

Strategic Plan – Initiative Work Plan FY2016

Initiative Name Student Wellness Initiative (SWI) Date 5/25/2015

Goal # One Goal Chair(s) John Beacon and Josh Powers

Initiative # 7 Initiative Chair(s) Kenneth Chew (interim)

Thesis Statement: Develop a comprehensive student wellness program

1. Introduction/Background – What?

The vision behind a comprehensive wellness program is to have vibrant healthy students who are ready to learn. This initiative reflects a preventative college health agenda as opposed to a treatment agenda since health is much more than the absence of disease and there are proven strategies for promoting health, wellness, and disease prevention.

The outcomes of this initiative will offer and support opportunities for students to connect holistically with, and participate in the university in a healthy and balanced manner. Furthermore, students will be more effectively educated with the best practices for developing and achieving a healthy lifestyle, with the expectation that these lessons will lead to behaviors and decisions that will continue following students' experiences at ISU. To goals and methods used in creating the comprehensive wellness program for ISU are based on those established by sources such as the American College Health Association, Healthy Campus 2020, and American College of Sports Medicine.

2. Proposal/Purpose/Justification – Why?

According to the 2014 National College Health Assessment (NCHA), the top five concerns that students reported as having an impact on academic performance included stress, anxiety, and difficulty sleeping, depression, and sickness related to the cold/flu. With the exception of issues related to the cold/flu the other areas were consistent with concerns reported by ISU students during the 2012 needs assessment. However, please note that that needs assessment did not ask about academic impairment to the cold/flu. Given that the aforementioned concerns have been consistently reported by students as the top concerns impacting their academic performance over the past administrations of the NCHA, the comprehensive wellness program will work to address these wellness topics as a way of reducing risk to negative impact on academic performance, which should have a positive impact on both retention and graduation rates.

3. Discussion of Past Years Results – Benchmark Successes?

(This section needs to be as long as is necessary to assess whether funding should be continued.)

Most Recent

A. The SoberRide and Designated Walker Program – This program continued to be very successful this past year, and serves as a major factor in reducing both risk and liability during the homecoming weekend. The overall number of students trained to be Designated Walkers rose this past year to 514, which is the highest number since the inception of the program. Nevertheless, the number of students who actually participated as walkers dropped from the prior year. Despite, the drop in the number of students who showed, the fact remains that the students who went through the training gained awareness of the basic principles of bystander intervention, responsibility to your community, and awareness of alcohol abuse/intoxication. It is strongly believed that having the new Associate Director for Wellness will go a long way to reinforcing that students need to follow up with actual participation.

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As noted last year, there is a possible correlation between the number of rides given and the number of designated walkers who are trained and participate. As the number of sober walkers have increased, the number of SoberRides decreased at a similar rate. .

B. Black Women’s Student Summit – Student Health Promotion partnered with the African American Cultural Center and the Office of Diversity to plan and put on this program, part of which focused on health and wellness issues of Black women who are considered a population at slightly higher risk of leaving college early for a variety of reasons, including those related to wellness. The initial summit hosted 147 women and there were 2 follow up meetings. Going forward, this is the kind of program that has the potential to have a major impact on helping to retain African American female students. At this point, it is suggested that this program be facilitated every other year, and consideration be given to possibly merging part of this initiative with other programming for women on the ISU campus.

C. Pillow Giveaway – To partially address the issue of sleep hygiene, a pillow giveaway was held during Study Week of the Fall 2014 semester. Though it was expected to be a 1-2 day event, Student Health Promotion and guests from throughout the University, including Mrs. Bradley, distributed 1498 pillows in a little over 2 hours. Students were appreciative and the feedback was extremely positive, with students questioning over the months following when the next giveaway would be. In the future, sleep hygiene information needs to be infused more into the actual event, which couldn’t happen this time because of the lines and pace at which the event happened. This is definitely an event that should happen again but likely tied to a program or series of events during a “sleep hygiene” week, with the culmination being the pillow giveaway.

D. International Student Food Insecurity Trip – Student Health Promotion partnered with the Center for Global Engagement to sponsor and host a trip to Indianapolis to allow international students an opportunity to get foods they are more familiar with and items they’d be able to fix over the winter break. In addition to this trip, there were meetings with Sodexo to start the process of including more international varieties to their menus to help students from other countries more easily adjust and enjoy the food options offered at ISU.

4. Work Plan, Next Fiscal Year – Action Steps – Process – How?

National research (Dewita, Woolsey & Walsh 2009; Kuh, Kinze, Schuh, Whitt & associates, 2010; NESSE, 2013) indicates that there is a correlation between levels of engagement a student has with peers, faculty, and staff and his/her chances of being retained through graduation, demonstrating greater potential for higher academic achievements, and experiencing a more balanced, holistically positive college experience.

With that in mind, during FY15, the Student Wellness Initiative (SWI) will provide and support programming focused on:

1. Nurturing students’ capacity for achieving stronger, more positive self-efficacy; and

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2. Support campus-wide efforts to increase retention rates by offering opportunities for building and reinforcing healthy relationships between students and other members of the ISU and Terre Haute communities with an emphasis on programming promoting holistic well being for ISU students.

