Strategic Plan for Expanded Student Wellness Initiatives 2014 –2019

Five strategic goals support Health Promotion and Wellness in expanding existing efforts to fill known gaps in programs and services and in growing in new directions relevant to the needs of the NU student population. These goals are supported by relevant behavioral health data collected from NU students, benchmarking data collected by HPaW staff and other relevant sources within the field, and our professional judgment and experience working with NU students and our colleagues.

Objectives for achieving these five strategic goals are delineated below. This is an ambitious plan to expand support for student wellness. It is expected that:

- The implementation timeline will be revised accordingly as funds are identified from a combination of university, development and grant sources.
- Measureable goals and objectives, including learning outcomes, will be developed during the annual goal setting process.
- Revisions to objectives will be made as needed throughout the implementation process as new data is collected and collaborative opportunities are created.

◆ denotes an item included in our 2014-2017 Department of Justice – Office on Violence Against Women Grant Narrative for activities related to sexual violence education, outreach, and response services.
Strategic Goals and Objectives

Goal 1: Expand primary prevention efforts through outreach programs and individual services in our current health areas and into new wellness areas.

- **Objective 1:** We will expand our current HPaW alcohol and other drug programs and services to fill unmet needs at individual, targeted communities and population levels.
  - Expanded capacity for BASICS, Group Education and other existing programs to support demand
  - Form AOD Peer Education group to present Red Watch Band and to develop new outreach programs.
  - Revise Red Watch Band curriculum to link to Step Up! NU and seek to reach non-leaders with training.
  - Expand outreach on marijuana and other illicit drugs of concern, with clear linkages to sexual violence and other wellness topics.
  - Expand and promote online AOD assessment and education options to increase access to services outside office hours.
  - Implement tobacco cessation services, particularly for graduate students

- **Objective 2:** We will expand our current CARE programs and services addressing sexual health and sexual violence to fill unmet needs at individual, targeted communities and population levels.
  - Expand primary prevention outreach on sexual health and sexual violence, with an initial focus on men’s engagement in prevention and healthy sexuality and needs of LGBTQ and Black students.
  - Continue to support collaboration with Campus Inclusion and Community on the Step Up! NU bystander intervention program.
  - Enhance MARS peer education group’s advising and training opportunities to ensure their sustained growth.
  - Implement broader efforts for sexual health prevention at all levels, to include but not limited to, individual sexual health consultations, targeted community outreach and training with identified populations, and population-level media-based pro-health campaigns.
  - Expand capacity for survivor advocacy through development of graduate intern program modeled after current BASICS graduate intern program.

- **Objective 3:** We will add new wellness programs and services to more effectively address whole person wellness, primarily through physical wellbeing and mental wellbeing at individual, targeted communities and population levels.
  - Address physical health promotion, focusing primarily on sleep, healthy eating and fitness, utilizing a Health At Every Size approach, and communicable disease prevention (colds, flu, mono, etc.), and in connection with other health and wellness issues.
• Address mental health promotion, focusing primarily on self-care and stress management strategies, spiritual well-being and financial wellness, and in connection with other health and wellness issues.
• Design and implement wellness coaching or other appropriately structured peer education program. Form, select, train and supervise wellness coaching peer education program based in motivational interviewing techniques.
• Expand online assessment and education offerings to increase student access to services outside of office hours.
• Create “wellness ambassadors” in collaboration with Residential Services, Off-Campus Life, and existing peer education program.

• **Objective 4:** We will implement population-level health promotion and education on all relevant health topics via evidence-based social marketing and social media efforts.
  o Create and implement pro-health social media/marketing campaigns on all relevant health topics and to increase visibility of the HPaW department, its programs and services, and of offerings by other departments (NUHS and CAPS especially) which relate to our efforts.
  o Form, select, train and supervise Media Outreach peer education group to support development of media-based pro-health campaigns.

• **Objective 5:** We will strive to create a “multi-year curriculum” to enhance learning opportunities with and for students throughout their enrollment.
  o Across all health issues, create appropriate outreach efforts which address the changing developmental needs of students as they mature and progress through their NU education.
  o ◆ Standardize education for all incoming students through appropriate combination of pre-arrival online programs, in-person Essential NUs during Wildcat Welcome, and through First Year Experience.
  o ◆ Strive to create more responsive residentially-based education opportunities for on-campus students in collaboration with Residential Services and Fraternity and Sorority Life.
  o Strive to create appropriate in-person and media-based outreach efforts to reach off-campus students in collaboration with Off-Campus Life.
  o Determine best ways of reach graduate and professional students on both Evanston and Chicago campuses and create plan to expand reach in collaboration with the graduate and professional schools.
  o Enhance prevention education options for parents and families of incoming and continuing students, particularly those that are delivered online, in collaboration with New Student and Family Programs.
Goal 2: Expand student engagement opportunities in the design and delivery of programs and services.

- **Objective 1:** We will engage students as active partners in peer-led education and in the design and delivery of programs and services, where ever appropriate.
  - Continue to support growth and development of fledgling survivor activism group, SPEAK for Change.
  - Expand support for SHAPE and MARS peer education groups.
  - Create AOD peer education group.
  - Create Wellness Coaching peer education group.
  - Create Media Outreach peer education group.
  - Create Student Wellness Advisory Board.

