



MARQUETTE
UNIVERSITY

CENTER FOR
HEALTH EDUCATION
AND PROMOTION

Center for Health Education & Promotion

End-of-Year REPORT 2008-2009

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.

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

Objectives

Accomplishments

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

- a) **Tobacco** Assessment/intake survey information @ SHS; Great American Smoke out; website information/resources; formation of MU Tobacco Coalition; WI Tobacco Meeting in Madison (Amy attended); FFS Training w/ALA (Amy 12/2/08, Becky 5/6/09); DAWGS Meeting update presentation; Upper Admin Meeting.

Attachment: Tobacco Assessment report

- b) **Alcohol** 21st Birthday cards (fall semester); E-Chug Promotion; website information/resources; BASICS Practitioner (AM-12 cases heard); participation in Schroeder All Hall Crawl; participation in St. Patrick's Day Alcohol Summit (planning & implementation); DSA interview panel (Alcohol Coordinator); Outside the Classroom Phone Consultation w/DSA.
- c) **Sexual Assault** Participation in HAVEN meetings; coordination of SVAW; HAVEN resource office; HAVEN phone line maintenance; WAM planning meetings; UW-Milwaukee SAAM Health Fair; website information/resources; VAW campus coalition proposal meetings (Amy); Gender Resource Center proposal meetings (Amy); HAVEN focus groups.
- d) **Physical Activity/Fitness** Programmatic collaboration with Rec Sports; website information/resources; Rec Sports Advisory

Board; LYBW programming; Senior PHE project brainstorming;

- e) **Women's Health/Men's Health** Breast & Testicular Cancer Awareness programming; Yogurt Lid collection; website information/resources, PINK Zone Health Fair, Think Pink Bra Drive (1st annual implementation).
- f) **Nutrition** Sodexo collaboration meetings; SHS dietitian referrals and services; website information/resources; Iron Chef MU; Law School lunch outreach programs; Sodexo Update Meetings (8-22-08,10-23-08,1-3-09).
- g) **Disordered Eating** LYBW; website information/resources; collaboration/support of "Freezin' for a Reason".
- h) **Stress Management/relaxation** Outreach programming; Stress Free Zones (December, May); interactive hand massage table at Pink Zone Health Fair; website information/resources.
- i) **HIV/AIDS** World AIDS Day programming; AIDS Awareness Week programming; Sex & Chocolate panel discussion (planning & implementation); website information/resources; HIV/AIDS Retreat (3 PHEs attended).
- 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: healthy sleep habits, tobacco, and physical fitness.
- k) **Sexual Health** website information/resources; DSA sexual health workgroup; Sex & Chocolate Panel; The BACCHUS Network General Assembly presentation (Amy) "Balancing Challenges and Opportunities: Addressing Sexual Health at Faith-based and Secular Institutions"; ACHA presentation (Amy) "Balancing the Challenges and opportunities for sexual health at Faith-based and Secular Institutions"; collaborative interview with researcher Kristin Anderson Bricker (Amy); DSA in-service attendance "Sexual Ethics".

	<p>l) General Health & Wellness “Wellness” website meeting; wellness committee re-vamp; DPS Cook off judging (Apples, Cookies, Chili); DPS wellness program resources; Women’s Leadership Conference presentation (Becky); Leadership Summit.</p> <p>m) Mental Health Active Minds Lunch; QPR Trainings; QPR grant review meetings; Active Minds collaboration discussion.</p>
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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.

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, University Ministry, DPS, academic departments or colleges, Graduate School, Dentistry and Law School, Sodexho 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/Staff Wellness Coordinator; ROTC; Office of Financial Aid; DSA Area Heads.
- 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 Sexual Health Workgroup; Benefit Information Day; Rec Sports Advisory Board; Alumni Reunion Weekend (Fun Run & Walk- morning exercise); Sample-the-City (planning, implementation); Athletics Women's Health Fair; Soup With Substances; LateNight MU; Women's Leadership Conference (planning committee, implementation); Leadership Summit; DPS Wellness Initiatives (planning); BEC Training (Amy); DSA interview panels; COA; DSA Leadership Group;

	<p>DSA Assessment Group; LateNight MU; AMU Event Planning Showcases; Leadership Foundations Work Group; OSHA Training; DSA Leadership Awards Selection Group; SHS Exec Retreat; SHS All-Staff Retreat; December Baccalaureate Mass; May Baccalaureate Mass; Dinner for Change.</p>
<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, Task Force on Family Violence, UWM, VNA, and Milwaukee County Tobacco Coalition.</p>	<p>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; WI Division of Public Health.</p> <p>d) Spring Break Blitz “continued” Partners: 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 Tatoo, VOICE, Rec Sports, and Affiliated Dermatologists.</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.

Standards of Practice for Health Promotion in Higher Education: STANDARD 4. Theory-Based Practice- Effective practice of health promotion in higher education requires professionals to understand and apply professionally recognized and tested theoretical approaches that address individual and community health.

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 Center for Health Education and Promotion/Student Health Service implemented the NCHA online. 2000 undergraduate students were in the random sample. 2009 data was not back at time of report.
- b) Fall 2006 marked the implementation of the new immunization policy for campus. The Center for Health Education and

	<p>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.</p> <p>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). Spring 2008 and Fall 2008, the Center for Health Education and Promotion also attended the “Assessment Working Seminar” (5/13/08, 11/21/08). 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. Currently work is ‘on hold’ due to alignment with the Employee Wellness Coordinator/model.</p> <p>e) The Sexual Health Workgroup continued work this year. The group (representing all DSA departments, including Campus Ministry), commenced and began to develop focus, initiatives, and a model. 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>b) Move toward using formalized, evidence-based and evidence-informed processes to gauge health education and health promotion initiatives.</p>	<p>g) 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.</p> <p>h) Alcohol Edu is the on-line population based prevention education tool that was administered (mandatory) to all of the</p>

incoming freshman class (Fall '06, Fall '07, Fall '08). CHE&P/SHS was a partner in implementation, mandating that all PHEs took the course, and assisting in PR around deadlines, etc.

- i) 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 served as an active practitioner. This academic year, Amy saw 12 BASICS cases this year. Becky and Stephanie (intern) will complete training this fall.

- j) 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 a 'gatekeeper' trainer. All of Health Ed has been trained (PHEs included). As a 'gatekeeper' trainer, Amy has completed 5 trainings for various groups this year.

- k) CPE (Certified Peer Educator) Training: All PHEs (Peer Health Educators) were certified this year 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.

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

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 & 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 Zeta Phi, Delta Sigma Theta, Alpha Phi, Alpha Xi Delta, Triangle, Sigma Kappa, Sigma Phi Epsilon, Pi Beta Phi, Alpha Chi), 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, Center for Community Service.
- b) **Awareness Weeks and large scale events:** Sexual Violence Awareness Week 2008: Steps Toward Change, 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.
- 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; HIV/AIDS Retreat.
- 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.

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.

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

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- CPE Certification Training, January- sexual health curriculum educators); The BACCHUS Network Area 4 Conference (April 2009); QPR Gatekeeper training; in-house training (on-going policies/procedures, outreach program update, outreach program practice); The BACCHUS Network General Assembly Conference attendance (2 PHE attend).
- b) **Awareness Weeks and large scale events (participation in planning committees and weeks' events):** Sexual Violence Awareness Week 2008: 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; Women's Leadership Conference; Leadership Summit; SAAC.

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.

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; BASICS Practitioner; Division of Student Affairs In-service attendance; Division of Student Affairs In-service committee; Division of Student Affairs COA rep; QPR gatekeeper; QPR trainer; Division of Student Affairs Diversity Advocate, Dinner for Change facilitator; ACHA Health Promotion Section Chair; The BACCHUS Network Area 4 consultant; Adjunct Lecturer Carroll (College) University (Consumerism in Health- Undergrad, Epidemiology- Grad); ACHA annual meeting attendance Orlando, FL; the BACCHUS Network General Assembly meeting attendance Columbus, OH; The BACCHUS Network Social Norms Conference San Francisco, CA; The BACCHUS Network Summer Meeting San Francisco; The BACCHUS Network Advisor Conference; The BACCHUS Network Area 4 annual meeting attendance University of Minnesota; Presider/Facilitator ACHA, the BACCHUS Network Area 4 Awards Selection Committee; NCAA CHOICES Alcohol Education Grant reviewer; "Outside the Classroom: Health, Safety and Socialization Issues Among our Students", presentation: Parent's Weekend; The BACCHUS Network General Assembly presentations: "Advisors College", "Balancing Challenges and Opportunities: Addressing Sexual Health at Faith-based and Secular Institutions", "Do What You Love and Love What You Do"; The BACCHUS Network Advisor Conference presentation: "Mapping Out Your Journey to Advisor Success", "Building and Sustaining Strong Peer Education Programs"; The BACCHUS Network Area 4 conference presentation: "2008 Certified Peer Educator Training Program"; various DSA interview panels; ACHA Annual Meeting presentation: "How to Hire the Best Health Promotion Staff", "Health Promotion Hot Topics: Parents as Partners"; OSHA Training; Sexual Harassment Training; Tobacco Coalition advisor; Vista Training; ; "Assessing and

Managing Threatening Behaviors” workshop attendance.

- b) **Jessica-** ‘Soup with Substance’ attendance, LAW School Conversation Series attendance; Division of Student Affairs In-services attendance; completed 2nd year of the College Student Personnel Master’s degree program; OSHA Training; Sexual Harassment Training; MANRESA in-service attendance; GROW Program Attendance (Passport Tour of Jesuit Residence, Passport Tour of the Marquette Neighborhood Health Center, Passport Tour of St. Joan of Arc Chapel, How to Get the Most Out of Your Health Care Visit, Planning Ahead: Retirement, Microsoft Office OneNote 2007, Microsoft Access-Level 1, Better Digital Photography); Vista Training; ; “Assessing and Managing Threatening Behaviors” workshop attendance; Midwest Service Leaders Conference attendance; “E-Marketing: Learn How to Best Utilize Axis TV” workshop attendance”.
- c) **Becky-** ALA Freedom from Smoking Cessation Training; meet & greet sessions with DSA, DPS, and Campus Ministry staff; Division of Student Affairs In-service attendance; QPR Gatekeeper; QPR Trainer; various DSA interview panels; OSHA Training; Sexual Harassment Training; LYBW advisor; SHAC advisor; SVAW 2009 co-advisor; Tobacco Coalition sub-committee advisor; MANRESA in-service attendance; HAVEN meeting participation; Vista Training; ; “Assessing and Managing Threatening Behaviors” workshop attendance.

