



MARQUETTE
UNIVERSITY

CENTER FOR
HEALTH EDUCATION
AND PROMOTION

Center for Health Education & Promotion

End-of-Year REPORT 2007-2008

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

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

Objectives

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

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

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

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

Objectives

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

Accomplishments

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

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

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

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

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

Objectives

Accomplishments

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

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

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

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

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

Objectives

Accomplishments

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

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

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

Objectives

Accomplishments

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

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

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

Objectives

Accomplishments

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

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

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

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

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

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

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

OUTREACH PROGRAMMING '07-'08

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

Nutrition

11-29-07	300	Nursing Health Fair AM, JW
2-5-08	22	Mashuda Dining Room
1-16-08	200	Law School Health and Wellness Day AM, JW, EF
3-02-08	250	ADAMM Auto Show EF
4-09-08	24	Grandview High School: Seeds of Health EF
4-17-08	400	Nursing Health Fair AM, JW, EF

Relaxation/Stress Management

11-29-07	300	Nursing Health Fair AM, JW
9-10-07	6	Delta Zi Phi
10-8-07	2	Straz Hall
9-27-07	10	Delta Sigma Theta
10-08-07	14	Cobeen
10-14-07	10	Straz Hall
10-28-07	45	Alpha Phi
11-18-07	22	Alpha Xi Delta
11-29-07	5	Mashuda
11-29-07	300	Nursing Health Fair AM, JW
2-16-08	300	Women's Basketball Health Fair AM, JW, EF
3-11-08	11	Apartments Council
4-14-08	11	Society of Women Engineers

Relationships/HIV/AIDS

11-18-07	7	Sigma Phi Epsilon
12-10-07	50	Stress Free Zone AM JW
12-11-07	50	Stress Free Zone AM JW
12-12-07	50	Stress Free Zone AM JW
4-16-08	23	Grandview High School: Seeds of Health EF
4-16-08	4	Stomp Out Stigma: Video talk-back EF
4-22-08	61	Sex and Chocolate Panel Discussion JW AM
5-05-08	50	Stress Free Zone EF
5-06-08	50	Stress Free Zone AM
5-07-08	50	Stress Free Zone JW

Self-Esteem/Body Image/Disordered Eating

2-18-08	8	McCormick
4-05-08	40	Women's Leadership Conference JW
4-13-08	10	Pi Beta Phi
2-24-08	225	Remove the Blindfold

Women's Health/Men's Health

10-15-07	20	Society of Engineers
10-23-07	6	McCormick
10-30-07	40	Carpenter Tower
10-09-07	14	Triangle
12-02-07	11	Sigma Phi Epsilon

ATODA

11-29-07	300	Nursing Health Fair AM, JW
4-17-08	400	Nursing Health Fair AM, JW, EF
9-29-07	26	Abbotsford
10-10-07	10	Mashuda
10-23-07	30	McCormick
10-24-07	50	TRUE LIFE: I have felt the effects of substance abuse
10-28-07	46	Sigma Kappa
2-28-08	75	Schroeder Hall Crawl
3-09-08	26	Sigma Kappa
3-10-08	250	Spring Break Blitz EF
8-31-07	300	Golf Cart
9-14-07	300	Golf Cart
9-21-07	300	Golf Cart
9-28-07	300	Golf Cart

BASICS cases

7	Amy
2	Julie

Preparing for Winter

1-9-08	30	International Student Orientation AM
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General Health and Wellness

11-02-07	80	Study Abroad Pre-Departure Meeting
11-03-07	80	Study Abroad Pre-Departure Meeting
9-15-07	40	Alumni Team Warm Up- Al's Run AM
8-25-07	1400+	Health & Wellness Challenge
8-24-07	10	Positive Healthy You AM
8-22-07	40	Campus Health & Safety Seminar
	50	Campus Health & Safety Seminar
2-16-08	400+	Women's Basketball Health Fair AM, JW, EF
7-28-07	134	Run/Walk the MU Mile AM
10-6-07	100	Health & Safety Seminar- Parents Weekend AM
2-26-08	25	GROW program AM
3-10-08	400	Spring Break Blitz AM, JW, EF

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

9-16-07	200	Discovery Days/Open House
10-14-07	200	Discovery Days/Open House
1-16-08	200+	Winter O-Fest SHAC JW
4-21-08	15	Greek Chapter E-boards JW
7-25-07	10	Program Calendar Meeting AM
9-20-07	10	Program Calendar Meeting AM
1-10-08	10	Program Calendar Meeting AM
4-24-08	10	Program Calendar Meeting AM
8-7-07	2	HED/SHS 101 new RHD candidate AM
8-13-07	120	RA Training Service Fair AM
8-15-07	3	HED/SHS 101 training with Res Life PAs AM
8-16-07	40	RA Training Breakout session AM

8-21-07	100	Law School Orientation Kenya
8-21-07	100	International Student Orientation AM CS
1-9-08	50	International Student Orientation AM CS
8-21-07	100	O Staff Training AM
8-22-07	200+	SHS information table- Orientation Check in
8-23-07	100	Dental School O AS
8-23-07	100	Grad School O CS
1-10-08	100	Grad School O CS
8-30-07	200+	O Fest PHE
10-12-07	3	Erin's Orientation AM
12-5-07	200	Dr. Meyer's Class AM
12-12-07	15	BOT meeting AM DM CS
	2500	PREVIEW 2007 Walk 'n Talks Services Fairs Parent Lunch
3-12-08	6	Sodexo Meeting
4-22-08	12	Sodexo Meeting
4-28-08	10	MUSG Program Board Meeting AM

National College Health Assessment

9-26-07	15	Area Heads Meeting AM CS
1-23-08	10	VOICES AM JW
2-05-08	15	College of Health Sciences Student Council AM JW
2-19-08	15	Biomedical Sciences Student Council AM JW
3-05-08	15	MUSG Program Board AM EF
4-09-08	3	SHAC AM JW

QPR Training Groups

1-17-08	3	Open Session AM
1-26-08	25	PHE/PHA/PE Training Retreat AM
2-21-08	4	Open Session AM
5-7-08	2	Open Session AM

Technical

11-8-07	25	Advisors College (BACCHUS Network General Assembly '07) AM
11-10-07	35	Recognition Program (The BACCHUS Network) AM
10-17-07	40	NCCHA AM
4-5-08	10	Mom Was Right (The BACCHUS Network Area 4 Conference) AM
4-5-08	10	Wanted: A Few Good Male Peer Educators (Area 4) AM
6-07 (exact date?)		Advisors Retreat- Peer Ed foundations program 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
Accomplishment:	<ul style="list-style-type: none"> • See attached full QA sheet report

Objective 2: Peer Health Educators model healthy behavior

Defined as:	Engaging in healthy behavior
Data source:	KABB (knowledge, attitudes, beliefs, behaviors) survey, QA sheet
Accomplishment:	<ul style="list-style-type: none"> • Due to time restraints, the KAB survey was not administered during the annual Fall PHE/PHA retreat. It will be repeated at the Fall 2008 retreat. • See attached full QA sheet graph

