



Health Promotion & Wellness
IMPACT REPORT
2023 - 2024 Academic Year



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Compiled Summer 2024

Health Promotion & Wellness (HPW) was formed in 2016 to promote the health and well-being of San Francisco State students. HPW sits in the Division of Disability Access and Student Well-Being and is one of the three departments that make up GatorHealth & Well-Being (GHW), along with Student Health Services & Counseling & Psychological Services. This document serves as a report of HPW’s impact on students, as well as a documentation of the use of the Student Health Service Fee.



Department Mission

HPW provides ongoing high-impact programming to address health-related challenges to academic success and increase educational equity. In Spring 2024, the National College Health Assessment (Table 1) showed that a significant number of students reported health and well-being issues negatively impacted their academics in the last 12 months.

Table 1: 2024 NCHA Survey Response

Factors Negatively Affecting Academic Performance	% of Students
Stress	39%
Anxiety	32%
Finances	29%
Sleep Difficulties	26%
Depression	24%

Addressing the health issues of our students is imperative to achieving the graduation equity goals of the university. To this end, HPW offers students opportunities to learn and enact healthy behaviors, works to improve health equity, and shifts the campus culture to champion health and wellness in all spaces.

MISSION

To champion an environment at San Francisco State that prioritizes the health and well-being of the campus community in order that every student can reach their full potential.

VISION

A culture of health and wellness built on a commitment to equity and social justice.

VALUES

- Health Equity
- Cultural Humility
- Holistic Wellness
- Innovation
- Transparency
- Community Voice
- Student Success
- Collaborative Leadership
- Evidence-based Practice

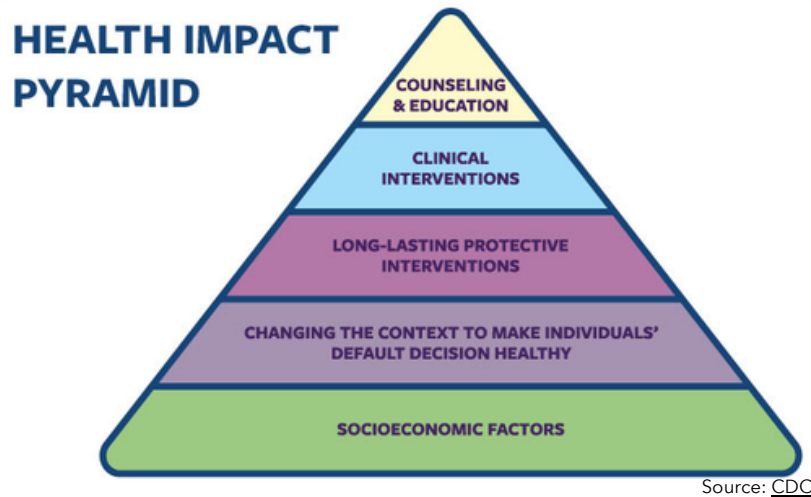
Staffing Structure & Framework

HPW uses the Healthy Campus framework and a community health approach to create a 3-year strategic workplan. This plan utilizes best practice of public health to address the following health areas: mental health, sexual health, nutrition, social and emotional health, and substance use. During the 2023-24 academic year, the HPW team consisted of 9 FTE staff (see Appendix A), along with a large team of student assistants and volunteers (see Peer Health Leadership section).



SUMMARY OF INTERVENTIONS

HPW uses a public health impact approach to improving student well-being and spreads its efforts across various types of interventions. These include **health education** workshops, **health promoting programs** that share wellness skills and resources, **health communication campaigns**, **peer health leadership** opportunities, and addressing campus **environment and policies** to improve the overall health of students.



Health Education

HPW’s health education workshops are designed to increase students’ knowledge, skills, and intent to practice health promoting behaviors. Health education makes about 10% of HPW’s overall reach. Approximately 3% of participants were faculty and staff, who learned skills to support student’s well-being.

Table 2: Health Promotion & Wellness Workshops

Health Area	Workshop Title	Workshops Delivered	Health Area	Workshop Title	Workshops Delivered
HPW General	Health Resources on Campus	4	Nutrition	Shopping on a Budget	1
Mental Health	Self-Care & Stress Management	21		Food Smarts for College	4
	How to Help a Friend in Distress	2		GatorGrub Alert Training	12
Sexual Health	Gender & Sexuality	2	Substance Use	Let’s Talk about Drugs	3
	Healthy Relationships	2		Overdose Prevention	3
	Sexual Communication	8		Linked Up	2
	Let’s Talk About Sex	4		Socializing in College/ Alcohol 101	4
Nutrition	Debunking Diet Myths/ Balanced Eating	5	Social & Emotional Wellness	Making SMART Goals	7
	Cooking on a Budget	2		Everyday Consent	3
	Cooking Class	4		Generative Conflict	2
	Fueling for Performance	2		Handling Rejection	3
				Asking for Help	4
			How to Make Friends	2	



Health Promoting Programs

Health promoting programs aim to improve students' well-being and increase awareness of GHW at SF State. They also normalize health as a part of daily campus life. Over 75,616 student contacts were made through these programs in the 23-24 AY.