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. b) 3 PHEs won Division of Student Affairs Leadership Awards in various categories (peer education, student governance). April 2009. c) The BACCHUS Network General Assembly 2008 award: Outstanding Peer Education Group. November 2008. d) The BACCHUS Network General Assembly 2008 award: Outstanding New Alumnus to April Kusper (previous Peer Health Educator). November 2008. e) The BACCHUS Network Area 4 Conference 2009 award: Outstanding Program- Great American Smoke out. November 2008. f) Jennifer Ciske (3rd year PHE) elected Area 4 SAC at the BACCHUS Network General Assembly. November 2008. g) Amy Melichar served as the American College Health Association Health Promotion Section Chair. h) Amy Melichar serves as the BACCHUS Network Area 4 Consultant.</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>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.

Objectives	Accomplishments
<p>a) Professional Development (both PHEs and professional staff)</p>	<p>a) Participation in Diversity Advocate sponsored events: Dinner for Change; MU INNERChange. Amy was a facilitator for both events. 1 PHE was the coordinator for MU INNERChange; 1 PHE attended MU INNERChange.</p> <p>b) ACHA Health Promotion solicited session: Creating a Blueprint for Change. Amy helped in the planning for the solicited session at the annual meeting. A framework was provided to aide us all in working toward more culturally sound health promotion work.</p> <p>c) 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.</p>
<p>d) Recruitment (both PHEs, SHAC, Graphic Artist, professional health education staff)</p>	<p>a) During the PHE recruitment process, Amy consulted with Pam Peters as well as the Office of International Education to broaden the net of the PHE pool for '09-'10.</p>
<p>e) Design health promotion initiatives that reflect diversity of students</p>	<p>a) Health Promotion initiatives were developed for Fall semester '08 with the Office of International Education (to include but not limited to: stress management/relaxation, nutrition/Farmer's Market trip, Preparing for Winter)</p>

OUTREACH PROGRAMMING '08-'09

Approx. Total educated: (14,533) (approx. # should actually be higher taking into account error in reporting, evals not collected, etc.)

Nutrition

10-28-08	15	Law School Lunch Outreach Program TB
10-29-08	15	Law School Lunch Outreach Program AM
3-3-09	200+	Spring Break Blitz Health Fair BM
3-27-09	150	Iron Chef MU AM, BM, PHE

Physical Health/Exercise

2-23-09	16	Society of Women Engineers
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Relaxation/Stress Management

10-6-08	10	Society of Women Engineers
10-7-08	3	YOGA @ Mashuda AM
10-9-08	10	Cobeen
11-10-08	6	Mashuda
12-4-08	12	Straz
12-8-08	50	Stress Free Zone AM, PHE
12-9-08	50	Stress Free Zone AM, PHE
12-10-08	50	Stress Free Zone AM, PHE
1-29-09	7	Abbotsford
2-2-09	10	DPS Student Safety Officer meeting
2-5-09	3	Abbotsford
2-15-09	200+	Women's Basketball Health Fair AM, BM, PHE
2-16-09	10	Straz
3-1-09	54	Alpha Xi Delta
4-7-09	8	Abbotsford
5-4-09	50	Stress Free Zone AM, BM, PHE
5-5-09	50	Stress Free Zone AM, PHE
5-6-09	50	Stress Free Zone AM, PHE

Relationships/HIV/AIDS/Sexual Health

1-5-09	7	RA Training AM
2-6-09, 2-7-09	30	HIV/AIDS Retreat PHE
2-8-09	100	Mr. Omega Man Contest
2-9-09	8	McCormick
2-10-09	12	McCormick

World AIDS Day Programming '08:

12-1-08	10	HIV Testing & Counseling
12-2-08	10	HIV Testing & Counseling
12-3-08	10	HIV Testing & Counseling
12-3-08	100	Keynote

AIDS Awareness Week '09:

4-20-09	75	Sex and Chocolate Panel Discussion AM
4-21-09	10	HIV Testing & Counseling
4-23-09	100	AIDS in the Milwaukee Community Panel

Self-Esteem/Body Image/Disordered Eating

LYBW 2009:

2-23-09, 2-24-09, 2-25-09, 2-26-09	130+	Information Tables
2-23-09	11	Self Defense Class
2-23-09	16	Zumba
2-24-09	13	Pilates & Yoga
2-26-09	3	"Mindfulness & Eating"
2-26-09	200+	Keynote
2-27-09	8	"Images of Women in Advertising and Beyond"

Women's Health/Men's Health

9-9-08	200+	KOTG JW
9-24-08	100	UWM Health Fair (Breast Health with KOMEN) AM
10-23-08	20	Sigma Lambda Gamma
11-23-08	41	Alpha Xi Delta
2-19-09	7	Cobeen
4-4-09	150	Women's Leadership Conference BM
4-28-09	25	Schroeder

ATODA

10-6-08	16	McCormick
10-27-08	30	McCormick
11-20-08	17	Carpenter Tower
11-20-08	200+	Great American Smokeout AM, PHE
12-5-08	10	Tobacco Coalition Meeting (Overview) AM, PHE
1-20-09	20	McCormick
2-09	75	Schroeder Hall Crawl
2-4-09	4	ALA/HED Tobacco Coalition lunch AM, PHE
2-14-09	30	Greek Leadership Conference AM, PHE
2-22-09	11	Sigma Phi Epsilon
2-27-09	10	Tobacco Coalition Meeting BM, PHE
3-17-09	50	St. Patrick's Day Alcohol Summit AM, BM
3-20-09	4	Tobacco Coalition Meeting BM, PHE
3-24-09	50	TRUE LIFE: I have felt the effects of substance abuse
4-3-09	4	Tobacco Coalition Meeting BM, PHE
4-24-09	8	Tobacco Coalition Meeting AM, BM, PHE
4-24-09	6	Upper Admin Meeting- Tobacco Coalition BM, PHE
4-27-09	25	DAWGS Meeting- Tobacco Coalition AM

BASICS cases

12 cases seen **AM**

Preparing for Winter

1-7-09 40 International Student Orientation **AM**

Sexual Assault/Sexual Violence Prevention

4-14-09 100 UWM SAAM Health Fair **AM, BM**
 4-17-09 50 WGST Spring Event **AM**

SVAW 2008:

9-16-08 50+ Soup w/Substance
 9-16-08 15 Self Defense Class
 9-16-08 75 True Life...I have been sexually assaulted
 9-17-08 75 Keynote
 9-15-08, 9-16-08, 9-17-08, 9-18-08 Information Tables 130+
 2-18-09 15 HAVEN Focus Groups **AM**
 4-7-09 15 HAVEN SAAM Event "Should Love Hurt" **BM**

General Health and Wellness

7-26-08 100+ Run/Walk the MU Mile **AM, JW**
 7-30-08 20 Rec Sports Retreat **AM, JW**
 8-14-08 30 DPS In-service **JW**
 8-20-08 50 Campus Health & Safety Seminar **AM**
 8-20-08 50 Campus Health & Safety Seminar **AM**
 8-21-08 30 DPS In-service **JW**
 8-22-08 10 Positive Healthy You **JW**
 8-23-08 1100 Health & Wellness Challenge (Health Ed, HAVEN) **JM, JW, PHE**
 1100 Health & Wellness Challenge (SHS) **KGB**
 9-4-08 1100+ Sample the City **AM, JW, JM, PHE**
 10-4-08 100 Health & Safety Seminar- Parents Weekend **AM**
 10-8-08 10 SHS Focus Group **AM, DM**
 10-9-08 10 SHS Focus Group **AM, DM**
 10-14-08 5 Physical Health & Wellness w/OIE **AM**

10-21-08	10	Rec Sports Advisory Board Meeting AM
10-27-08	500	Shoo the Flu
10-28-08	500	Shoo the Flu
11-15-08	75	Study Abroad Pre-Departure Meeting PHE
11-13-08	75	Study Abroad Pre-Departure Meeting PHE
3-3-09	200+	Spring Break Blitz AM, BM
3-31-09	25	Active Minds Lunch AM
4-2-09	40	Study Abroad Pre-Departure Meeting PHE
4-3-09	40	Study Abroad Pre-Departure Meeting BM
4-4-09	75	Study Abroad Pre-Departure Meeting BM, PHE
4-17-09	200+	Rock the Rec AM

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

6-08	2500	<u>PREVIEW 2008:</u> Walk 'n Talks HED, SHS Services Fairs HED, SHS Parent Lunch HED, SHS
7-23-08	4	New RHD Overview Meeting AM, JW
8-4-08	200	Sodexo Training AM
8-6-08	20	Program Calendar Meeting AM
8-12-08	50	RA Training Breakout session AM
8-14-08	120	RA Training Service Fair AM, JW
8-19-08	75	International Student Orientation AM CS
8-19-08	100	O Staff Training AM
8-20-08	500+	SHS information table- Orientation Check in
8-20-08	100	Cross Cultural Reception DM, AM
8-21-08	50	Law School Orientation Kenya
8-21-08	100	Dental School O KW
8-21-08	100	Grad School O CS
8-25-08	15	MUSG Program Board Meeting AM
8-26-08	100+	Law School Programs & Services Fair AM, JW
8-29-08	200+	O Fest PHE
9-11-08	50	Diversity Advocate Meet & Greet AM
9-14-08	200	Discovery Days/Open House AM, PHE
10-12-08	200	Discovery Days/Open House
1-7-09	20	Program Calendar Meeting AM
1-7-09	30	International Student Orientation AM CS
1-27-09	100+	Law School Health Fair AM, BM
1-28-09	100	Study Abroad Fair AM, BM
2-23-09	50	MU INNERChange Program AM, PHE
3-27-09	3	Preceptee Overview Meeting AM