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 work group, 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, AIDS Awareness Week, Spring Break Blitz, Remove the Blindfold, Schroeder All Hall Crawl, Study Abroad Pre-Departure Meetings (November, April), PREVIEW, 6 Pack. • From full QA sheet report....For the 2007-2008 academic year, the PHE staff was recognized 106x as a "PHE", and 44x 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: (Straz, Lindsey Jacob (McCormick), Kathleen Blaney (Cobeen), Ellen Renfroe (O'Donnell), Jennifer Wheeler (Mashuda), Lindsey Jacob (Abbotsford), Kathleen Blaney (Schroeder), Lindsey Thome (Carpenter Tower) • In addition, liaison relationships were set up with the following groups: Kathleen Blaney (Off Campus Housing), Greek Life, Lindsey Thome/Kathleen Blaney (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 full 'PHE outreach programming report' • From outreach evaluations for the academic year..."Was the information presented clearly?" (scale of 1-5= 4.68); 'were the presenters well informed' (scale of 1-5= 4.69) • From overall personal program evaluations for the academic year...64.5% of PHE indicated they were 'very' comfortable presenting the topic, 35.5% 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)... 61.29% of PHE ranked their overall knowledge a '4', 48.39% of PHE ranked communication skills a '4', 70.97% of PHE ranked rapport with the audience a '5', 58.06 % of PHE ranked audience involvement a '5', 48.39% of PHE ranked overall organization of program a '4' and 41.94% of PHE ranked overall presentations at '4'. • From overall performance evaluations from the academic year...on scale of 1-5, 61.54% of PHEs ranked themselves as '4' in communication skills, 7.69% rank themselves as '4.5' in communication skills, 30.77% of PHEs ranked themselves as '5' in communication skills.

	<ul style="list-style-type: none"> From overall performance evaluations for the academic year...on scale of 1-5, 61.54% of PHEs were ranked by Amy as a '4' in communication skills, 23.08% were ranked as '4.5' in communication skills, and 15.38% were ranked as '5' in communication skills. Each PHE presented an average of 4.43 outreach programs this academic year. From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 36.67% of PHEs ranked each other as '5' in communication skills (ideas, thought and concerns are clearly communicated), 10% as '4.5', 50% as 4 and 6.66% as '3.5'. From overall PHE-PHE evaluations at the end of the academic year...on a scale of 1-5, 50% of PHEs ranked each other as '5' in presentation skills (ability, accurate presentation, clear presentation, style, give feedback, listening skills), 16.67% as '4.5', and 33.33% 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: 1 PHE attend the BACCHUS Network Area 4 conference (April 2008); all PHEs are QPR trained as 'gatekeepers' (January 2007; fall 2007); guest trainers (Sue Cooper- Public Safety- SA 101, Tracy Betz-SHS-Nutrition, Brenda Lenz- Counseling Center- AODA, Ann Schoper- SHS- general health issues); 4 PHE attend Women's Leadership Conference, PHE/PHE/PA training retreat (September, January)

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 for next school year, PHE serve on Orientation staff/GDL; 1 PHE- Global Medical Relief Honduras trip; 1 PHE serves at the NCCHA (North Central College Health Association) student rep for WI; 2 PHE joined SEAC; 1 PHE appointed as Resident Assistant; 1 PHE on Straz Hall Council; 1 PHE in Biomedical Science Association; 1 PHE volunteer at Aurora Sinai; 1 PHE inducted into NRHH; 1 PHE inducted into Beta Gamma Sigma; 2 PHEs received DSA Leadership Awards in various categories; 1 PHE joined Big Brothers, Big Sisters; 1 PHE studied abroad in Spain; 1 PHE completed BISC internship @ CHE&P fall '07; 1 PHE served as a research assistant in biomedical sciences.

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. Fall 2008 will be the next implementation of the CORE survey. Depending on what point in the academic year we were in, utilization of Student Health Service continued to rise.

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 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 (63.33%), cooperation as outstanding (66.67%) and overall contribution to the program as outstanding (76.67%).

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; 1 PHE volunteers at Aurora Sinai.