Nurturing Self Efficacy:

In FY16, SWI will nurture our students' capacity detractors:

- A. **Stress and Anxiety** – According to the last three (2012, 2013, and 2014) administrations of the American College Health Association National College Health Assessment II (ACHA-NCHA II), stress and anxiety are the top two performance detractors. Therefore, SWI action steps for FY16 include but are not limited to:
 - i. Continuing to undergird the work of Student Health Promotion and the Student Counseling Center in educating the ISU student population on stress/anxiety management and life selecting healthy life choice and using coping strategies geared toward stress/anxiety reduction.
 - ii. To collaborate with departments and organizations in bringing two speakers to campus during the academic year to address these issues.
 - iii. Exploration and the creation of a series of workshops to be facilitated by the Student Counseling Center on the topics of stress and anxiety.
- B. **Sleep Difficulties** – The third top performance detractor according to the ACHA-NCHA II is difficulty sleeping. Action steps include but are not limited to:
 - i. Continuing to undergird the work of Student Health Promotion and the Student Counseling Center in educating the ISU student population on the correlation between sleep and academic performance.
 - ii. Create a week's worth of programs related to sleep hygiene, which would culminate in a pillow giveaway. Instead of simply handing out pillows like last year, the goal is to have students who attend at least one program, table, or make a visit to SHP get a ticket that would allow them to get a pillow. It should be noted that the plan was to give away 1000 pillows last year, but that number was doubled due to community partnerships and getting a good deal on the pillows. Given the fact that there were still approximately 100 people in line when the last pillows were given away, it's suggested that at least 2000 pillows are ordered the next time as well.
- C. **Alcohol related incidents** – Reduce the number of incidents involving students during homecoming weekend.
 - i. Continuing to undergird the work of Student Health Promotion and the Student Counseling Center in educating the ISU student population on alcohol and drug use.
 - ii. SoberRide is a designated driver service provided during ISU's Homecoming. The FY16 goal is to provide 250 rides and to have 350 Designated walkers who actively participate after the training. This is a collaborative effort between Student Health Promotion, the Student Wellness Initiative, University Police, and the Campus Community Alcohol Coalition.
- D. **Homesickness** – ISU MAP works data reveals that our students' average rating for homesickness is four times higher than the national average. SWI will collaborate with Residential Life and other interested parties in efforts to promote student's healthy acclimation to their ISU home.
- E. **Marijuana related incidents** – Raise awareness of the impacts of marijuana and reduce the number of reported incidents of marijuana and other drug use.
 - i. Continuing to undergird the work of Student Health Promotion, Student Conduct and Integrity, and the Student Counseling Center in educating the ISU student population on marijuana and other drug use.
 - ii. While Sober Ride and Designated Walkers are designed specifically around homecoming, the focus on this programming needs to be on daily student living and their usage

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patterns. To address this topic, a national speaker should be brought in who can address national trends such as decriminalization, changes in marijuana potency, new forms of use, and state laws.

- iii. As part of the Drug Free Schools and Communities Act, each college or university is required to provide programming on the topics of alcohol and drug use. According to the most recent report out and audit, this has been an area that ISU has been significantly lax on and we are on the borderline of being noncompliant if we don't do provide greater campus wide programming. It's the hope that focus on this initiative will help bring us back into full compliance.

Building and Reinforcing Healthy Relationships:

SWI will collaborate with other departments, initiatives, etc., to create/enhance a campus climate that fosters well-being between community members. This is reflected in the following list of initiatives/events:

Initiatives/Events

Certified Peer Educator (CPE)

A Peer Educator is a student who is a leader and role model to fellow students regarding living responsible, healthy lifestyles. Peer Educators are students that other students can feel comfortable talking to about personal issues in order to get the help/services that they need. Peer Educators have the responsibility of teaching through example, and assisting with programming across campus to educate students about relevant issues that affect our campus community (<http://www.mssu.edu/advising-counseling-testing-services/prevention-peer-educators.php>).

ISU Peer Educators are certified through The BACCHUS Network training program. Training occurs once per semester.

Maria Falzone

Maria Falzone is a comedian "sexpert" who has presented her program "Sex Rules" on the ISU campus for the past 16 years. Approximately 1000 students attend this annual event. The Student Wellness Initiative will support this program in collaboration with the Programming Council. It should be noted that attendance for this program was down this past year due to a lack of marketing and promotion. It is believed that this can be turned around with the new Associate Director for Student Wellness beginning in June of this year.

Mini-Grant Program

The mini-grant program for student wellness programs is an opportunity for Indiana State students to develop and implement small group educational activities/events for other students. The program provides experiential learning for students through the planning, implementation, and evaluation of the event.

No One Left Behind

No One Left Behind is an annual event in April during Spring Week. The program raises awareness about sexual assault by teaching students to recognize situations that could lead to sexual violence. The event is organized by a student committee.

Wellness Warriors

Students will be paired with an ISU staff or faculty member for the academic year. During that time they will be encouraged to hold each other accountable in initiating and maintaining healthy life choices. Sign up scheduled to begin during Welcome Week.