QPR Training Groups

8-25-08	30	Carroll RAs AM
9-12-08	20	UWM PHAs, PHEs (2 new MU PHEs) AM
10-2-08	30	RA Class AM
1-29-09	9	Open Training AM
3-24-09	35	AMU Building Managers AM

Technical

4-5-08	10	The BACCHUS Network Area 4 Conference AM <i>"2008 Certified Peer Educator Training Program"</i>
6-4-08	100	ACHA Annual Meeting AM <i>"How to Hire the Best Health Promotion Staff"</i>
6-6-08	100	ACHA Annual Meeting AM <i>"Health Promotion Hot Topics: Parents as Partners"</i>
8-11-08	50	Coordinator Camp: Youth Advocacy for Tobacco Free Kids AM <i>"Building and Sustaining Strong Peer Education Programs"</i>
11-13-08	25	The BACCHUS Network GA (Advisors College) AM <i>"Mapping Out Your Journey to Advisor Success"</i>
11-14-08	50	The BACCHUS Network GA AM <i>"Do What You Love and Love What You Do!"</i>

11-15-08

75

The BACCHUS Network GA **AM**

“Balancing Challenges and Opportunities: Addressing Sexual Health at Faith-Based and Secular Institutions”

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 (2008-2009)
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"; 85.7% 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 (2008-2009)
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: 85.8% 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 (<i>not necessarily all CHE&P lead initiatives</i>): LateNight MU, Leadership Summit, Women's Leadership Conference (planning committee), Orientation, O-Fest (September), Health & Wellness Challenge, Stress Free Zones (December, May), awareness week & large event planning committees and participation (SVAW, BCAW, GAS, World AIDS Day, LYBW, NNM, AIDS Awareness Week, Spring Break Blitz, Schroeder All Hall Crawl), Study Abroad Pre-Departure Meetings (November, April), HIV/AIDS Retreat, SHS Focus Groups, MU INNERchange, Tobacco Coalition, and DSA interview panel (Alcohol Coordinator), HAVEN Focus Groups. • From full QA sheet report...For the 2008-2009 academic year, the PHE staff was recognized 86x as a "PHE", and 23x as the 'liaison' to a residence hall staff.

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: Jenny (Straz), Lindsey J. (McCormick), Kathleen (Cobeen), Matt (O'Donnell), Lindsey T. (Mashuda), Jenny (Abbotsford), Kelly (Schroeder), Colleen (Carpenter Tower), Colleen (Off Campus Housing), Lindsey T./Kathleen B. (MUSG). • See attached 'liaison' goals and objective' sheet for reference. <i>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.</i>

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=4.77); 'were the presenters well informed' (scale of 1-5=4.78) • From overall personal program evaluations for the academic year...82% of PHE indicated they were 'very' comfortable presenting the topic, 18.42% 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)... 52.27% of PHE ranked their overall knowledge a '5', 54.55% of PHE ranked communication skills a '5', 75% of PHE ranked rapport with the audience a '5', 69% of PHE ranked audience involvement a '5', 56.82% of PHE ranked overall organization of program a '5' and 54.76% of PHE ranked overall presentations at '4'. • From overall performance evaluations from the academic year...on scale of 1-5, 50% of PHEs ranked themselves as '4' in communication skills, 7.14% rank themselves as '4.5' in communication skills, 35.71% of PHEs ranked themselves as '5' in communication skills. • From overall performance evaluations for the academic year...on scale of 1-5,

	<p>46.15% of PHEs were ranked by Amy as a '5' in communication skills, 7% were ranked as '4.5' in communication skills, and 14.29% were ranked as '4' in communication skills.</p> <ul style="list-style-type: none"> Each PHE presented an average of 5.14 outreach programs this academic year. From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 47.62% of PHEs ranked each other as '5' in communication skills (ideas, thoughts and concerns are clearly communicated), 10.71% as '4.5', 40.48% as 4 and 4.76% as '3.5'. From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 62% of PHEs ranked each other as '5' in presentation skills (ability, accurate presentation, clear presentation, style, give feedback, listening skills), and 36% 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: 3 PHEs attend the BACCHUS Network Area 4 conference (April 2009); all new PHEs are QPR trained as 'gatekeepers' (September '08); PHEs attend Women's Leadership Conference, PHE/PHE/PA training retreat (September, January); CPE Certification (All PHEs are certified September '08); 3 PHEs attend The BACCHUS Network General Assembly; PHEs attend Leadership Summit; 3 PHEs attend HIV/AIDS Retreat. PHEs attend Sodexo update meeting to learn about new food options, etc.

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"> PHE elected MUSG VP, 2-PHEs serve on Orientation staff/GDL; 1 PHE- Global Medical Relief Honduras trip; 2 PHE joined SEAC; 1 PHE in Biomedical Science Association; 2 PHEs in COHSSC; 1 PHE volunteers at Aurora Sinai; 1 PHE inducted into NRHH; 1 PHE inducted into Eta Sigma Gamma; 3 PHEs received DSA Leadership Awards in various categories (Peer Education; Student Governance); 1 PHE served as a research assistant in biomedical sciences; 1 PHE elected as the BACCHUS Network SAC (Student Advisory Committee) for Area 4.

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 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. Spring 2009 was next implementation of the CORE survey (data not received yet). Depending on what point in the academic year we were in, utilization of Student Health Service continued to rise. <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th>Believability of each source of health information:</th> <th>Spring 2007 NCHA Data</th> <th>Spring NCHA reference Data</th> </tr> </thead> <tbody> <tr> <td>Peer Educators</td> <td>57.8%</td> <td>45.3%</td> </tr> </tbody> </table>	Believability of each source of health information:	Spring 2007 NCHA Data	Spring NCHA reference Data	Peer Educators	57.8%	45.3%
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, 100% of PHEs self report that this year's 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 (55%), cooperation as outstanding (75%) and overall contribution to the program as outstanding (57.5%).

Objective 10: Peer Health Educators volunteer in the community

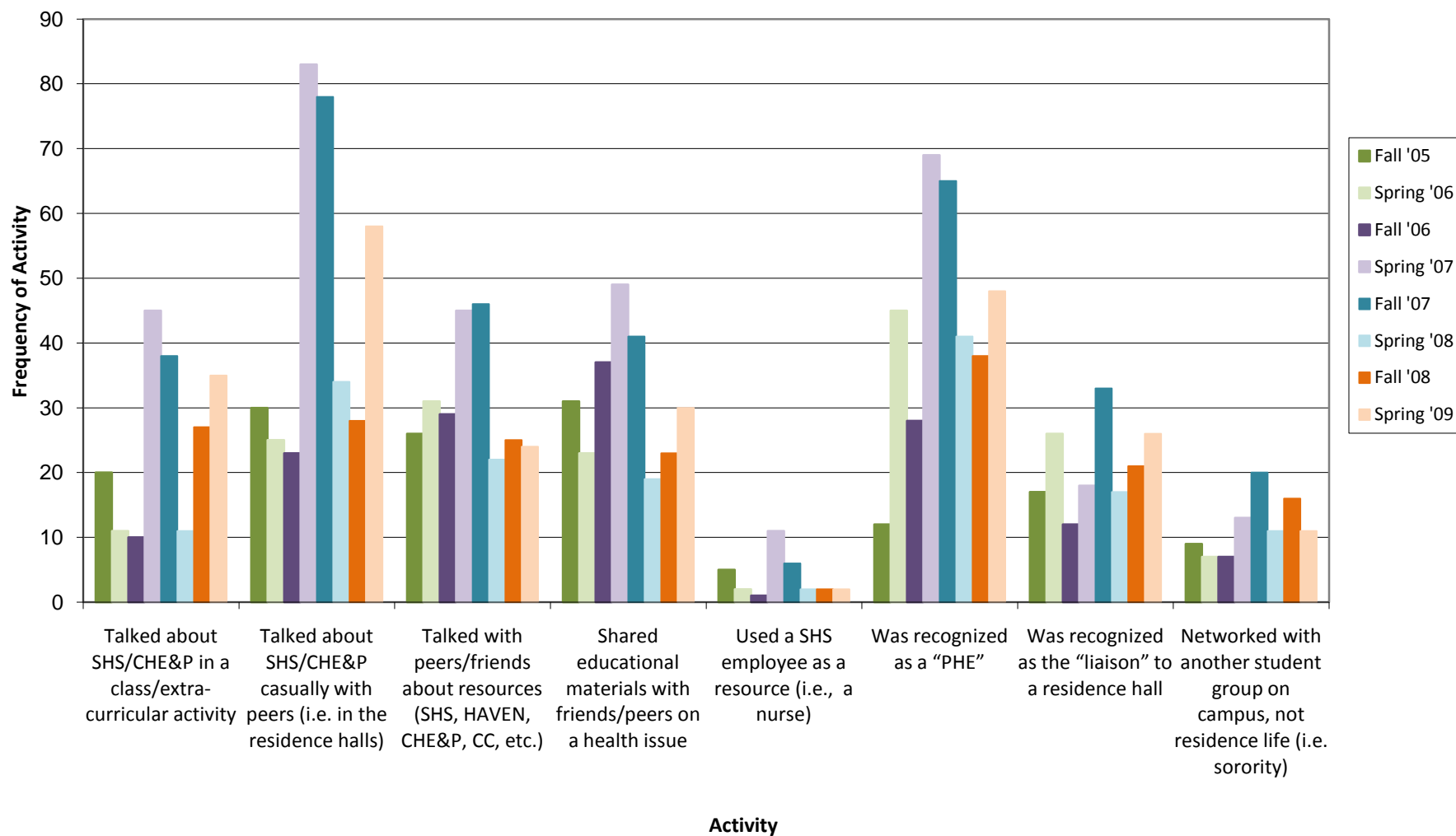
Defined as:	Expanding skills and knowledge (health, broadly defined)
Data source:	self report, performance evaluation
Accomplishment:	<ul style="list-style-type: none"> 1 PHE participated in Global Medical Relief Honduras Trip.

