

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

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

## Executive Summary

Academic Year: 2018-2019



UNIVERSITY *of*  
ROCHESTER



## Who We Are

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

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


## Our Mission &

Promote health behaviors among University of Rochester students.

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

LIVE. GROW. THRIVE.





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

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

- Major **updates to the SWARM program as they transition to the AOD office in the fall.** These changes included a greater emphasis on safe event management and a separate presentation focused on general AOD education. **24 SWARM sessions** were held this year with a total of **329 students** in attendance.
- The **monthly PAWS program** continues to be a favorite on campus. Students can visit the Goergen Athletic Center on the third Monday each month to pet the therapy dogs. Program **attendance exceeded 1,317** students this academic year.
- Students love the **Sex and Chocolate Fair**, which brings together campus and community resources to educate students about safe sexual health and relationships. Approximately **285 students attended** the fair, with over **85% reporting** that the event **increased their knowledge** about sexual health.
- The month of November featured the second annual **UR Sex Week.** Our two Senior PHAs as well as our PHA internship team lead this initiative. **Nine programs** were featured throughout the week, **engaging almost 400 students.**
- The **Safe Sex Express** program also experienced continued success this year. The team **fulfilled 304 orders** from September through May, distributing male & female condoms, lube, finger cots, and dental dams to CPU boxes each week.

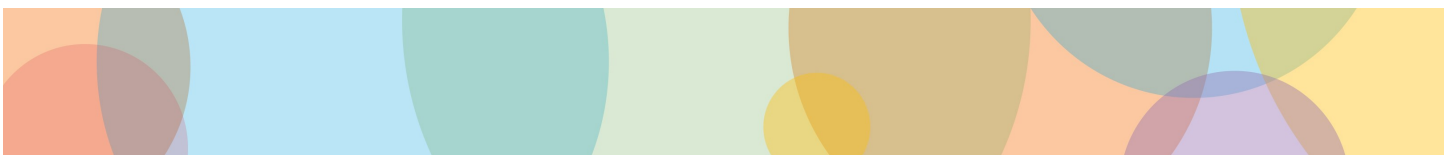
- The start of the spring semester offered students another opportunity to get healthy on campus with the annual **Feel Fabulous in February** program. New this year, the week-long program kicked off with the **Fresh Check Fair**, a fun and engaging mental health fair with a focus on suicide prevention. This fair increased attendees' knowledge of mental health resources on campus and made them more likely to reach out for support when experiencing a mental health crisis.
- The HPO worked with UHS clinical staff to offer flu **vaccine and HPV vaccine clinics** with excellent results. We **increased** the number of flu shots given **by 487 (N=4,311)** and came in first place in Alana's Challenge, the national college flu vaccine challenge.
- We **increased the percentage** of students receiving **HPV vaccine by 10%**; of students starting the series in the fall, 90% received all three doses. We received the ACHA Best Practices in College Health Award for our work with HPV vaccine.

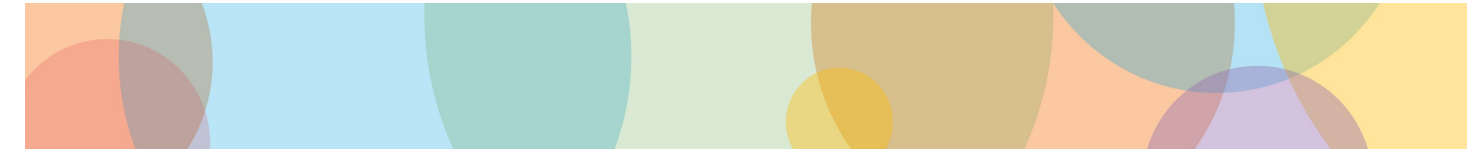
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## Collaborate with the campus community and support health promotion initiatives.

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

- **First year student orientation** is a busy time of year for the HPO. In the fall of 2019 a number of resource fairs, health education trainings, and parent programs were offered—**eleven events** occurred within a three week time period. By the end of September, **over 1,930 students** attended programming.



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- Passive RA programs such as **Cold Care Kits and Condom Kits** remain popular. Throughout the academic year almost **1,795 kits** were put together by the HPO secretary and student workers.
  - With the addition of the PHA Internship team, which included 8 members in the fall semester and 6 in the spring semester, as well as the support of our two senior peer health advocates, our programming numbers have increased significantly compared to previous years, reaching almost 3,100 students this year.

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### Direct the Peer Health Advocate program.

The Peer Health Advocate (PHA) Internship program was launched in the fall semester with the addition of the PH 394 course. Students who complete PH 216 are able to apply to become an intern for the following fall semester, committing to 60 hours of field work.

- The Peer Health Advocacy course (PH 216) continues to be a favorite among Public Health students. Enrollment is always full within hours of registration opening. The course was well received, with an **overall rating of 4.6/ 5.0**, and an overall **instructor rating of 4.7/ 5.0**.
- The **Peer Health Advocate Internship team (PH 394)** included **seven students** in the fall semester and **six students** in the spring. Team members developed new programs, responded to RA requests, and supported all of the HPO's annual programming efforts. The course was well received, with an **overall rating of 4.9/ 5.0**, and an overall **instructor rating of 4.9/ 5.0**.

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### Offer 1:1 consultations with students to improve their well-being.

The Health Educator is a trained facilitator for the Brief

Alcohol and Other Drug Screening and Intervention for College Students (BASICS) program. This program is a service offered to students as a strategy explore their alcohol use. BASICS involves two sessions and uses the Motivational Interviewing (MI) technique.

- The HPO secretary was able to attend **one training session** this year to gain experience and better understand the BASICS program.
- Throughout the academic year, a total of **5 BASICS sessions** were conducted with students.

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

Providing health information on a variety of health topics relevant to the college population is an integral part of health promotion programming. The HPO offers free handouts, brochures, an online magazine / blog, and a robust website for students.