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Wellness Bash

The Wellness Bash is the campus health fair for faculty, staff, and student featuring exhibitors from campus and the Wabash Valley community. Blood pressure, glucose, and cholesterol screenings are available as well as a flu shot clinic and much more. The event is hosted in the Student Rec Center and is free for all ISU community members who wish to participate. It should be noted that there will be a renewed effort to engage faculty and staff as participants in this event because there was a sharp drop off during the past fiscal year, which was related to the inability to provide flu shots during the event, which has always been the draw for this group. There are hopes that we can partner with Human Resources to make this part of their push to engage faculty and staff in better health practices.

Alive! Mental Health Fair

As indicated earlier, mental health concerns (depression and anxiety) are among the major concerns that negatively impact a student's academic performance and consequently retention and graduation rates. Additionally, there have been increasing numbers of hospitalizations of ISU students for issues related to suicidal thoughts and ideation. To help bring increased awareness to our students about the topic of suicide and means of prevention, we are hoping to bring the Alive! Mental Health Fair to ISU, which as part of the visit will also include a training in QPR (Question, Persuade, Refer).

5. Reporting and Deliverable Schedule – When?

As noted, the new Associate Director for Student Wellness begins employment at ISU on June 1st of this year. As an initial priority, she will be scheduling and planning the events listed above, with the expectation that each event will be on the calendar no later than early July. In addition to the quantitative reporting through student card swipes and sign in sheets, an event journal will also be kept to track key moments, facilitator observations, and notes for future duplication of the event.

6. Budget – How Much, a General Discussion of Funds Use?

The requested budget of \$75,000 will be used to implement the programming as outlined the question #9. Please note that the budget for last year was able to be stretched due to community partnerships with provided various discounts or free items/services. Though that can't be counted on, it is the expectation that we will pursue some of these same ways to extend the budget.

7. Stakeholders and Management Plan – Who?

Committee:

Janet Weatherly, Chair	Kenneth Chew (as needed to during the transition)
Thomas Nesser	Kathy Ginter
Kathryn Berlin	Jessica Robinson
Freda Luers	Eliezer Bermudez
Aimeee Janssen-Robinson	

Collaborators:

Residential Life	Student Conduct and Integrity
Human Resources	Dean of Students' Office

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Student Counseling Center Campus Life

8. Outcome Assessment & Future Testing

(How will we know that we were successful?)

Participants will be asked to complete a post event satisfaction survey. The results will be reviewed in order to direct future programming. The Indiana College Substance Use Survey will also be used to gauge progress in the areas mentioned above.

9. Line Item Budget Discussion that tracks Budget Templates ...

(These sections also need to be as long as is necessary to articulate each of the budget line items.)

Graduate Assistant Stipend	\$10,000.00
Undergraduate Staff (fall & summer)	\$7,440.00

Certified Peer Educator Training

1. Updated Facilitator Manual	\$235.00
2. Meals (Fri. dinner / Sat. breakfast)	\$1,000.00
3. PHACT (student org registrations)	\$20.00
4. Grad Assistant certification	\$40.00
5. BACHHUS & GAMMA lapel pins	\$200.00

Homecoming Tent

1. Tent and furniture rental	\$250.00
2. Baesler's candy apples	\$1,300.00
3. Promotional items	\$750.00
4. Statesman ad	\$150.00

National Marijuana Speaker (Ben Cort)

1. Honorarium	\$3,500.00
2. Lunch and Learn session with staff	\$1,000.00
3. Marketing	\$350.00

Maria Falzone

1. Honorarium	\$4,800.00
2. Marketing	\$350.00
3. Tilson	\$500.00
4. Dinner with Falzone	\$2,000.00

Mini Grants

1. Informational session snacks	\$150.00
2. Grant awards 8 @ \$600)	\$4,800.00

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No One Left Behind

Honorarium	\$3,000.00
T shirts (200)	\$900.00
Marketing	\$200.00

Co-Sponsor Pillow Power

Assist with purchase of 2000 pillows @ 4.49 each	\$5,250.00
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SoberRides & Designated Walkers

1. Shuttle service	\$1,600.00
2. T shirts (500)	\$2,700.00
3. Printing	\$300.00

Wellness Wednesday Presentations

A. Anxiety Presentation

1. Honorarium	\$200.00
2. Materials	\$500.00
3. Refreshments	\$400.00

B. Stress Presentation

1. Honorarium	\$200.00
2. Materials	\$500.00
3. Refreshments	\$400.00

C. Homesickness Presentation

1. Honorarium	\$200.00
2. Materials	\$500.00
3. Refreshments	\$1,400.00

D. Marketing for Wellness Wednesday	\$500.000
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Bystander Intervention Training

1. Training Trainers	\$2,500.00
2. Materials	\$500.00
3. Refreshments	\$400.00
4. Marketing	\$250.00

Wellness Bash

1. Marketing	\$350.00
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2. T shirts	\$2,000.00
3. Popcorn & supplies (Sedexo)	\$250.00
Collaborations and Sponsorships	\$3,250.00
Promotional items	\$3,500.00
2 new tablet computers for card swipes	\$2,000.00
Total Budget	\$72,375.00