PEER HEALTH EDUCATOR '08-'09 ACTIVITY SUMMARY

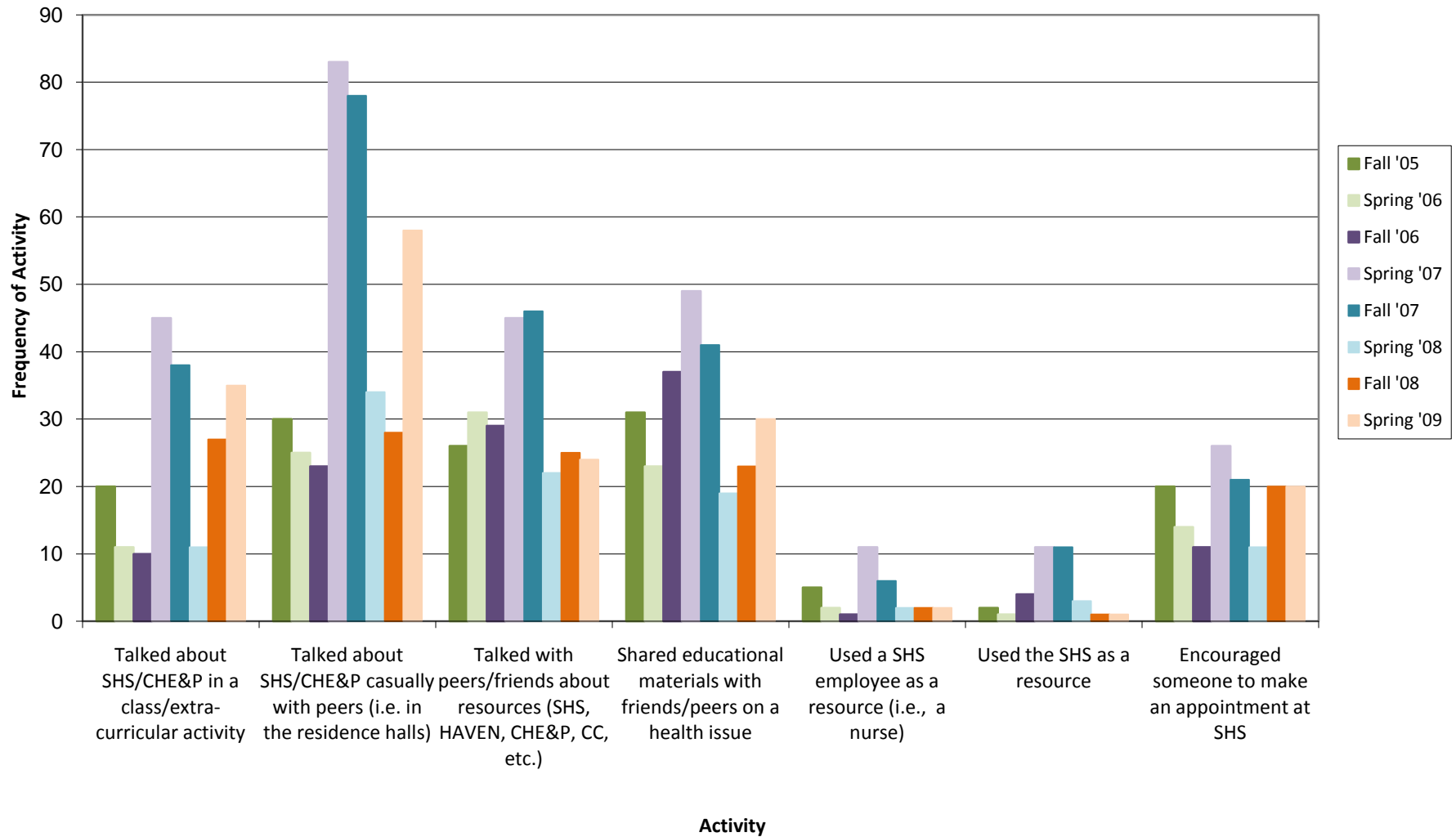
Using PHE skills to meet the needs of the campus community

	ACTIVITY	Fall '05	Spring '06	Fall '06	Spring '07	Fall '07	Spring '08	Fall '08	Spring '09
1	Did a reading or went to a film/speaker/event on a health issue (on campus)	18	15	30	22	29	18	10	16
2	Did a reading or went to a film/speaker/event on a health issue (off campus)	4	17	5	4	8	14	5	9
3	Wrote a paper/did a project for a class on a health issue	11	9	21	21	31	12	14	15
4	Gave a speech/presentation for a class on a health issue	3	6	4	13	10	6	4	3
5	Wrote a MU Tribune viewpoint on a health issue	1	2	0	1	0	0	0	1
6	Talked about SHS/CHE&P in a class/extra- curricular activity	20	11	10	45	38	11	27	35
7	Talked about SHS/CHE&P casually with peers (i.e. in the residence halls)	30	25	23	83	78	34	28	58
8	Talked about a health issue in a class/extra- curricular activity	23	20	19	58	57	42	31	27
9	Shared educational materials with friends/peers on a health issue	31	23	37	49	41	19	23	30
10	Talked to MU faculty/staff about a health issue	6	17	6	9	17	11	8	17
11	Used a SHS employee as a resource (i.e., a nurse)	5	2	1	11	6	2	2	2
12	Used the SHS director as a resource	1	1	0	4	3	0	1	1
13	Used the SHS as a resource	2	1	4	11	11	3	1	1
14	Used/visited SHS for a personal health issue	13	2	5	24	18	8	6	2
15	Used/visited an outside clinic/hospital for a personal health issue	3	1	1	8	7	6	3	1
16	Submitted a "comment, kudo, criticism" to the SHS comments box	0	0	0	1	0	0	0	1
17	Used SHAC/the PHE SHAC representative to voice a "Comment, kudo, criticism" about SHS	0	0	0	1	0	0	0	0
18	Talked with peers/friends about resources (SHS, HAVEN, CHE&P, CC, etc.)	26	31	29	45	46	22	25	24
19	Networked/used another peer education group as a resource (i.e. the UWM PHAs)	4	1	3	5	7	0	1	4
20	Networked/used the SHS listserv (or another) as a resource	0	1	3	1	1	0	0	0
21	Networked with another student group on campus, not residence life (i.e. sorority)	9	7	7	13	20	11	16	11
22	Received additional training to supplement my PHE work (i.e. CPR certification)	3	2	1	1	8	3	4	4
23	Encouraged someone to seek help	4	12	7	5	16	7	7	14
24	Encouraged someone to call HAVEN	1	0	0	2	0	0	0	0
25	Encouraged someone to make an appointment at SHS	20	14	11	26	21	11	20	20
26	Sought help for someone	0	2	1	0	9	1	4	6
27	Called 911 about an emergency	0	0	0	0	0	1	0	0
28	Called the police or public safety	2	0	2	11	3	0	4	1
29	Intervened when someone was too drunk to give consent and was being taken advantage of	0	1	1	0	3	2	2	2
30	Intervened in a potentially violent situation	1	0	1	0	1	2	4	4
31	Confronted a friend/peer regarding sexist or demeaning language	4	4	9	21	19	11	11	17
32	Stayed sober to drive/walk people home	8	11	8	15	12	13	11	16
33	Picked up a drunk friend and took him/her home	5	4	7	4	4	3	4	2
34	Provided other care for an intoxicated person	10	6	12	16	12	18	17	12
35	Confronted a friend/peer about alcohol use	4	8	3	9	9	7	3	8
36	Encouraged low risk drinking	15	14	17	40	47	20	25	24
37	Looked out for the safety of a friend/peer	14	9	14	19	32	11	13	28
38	Was recognized as a "PHE"	12	45	28	69	65	41	38	48
39	Was recognized as the "liaison" to a residence hall	17	26	12	18	33	17	21	26
40	Received and/or facilitated a comment (positive or negative) for NewsFlush	22	23	33	47	23	21	25	33
41	Confronted a friend/peer about tobacco use	14	9	20	24	31	12	20	14