¹ Amaya, M. et al. (2019). Creating a Culture of Wellness: A Call to Action for Higher Education, Igniting Change in Academic Institutions. Building Healthy Academic Communities Journal. 3 (2) <https://doi.org/10.18061/bhac.v3i2.7117>

² American College Health Association. (2020). The healthy campus framework. Silver Spring, MD: American College Health Association.

Table 3: Health Promoting Programs

Health Area	Health Program	Reach	Health Area	Health Program	Reach
Mental Health	Therapy Animals	1,781	Substance Use	Art Night	696
	Tea Time Out/ Sleep Kits	364		Drag Queen Bingo	560
	Self Care Station	1,114		Game Night	112
	Finals Programming	645		Sip & Tell	26
Sexual Health	Condom Cart	257		Narcan Distribution/ Fentanyl Testing	1,014
	Condom Dispensers	904	PHL	Student Leader Program	24
	STI Testing Van Events	70		Ambassador Program	115
	Menstrual Supplies Distribution	482	HPW General	In-person Grab & Go Resources	3,653
Nutrition	Cooking Demos	807		Wellness Map	42,163
	Student Health Services Food Insecurity Screening	4,218		Health Resource Presentations	2,915
	Nutrition Clinic	205			

Health Communications

HPW's health communications strategies increase the visibility of HPW and GHW, promote upcoming events, and deliver asynchronous health education content. Through print, web, and social media campaigns, HPW engages large numbers of students. Social media campaigns were used to promote HPW and GHW's services, influence social norms, and encourage healthy habits for students. Almost 4,400 students were reached through in person outreach and 97,210 touch points were made through social media and digital channels.



Welcome to Health Promotion and Wellness.

Follow Me Tour

291 Likes	8,516 Reach
29 Shares	25 Saves



Gator Grub Alert

98 Likes	1,632 Reach
61 Shares	38 Saves





Peer Health Leadership

Centering student voice and providing hands-on professional development to SF State students are essential to HPW, as well as a high impact practice. HPW's Peer Health Leadership (PHL) program consists of full-year paid student leader positions and semester-long volunteer Ambassador positions. These students receive health education training and practice, professional skills building, networking, campus engagement, and social connection.



24
Student Leaders



115
Volunteer Ambassadors

Policy and Environmental Initiatives

In order to make a larger impact on the day-to-day health of SF State students, HPW addresses the environmental, systemic, and policy-level influences on well-being. While this work is more complicated, it has a larger reach and longer term impact on student success.



