

UNIVERSITY of **HOUSTON**

UH WELLNESS

Responses to

**SFAC Program
Questionnaire**

Fiscal Year 2011-2012

Question #1

Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms; your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

The mission of UH Wellness, a campus wide education and prevention program, is to promote healthy choices and create a healthier, safer learning environment across all dimensions of wellness, including social, spiritual, intellectual, occupational, physical, and emotional wellness. We do so through:

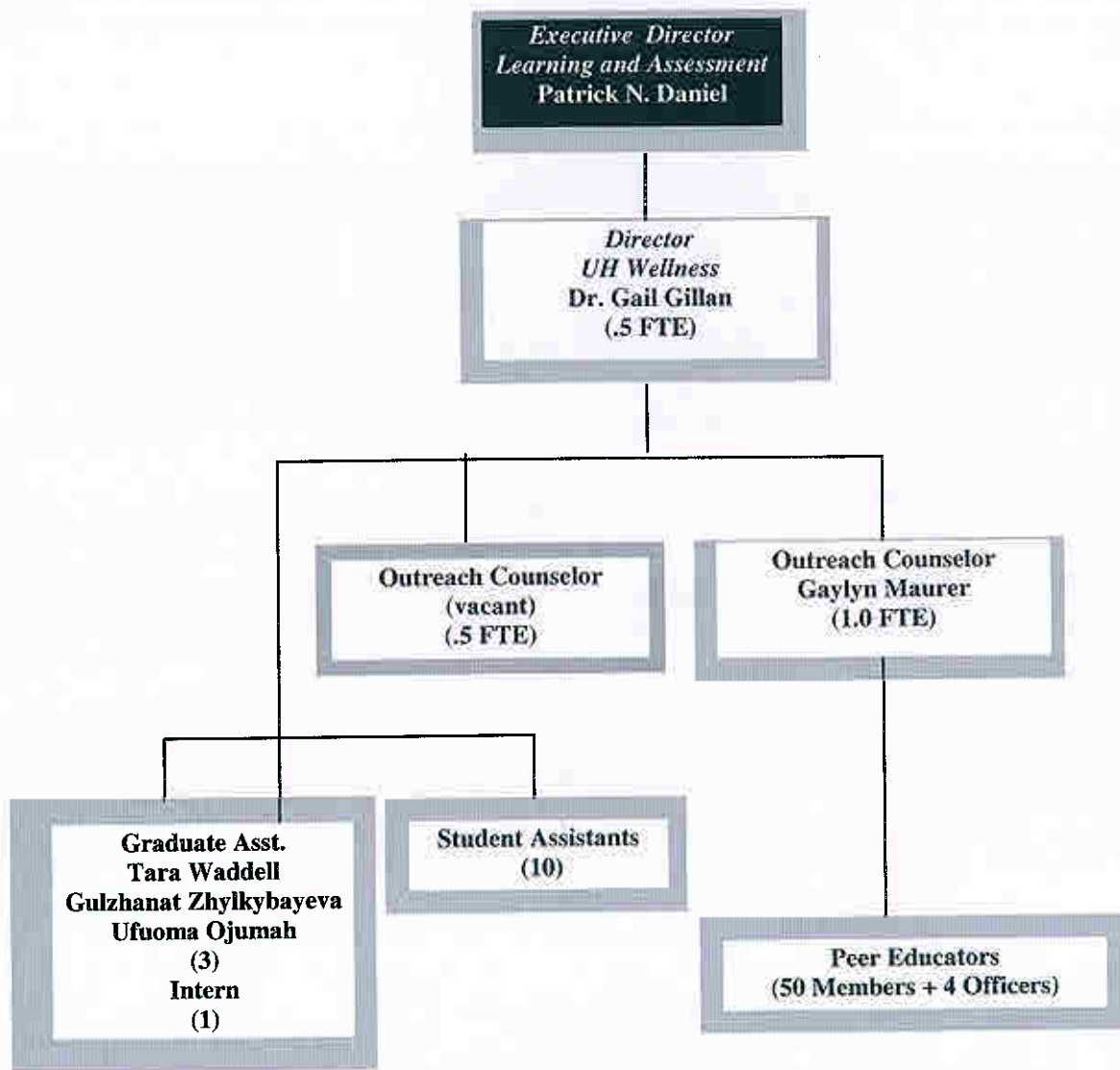
- Educational workshops—Wellness offers workshops on topics ranging from alcohol education to stress management, all focused on maintaining healthy behaviors.
- Promoting campus wide events—Wellness coordinates or participates in a variety of national wellness campaigns or alternative activities including Relaxation programs, Alcohol Awareness Week, Breast Cancer Awareness, Great American Smoke Out, Healthy Halloween, World AIDS Day, Safe Spring Break, and Occupational Wellness. We collaborate with other departments to minimize overlap and maximize cooperation.
- Peer education—UHW teaches HLT 3300 for students to train as peer educators. We provide two one-hour labs, one as follow up to the three hour course /one for first year students to encourage early involvement; and we offer internships. Service learning projects are completed by our peer education group.
- Consultation—Wellness provides information and materials related to any number of wellness topics, and consultation related to those issues.
- Special Programming—Wellness has a Relaxation Lab, Alcohol 101+, Marijuana 101, nutrition counseling, and IMAGE (Intent and Motivation: Alcohol Group Exercise).
- Community Outreach—Wellness coordinates a community consortium for wellness.