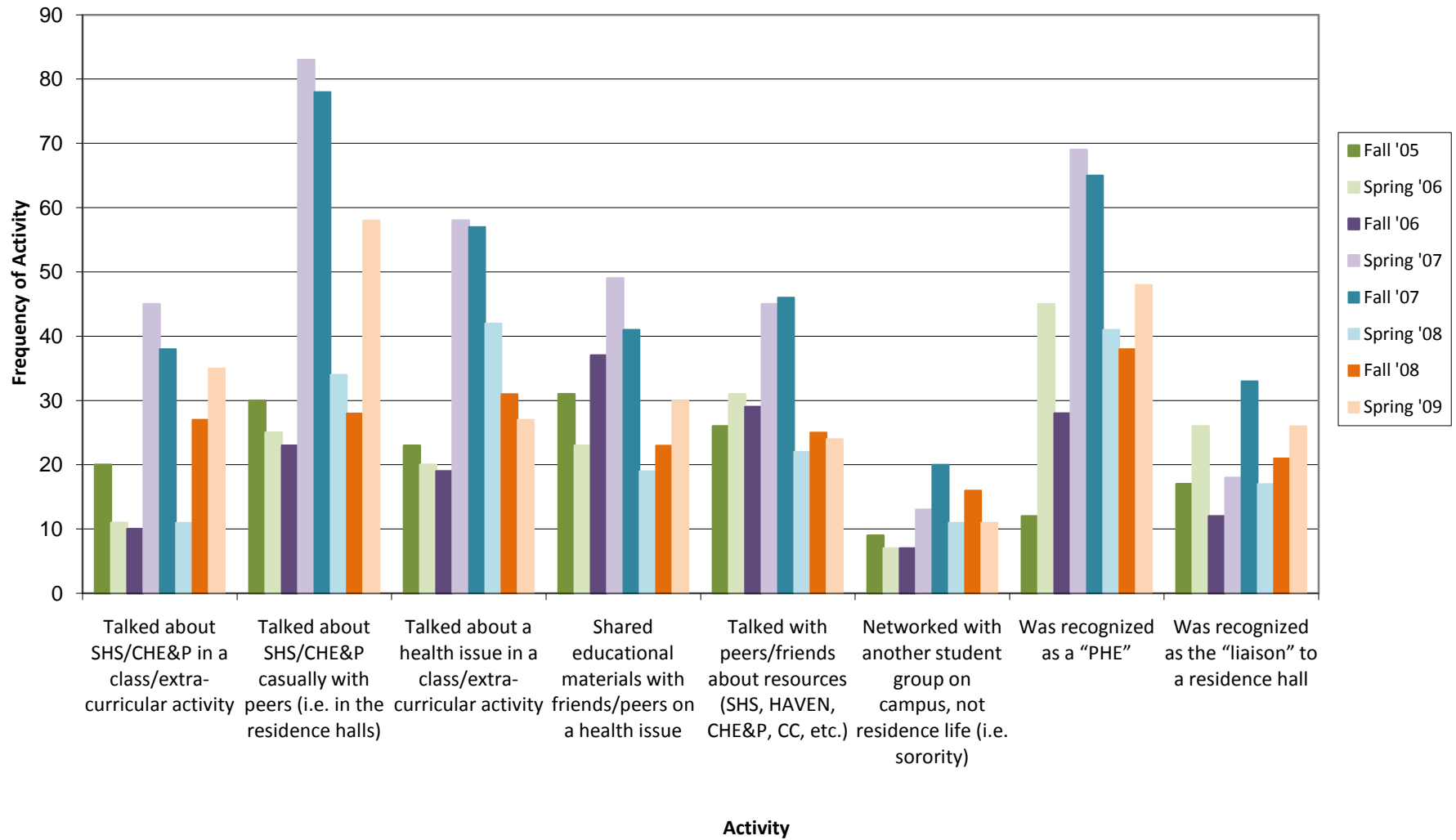
Peer Health Educator Activity Summary



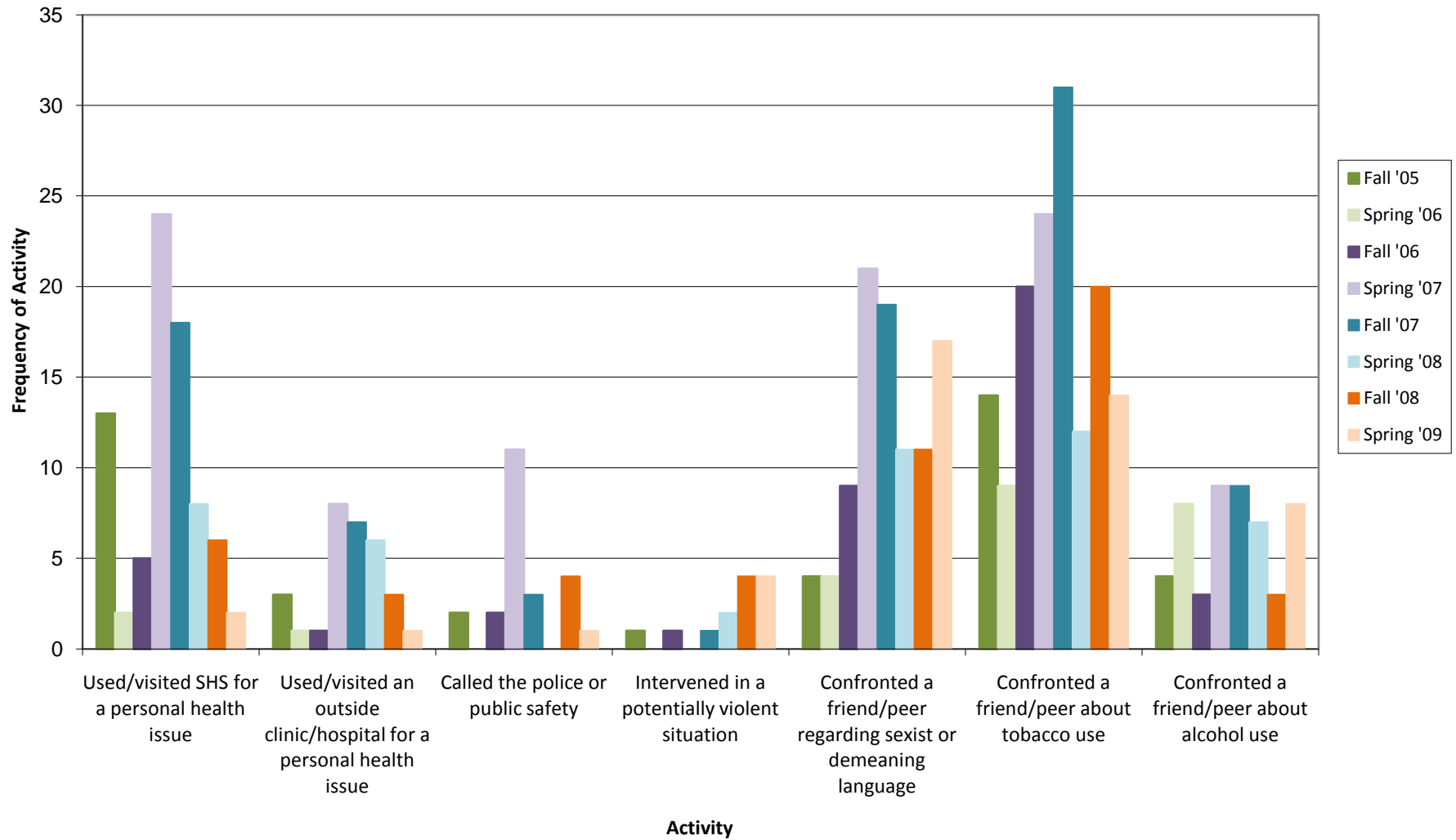
Peer Health Educators Promote the Student Health Service



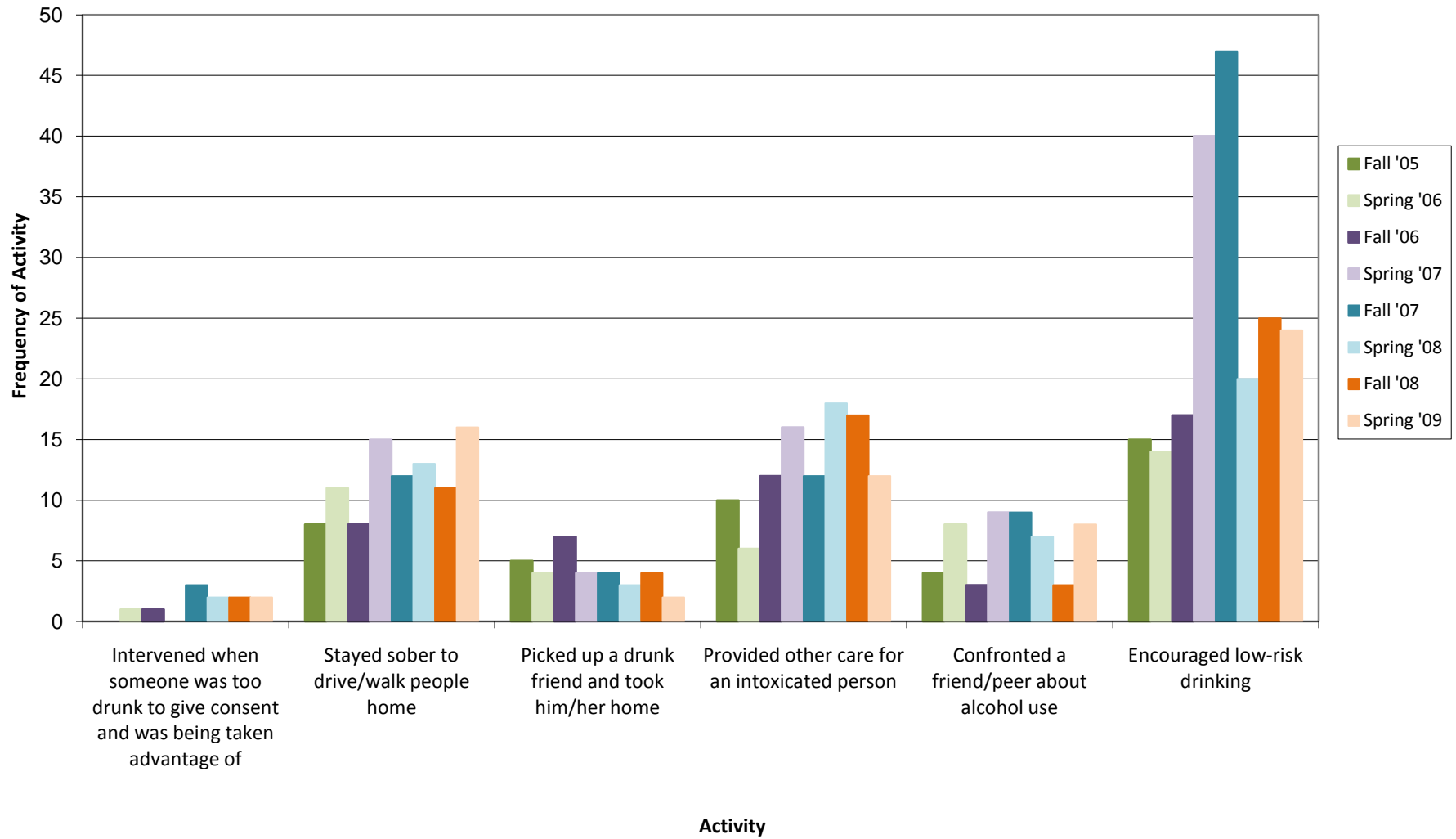
Peer Health Educators Serve as a Campus Resource