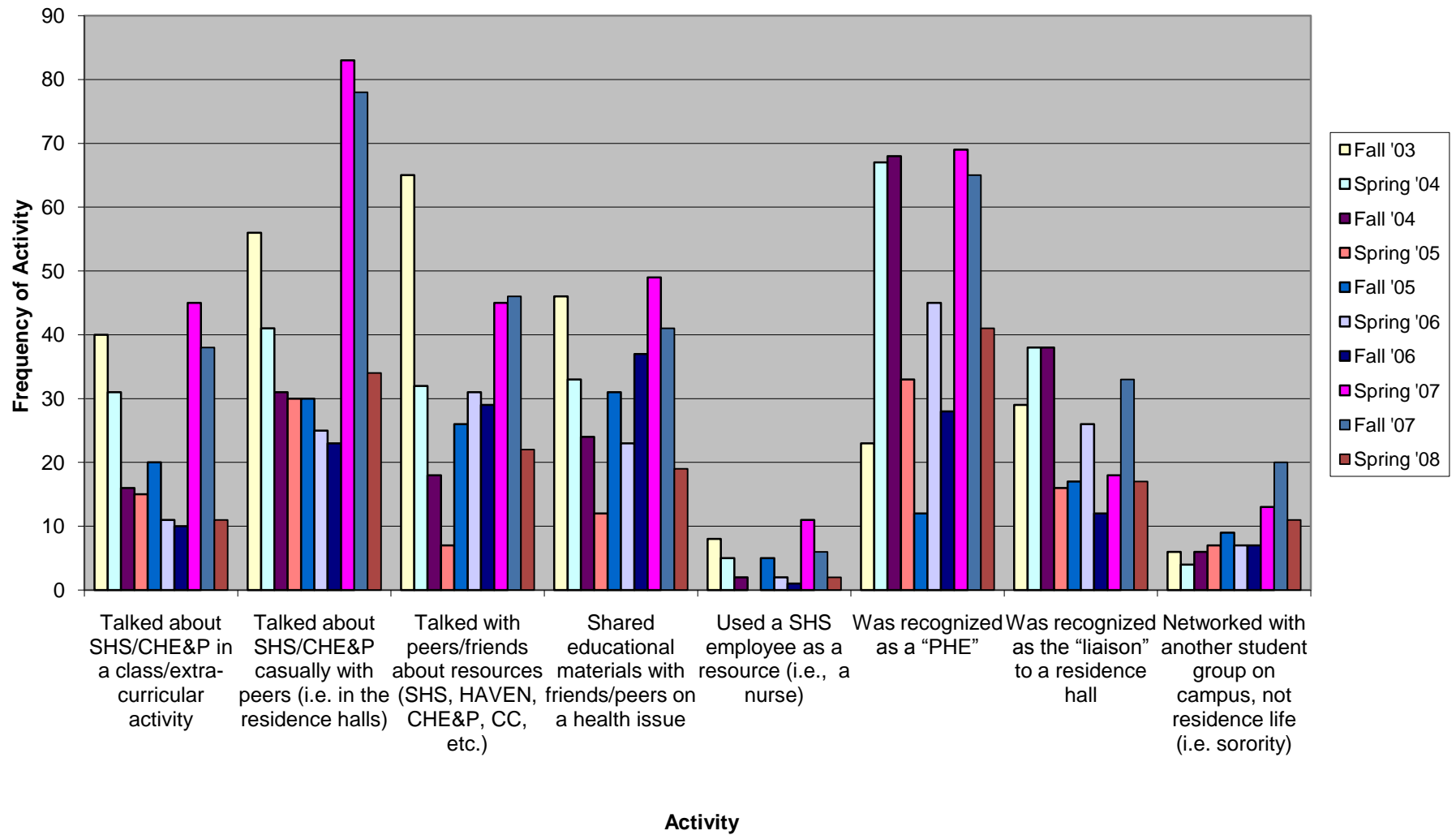
PEER HEALTH EDUCATOR '07-'08 ACTIVITY SUMMARY

Using PHE skills to meet the needs of the campus community

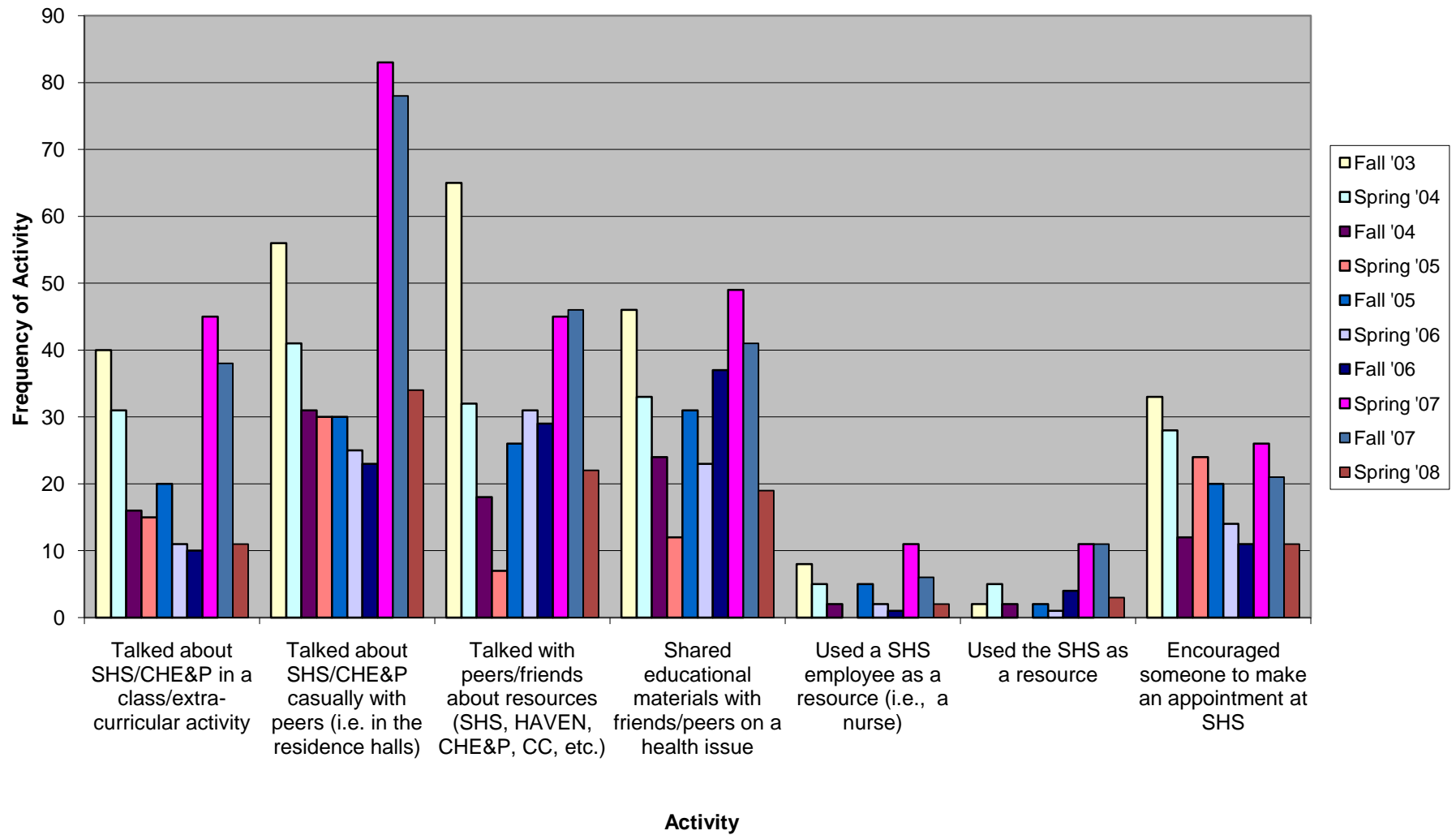
ACTIVITY	Fall '03	Spring '04	Fall '04	Spring '05	Fall '05	Spring '06	Fall '06	Spring '07	Fall '07	Spring '08
1 Did a reading or went to a film/speaker/event on a health issue (on campus)	20	15	18	12	18	15	30	22	29	18
2 Did a reading or went to a film/speaker/event on a health issue (off campus)	13	5	5	1	4	17	5	4	8	14
3 Wrote a paper/did a project for a class on a health issue	16	12	18	15	11	9	21	21	31	12
4 Gave a speech/presentation for a class on a health issue	5	0	8	6	3	6	4	13	10	6
5 Wrote a MU Tribune viewpoint on a health issue	NA	NA	0	0	1	2	0	1	0	0
6 Talked about SHS/CHE&P in a class/extra- curricular activity	40	31	16	15	20	11	10	45	38	11
7 Talked about SHS/CHE&P casually with peers (i.e. in the residence halls)	56	41	31	30	30	25	23	83	78	34
8 Talked about a health issue in a class/extra- curricular activity	54	33	40	30	23	20	19	58	57	42
9 Shared educational materials with friends/peers on a health issue	46	33	24	12	31	23	37	49	41	19
10 Talked to MU faculty/staff about a health issue	20	12	16	6	6	17	6	9	17	11
11 Used a SHS employee as a resource (i.e., a nurse)	8	5	2	0	5	2	1	11	6	2
12 Used the SHS director as a resource	0	1	2	0	1	1	0	4	3	0
13 Used the SHS as a resource	2	5	2	0	2	1	4	11	11	3
14 Used/visited SHS for a personal health issue	5	4	12	4	13	2	5	24	18	8
15 Used/visited an outside clinic/hospital for a personal health issue	4	6	2	0	3	1	1	8	7	6
16 Submitted a "comment, kudo, criticism" to the SHS comments box	1	0	0	0	0	0	0	1	0	0
17 Used SHAC/the PHE SHAC representative to voice a "Comment, kudo, criticism" about SHS	0	0	0	0	0	0	0	1	0	0
18 Talked with peers/friends about resources (SHS, HAVEN, CHE&P, CC, etc.)	65	32	18	7	26	31	29	45	46	22