UH Wellness is the only campus program whose sole mission is comprehensive wellness education and prevention. As a result, we are able to provide a great breadth of programming and to reach large numbers of students. Our FY10 contacts totaled 50,005. Our listserv has over 2,000 individual members. In addition, we distributed 11,197 brochures/fliers and other items in FY 10. Unique from other departments, we promote wellness in all six dimensions (physical, social, intellectual, emotional, spiritual, and occupational) and actively involve students in their own well being through peer education, internships, and our outreach liaison program. Our peer educators have initiated several wellness programs, including service learning projects.

Since we focus only on education and prevention, we are able to provide innovative, evidence based programming. IMAGE, our evidence based alcohol prevention program, was recognized for the second time by the US Department of Education as a "Model Program;" one of only five universities nationally to receive that honor. For those who participate in IMAGE, we have been able to measure actual behavior change and impact on consumption. Students who participate were statistically 1.53 times more likely to report drinking "0" drinks in a week; 1.67 times more likely to report consuming fewer drinks in a week; and 1.86 times more likely to experience fewer negative consequences. Additionally, for our other wellness workshops, we found that 88% of those who participate are able to identify a new skill they intend to implement. We focus our efforts on programs that have the greatest chance of positively impacting students and the university. On the Student Satisfaction Survey from spring 2010, 93% of students responding indicated they were satisfied with UH Wellness.

Question #2

**UH WELLNESS
ORGANIZATIONAL CHART
(2.0 FTE)**



Question #3

List the objectives that you provided with your 2010-2011 SFAC requests. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

UH Wellness is a campus wide education and prevention program aimed at promoting healthier choices, and a healthier, safer learning environment. Its goal is to promote a WELL campus in order to improve student learning. Its mission is unique in three ways. Prevention and education is all that we do; all dimensions of wellness are emphasized; and UH Wellness involves students in their own well-being. Our specific goals and objectives are as follows:

Goal One: To facilitate student development and student learning

Objectives:

1. To strengthen peer education
2. To increase peer educator recruitment and retention efforts
3. To provide training opportunities for Cougar Peer Educators
4. To provide students with experiential learning opportunities
5. To provide training to student workers

The utilization of peers is a very important part of reaching our goals and objectives and there is evidence that many of our students do have a commitment to a peer helping model. Our students, in prior campus alcohol and other drug (AOD) surveys have indicated they felt they had a responsibility to contribute to the well being of other students. Perhaps that is why the Wellness peer programs have evolved in the past few years. We support peer involvement in a number of ways—including peer education training, outreach programming, and internship opportunities. We can take pride, as well, in the fact that the peer program not only has helped Wellness with our programs, but that the group has initiated workshops and programs of their own. The peer program is discussed below.

Peer Education Training—The Social Health and Wellness class, HLT 3300, meets the needs of students in several ways. It provides training for those interested in becoming peer educators; it can be used for other training purposes on campus; it enhances the education of students majoring in health and social science degree programs; and it offers a national certification for students who complete the course and choose to take the peer educator certification exam. We have presented at the Houston Galveston Consortium on our peer education program.

Enrollment has grown in HLT 3300, the Social Health and Wellness course used to train peer educators. During fall 2000, there were twelve students enrolled in the class. The current demand reached such a level that we have two sections of the course and have had to place a maximum on the course to 30 students per section. Nonetheless, enrollment to maximum capacity was again reached quite early in the registration process for fall 2010.

The maximum capacity was set primarily due to the need for individual attention in wellness presentation options. Students are sometimes added because the demand is so strong, however seating capacity also limits enrollment. The students also volunteer in wellness programming during the semester. Since the spring of 2001, students who complete the Social Health Course have been able to test for the national peer education certification exam (the Certified Peer

Educator, or C.P.E. exam) offered through The Bacchus Network (a national peer education organization) to become Certified Peer Educators. Many of these students then choose to participate in our peer program, Cougar Peer Educators (CPE) the following semester. CPE, our peer group on this campus, is an affiliate of The Bacchus Network.

In addition to the HLT 3300 class, students are also able to select the one hour lab, HLT 4197. This class is used to support training for peers in wellness and prevention as well as opportunities for service learning.

Peer Outreach Programming—Since the involvement of students in their own health and well being, and in the environmental wellness on campus, is central to the mission of UH Wellness, we have expanded our outreach opportunities to include the use of peers. Students may be involved through becoming members of Cougar Peer Educators (CPE), or through taking HLT 4197 (a peer education training lab), or both.

Any student interested in becoming involved with CPE may do so by joining this recognized student organization. Additionally, students who have completed the Social Health and Wellness course may elect to take HLT 4197 (a one credit academic course) and continue to participate in Wellness peer programming for one semester. In addition, we have added a new section of HLT 4197 to specifically target first year and transfer students. The intent of the new section is to attract students to the program within their first year of attending UH, to train them in prevention theory, and to focus on service learning and program planning as part of their curricular and co-curricular engagement with the university. Nine students are enrolled for fall 2010, for example. These are new students to the program.

Still other students assist in our campus programming either without taking the lab or who have already taken the lab in earlier semesters. The major difference between taking the lab and other means of participating is the additional training that is provided students who elect HLT 4197. Students are given opportunities that include not only providing workshops and helping organize events, but they are given training on prevention theory. It is also an opportunity for guidance when beginning to work in peer education. Students involved in the peer program have had opportunities that range from planning service learning projects to participating in conferences.

Students in CPE have presented workshops as peer educators on topics ranging from stress management to healthy relationships to smoking cessation. We have peer volunteers who helped on programs ranging from World AIDS Day to the Great American Smoke Out and Health Fairs. This fall, students in the peer lab are focusing on program planning for this year's World AIDS Day. Some students who are involved in CPE are participating in service learning as a means of augmenting their academic careers. The ability to participate in service learning projects which they, themselves, have initiated allows them to augment academic learning with real world experiences. As such, they not only contribute to their own well being and that of their peers, but they are able to have learning experiences that will enhance their educations and the quality of their lives.