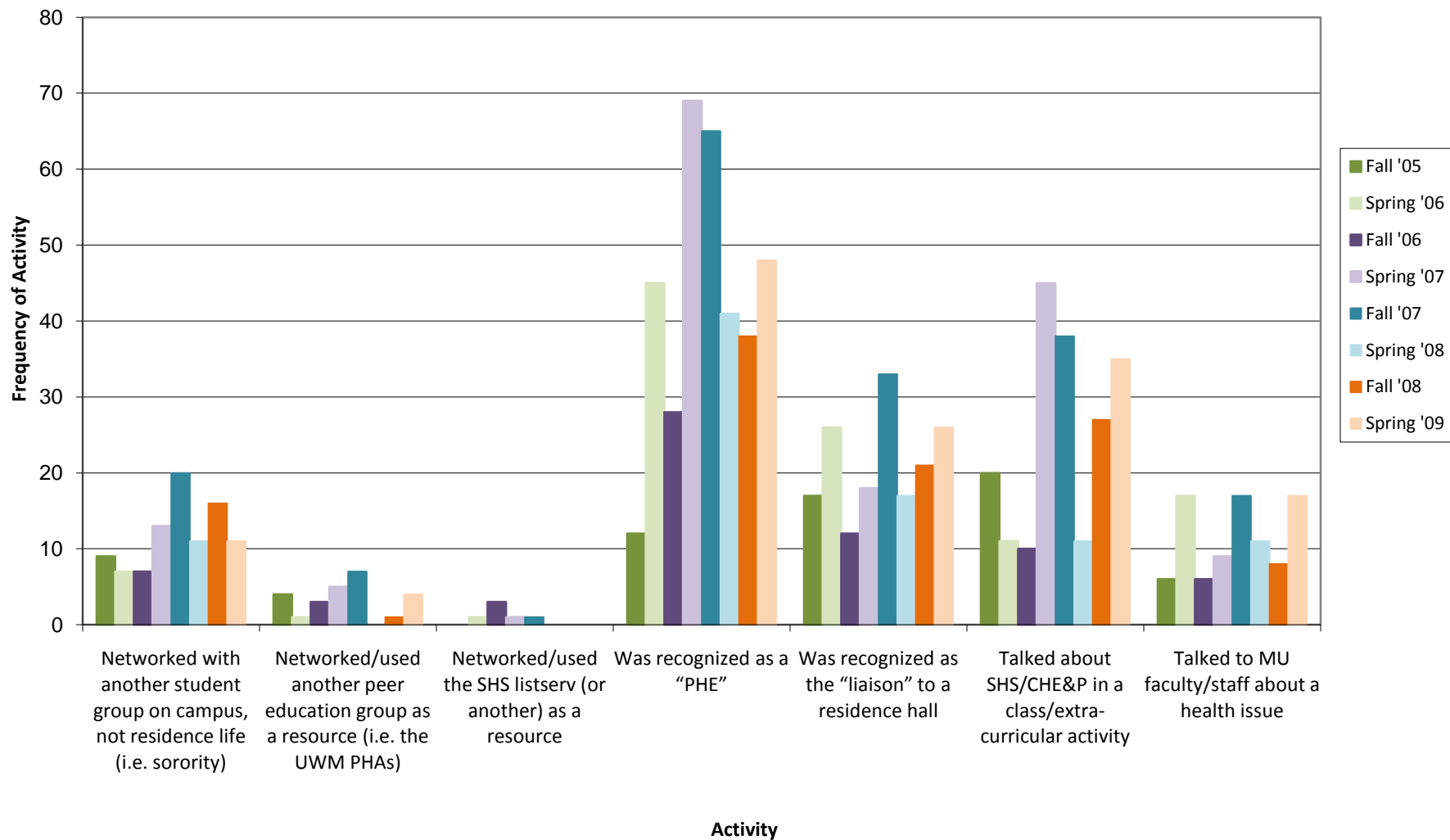
Peer Health Educators Model Healthy Behavior



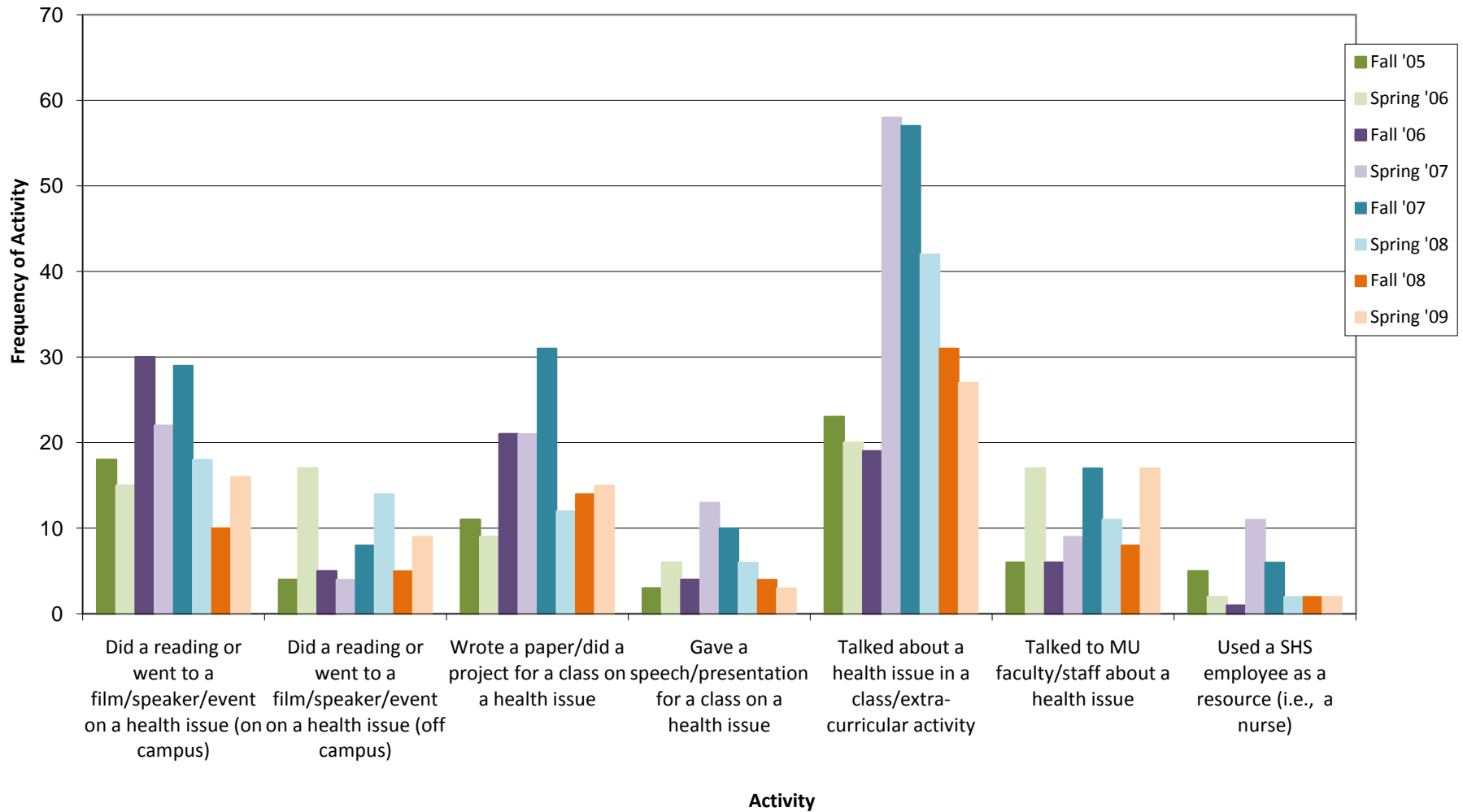
Peer Health Educators Model Healthy Alcohol Behavior



Peer Health Educators Network with Other Departments and Student Groups



Peer Health Educators Increase Their Own Awareness of Health Issues



Student Health Advisory Board
(formerly Student Health Advisory Council)

2008 – 2009 Year End Report

Due to staff turnover the Student Health Advisory Board (formerly Student Health Advisory Council) did not operate during the fall semester. Once staff was hired (spring 2009) it was determined that it was in the best interest of the Board to not resume until fall of 2009. This would give the new advisor time to review what the Board had done in the past and determine the best way to continue to move the Board forward. During spring 2009 the following accomplishments occurred:

- Review of Student Health Advisory Board history
- Met with the Director of Student Health Service to learn more about his vision for the Student Health Advisory Board
- Researched what other University's Student Health Advisory Councils/Boards were doing
- Adopted a new name: Student Health Advisory Board
- Adopted a new logo
- Revised the Student Health Advisory Board Constitution
- Revised & developed recruitment materials

Plans for 2009-2010

To have the Student Health Advisory Council to function as a true "advisory board" for Marquette University's Student Health Service. The Student Health Advisory Board will not be registered as a 'student organization' and will run and operate out of Student Health Service.

Purpose

The primary initiatives of the Board are to:

1. Provide a student voice in Student Health Service's operations;
2. Promote a positive and open channel of communication between the Student Health Service staff and the student body;
3. Contribute additional awareness of student issues to the administration of Student Health Service;
4. Promote awareness of services available through Student Health Service that ensure personal and academic success.

Responsibilities

Student Health Advisory Board responsibilities:

- Represent the needs, opinions, and ideas of particular groups within the University.
- Evaluate proposed budgets of Student Health Service and recommend an annual budget to the Director of Student Health Service.
- Recommend changes in services offered by Student Health Service, based on the best interest of the student body.
- Serve as liaison between the student body and Student Health Service.
- Actively participate in the publicity and marketing of Student Health Service.
- Assist in survey research of Student Health Service.

Membership

The benefit of transforming the Student Health Advisory Board into an 'advisory board' is that it will be able to pull representatives from the areas that Student Health Service desires input from. By having students appointed to the Student Health Advisory Board we will be able to pull from organizations that are well respected on campus, reflect the student body, and are stable, long standing groups. This will also allow Student Health Advisory Board to gain credibility on campus.

The Board will consist of no more than 15 student members; ten of which will be appointed by student organizations and five will be at-large members. The ten student organizations in which we hope to recruit from are:

1. MUSG
2. RHA
3. PHE
4. Interfraternity Council
5. Panhellenic Council
6. Commuter Student Association
7. International Education Representative
8. Student Athlete Advisory Council
9. Representative from an approved multicultural organization
10. Graduate Student Organization

Executive Board

The Executive Board will be voted on in the fall and will consist of:

- Co-Chairs
- Secretary
- PR/Marketing

Meetings

The Board will meet the first and third Tuesday of the month. All meetings will begin at 5:00pm and will last for about one hour.