- **Objective 2:** We will enhance graduate internship opportunities and provide “theory-to-practice” connections with their academic programs.
  - Refocus existing Alcohol Prevention Initiatives graduate intern position upon hire of additional professional staff for AOD prevention.
  - Expand number of BASICS interns, as need and demand dictate, in order to increase capacity for self-referrals and conduct referrals.
  - Create CARE prevention graduate intern position (cited above) to focus on men’s engagement in prevention and MARS advising.
  - Create CARE advocacy graduate intern positions, modeled after current BASICS graduate intern structure.
  - Create Health Communication graduate internships, in collaboration with the School of Communications/Feinberg Health Communication program.

- **Objective 3:** We will provide appropriate training and supervision for undergraduate peer educators, graduate interns and work-study students.
  - Create graduate internship training program structure for supervision and curriculum, as appropriate to the graduate intern’s specific role.
  - Create and implement plan for consistent and coordinated recruitment, onboarding, training, and learning outcome assessment of all undergraduate peer educators and graduate interns.
  - Create additional work-study positions to support general office and specific program needs as growth occurs.
  - Ensure onboarding processes are consistently applied for undergraduate and graduate student staff.

Goal 3: Enhance departmental visibility with students, staff and faculty.

- **Objective 1:** We will enhance HPaW department visibility through the effective and consistent use of marketing and branding strategies, in accordance with Student Affairs Marketing and University guidelines.
  - Create a unique graphic look that represents HPaW in all print and digital materials.
- Ensure graphic look carries through all materials:
  - digital presence (website, social media, digital signage, signature files, etc.)
  - print materials (handouts, business cards, letterhead, table signage, etc.)
  - staff and student group apparel, table toppers/drapes
  - any promotional items and giveaways

- **Objective 2:** We will redesign and maintain our digital and online presence to reflect our current offerings and enhance student access to our programs and services.
  - Redesign and maintain HPaW, CARE and Alcohol Resources websites in accordance with divisional standards.
  - Create and implement social media and marketing plan to enhance online presence and department visibility, improve student knowledge of/access to programs and services, and improve engagement with broader campus community.

**Goal 4: Build and maintain campus and community partnerships which enhance student health and wellness.**

- **Objective 1:** We will provide training for faculty and staff on current student health issues and making effective referrals in order to support student success.
  - Offer training on contemporary college health promotion and current student health behavior data for Student Affairs staff, any others interested.
  - Expand CARE referral training reach for faculty, staff and students.
  - Implement AOD referral and brief intervention training for faculty, staff and students.
  - Implement Wellness Referral trainings for faculty, staff and students.

- **Objective 2:** We will lead or participate actively in relevant coalitions to promote student health throughout the campus environment.
  - Continue to provide leadership for the Campus Coalition on Sexual Violence (existing)
  - Continue to participate actively in the Community Alcohol Coalition (existing)
  - Build upon conversations with informal wellness group to create formal Campus Wellness Collaborative (emerging)
  - Continue to participate actively in the Athletics Wellness Committee (existing).
  - Participate actively in NU Tobacco-Free Coalition, if it emerges.

- **Objective 3:** We will remain current on evidence-based practice and the federal and state regulatory environment and work with relevant campus partners to meet compliance mandates.
  - Staff will engage in ongoing professional development opportunities, both on and off campus, which support their knowledge of relevant legislation, including but not limited to Title IX, the Clery Act, Campus SaVE Act, Drug Free Schools and Campuses Act, and others that emerge.
• Staff will work with relevant partners to ensure NU’s ongoing compliance with federal and state mandates on relevant issues such as sexual violence prevention, alcohol and other drug prevention, etc.

• **Objective 4:** We will provide consultation on enhancing the health-promoting aspects of the built and social environment at NU.
  o Collaborate with relevant campus partners to provide consultation on the built environment, including but not limited to the University Center expansion project and the Housing Master Planning process.
  o Collaborate with relevant campus partners to provide consultation on the social environment, including but not limited to late night and residentially based social programming and wellness-promoting programs and services.

**Goal 5: Engage in assessment and research efforts on an ongoing basis.**

• **Objective 1:** We will incorporate learning outcomes and assessment into new and existing program design.
  o Continue to write and assess the existing departmental, program and activity level learning outcomes established by HPaW, in accordance with the efforts of the Student Learning Working Group.
  o Develop program and activity level learning outcomes for all new initiatives going forward. Revise departmental learning outcomes as needed.

• **Objective 2:** We will conduct student health behavior surveys periodically to aid in program direction, data dissemination and marketing campaigns.
  o Conduct one major national student health behavior survey in even numbered years, alternating between the Core Survey on Alcohol and other Drug Use and the ACHA National College Health Assessment to guide program decisions, support campus coalitions, and for inclusion of normative messages in social marketing campaigns.
  o Develop a process for the effective dissemination of survey data to campus partners on a regular basis.
  o Explore the implementation of an HPaW/CARE satisfaction survey.
  o Identify and complete other assessment opportunities as needed, as the department grows.

• **Objective 3:** We will continue to assess and meet the needs of underserved populations.
  o Review current programs and services in order to better serve graduate students on the Evanston campus.
  o As new programs and services are implemented, plan for ways to better serve the needs of graduate students on the Evanston campus.
  o Conduct a needs assessment for health promotion program and service needs amongst professional students on the Chicago campus. Create a plan for how best to fill identified needs.