In addition to these programs and others that peers assist us with every year, the peer education group, CPE, began to develop other programs. The student leaders of CPE have primary responsibility for organizing such events as blood drives, Breast Cancer Awareness Week activities, fund raising for the Houston Area Women's Center, and Drunk Driving Prevention activities on campus.

Students also held their annual fund raiser for the Susan G. Komen Foundation for breast cancer research (the annual "Paint your nails Pink!" for breast cancer event) this month, raising over \$200 for breast cancer research and involving other student groups on campus including several residential housing units. Clearly, they are a group not only devoted to promoting health and wellness, but also they represent an example of "service learning" as well as community engagement, at its best. We currently award the Erica Dean/CPE Service Learning Award each spring at the annual awards banquet.

Internships—One way in which Wellness is able to meet both its mission and the academic mission of the university is by providing internship opportunities to current students. During fall 2009, we had two interns from Health and Human Performances (HHP). In spring 2010, we had two interns from HHP and this fall we have one intern. In addition, we will continue to work with the Nutrition Department to provide a rotation for nutrition students. The nutrition students are completing a year of required internship prior to licensing and are jointly supervised by the Nutrition Department (clinically) and UH Wellness (administratively).

At UH Wellness, every effort is made to develop internship opportunities that meet the specific needs of the students. As such, their activities complement those needs. We believe that the internship program helps the student through hands on experience, helps UH Wellness by providing staffing and additional expertise, and helps the university in meeting its academic mission. The nutrition internship was established as a result of requests from students who utilize our services. It is another way to provide free, high quality, service to students.

We have also been able to hire three graduate students, one a management major and another an accounting major from the Baurer College of Business. The third graduate student is from Petroleum Engineering, hired through a grant awarded by the U.S. Department of Education. This student is involved in presentations of our IMAGE alcohol prevention program, our social norms marketing campaign, and our research and evaluation for the grant.

Goal Two: To strengthen collaboration and networking within the university and surrounding community

Objectives:

1. To develop a community network for wellness promotion
2. To serve as a liaison to the campus community
3. To increase professional development

A primary goal of UH Wellness is to develop strong alliances within the university and surrounding community. To that end, UHW participates in collaborative programs, serves on university committees, and engages in consortiums and community networks. Wellness also publishes a monthly campus newsletter, Well-U, that is sent to an electronically generated list serve. This is considered a valuable resource for building a wellness community on campus. It provides helpful information as well as a calendar of events.

Many of the programs that UHW provides are collaborative efforts. Other university departments including Campus Recreation, University Center, Center for Student Involvement, Learning Support Services, Counseling and Psychological Services, and Career Services. UH Wellness participated in, and consulted on, programs including Sex in the Place, Sex in the Commons, the Cat's Back, Cat's Back Resource Fair, and the Welcome Back Event at the University Center. We assisted with many Cougar Peer Educator (CPE), peer-driven programs this past year including helping with blood drives, and fund raisers for Breast Cancer, and AIDS research.

UH Wellness is the coordinating institution for the Houston-Galveston Consortium of universities and colleges in this area dedicated to the promotion of health and wellness. The intent is to provide a community bridge program that will serve to enhance our image and to help us identify new resources and programming planning ideas for students. Additionally, it is an easy way for professionals in wellness to meet and share ideas on programming and educational activities for students. UH Wellness can offer community professional development programs that allow for the issuance of Continuing Education Credits (CEUs).

In an effort to promote UH Wellness and build a strong community bridge, the director also serves on numerous committees as a member or consultant and participates in related professional development. She is a member of National Association of Student Personnel Administrators, American College Personnel Association, and The Wellness Institute. The Outreach Counselor holds a certification for Prevention Services, is obtaining her LPC (Licensed Professional Counselor) license and has published a book and created a website related to smoking cessation. She also recently submitted a research article documenting the unique model utilized in the IMAGE program. The Director and the Outreach Counselor presented our new alcohol education program at the 2010 NASPA Alcohol and Drug Abuse Conference. We are pleased with the overall networking in the community and in the profession as this also benefits our students, as we gain access to others who are involved in improving the well being of students.

Finally, UH Wellness provides leadership on campus for Substance Abuse Prevention issues and assists the university in meeting federal mandates. The Director is the chair of the Substance Abuse Committee which meets every semester. This year, the Director and Outreach Counselor prepared the federally mandated biennial review outlining prevention efforts on campus.

Goal Three: To utilize research-based universal, selective, and indicated prevention

Objectives:

1. To initiate innovative programming for students
2. To infuse research into prevention modalities

UH Wellness has made an effort to create innovative programming for students, and to infuse research into its prevention modalities. To that end, UHW has outcome data on many of its programs (as will be discussed in Goal Five) and focuses most of its attention on using programs that work. Some of these programs are outlined below.

IMAGE is our alcohol prevention program which targets cohorts in high risk groups as well as the campus at large. This prevention program is based on a model that comes from sound theory and research in the field. It is based on National Institute of Alcoholism and Alcohol Abuse (NIAAA) strategy recommendations for comprehensive programs. We have documented evidence of its effectiveness in reducing high risk drinking and its negative consequences, and in increasing self protective behaviors. IMAGE was developed at the University of Houston and was based on research and theory for effective programming. The program has received numerous awards including exemplary designation.