Training

Additional training will be needed to educate Board members about Student Health Service. Training will be needed on:

- Student Health Service and the services it provides (Tour of clinic included)
- Student health fee and what it currently covers
- Health insurance and how it works in Student Health Service
- HIPAA & FERPA

After the initial training in the fall, each month one representative from the clinic will present at the board meeting to share more information about their area to continue to educate and update the board about the clinic so that the board is able to make informed decisions.

Important deadlines (i.e. budget proposals) will be noted ahead of time in order to ensure these items are on the meeting agendas to allow the Board members appropriate time to discuss with their respective groups.

Potential Topics of Discussion or Work:

- Clinic Policy Issues – include but are not limited to hours of operation, services offered at Student Health Service, protocols, etc.
- Fiscal Issues – include but are not limited to budget recommendations, health fee recommendations, insurance carrier recommendations
- Customer Satisfaction – issues include but are not limited to collection and discussion of customer comments and concerns
- Marketing of Student Health Service
- One member from the Board will also sit on the Marquette Tobacco Coalition as a Student Health Advisory Board Representative.

2008-09 Tobacco Behavior Assessment Summary

TOBACCO HISTORY

Began Using Before MU	Age at First Use	Years of Use	Cig/Day	Cans/Wk
58% Yes 17% No 25% NA	Mean: 16 Median: 16 Mode: 17	Mean: 3.5 yrs Median: 4.0 yrs Mode: 4.0 yrs	Mean: 6.8 cigs/day Median: 7.0 cigs/day Mode: 10.0 cigs/day	Mean: 0.8 cans/day Median: 0.8 cans/day Mode: NA

ENVIRONMENTAL TOBACCO EXPOSURE

Live w/ User?	ETS at Work?	Type of Work	Other Smokers	# Drinks/Wk	Alcohol Type
83% No 17% Yes	58% No 42% Yes	67% Not Applicable 8% Bar 8% Hotel 8% Mechanic Shop 8% Lumber Yard	100% Friends 42% Coworker 25% Significant Other 8% Family	Mean: 6.8 drinks Median: 5.0 drinks Mode: 4.0 drinks	50% Beer 33% Liquor 42% NA


QUITTING HISTORY

Quit in Past?	# Times Quit	Quit Duration	What Was Helpful for Quitting	Health Professional Help Quit?	Why They Started Again
83% Yes 17% No	Mean: 2.7 Median: 2.0 Mode: 1.0	Mean: 5.4 mo Median: 2.0 mo Mode: 1.0 mo	25% Support from Others 17% Exercise 8% Smoke-free Environments 8% Self-motivation 42% Other	0% Yes 83% No 17% NA	33% Environment/Social 8% Significant Other 8% Stress 8% Habit 42% Unknown/NA

MOTIVATION TO QUIT

Smoking Triggers	Concerns with Quitting	Wants to Quit	When Quit	Why Quit	Follow Up
25% Stress 25% Alcohol 17% Coffee 17% Driving 16 % Miscellaneous	17% Failure 17% Cravings/Difficulty 8% Relapse 8% Chest Pain 50% None/NA	83% Yes 17% No	42% Immediately 17% Before Graduation 8% Near Future 8% A Few Years 25% Not Specified	50% Health 8% Family 8% Socially Smoking Isn't Bad 33% NA	58% No 33% Yes (Email) 8% Yes (Phone)

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"> • DSA: CHE&P/SHS was mentioned in both the 8/08 and 10/08 DSA newsletters. • ROOMERS (Residence Life): February (LYBW), October (Shoo the Flu) • 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' was featured as an article in the fall issue. • NewsFlush© - 8 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.
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. <div style="text-align: center;">  <p style="text-align: center;">Center for Health Education and Promotion Student Health Service</p> </div>
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

<p>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.</p>
<p>OFEST</p> <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.
<p>Orientation, RA Training, etc.</p> <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.
<p>Campus Ministry Bulletin</p> <ul style="list-style-type: none"> • Student Health Service has continued to partner with Campus Ministry to run an ad for our services.
<p>MU Parent Guide</p> <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.

2008-09 Center for Health Education & Promotion/Student Health Service Media Monitoring

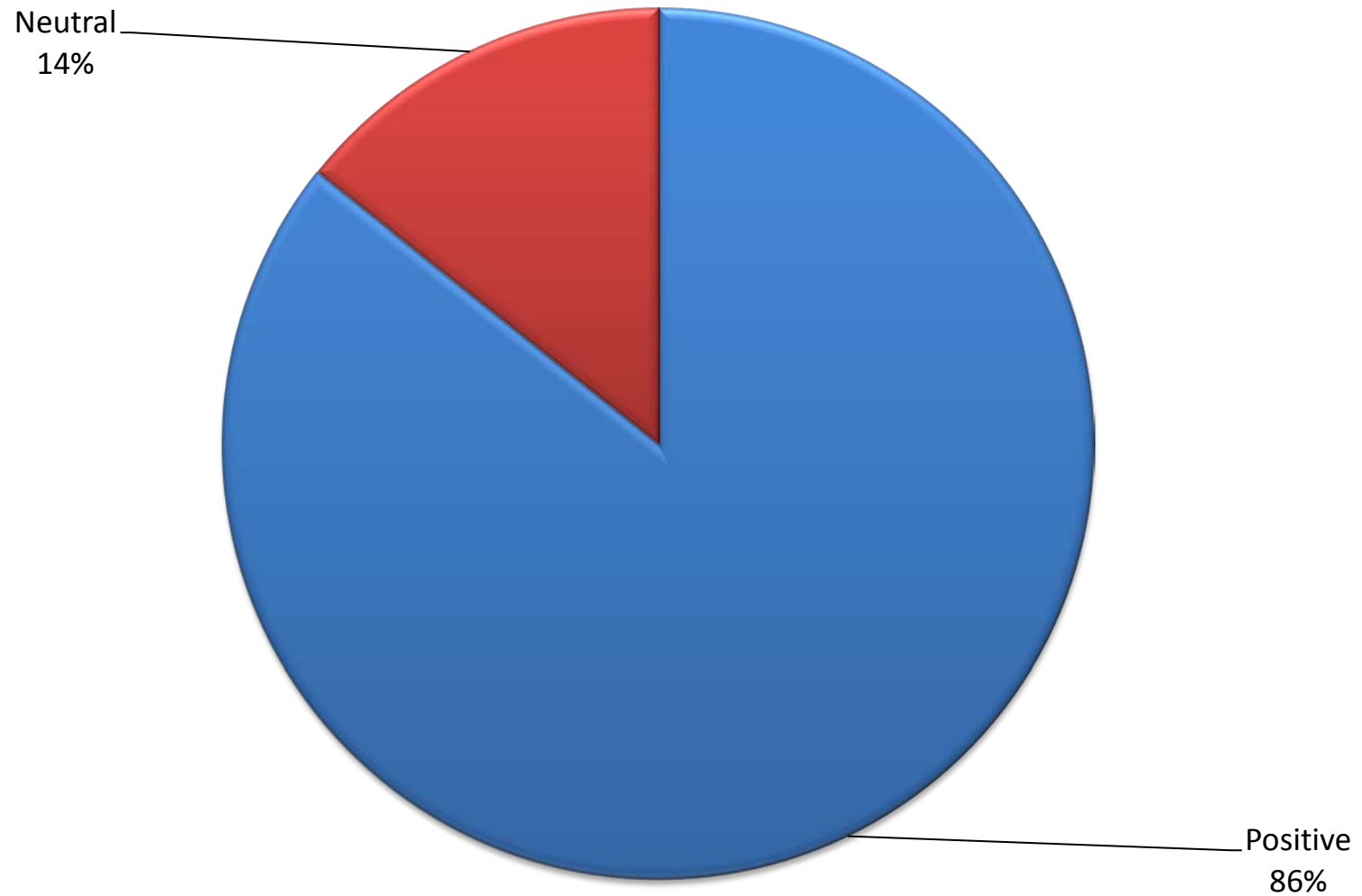
Date	Publication	Article	Person/Program/Dept Cited	Topic	Pos/Neg
9/11/08	<i>Marquette Tribune</i>	"Komen on the Go promotes health education"	CHEAP, Amy Melichar	Breast cancer awareness	Positive
9/16/08	<i>Marquette Tribune</i>	"Sexual Violence Awareness Week offers insight"	CHEAP, Amy Melichar	Sexual violence	Positive
9/16/08	<i>Marquette Tribune</i>	"Reproductive health program saves state \$487 million"	SHS	Sexual health	Neutral
9/16/08	<i>Marquette Tribune</i>	"College smoking declines"	CHEAP/SHS, Julie Weissbuch	Tobacco use/smoke-free MU	Neutral
9/18/08	<i>Marquette Tribune</i>	"Sexual violence is everyone's problem" (Staff Editorial)	SVAW	Sexual violence	Positive
10/7/08	<i>Marquette Tribune</i>	"More sleep leads to better grades"	CHEAP, Amy Melichar	Healthy sleep behavior	Positive
11/18/08	<i>Marquette Tribune</i>	"Flu shots offered on campus"	SHS, Amy Melichar	Flu shots	Positive
11/25/08	<i>Marquette Tribune</i>	"Hey Marquette, let's light up" (Column)	CHEAP, PHEs	Smoking bans	Positive
12/2/08	<i>Marquette Tribune</i>	"Breaking exam week stress"	CHEAP, SHS, SFZ, Amy Melichar	Managing stress during finals	Positive
12/2/08	<i>Marquette Tribune</i>	"Smoking distances cloudy"	CHEAP, PHEs, GASO, Amy Melichar, Kathleen Blaney	Smoking outside res halls	Positive
2/10/09	<i>Marquette Tribune</i>	"New Spin on beauty pageants"	CHEAP, Mr. Omega Man	Domestic violence	Positive
2/24/09	<i>Marquette Tribune</i>	"11 th annual Love Your Body Week begins"	CHEAP, LYBW, Becky Michelsen	Body image/eating disorders	Positive
3/31/09	<i>Marquette Tribune</i>	"Cooking up college cuisine"	Iron Chef MU, Barb Troy	Nutrition	Positive
Spring 2009	<i>Marquette Journal</i>	"Journeys: Ray and Kathleen"	PHEs, Kathleen Blaney	Campus involvement	Positive

