yes (Email) 22% Yes (Phone)