Alcohol 101 Plus is an interactive computer program that allows students to learn about situations involving alcohol. It helps them make decisions and see the alternative consequences without the real impact on their lives. It is available for students on a walk in basis and it is used in our educational programs. UHW staff have participated as a pilot site for its original debut and its revised curriculum.

Relaxation Lab is offered at the CRWC office, with a room designated for this purpose. Students can come by at any time and listen to relaxation tapes and read through stress management materials. One of the key items identified in our AOD survey was the number of students who stated they experienced stress. Over 46.4% indicated they felt stressed often or almost always. An additional 46% say they feel stressed at last occasionally. For over three years, students have been able to reserve the relaxation lab, a separate room for relaxing and/or meditating. They can also make an appointment with the Outreach Counselor to discuss developing a personalized stress management plan.

The MIP course is a Texas Department of State Health Services approved, two-day seminar on alcohol for those convicted of a Minor In Possession alcohol violation. It is also open to those referred from the Dean of Students Office and Residential Life and Housing for alcohol offences on campus. Marijuana 101 is an interactive web-based program, for which UHW arranged access at the request of the Dean of Students Office, for referrals for marijuana violations. As a result of many requests for marijuana consultations, we were able to negotiate utilization of the online Marijuana 101 (created by Third Millennium Classrooms) for disciplinary referrals. Students pay the \$40 fee directly to Third Millennium Classrooms (UH does not receive any monetary compensation); take the 3-hour course, and are then complete an Exit Interview in person with the Wellness Outreach Counselor in order to complete their sanctions.

Nutritional Counseling is an initiative created in fall 2004. Students who have already graduated from an approved nutritional program are completing their internship hours at the University of Houston under the direction of the Nutrition Department. UH Wellness is the primary rotation for this activity at UH. Currently, the nutrition interns are full time (40 hours per week), with a split rotation involving the University Health Center. This significant increase in hours was at the request of the Nutrition Department overseeing the interns, and has been well received by students and some departments who have made special requests. In addition to seeing more students for individual counseling, they contribute to our brochure and flier inventory, and do workshops including several requests from campus groups as well as regular "brown bag" series.

Smoking Cessation is an important part of wellness. Staff have been trained in Fresh Start, the American Cancer Society's program for smoking cessation. This program can be implemented on an individual or a group basis.

Sexual Assault Prevention at UHW primarily involves the utilization of peers. We have implemented and trained students in the One in Four: The Men's Program which is a nationally recognized program for men. This program has documented effectiveness and has been utilized by many campuses. Currently, UHW is focusing on once again growing this program, along with One in Four: The Women's Program, developed at the University of Houston.

Goal Four: To provide comprehensive wellness programming

Objectives:

1. To provide multi-dimensional programming
2. To provide multi-tiered programming

University of Houston Wellness is unique in that its sole mission is education and prevention and its programming is comprehensive, covering all dimensions of wellness. UHW offers wellness workshops, campus wide programming, consultation and clearinghouse information. Wellness also offers programs for targeted populations as well as the general campus community.

Workshops—Wellness staff present to various student groups in a variety of settings such as classrooms, sororities and fraternities, residential halls, or programs open to all students. Our efforts in this area have been significantly high again in the past year. These contacts are particularly important because they are high quality contacts. They offer us an opportunity to not only provide information, but to have some interaction with students in order to enhance the learning process. Additionally, we measure likelihood of change resulting from behavior identification and skill development resulting from attendance.

Topics covered generally include Stress Management and/or Relaxation; Healthy Sexuality; HIV and STDs; Safer Sex and related topics; Healthy Relationships; Alcohol and Other Drug Abuse Prevention; Sexual Assault Prevention; Conflict Management; Communication and Helping Skills; Gender Issues and Health; Wellness and Health; Marijuana; Date Rape Drugs; Psychological and Physical Wellness; Tobacco and Smoking; Leadership and Programming; Family Relationships; and Exercise/Nutrition.

In addition, we offer workshops such as Alcohol 101, Choices, or Marijuana 101 as disciplinary referrals. Referrals from the program came from Residential Life and Housing, Greek Life, and Dean of Students. UH Wellness also continues its implementation of the “IMAGE” program. This program, research driven with empirical support for its impact on high risk drinking, was recognized this year (for the second time) by the U.S. Department of Education as a Model Program, one of only five recipients nationally of the recognition. The IMAGE program has also been recognized by NASADAD (National Association of Substance Abuse and other Drug Abuse Directors) as an Exemplary Program. Its success has also resulted in presentations at the Texas Alcoholic Beverage Commission Symposium, the U. S. Department of Education National Conference on Alcohol and Other Drug and Violence Prevention, and the NASPA Substance Abuse and Mental Health Conference.

Campus Wide Programs—Since Wellness is a campus-wide education and prevention service, focused on all six dimensions of wellness, we frequently are the coordinating unit for campus-wide programming for national or local awareness campaigns. We are also involved in co-sponsorship of programs involving other units on campus. Whenever possible, we are collaborative in our programming since enhancing the programming of other departments is consistent with our mission. This past year, University of Houston Wellness has either sponsored or co-sponsored the following major events:

- Healthy Heart Month-Matters of the Heart
- Sexual Responsibility Month
- Safe Spring Break
- Occupational Awareness Fair
- Alcohol Abuse Prevention Month/Drunk Driving Prevention
- Healthy Halloween Event
- Domestic Violence Awareness Month
- Take Back the Night
- Clothesline Project for Domestic Violence and Sexual Assault
- Breast Cancer Awareness/Paint Your Nails Pink Fundraiser
- Great American Smoke Out
- World Health Day
- World AIDS Day
- Volunteer Blood Drives
- Anxiety Screening
- Depression Screening

- Eating Disorders Screening
- Alcohol Screening

Major programming allows us to accomplish several things. First, it allows us to help students focus on the importance of health and wellness issues by focusing attention on national awareness campaigns. Second, it also allows us to provide alternative activities for students that promote healthy choices and decisions. Finally, it gives us an opportunity to work with other campus units to enhance overall programming for students. This way, we are able to maximize rather than duplicate our efforts.