2008-09 Center for Health Education & Promotion/Student Health Service Ad Placements

Date	Publication	Advertised	Size	Costs
8/25/08	<i>Marquette Tribune</i>	SHS Welcome Back Ad/SHS Hours and Services	2K x 10"	\$140.00
10/23/08	<i>Marquette Tribune</i>	Shoo the Flu	2K x 5"	\$70.00
11/18/08	<i>Marquette Tribune</i>	Great American Smokeout	2K x 5"	\$70.00
12/4/08	<i>Marquette Tribune</i>	Happy and safe holiday/SHS Winter Break hours	2K x 5"	\$0.00
2/1/09 – 1/24/10	<i>University Ministry Sunday Bulletin</i>	SHS hours in University Ministry Sunday bulletin (weekly)	1"	\$345.00
2/19/09	<i>Marquette Tribune</i>	Love Your Body Week	2K x 5"	\$70.00
2/26/09	<i>Marquette Tribune</i>	Spring Break Blitz	2K x 5"	\$70.00
4/16/09	<i>Marquette Tribune</i>	AIDS Awareness Week	2K x 5"	\$70.00
4/30/09	<i>Marquette Tribune</i>	Happy and safe summer/SHS summer hours	2K x 5"	\$0.00
			Total Cost:	\$835.00

Media Monitoring 2008-09

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



Center for Health Education and Promotion 2008-09 Google Analytics Summary

	Total	Average/Month
Visits	7,683	698
Unique Visitors	3,021	331
Page Views	18,539	1,685
Avg. Pages/Visit	NA	2.45
Avg. Time on Site	NA	1:23
Repeat Visits	NA	62%
New Visits	NA	38%
Top Pages	Fitness Homepage Res Life Events Calendar Peer Health Edu	NA
Keywords	"rec center" "rec plex" "student health center" "health" "shoo the flu"	NA

DEFINITIONS:

Visits: # of times people visited our website

Unique Visitors: # of people who visited our website, factoring out repeat visitors

Page Views: # of times pages on our website were viewed

Pages/Visit: average number of pages people view in one visit to the website

New Visits: % of people visiting the site each month, who've never visited it before

Top Pages: most frequently viewed pages on the website

Key Words: words that were entered into a search engine (google, marquette.edu, etc) and resulted in a link to our website

VISITS:

- **3,021** unique visitors came to our website a total of **7,683** times, from July 2008-May 2009.
- On average, our visitors view **2.45** pages while at our website.
- On average, our visitors spend **1 minute and 23 seconds** visiting our site.
- We averaged about **62%** repeat visitors each month.
- About **39%** of our visitors access the website from the Marquette network (i.e., are Marquette students and staff)
- **24%** of our visitors have been to our website 50 times, or more.

TOP PAGES:

- The **EVENTS CALENDAR** was in the top 5 pages every month, except March. Thus, it continues to be one of the best ways to advertise our events and programming.
- The **RES LIFE** page was one of our top 5 pages every month, except April, reflecting the success of programming targeted at ORL (e.g., bulletin boards in a bag, *FYI: What's Up* programming suggestions, etc.)

WELLNESS A-Z:

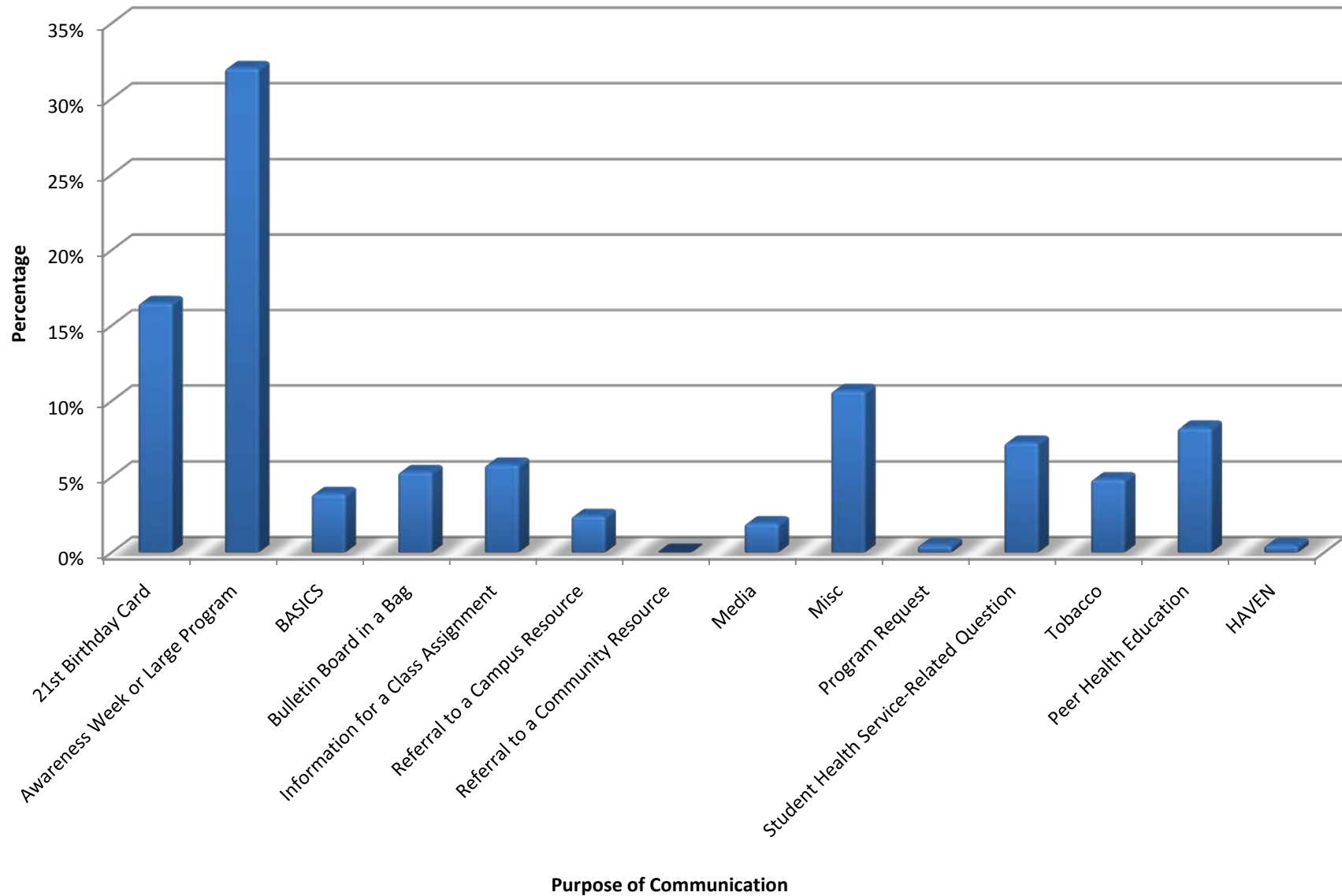
- The **FITNESS** page was one of our top 5 pages every month, and it was the most visited page 5/10 months.
- The only other Wellness A-Z pages that were among our top 10 pages were **WOMEN'S HEALTH** (July) and **ALCOHOL** (August).

2008-09 COMMUNICATIONS LOG

Purpose:	Sept	Oct	Nov	Dec	Feb	Mar	Apr	May	Total	Percentage
21st Birthday Card		11	9	13	1				34	17%
Awareness Week or Large Program		3		2	9	16	28	8	66	32%
BASICS	1				2	4	1		8	4%
Bulletin Board in a Bag		3	1		3	1	3		11	5%
Information for a Class Assignment		4	6		1			1	12	6%
Referral to a Campus Resource	1	1	1				2		5	2%
Referral to a Community Resource									0	0%
Media			2		1		1		4	2%
Misc			1		4	11	6		22	11%
Program Request		1							1	0%
Student Health Service-Related Question		1	1		3	2	3	5	15	7%
Tobacco						2	8		10	5%
Peer Health Education			1			1	15		17	8%
HAVEN						1			1	0%
Total:	2	24	22	15	24	38	67	14	206	100%

Method of Communication:	Sept	Oct	Nov	Dec	Feb	Mar	Apr	May	Total	Percentage
Walk-in	1	18	18	13	10	16	40	10	126	61%
Phone Call	1	8	5	2	14	22	24	4	80	39%
Total:	2	26	23	15	24	38	64	14	206	100%

2007-08 Communications Log Purpose of Communication



Healthy Eagle Statistics 2008-09

SUBJECT	F '04	Sp'05	Su'05	F'05	Sp'06	Su'06	F'06	S'07	Su'07	F'07	S'08	Su'08	F'08	S'09
Appointment Needed	2	9		1	6	1	3	6	1	6	3	1	3	1
Referral for Community Health Services	8					1		4		6	2	1	1	
Class Excuse Requirement (e.g. from professor)		1			1				1		2		1	
Health Fee		2	2			5		6	3	3	1	4	2	
Services/Lab Work Offered (added sum '06)						3		9	4	6	8	1	2	4
Services/Lab Work Fees (added sum '06)						2		2	3		2	2	1	3
Insurance Information Request	12	22	9	3	2	4	2	7	17	8	3	8	6	
Health History Form Request			2		6	5		3			1	3		1
Immunization/TB Requirements	3	7			1	4	1		8	3	2	6	3	1
Elective Vaccinations (e.g., flu, HPV, etc.)	5						1		2				2	
Immunization Records	2		1		3	3	1		8	4	4		2	1
Care Specific	14	9	3		2	1	6	1		1	3	4	3	4
Prescription Information					1		1	2		2	2	1		1
Birth Control/Women's Care	3	4			2	1	1	1		5	1	1	2	1
Pregnancy (information/referral/actual)		2			1						1			
Nutrition Counseling		1				1				2	1	1		2
Mental Health Concern (added fall '07)										2		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
Job Position Inquiry (PHE, Front Desk)	2	1	1	3	2	3	1	2	1		1	1	1	1
Other	5	7	3	5	4	1	4	3	2	3	8	12	6	12
TOTAL INQUIRIES	56	65	21	12	32	35	23	47	50	53	45	48	37	37