Table 4: Environmental & Policy Level Interventions

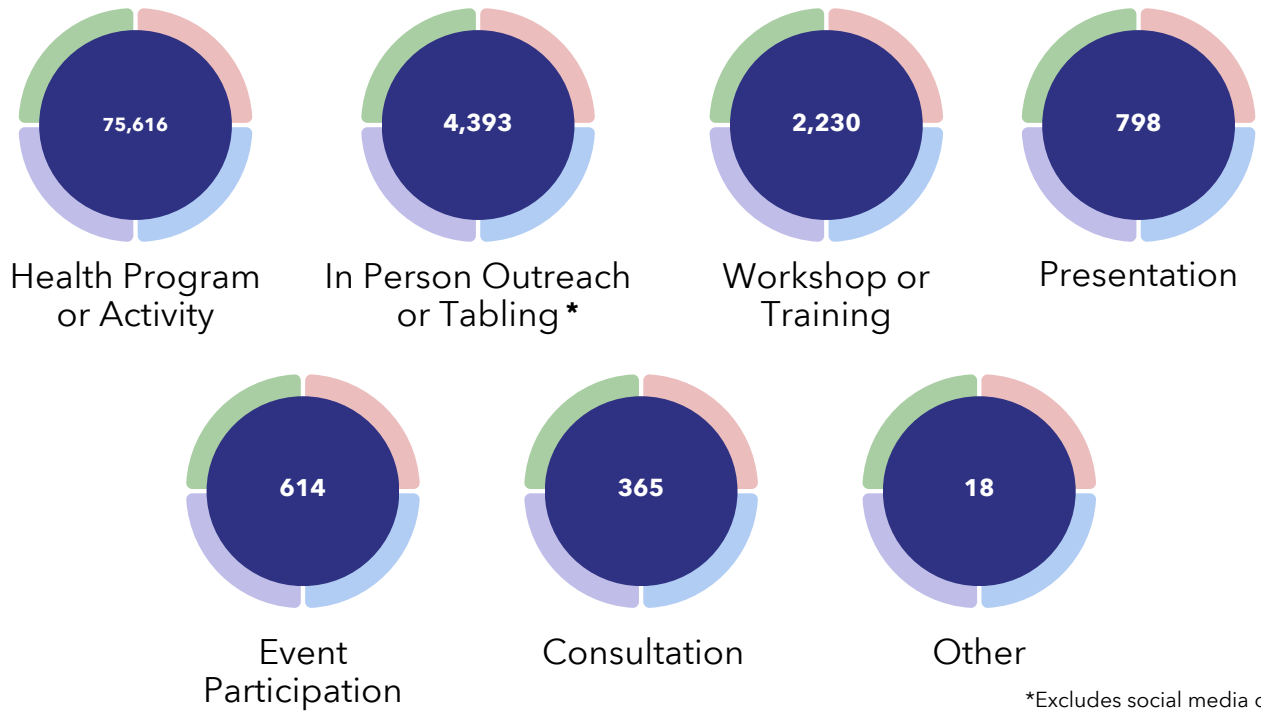
Intervention	Scope
Equity Focused Professional Developments for Staff	In Partnership with Division of Disability Access and Student Well-being
Drug Free Schools & Communities Act	Campus Wide
Well-Being Matters Faculty Kit Development	
Lactation Room Program	
Parenting Student Resource Website & Outreach Program	
Menstrual Map	
Campus Health Data Surveillance and Research Projects	In Partnership with Academic Affairs & Institutional Research
Student Food Security Screening	In Partnership with Student Health Services
HPW Anti-Racist Change Team & Working Groups	Health Promotion & Wellness
SF Minimum Wage for Student Leaders	
Accessible Media and Image Trainings	In Partnership with Disability Program & Resource Center
Wellness in the Classroom Tool Kit	In Partnership with CEETL
Wellness Vending Machine	In Partnership with University Corporation
Gator Grub Alert	In Partnership with Office of Sustainability
Priority Registration for Parenting Students	In Partnership with Enrollment Management
Participation in Retention Operation Team	
Clery Committee	In Partnership with Office of Emergency Services
Food Waste Reduction Project at AS Gator Groceries	In Partnership with Associated Students
EBT Access on Campus	
Expansion of AS Food Pantry Space	In Partnership with Associated Students and Capital Planning, Design and Construction
Undocumented Student Leader Guide	In Partnership with Dream Resources Center

DEPARTMENT OUTCOMES

Reach

During the 2023-24 academic year, HPW had 84,034 interactions with students through various activities and programs.

Figure 1 : Reach by Activity



*Excludes social media outreach

Figure 2 : Reach by Topic Area

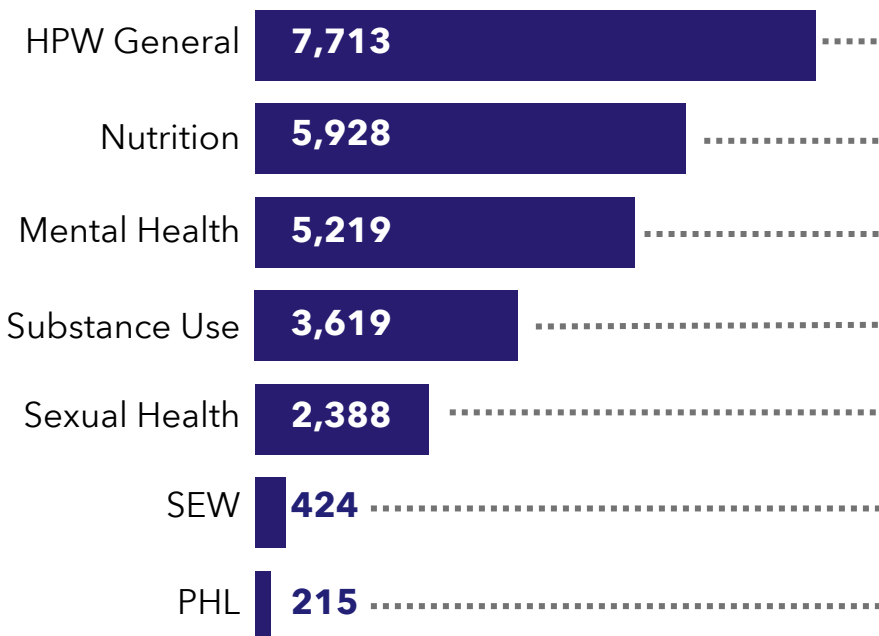
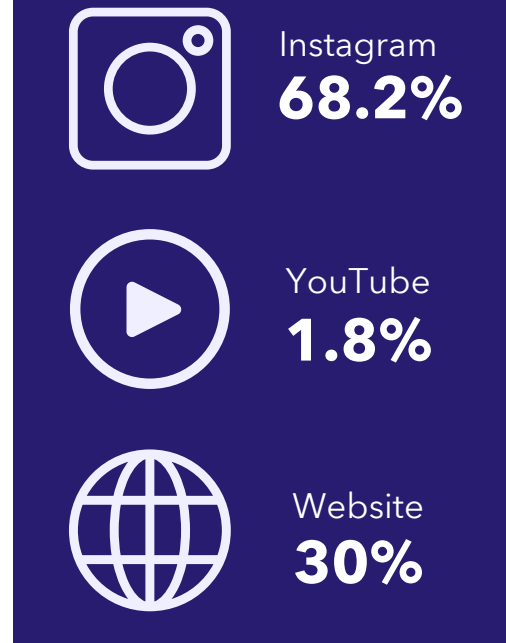