UH Wellness is unique from other units first, because wellness is all we do, and second, because we do programming in all areas of wellness. There are six dimensions of wellness. UH Wellness seeks to increase campus awareness of wellness as a multi-dimensional concept. First, we have developed programming that encompasses various dimensions of wellness and we have begun to support other units whose focus is on a particular aspect of wellness. For example, we have co-sponsored such events as Sex in the Commons as a social wellness issue, created the Relaxation Lab as an emotional wellness issue, and sponsored events for Breast Cancer Awareness with the Women's Resource Center and the UH Health Center as a physical wellness issue. We sponsor the Candlelight Vigil for World AIDS Day as a program for spiritual wellness. World Health Day focuses on physical wellness. We have been recognized nationally for our annual Occupational Wellness Fair and we assist in the Learning to Learn Day sponsored by Learning Support Services to support intellectual wellness.

We also have information tables and creative educational materials (such as our stress management, learning strategies, and sexual health crossword puzzles; and a "coogs-opoly" game) to utilize as we reach out across campus to provide wellness to students.

Consultation and Information Clearinghouse—UH Wellness is located in Room 35 of the University Center and in Room 1038 of the Campus Recreation and Wellness Center. It is managed by the director, one full time and one part time Outreach Counselor and part-time student employees, and peer educators.

There are multiple ways in which UH Wellness provides consultation to the university on wellness-related topics and offers its services as an information clearinghouse. These are outlined below.

Distribution of materials—The Wellness offices are frequented almost daily by students looking to obtain information on topics ranging from stress management and nutrition to sexual assault to alcohol and drug abuse. Since the distribution of materials often involves discussion on the topics, the quality of these contacts can be enhanced immeasurably. At times, students are seeking information for a presentation, or for themselves (in order to become more informed), or for a class project or paper.

In addition, Wellness has developed its own materials. We have developed several brochures, to include ones on alcohol, tobacco, exercise, sexual assault, sexual health, and stress management. We also have developed brochures on each of the six dimensions of wellness. Each dimension of wellness (social, emotional, intellectual, spiritual, occupational, and physical wellness) is included in this series. These brochures are the "On Being Well" series. In this way, we are able to reduce dependence on outside providers of brochure materials.

Consultations and Walk In Contacts—Often, a walk in contact (to ask questions about wellness or to simply find out more about programming) is the first opportunity we have to interact with students. Such consultations can be educational (including help with presentations, research papers, or class assignments) or personal (offering assistance in referrals for service, providing an ombudservice, or simply giving information about health and wellness concerns). On occasion, faculty or staff call or come by to consult on issues related to student well being, or ask for input on campus policies or programming. Staff receives calls regarding referrals from departments such as the Dean of Students Office, Counseling and Psychological Services, and Residential Life and Housing.

Electronic provision of information—A major source of information for many college students is the internet. As a result, Wellness began utilizing the internet to more fully inform students and the rest of the university community about wellness information and events. This is accomplished primarily in two ways. First, we began in October 2000 to send out our newsletter (now titled *Well-U*) electronically. The list-serv currently has grown from 119 subscribers to its current readership of over 2,000. *Well-U* is four pages, and includes information on Cougar Peer Educators, wellness happenings, and additional wellness information and tips. Our nutrition interns currently have a column as well. We believe using an electronic newsletter rather than a paper copy distribution accomplishes two important things. First, it is less costly to students in the long term to send out information electronically than to pay for printing and distribution of paper copies. We currently distribute over 2,000 copies each month, which would cost between and 1,000 and 1,500 dollars a month to reproduce each month. This saves close to 10-12,000 dollars each year. Second, we believe sending out *Well-U* electronically by utilizing a list-serv makes the contact a higher quality one. Many individuals are inundated with paper copies of material in their mailboxes and thus, discard them more easily. The list-serv consists only of those individuals who specifically requested that they be included in our electronic mailing. As such, they are much more inclined to read the materials and utilize this service.

We also target some specific issues with special programs, targeting specific groups. In the past year, we have offered the following.

- IMAGE (Intent and Motivation: Alcohol Group Exercise)-targeting cohort groups, especially those at high risk.
- Alcohol 101 Plus-used for the general student population but also for those referred with alcohol citations
- Relaxation Lab/Stress Management-as a prevention program in support of students learning; targeting the high numbers of students who report stress
- Computer Lab-used to implement several of these programs
- Texas Department of State Health Services (TDSHS)- an approved course for Alcohol Education for Minors in Possession. (MIP)
- Marijuana 101-on line program now used for referrals, with UHW staff providing exit interviews
- Nutritional Counseling

Goal Five: To demonstrate accountability

Objectives:

1. To utilize evaluations for determination of effective programming
2. To conduct annual needs assessment for use in planning

3. To create outcome-based assessments to measure behavioral and cognitive change related to reducing high risk drinking
4. To create outcome-based assessments to measure behavioral and cognitive change related to wellness skill development
5. To maintain high level of professional development among staff

In order to demonstrate accountability, UH Wellness focuses not only on utilization numbers and satisfaction surveys and evaluations, but also upon behavioral and cognitive change indicators. Additionally, staff and programs are required to maintain licensing and/or certifications. All of this data is reviewed during our annual Strategic planning meeting. It is during these meetings that we examine our goals and objectives as it relates to assessment data and determine the extent to which we have met those goals in measurable ways.