19 Networked/used another peer education group as a resource (i.e. the UWM PHAs)	5	11	2	1	4	1	3	5	7	0
20 Networked/used the SHS listserv (or another) as a resource	0	0	1	0	0	1	3	1	1	0
21 Networked with another student group on campus, not residence life (i.e. sorority)	6	4	6	7	9	7	7	13	20	11
22 Received additional training to supplement my PHE work (i.e. CPR certification)	4	0	0	1	3	2	1	1	8	3
23 Encouraged someone to seek help	26	14	9	4	4	12	7	5	16	7
24 Encouraged someone to call HAVEN	1	1	2	0	1	0	0	2	0	0
25 Encouraged someone to make an appointment at SHS	33	28	12	24	20	14	11	26	21	11
26 Sought help for someone	4	2	8	1	0	2	1	0	9	1
27 Called 911 about an emergency	0	0	1	0	0	0	0	0	0	1
28 Called the police or public safety	0	0	5	2	2	0	2	11	3	0
29 Intervened when someone was too drunk to give consent and was being taken advantage of	2	6	2	0	0	1	1	0	3	2
30 Intervened in a potentially violent situation	4	3	8	5	1	0	1	0	1	2
31 Confronted a friend/peer regarding sexist or demeaning language	8	11	10	2	4	4	9	21	19	11
32 Stayed sober to drive/walk people home	9	12	6	10	8	11	8	15	12	13
33 Picked up a drunk friend and took him/her home	2	7	5	2	5	4	7	4	4	3
34 Provided other care for an intoxicated person	9	13	14	14	10	6	12	16	12	18
35 Confronted a friend/peer about alcohol use	6	4	2	2	4	8	3	9	9	7
36 Encouraged low risk drinking	10	6	14	11	15	14	17	40	47	20
37 Looked out for the safety of a friend/peer	18	9	21	13	14	9	14	19	32	11
38 Was recognized as a "PHE"	23	67	68	33	12	45	28	69	65	41
39 Was recognized as the "liaison" to a residence hall	29	38	38	16	17	26	12	18	33	17
40 Received and/or facilitated a comment (positive or negative) for NewsFlush	14	44	21	16	22	23	33	47	23	21
41 Confronted a friend/peer about tobacco use	14	9	17	16	14	9	20	24	31	12

