

UH Wellness contributes to student success by empowering the campus community to make healthy choices across the nine dimensions of wellness. Our multi-faceted office implements health- and wellbeing-centered initiatives including skills-building, outreach, events, professional development, and program assessment and evaluation.

The UH Wellness Health and Well-being portfolio anticipates elevating from a traditional focus of programming to a cross functional upstream approach, supporting a system and culture of collective health and well-being services. Collectively, the departments seek to promote, nurture, and enrich a community of health, wellbeing, and caring. As such, the language to tell the story, demonstrate value, and effectively nudge health behavior choices, at an individual and population level is necessary. To do this, a unique health marketing and communication skill set is vital. The Health Communications Specialist/Manager will serve as an integral part of the UH Wellness team by leading all health marketing and communications within the Health and Well-Being portfolio, in coordination with the Division of Student Affairs and Enrollment Services (DSAES).

This position comprises more than communicating and spreading information. Contributions by this individual will help us have an overall positive impact on the health and well-being of the population. This individual will collaborate with stakeholders across the portfolio of health-focused departments within DSAES, effectively designing materials, interpreting and disseminating health education and information to the UH student community. He or she will work to streamline comprehensive multidisciplinary student health and well-being initiatives and strategies. These programs are focused around several dimension of well-being such as physical, emotional, spiritual, occupational, and social. Other programs include education about alcohol and other drugs, sexual health and violence prevention, and mental health. We have expanded our offerings to include initiatives focused on life skills such as resiliency, courageous conversations, sleep, purpose, values, and financial literacy.

Responsibilities may include:

- Design and implement materials that promote individual and community health and wellbeing and positive culture change within the campus community
- Develop and coordinate the production and dissemination of information for the HWB portfolio
- Develop ideas for written material to be presented in a variety of formats (e.g., fliers, reports, web-based materials, forms, email messages, publications)
- Lead governance efforts of all public-facing communications; Oversee final editing and approval of content, materials, etc prior to publication and distribution
- Implement and share in ongoing development of the health and wellbeing portfolio web and social media presence
- Work with vendors and consultants as needed
- Maintain records and archives, as appropriate
- Collaborate and initiate consultations with campus partners to develop materials that support their programmatic efforts
- Design, manage, and evaluate health communication campaigns; Use evidence-based strategies including social marketing; Determine appropriate channels for different populations and create effective messages that are tailored to the intended audience(s)
- Conduct research to identify communication goals and audiences, clarify content, and identify appropriate venues and design
- Ensure consistency of messaging and non-duplication of communication efforts around campus wellbeing.
- We will not be asking for one-time dollars to support until then, as these will require new job description and will need to be developed in concert with HR.

DSAES Strategic Initiative

- Student Success: Champion exceptional opportunities and services to support all UH students.
 - SS 3: Foster the holistic well-being of all students through coordinated, intentional services and processes.
 - SS 4: Enhance assessment of student success by defining measures at the departmental and divisional level with focus on the impact of our programs and services.
- Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.
 - R2: Pursue and develop resources to address identified gaps and needs.
 - R3: Leverage and adapt resources in innovative ways to increase effective utilization.
- Partnerships: Forge and strengthen partnerships to expand our reach into the university and greater community.
 - P1: Educate and empower campus partners to be our advocates.
 - P2: Enhance students' educational experience by expanding partnerships with academic affairs.
 - P5: Promote alumni engagement and support for division initiatives in cooperation with Advancement.
 - P6: Raise the profile of the division through regional, national, and international involvement.

Funding Request	
Base Augmentation Request	Amount
Salary	\$19,000
Benefits	\$6,650
Admin Fee	\$1,539
Professional Development	\$1,500
Admin Fee for Professional Development	\$90
Total	\$28,779

College is a critical time for young adults to develop and learn essential life skills to help with the transition from the home life to college life. Many of today's incoming students are not prepared for this transition, and the resulting stress negatively impacts their adjustment, putting them at risk for mental health issues, substance abuse, and academic failure. Not only is this happening at our university but others have seen the same in their student's population. To address this issue, colleges and universities have created or adopted resiliency programs. CAPS is currently offering education on depression and anxiety. This would expand the proactive approach .

UH Wellness, in collaboration with CAPS, would like to pilot a program called SCORE (Student Curriculum on Resilience Education). Resilience, or *the ability to adapt to adverse or changing circumstances*, is an essential skill for everyone to learn and develop. This program is a research-based resilience education program that helps students cope with the personal, social, and academic challenges of college life. Students participating in the program will develop resilience in the areas of time management, study habits, self-care, goal- setting and social adjustment to successfully handle challenges they encounter at college, improve their health, along with their grades and increase retention rates.