Evaluations of Program Effectiveness:

Overall evaluation is accomplished in two ways. First, utilization numbers are tracked over the entire academic year for specific types of services. This helps us to both identify highly used services but also to identify areas which may need to be re-evaluated in terms of implementation. Every year, during strategic planning, staff review these numbers and discuss means of marketing program availability. It also helps us assess the utility of maintaining services. Second, evaluations that include student satisfaction are tracked. Each workshop evaluation, for example, includes a number of questions to determine whether students were satisfied with the workshop topic and content, and also whether new skills were identified. They may also include the extent to which the student believes the new skill will benefit the learning and living experience at the university.

Some services such as the Alcohol Education Program for Minors in Possession contain an evaluation of both the program and the instructor. The MIP course evaluations look at increase in knowledge over time and also at satisfaction with the instructor and course content. The Social Health class is evaluated through faculty evaluations and also in terms of successful completion. Interns at Wellness, from Nutrition, Health and Human Performance, and other areas, are evaluated in terms of their competencies.

Needs Assessment and Trend Data

For several years, UH Wellness has completed a campus wide wellness survey, developed by its staff. The survey is sent to every University of Houston student, and the return rate is good. Most recently, over 4,000 students completed the questions. This survey tracks trends in a variety of areas, but covers aspects of all six dimensions of wellness. UHW staff can examine the responses to better understand trends in behavior and healthy choices including quantity and frequency of alcohol and other drug consumption, and sexual health and decision making. In addition, there are questions that allow us to track students who are participating in the IMAGE program by using alpha numeric codes. We can further track impact of our social norming campaigns. Finally, we are able to not only track trends across time, but to identify specific need areas for students since the survey asks questions related to all dimensions of wellness. In addition to the campus wide wellness survey, UHW is able to obtain data from the student satisfaction survey and the needs assessment survey. This instrument is disseminated and analyzed by Learning and Assessment Services.

Campus assessment is also critical for effective programming. UHW staff is responsible, for example, for the biennial review of drug and alcohol prevention and programs. Additionally,

UHW staff chair the Substance Abuse Policy Review Committee, and the Substance Abuse Prevention Committee. As part of that committee, the staff conducted the CASA (College Alcohol Risk Assessment) which examines campus and environmental factors impacting alcohol consumption.

Outcome Based Assessment

UH Wellness has a strong commitment to outcome based interventions. It is not sufficient to simply track trends and identify levels of usage or satisfaction with services. It is more important to determine whether we are making a difference. Outcome is focused on examining cognitive and behavioral change that results from programming.

Outcome assessment for our alcohol prevention program is strong. The focus for determining its effectiveness is based on the extent to which the IMAGE session has an impact on alcohol quantity and frequency, negative consequences, and the implementation of self protective behaviors. Students who participate are tracked across time, receiving one month and six month follow-up surveys. Individual students are tracked using an alphanumeric code. These students' alcohol use patterns, consequences, and their implementation of self protective behavior are then compared to their peers who did not participate in the program. (Some of this data is outlined in the next section).

In addition, the focus of our other wellness workshops is on identification and utilization of skill sets. Students who attend are asked to identify a new skill they learned during the session and the level of confidence and commitment they have for implementing that new skill. Follow-up surveys are used to identify actual change. Students who participate in the MIP course are assessed in terms of increased knowledge, and exit interviews for this program and others is focused on self reflection and identifying change needs.

Professional Development

Staff at UH Wellness are licensed or certified in relevant fields. They also actively participate in continuing education. They participate in research and present at national and state conferences. It is our belief that staying abreast of new research and studies in the field enhances staff's ability to assist students.

Question #4

Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs. Please provide the method for collecting these data.

Overall Evaluation of UH Wellness Programs

The success of UH Wellness is evaluated through:

- Campus contacts (the number of students, faculty and staff making use of our services)
- Evaluation of programs and services
- Evaluation of the academic course for peer educators (pass rate for certification)
- Student evaluations and feedback on information, programs, and resources
- Documentation of evidence based "intent to change" strategies

Campus Contacts:

Accountability —Wellness implemented an internal system of collecting contact data.

Note that these numbers do not include use of wellness facilities for peer education projects or meetings. It also does not include service learning projects such as the blood drives, the clothing drive, or the fundraising for charity.

Accountability: FY10

Outreach Programming

-Workshops/Classroom Training (including peers)	15,788
-Informational Services	19,352

Special Programs

-Alc 101 Plus, MIP, relax, video Computer use, Nutrition counseling	3,468
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Walk In/Consultations

-Office contacts	11,090
-Office consults	307

Total Contacts	50,005
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Brochures/fliers/other	11,197
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Walk In/Consultations

Clearly, the overall consultation and walk in traffic is high. This is due in large part to the traffic we see in the CRWC, which is five to six times as high as traffic to the UC office. This is in part due to the high visibility of the office at CRWC and equally due to the increased space (such that we can have many more activities and resources available on site in the CRWC office). Students are able to utilize special services such as computer programs and on line services as well as video and other multi-media resources more easily. The increased space has impacted our peer education programming. The high level of participation is in large part a result of their having a space to meet and congregate that encourages them to become more of a unit. Also, the student workshop and training contacts are high. More importantly, we are seeing programs that are predominantly peer initiated and peer run. Since students in CPE have a place to meet and plan, they initiate a number of programs that would not otherwise have occurred (several blood drives, fund raisers, etc.). The teaching of the peer education course, HLT 3300, in the CRWC facility increases the tendency for students to want to join CPE upon completion of the course. They have a chance to meet and interact with the leadership of that group on a regular basis as a result of the location. Our overall numbers in the higher quality contacts has increased as we are now able to do more workshops and meet evening requests for programs.