NA: question "Not Asked" that year

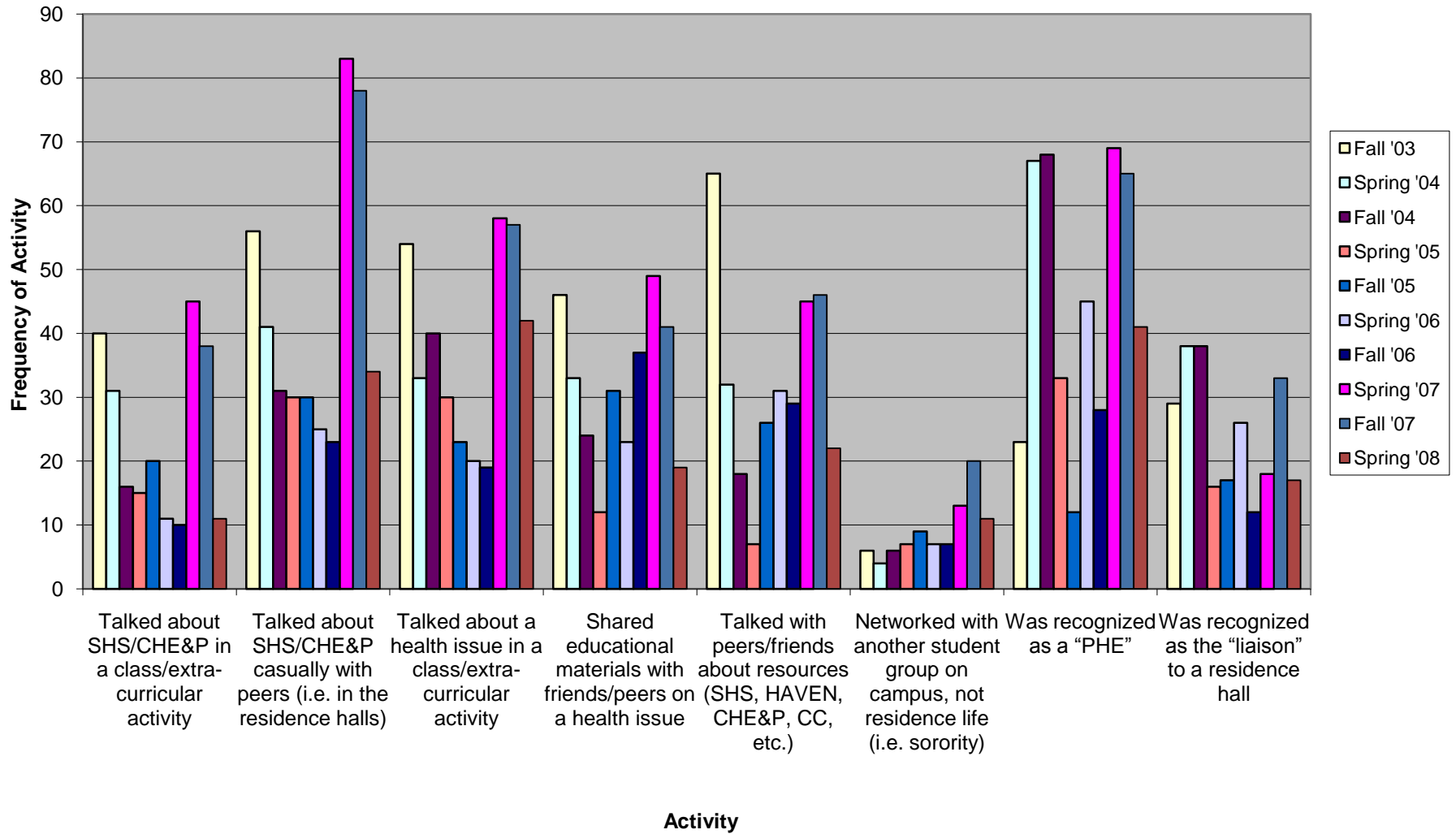
PHE Activity Summary



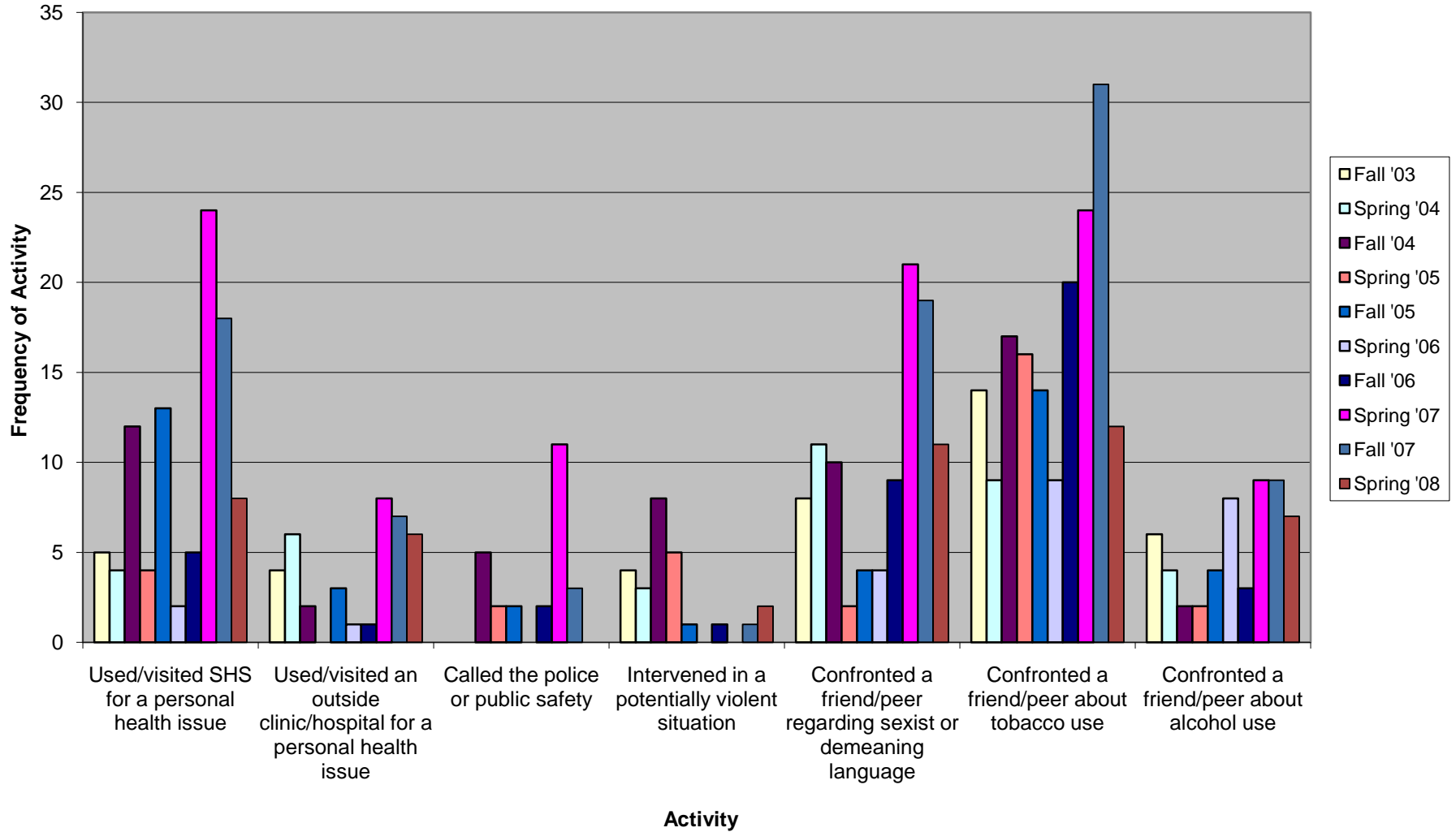
PHE Activity Summary - SHS



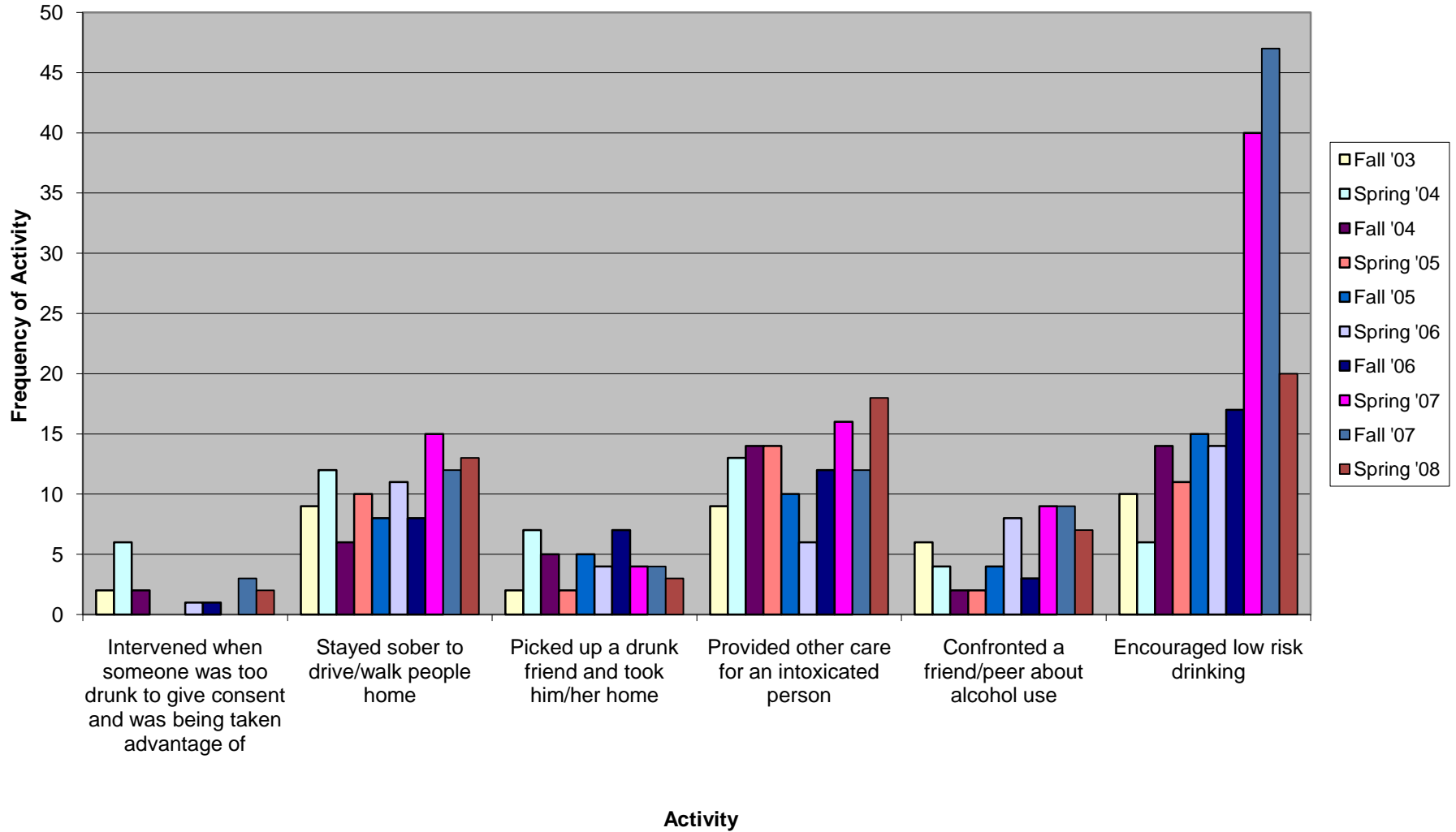
Peer Health Educators As A Campus Resource



