

UH Wellness

FY2022 One-Time Request – Health Communications Graduate Assistant

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. 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 communication skill set is vital. The Health Communications Graduate Assistant will serve as an integral part of the UH Wellness team by leading all health communications and integrating messages among the portfolio.

This position comprises more than communicating and spreading information. Contributions by this individual will help UHW 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 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, intellectual, financial, environment, cultural and social. Other feature programs include education about substance use, sexual and reproductive health, injury and violence prevention, and mental health and disorders. We have expanded our offerings to include initiatives focused on adult learning 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)
- 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

About UH Wellness:

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.

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.
- 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.
 - P6: Raise the profile of the division through regional, national, and international involvement.

Funding Request	
	Amount
Monthly Rate	\$14,400
Health Stipend	\$1,800
Admin Fee	\$972
Total	\$17,172

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.

UH Wellness would like to continue the implementation of 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.

The program has been widely accepted by students and has been adopted by the College of Medicine and School of Pharmacy to provide for all of their students. In preliminary results, students reported they like how to set goals, understanding the connection between mental, physical, and social skills and how it affects resilience, and how resilience is a learned trait. They also preferred the self-paced format to complete at their convenience.

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.
 - 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.
 - R1: Evaluate resources to identify opportunities for efficiency, improvement, and transformation.
 - 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.
 - P6: Raise the profile of the division through regional, national, and international involvement.

FY 21 One-Time Request	Amount
Per student cost \$16.95 x 150	2,542.50
Admin Fee	\$152.55
Total	\$2,695.05