Our numbers in outreach are also very high. This is in part due our Outreach Counselors. It is also due to the high number of outreach programs we do at the UC, with four to five times as many outreach contacts as in CRWC. In part, this venue is set up to better support awareness and outreach programs. Utilizing the HIV mobile unit, or hosting a blood drive, at the UC, for example, makes more sense than doing so at the CRWC. We also find events such as the Clothesline Project get significantly more attention at the UC (and UC Satellite) than at CRWC (at times reaching over 100 at the UC, while reaching only a third of that at CRWC). Some programs such as World AIDS Day would be difficult to match without access to the UC, and could not be carried off if we did not have space there and students there to make certain the programs go smoothly. More important, however, is that we have access to a greater cross section of the student population at the UC than at CRWC. Although we have many students who come only to Wellness at CRWC and not to the fitness and recreation components of the facility, we do see a higher concentration of those who are more fitness conscious. At the UC we tend to see students who are not necessarily fitness-centered in their lifestyle or who may be part time students or those employed or with families.

Participation in both venues is a contributor to our success. It helps us not only expand in the manner we had hoped when the new facility was planned, but also to reach a wide variety of students. This is important because we are a campus wide education and prevention program and want to reach as many different types of students as possible.

Evaluation of Programs and Services

Alcohol 101 Plus—This is an interactive computer program. The computer program is currently offered online by Century Council. Additionally, our IMAGE session is our more widely used protocol.

Minor In Possession—This alcohol education course is taught once or twice per month, depending in part on staffing. Students are given a pre- and post-test to assess improvement in knowledge regarding alcohol. They are also given evaluations for the course and instructor. For FY10, the average percent of increase in knowledge from pre-test to post-test was 83%. The overall evaluation for 2010 for the instructor and the course were again high, with a 9.8 (on a 10

point scale) instructor rating and a 9.3 course rating. Each year we are required to submit a report to the Texas Department of State Health Services as this is a program requiring State certification and renewal.

Course Evaluation—Social Health and Wellness, HLT 3300, is taught each fall and spring semester by the Wellness Director. An evaluation of the class is given each semester to assess what feedback might aid us in improving the course. Evaluations for the course have been extremely high. Additionally, the overall enrollment for the course continues to grow. Each semester, the enrollment exceeds capacity.

Student evaluation and feedback—Students are our primary target audience and their feedback is essential to programming success. In the past, we have requested feedback from random surveys of students in order to determine the overall perception of the Wellness. We discovered that many students are participating in wellness center activities but do not always know that the program is provided or sponsored by the center. The other issue that arose was a need to clarify our identity as an education and prevention program, separate from clinical programs. We are starting to address the need to separate our identity from other units with a similar, although less comprehensive or more clinical, mission. However, we are pleased that students are clearly participating in our programs as their well-being is our ultimate goal. We are beginning to develop methods for providing us with more extensive outcome data for programming. We will implement another campus wide survey in the spring 2011 which should provide us with considerable feedback as to needs and issues for students.

Trend data—Over several years, UH Wellness collected data on alcohol and other drug (AOD) use as well as on other wellness related items. Alcohol and drug use indicators suggest the majority of UH students are not, for the most part, engaging regularly in high risk drinking or drug use. However, such data does let us know areas to target programming. In addition, our survey respondents report on sexual health issues. The data will give us valuable information about students' knowledge related to sexual health as well as knowledge as to their attitudes and behaviors about HIV/STD testing. We also will have access to data regarding academic issues, stress, coping, and many other wellness related items

Outcome Assessment—UH has implemented an outcome based assessment of services. We began this process with our alcohol program (IMAGE), but are expanding it to include most of the areas we cover. The alcohol intervention focuses on small group social norming, self protective behavior, motivational interviewing, and personalized feedback. Our major findings indicate that the interventions are, in fact, having an impact on student behavior. This is a major accomplishment as most assessments measure only such things as satisfaction with the service or increases in knowledge, neither of which necessarily predicts any actual behavior change. The chart below outlines our major findings. Overall students who participated in the IMAGE session were significantly more likely than their peers to drink less than once a week, more likely to drink "0" drinks in a week, and more likely to experience fewer negative consequences. The statistical significance was even greater for underage students who participated in the program. See chart.

IMAGE Session Results

- ◆ Overall, students who participated in IMAGE were:
 - ✓ 1.67 times more likely to drink less than once a week
 - ✓ 1.53 times more likely to drink 0 drinks in a typical week
 - ✓ 1.86 times more likely to experience fewer negative consequences
- ◆ UNDERAGE students who participated in IMAGE were:
 - ✓ 4.26 times more likely to drink less than once a week
 - ✓ 3.25 times more likely to drink 0 drinks in a typical week
 - ✓ 2.39 times more likely to experience fewer negative consequences

In addition, we followed individual students across time. We found a statistically significant difference across time in terms of both frequency and quantity of drinking among individuals who had participated in the IMAGE session. In the chart below, you can see these results. You can also see the impact of our social norming campaign aimed at underage students. The campaign had a significant impact on frequency and quantity of drinking, negative consequence, and in the tendency to make academics a priority over alcohol.