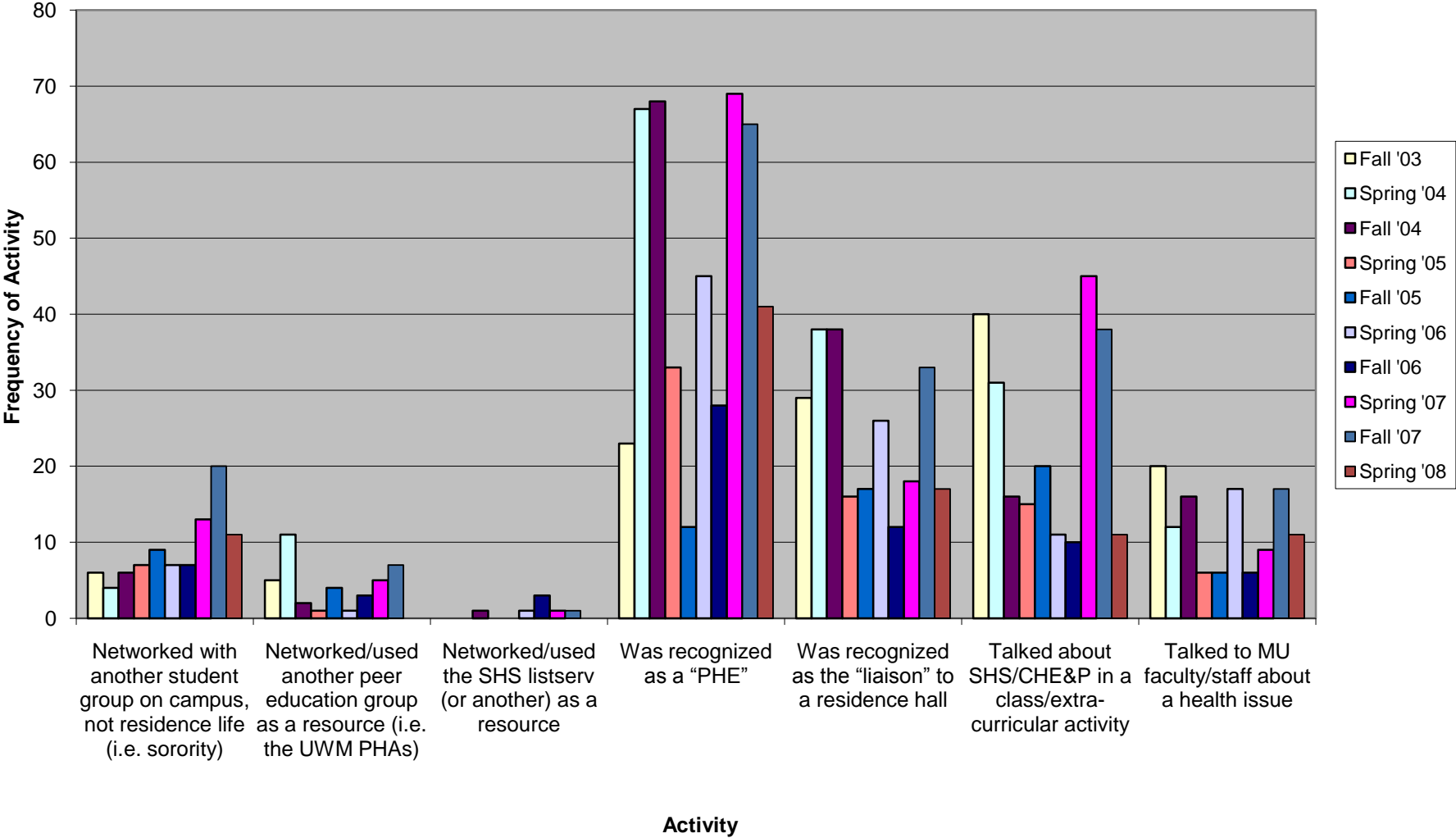
Peer Health Educators Model Healthy Behavior



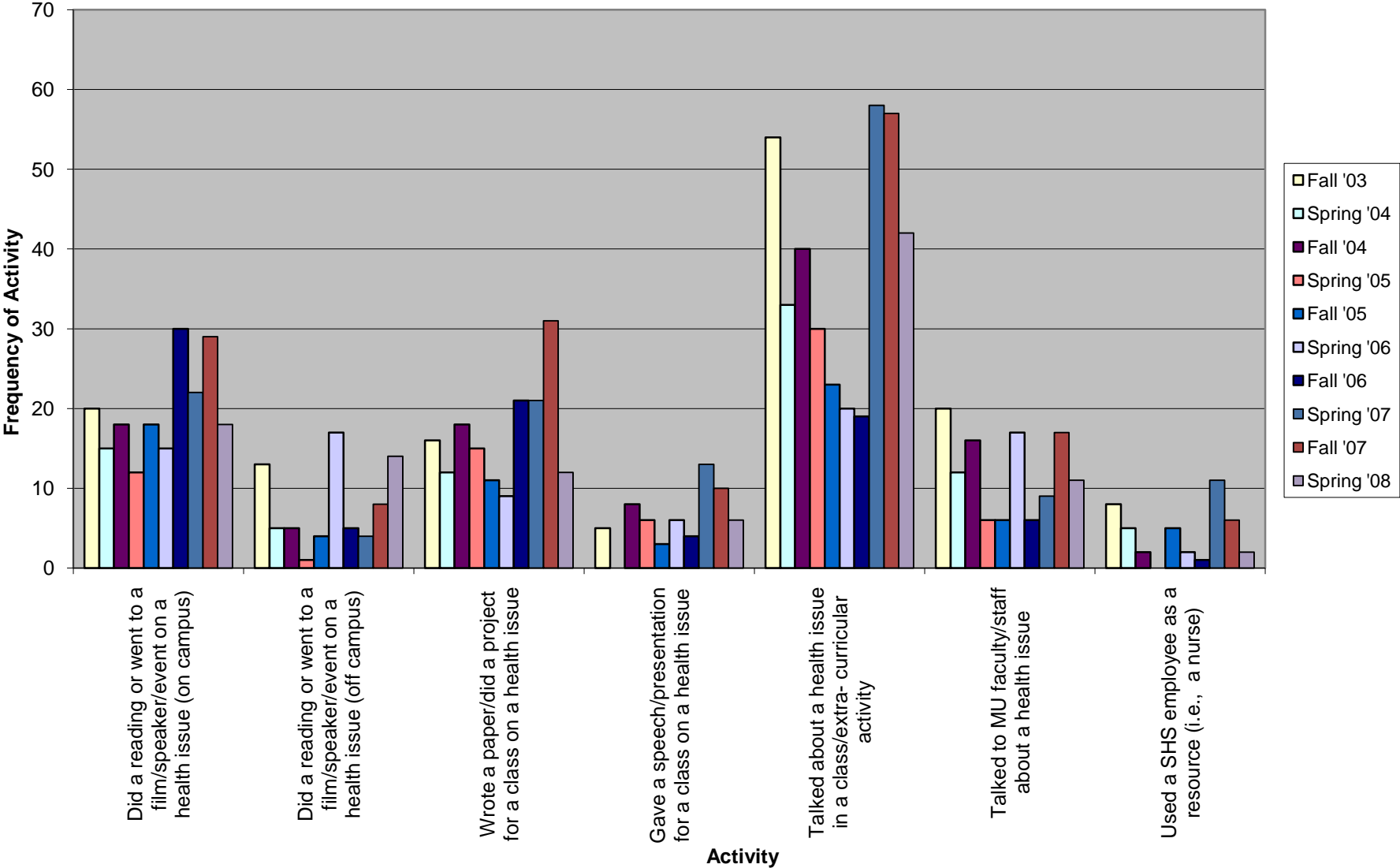
Peer Health Educators Model Healthy Alcohol Behavior