DSAES Strategic Initiative

- Student Success: Champion exceptional opportunities and services to support all UH students.
 - SS 1: Engage all students to intentionally develop leadership qualities, critical thinking and communication skills, diversity competencies and personal growth.
 - SS2: Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.
 - SS 3: Foster the holistic well-being of all students through coordinated, intentional services and processes.
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- Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.
 - R1: Evaluate resources to identify opportunities for efficiency, improvement, and transformation.
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FY 20 One-Time Request	Amount
Per student cost \$19.95 x 150	\$2,992.50
Admin Fee	\$179.55
Total	\$3172.05

Wellness champions or ambassadors are a best practice in employee health and well-being. Several universities have begun to infuse this into student health and well-being. Different than peer educators, these ambassadors are activators, influencers, and innovators of health and well-being within their community. They serve as role models and a resource network, inspiring others to flourish and thrive. They are also a two-way conduit of information between their peers needs and the services, resources, initiatives, and education provided by the DSAES and the Health and Well-Being portfolio of departments. These students develop leadership skills, are the “first to know” about the latest health and well-being happenings on campus, gain knowledge and training on current health and well-being topics affecting college students, across a variety of dimensions, and gain access to a strong cross campus peer network. While the format may vary, in theory, students would be asked to participate in an orientation, commit to three semesters, attend monthly meetings, and share information with each other and their respective student organizations.

This request is to pilot this program here at the University of Houston within UH Wellness. It would include two student planning sessions with a meal provided, two orientation sessions with a meal provided, and to increase awareness of these Well-Being Influencers (or whatever we choose to call them) include identifiable t-shirts, water bottles, and computer stickers. (These identifiable items would need to be finalized by the student planning committee).

This program will also align with the Well-Being Ambassador Program by HR Wellness.

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 - SS 2: Expand diverse experiences on exploration and education while identifying and meeting the needs of our student population through supportive, inclusive environments.
 - SS 3: Foster the holistic well-being of all students through coordinated, intentional services and processes.
 - SS 5: Enrich the sense of connection, belonging, and shared UH identity among all students.
- Division Cohesion: Evaluate, actively pursue, and leverage resources to enhance the UH experience.
 - DC 1: Foster collaborative divisional processes focused on common goals
- Resources: Evaluate, actively pursue, and leverage resources to enhance the UH experience.
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FY 20 One-Time Request	Amount
Student meals for two planning sessions (8 students each)	\$400
Student meals for two orientation sessions (25 students each)	\$625
50 t-shirts	\$450
50 nice water bottles	\$350
50 computer stickers	\$200
Admin Fee	\$121.5
Total	2,146.50

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“Campuses are moving beyond individual behavior and creating environments of systems where the healthy choice is the easy choice” (CAS Advancing Health and Well-Being Cross-Functional Framework 2019). To raise awareness of what this means, UH Wellness would like to develop a Certified Healthy Student organization/group program. This will also create a means for conversations, assess current status and needs, recognize student organization that have demonstrated a commitment to foster healthy lifestyle choices across a variety of dimensions of well-being (emotional, social, physical, occupational, and spiritual), and afford recipients a sense of pride in their passion for improving not only their individual health, but the UH community as a whole. The program allows student groups to assess their organization, and empowers them to take action in making healthy behavior choices.

The certification would be administered by UH Wellness. The stratification may shift but certification would be a once a year recognition for “striving to be certified”, “certified, and “certified gold” to be determined based on the level of attained criteria. The list of set criteria that may include and are not limited healthy meetings, healthy environment and cultures, promoting healthy choices such as physical activity and healthy nutrition, and substance use and resilience programming. The cost would include some sort of recognition for the organization or student group such as computer stickers, window clings, or a certificate that designates their level of achievement.

As an incentive and also a way to assess needs and interests, a set number of grants would be awarded to the open ended question, “How would your student organization spend \$200 (or given amount) to improve health and well-being at UH or within your student organization?”

This program could align with a similar HR Wellness program and could reinforce other well-being awards such as “Green Zone”.

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FY 20 One-Time Request	Amount
Recognition certificates	\$250
10 grants for \$200 ea	\$2,000
Admin Fee	\$135
Total	\$2,385