Additional Results

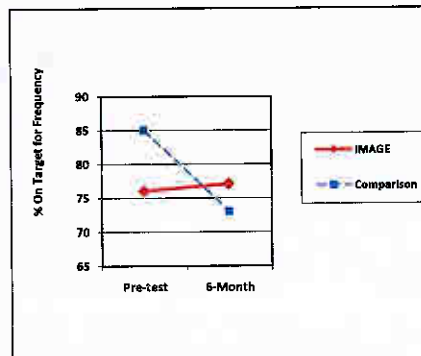
- Behavior change across time
 - ✓ Significant difference ($\chi^2=102.05$, $p<.001$) between pre-test & 1-month frequency
 - ✓ Significant difference ($\chi^2=81.37$, $p<.001$) between pre-test & 1-month quantity
- "Academics over Alcohol" norming campaign
 - ✓ Significant impact upon frequency ($F=9.98$, $p<.001$)
 - ✓ Significant impact upon quantity ($F=3.92$, $p<.02$)
 - ✓ Significant impact upon negative consequences ($F=3.78$, $p<.02$)
 - ✓ Significant impact upon making Academics a Priority ($F=18.30$, $p<.001$)

Learning & Assessment Institute

We also found that students who participate in the IMAGE session are more likely to drink on target than their cohorts who did not participate in the session, as shown in the chart below.

IMAGE Session Results: Natural Comparison Group

- ◆ Students who participated in IMAGE **increased** their on-target behavior for frequency while the Comparison group **decreased** their on-target behavior



- ◆ Students who participated in IMAGE were 2.73 times more likely to drink on-target (less than once a week) than the comparison group.

Learning & Assessment Institute

UH Wellness will continue to base its programs on outcome and the likelihood of having a positive impact on students and the university at large.

Question #5

Please discuss any budget changes from your last (FY011) SFAC request, their impact on your programs, and your reason for implementing them. We recognize that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the budget cycle, and that some programs may be ahead of/behind their self-generated income.

UHW received some continuation from the FY09 U.S. Department of Education Model Program grant, totaling \$62,811. This did allow us to continue employment of our graduate assistant to carry out many of the requirements of the grant, however that funding ended in December 2009.

Question #6

Please list 2011-2012 objectives in priority order. The objectives should reflect the priorities stated in your unit's strategic plan. Larger units may wish to group your responses by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

UH Wellness is a campus wide education and prevention program aimed at promoting healthier choices, and a healthier, safer learning environment. Its goal is to promote a WELL campus in order to improve student learning. Its mission is unique in three ways. Prevention and education is all that we do; all dimensions of wellness are emphasized; and UH Wellness involves students in their own well-being. Our specific goals and objectives are as follows:

Goal One: To facilitate student development and student learning

Objectives:

6. To strengthen peer education
7. To increase peer educator recruitment and retention efforts
8. To provide training opportunities for Cougar Peer Educators
9. To provide students with experiential learning opportunities
10. To provide training to student workers

Goal Two: To strengthen collaboration and networking within the university and surrounding community

Objectives:

4. To develop a community network for wellness promotion
5. To serve as a liaison to the campus community
6. To increase professional development

Goal Three: To utilize research-based universal, selective, and indicated prevention

Objectives:

3. To initiate innovative programming for students
4. To infuse research into prevention modalities

Goal Four: To provide comprehensive wellness programming

Objectives:

3. To provide multi-dimensional programming
4. To provide multi-tiered programming

Goal Five: To demonstrate accountability

Objectives:

6. To utilize evaluations for determination of effective programming
7. To conduct annual needs assessment for use in planning
8. To create outcome-based assessments to measure behavioral and cognitive change related to reducing high risk drinking
9. To create outcome-based assessments to measure behavioral and cognitive change related to wellness skill development

10. To maintain high level of professional development among staff

EVALUATION:

UH Wellness will evaluate its objectives by:

- Student and faculty/staff feedback
- Participant evaluations of workshops and presentations
- The number of prevention campaigns and usage contacts
- The number of contacts at each event
- The number of workshops and programs provided for student groups and organizations as well as the level of participation
- Outcome data for activities (based on increased knowledge or statement of intent to change)
- Documenting accomplishments from Consortium and other meetings
- Documenting the number of collaborations and co-sponsorships by other organizations in UH Wellness initiated events
- Documenting the number of collaborations and co-sponsorships by UH Wellness in campus-wide events
- Document class participation and evaluations
- Document peer programming and level of participation
- Document the membership of Wellness staff on wellness and prevention organizations and committees
- Evaluations from specialized programming such as M.I.P alcohol education program
- Continued peer education certification, with increasing percent pass rates
- Increase in web site development and usage
- Campus surveys of student health related attitudes and behaviors
- Documentation of research based interventions

Question #7

What are the other possible sources of funding available to your unit and what efforts are being made to access them (i.e. grants, donations, etc.)

In summer 2010, UH Wellness was selected again as a recipient of the U.S. Department of Education Model Program grant. This has resulted in a two year grant totaling \$189,000 that assists us in alcohol prevention. We will continue to seek other appropriate external funding opportunities, including grant funding, to support the wellness program.

Question #8

Please describe any overlap between your unit and any other unit(s) providing services to students. Please provide rationale.

There is no other unit that provides a comprehensive wellness education and prevention program for the university. Although other units may provide some wellness-related services, other units do not place a primary emphasis on such comprehensive prevention and education and wellness-related outreach services. Additionally, University of Houston Wellness serves as a center of information and coordination for university wellness-related programs. Unlike other units, we offer wellness programs and wellness materials and information in all six dimensions of wellness. UH Wellness is a comprehensive and collaborative force in promoting healthier choices and a safer, healthier environment to promote student learning.