Peer Health Educators Network with Other Departments and Student Groups



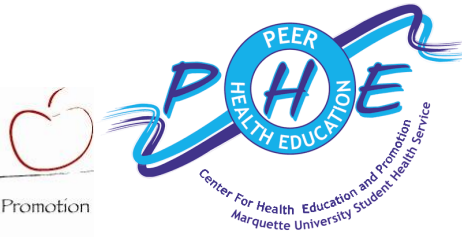
Peer Health Educators Increase Their Own Awareness of Health Issues



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. • 8/27/07 (SHS Welcome Back); 10/4/07 (BCAW); 10/25/07 (Shoo the Flu); 11/29/07 (World AIDS Day); 2/21/08 (LYBW); 3/6/08 (Spring Break Blitz) • See <i>'media monitoring' report</i> • See full <i>RESOURCE report</i>
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, HAVEN Conversation series, 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 initiatives, services, etc. were listed 19x in DSA newsletter issues this academic year. • ROOMERS (Residence Life)- February (Love Your Body Week), October (Shoo the Flu) • FYI (For Your Inspiration)- February (Amy featured as "Spotlight") • 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© - 7 NewsFlush© issues were distributed across campus this year with a distribution of 744. 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- 7 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, BAL cards (6-Pack) 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 became 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.

Center for Health Education and Promotion
Student Health Service



<p>STUDENT HEALTH SERVICE</p>
<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. • New this year...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.
<p>Bulletin Board in a BAG</p>
<ul style="list-style-type: none"> • New this year was the 'bulletin board in a bag' initiative. In the second semester, 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.
<p>OFEST</p>
<ul style="list-style-type: none"> • The Center for Health Education and promotion participated in annual Organization Fest in both September and January. 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>GROW Passport Tour- CHE&P</p>
<ul style="list-style-type: none"> • April 11 marked the second time that CHE&P was a GROW Passport Tour stop. Administrators from campus had an opportunity for a walk through of the Center, an opportunity to see the health resource area, PHE area, HAVEN Office, learn about great educational initiatives the Center is doing to improve the health of MU students, and learn how to get involved and support our efforts.
<p>Varsity Theater Marquis</p>
<ul style="list-style-type: none"> • In conjunction with LYBW 2007, the production of NORMAL was presented on campus. Promotion of the event resulted in date/time placement of the production on the marquis.

Center for Health Education & Promotion/Student Health Service 2007-08 Media Monitoring

Date	Publication	Article	Person/Dept Cited	Topic	Pos/Neg
8/27/07	<i>Marquette Tribune</i>	“Students at greater risk for meningitis”	Dana Mills, SHS pamphlet/website	Meningitis	Neutral
9/13/07	<i>Marquette Tribune</i>	“Colleges tell smokers to but out”	Dana Mills, SHS	Tobacco	Neutral
9/13/07	<i>Marquette Tribune</i>	“HPV vaccinations now available to female students on-campus”	Keli Wollmer, Vanessa Mann, SHS	HPV	Positive
9/18/07	<i>Marquette Tribune</i>	“Prayer vigil honors survivors”	Amy Melichar, Kathleen Blaney	SVAW	Positive
9/18/07	<i>Marquette Tribune</i>	“MU now ‘one more’” editorial	SHS	HPV Vaccination	Positive
10/16/07	<i>Marquette Tribune, Online</i>	“Know health risks in smoking hookah”	Julie Weissbuch, CHEAP	Hookah/Tobacco	Positive
10/11/07	<i>Marquette Tribune</i>	“E. coli spurs calls for legislation; 3 students ill”	Dana Mills, SHS	E. coli	Neutral
10/25/07	<i>Marquette Tribune</i>	“Pot pies cause salmonella outbreak”	Barb Troy	Salmonella	Neutral
11/8/07	<i>Marquette Tribune</i>	“Graduate School group aims for health care assistance”	SHS	Grad student health insurance	Negative
11/15/07	<i>Marquette Tribune, Online</i>	“After the whistle: finding her niche”	Carolyn Smith, SHS	Ultra-marathons	Positive
12/4/07	<i>Marquette Tribune</i>	“Study finds obesity rate is leveling off”	Barb Troy	Obesity	Neutral
2/7/08	<i>Marquette Tribune</i>	Viewpoint: “Student Health Service shouldn’t take a snow day”	SHS	Snow Day Closing	Negative
2/28/08	<i>Marquette Tribune</i>	“Wild listens to student input”	SHS	Sexual health	Negative
Feb 2008	<i>Marquette Journal</i>	“How to: live healthy”	Amy Melichar	General Health	Positive
3/25/08	<i>Marquette Tribune</i>	Viewpoint: “SHS care doesn’t match costs”	SHS	Grad student health care	Negative
4/3/08	<i>Marquette Tribune</i>	“Rotavirus and norovirus infect students”	Dana Mills, Amy Melichar	Viral infections	Neutral
4/17/08	<i>Marquette Tribune</i>	“AIDS Awareness Week brings local focus”	Amy Melichar, Kathleen Blaney	AIDS Awareness Week	Positive
4/17/08	<i>Marquette Tribune</i>	Viewpoint: “Week offers AIDS insight”	Kathleen Blaney	AIDS Awareness Week	Positive
Apr 2008	<i>Marquette Journal</i>	“How to: survive finals week”	Amy Melichar	Sleep	Positive
5/1/2008	<i>Marquette Tribune</i>	“Supplying birth control seen as against Catholic tradition”	SHS	Birth Control	Neutral

Center for Health Education & Promotion/Student Health Service 2007-08 Ad Placements

Date	Publication	Advertised	Size
8/27/07	<i>Marquette Tribune</i>	SHS Welcome Back Ad/SHS Hours and Services	2K x 5
10/4/07	<i>Marquette Tribune</i>	Breast Cancer Awareness Month	2K x 5
10/25/07	<i>Marquette Tribune</i>	Shoo the Flu	2K x 5
11/29/07	<i>Marquette Tribune</i>	World AIDS Day	2K x 5
2/3/08 – 1/25/09	<i>University Ministry Sunday Bulletin</i>	SHS hours in University Ministry Sunday bulletin (weekly)	1”
2/21/2008	<i>Marquette Tribune</i>	Love Your Body Week	2K x 5
3/6/2008	<i>Marquette Tribune</i>	Spring Break Blitz	2K x 5

Center for Health Education and Promotion's 2007-08 Google Analytics Summary

	August	September	October	November	December	January	February	March	April	May
Visits	577	622	925	681	458	731	797	740	734	323
Unique Visitors	283	295	398	300	254	341	387	370	322	182
Pageviews	1,361	2,163	2,086	1,791	1,110	2,081	1,672	1,494	1,738	689
Pages/Visit	2.36	3.48	2.26	2.63	2.42	2.85	2.10	2.02	2.37	2.13
Avg. Time on Site	3:50	2:11	1:24	2:36	1:50	1:43	1:20	1:00	1:28	1:04
New Visits	37%	39%	34%	36%	43%	37%	38%	40%	34%	44%
Top Pages	Homepage Parents Alcohol Health Edu Calendar Peer Events Res Life Staff	Homepage Events Calendar Peer Health Edu Res Life Wellness A-Z Staff Fitness	Shoo the Flu Events Calendar Fitness Homepage Cold & Flu Res Life Alcohol HPV	Homepage Fitness Events Calendar Wellness A-Z Res Life Peer Health Edu Cold & Flu Women's Health	Fitness Homepage Events Calendar Res Life Peer Health Edu Faculty & Staff Wellness A-Z Women's Health	Fitness Wellness A-Z Homepage Res Life Events Calendar Staff Peer Health Edu Women's Health	Events Calendar Homepage Fitness Res Life Women's Health Staff Peer Health Edu	Homepage Events Calendar Fitness Res Life Peer Health Edu Staff Women's Health	Events Calendar Homepage Peer Health Edu Res Life Fitness Staff Wellness A-Z Women's Health	Fitness Homepage Res Life Peer Health Edu Events Calendar Wellness A-Z Staff Women's Health
Keywords	"alcohol edu" "student health center" "rec center" "o fest" "alcohol education"	"student health ctr" "rec plex" "health services" "musg" "sexual violence awareness week" "health ed bulletin boards"	"rec plex" center" shot" the flu" services" center"	"rec plex" "rec center" "student health ctr" "family weekend" "flu shot" "health" "great american smokeout"	"rec plex" "rec center" "ctr for health edu & promo" "health" "resident life"	"rec plex" "rec center" "student health ctr" "health" "fitness" "health center"	"rec plex" "rec center" "student health ctr" "love your body wk" "relay for life" "health" "fitness" "health ed"	"rec plex" "rec center" "relay for life" "student health ctr" "resident life" "student health services" "spring break"	"rec plex" "relay for life" "massage a thon" "student health ctr" "rec center" "health" "aids awareness wk"	"rec plex" "rec center" "health and wellness bulletin board ideas" "student health ctr" "amy melichar" "ctr for health ed" "walk a mile in her shoes"

TOP PAGES:

The **EVENTS CALENDAR** was in the top 5 pages every month, and it was the top page in 2/10 months (Feb & April). Thus, it continues to be one of the best ways to advertise our events and programming.
The **RES LIFE** page was in the top 5 pages 8/10 months (Sept, Nov-May), reflecting the success of programming targeted at ORL (e.g., bulletin boards in a bag)

WELLNESS A-Z:

The **FITNESS** page was in the top 10 pages every month except August, and it was the top page 3/10 months (Dec, Jan, May).
The **WOMEN'S HEALTH** page was in the top 10 pages 7/10 months (Nov-May).

VISITS: During months that school is in session, we averaged **747** visits; when school is not in session, we averaged **452**.

NEW VISITORS: We averaged about **40%** new visitors each month.

PAGES/VISIT: On average, our visitors view **2.46** pages while at our website

TIME ON SITE: Our visitors spend **1 minute and 83 seconds**, on average, visiting our site.

2007-08 COMMUNICATIONS LOG

Purpose:	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total	Percentage
21st Birthday Card	19	8	5	18	29	20	25	3	127	36%
Awareness Week	7	3		10	8	21	5		54	15%
Bulletin Board in a Bag	5	6			5	5			21	6%
Campus Resource	1	2		1	2				6	2%
Community Resource	1	1		1					3	1%
Health Info-Member of Campus	2	5			1		2		10	3%
Health Info-Member of Community	2								2	1%
Media	2			2	2	2	4		12	3%
Misc	2	3		6	4			1	16	5%
Contact Other Campus Health Resource	2	3	1	2	5		3		16	5%
Contact a Community Health Resource	5								5	1%
Program Request	11	1		2	3		2		19	5%
Student Health Service	6	4	2	5	3	1	3		24	7%
Tobacco	4	3		1	1	2			11	3%
PHE		3	1			1	8		13	4%
SHAC		1		6	1		1		9	3%
HAVEN		1		1	1	1			4	1%
Total:	69	44	9	55	65	53	53	4	352	100%

Method of Communication:	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total	Percentage
Walk-in	27	28	6	34	41	43	35	3	217	62%
Phone Call	42	16	3	21	24	10	18	1	135	38%
Total:	69	44	9	55	65	53	53	4	352	100%

Student Health Advisory Council (SHAC) 2007-2008 Year End Report

The mission of the Student Health Advisory Council (SHAC) is to act as a mediator for Student Health Service and Marquette's student body by presenting information to the student body and advising Student Health Service on its policies and programs in an informed, impartial and responsible way.

Meeting Dates:

October 25, 2007
November 1, 2007
November 8, 2007
November 29, 2007
January 30, 2008
February 13, 2008
March 5, 2008
March 12, 2008
March 26, 2008
April 9, 2008
April 23, 2008

Tasks accomplished:

- **Finalization of SHAC Constitution** – SHAC President and Advisor met with Kate Trevey (Office of Student Development) to review current constitution and make adjustments. SHAC President and Advisor then made adjustments to the constitution and submitted to Kate Trevey for approval.
- **Advise Student Health Service on Clinic Budget and Student Health Fee** – Director of Student Health Service and Business Manager invited SHAC to discuss next years budget and proposed health fee increase. SHAC members discussed openly and honestly their opinions and thoughts. As a result SHCA members understood, could explain the proposal to the student body, if needed.
- **“Viewpoint” for the Marquette Tribune** – In response to the discussion with the Director of Student Health Service and Business Manager, SHAC wrote a series of three articles. The first article was written to educate the general student body on the services of the Student Health Service. The second article was written to show the quality and competency of the Clinic and Clinic staff. The last article was written to show the cost comparison of using the Student Health Service compared to “going home” to see the doctor, and to introduce the increase in health fee to the student body. And while the first two articles were written, SHAC was asked by the Director of Student Health Service to hold on the last article because there was not going to be a health fee increase. SHAC submitted the first article to the Marquette Tribune as a Viewpoint, realizing if they pitched the story to a reporter the likelihood of the information being skewed negatively

was high. Although the article was not printed, SHAC has the article ready in case they may need it in the future.

- **Student Health Service Display** – SHAC asked permission to develop a display that allows the students who use Student Health Service to “get to know” the providers a little bit better. After receiving permission, SHAC brainstormed questions that might be interesting to students. SHAC set up interviews with specific Student Health Service staff (Mr. Dana Mills – Director, Dr. Carolyn Smith-Medical Director). SHAC developed a poster with some of the answers to their interview questions and with a picture of the staff member. The poster was proof read and after some minor adjustments the poster will be ready to be hung in the Clinic lobby.
- **SHAC Mission Statement Development** - SHAC developed a mission statement which is a snapshot of what SHAC currently is and what they hope to become in the near future. “The mission of the Student Health Advisory Council (SHAC) is to act as a mediator for Student Health Service and Marquette’s student body by presenting information to the student body and advising Student Health Service on its policies and programs in an informed, impartial and responsible way.”
- **Advise the Center for Health Education and Promotion on the NCHA Data** - SHAC was invited to share their opinions on the National College Health Assessment data that was collected from Marquette students in the Spring of 2007. SHAC actively participated in this discussion and focus group questions.

Plans for 2008-2009:

- Implement member recruitment and retention strategies
- Further develop the infrastructure of SHAC
- Develop goals and objectives of SHAC