Figure 3: Reach by Communication Channel



Learning Outcomes & Student Satisfaction

In addition to reach, HPW collects data on the quality of its programming and impact on student learning. In post-workshop surveys, students overwhelmingly reported learning new skills and plan to use those skills in their lives. Students also felt HPW's workshops were engaging and would recommend them to others.

92%

Of students would recommend HPW to a friend

363

Students heard about HPW by a professor or in class

537

Students reported learning something new in HPW workshops

89%

Of students said they plan to use the skills they learned in HPW workshops

87%

Of students reported learning a new skill in HPW workshops





Student Reviews of Health Promotion & Wellness Programs and Services

"HPW has everything a student can think of!"

"The people at the desk are wonderful and helpful"

"I love this service here at school more than anything"

"I liked how the program was designed to be conducive and generous to students' schedules."

Health Equity & Student Success Outcomes

To assess its impact on health equity, HPW routinely monitors whether priority populations engage in its services with the goal of an overrepresentation of students with lower graduation rates. Students who engage in HPW’s programs* are generally representative of the student body with some overrepresentation of key priority groups, such as Black (9% of HPW participants versus 6% of the SF State Fall 2023 population), and non-binary students (1% vs .5%). HPW reached more Sophomores (18% vs 14%) and Seniors (45% vs 29%) than the population and fewer Freshman (10% vs 20%). Female identifying students are overrepresented in HPW participants (67% vs 56%).

Figure 4: Student Demographics

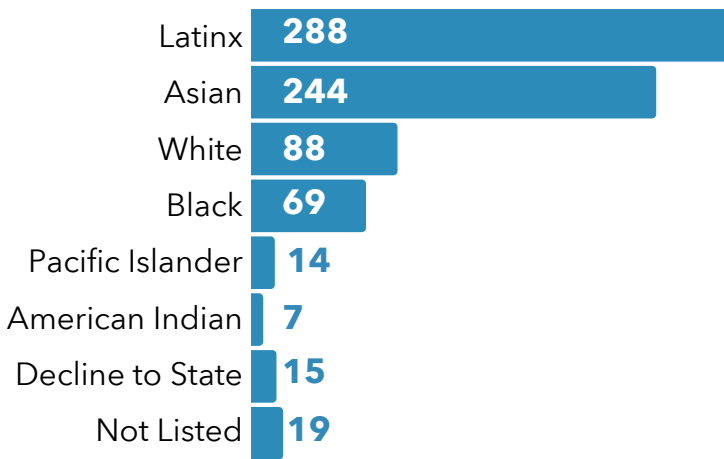
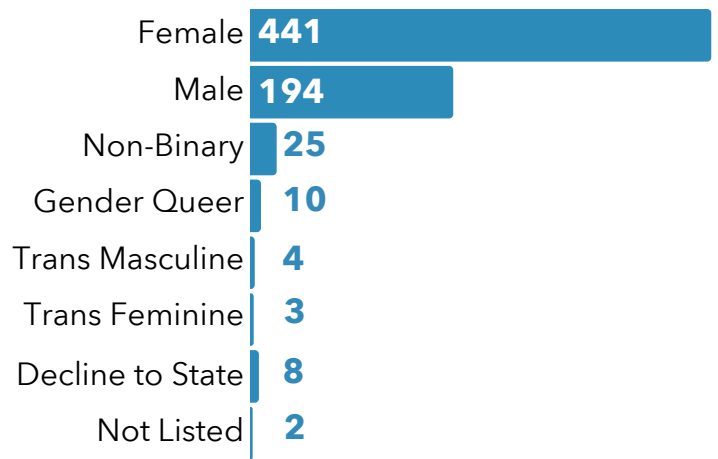


Figure 5: Gender Identity



HPW creates partnerships and tailored programming for departments that serve students with graduation equity gaps. In the 23-24 AY, 13,077 students were reached with these partnerships, counting for 16% of HPW’s overall reach.

Table 5: Equity Focused Reach

Event Type	Equity Reach	Total HPW Reach
Workshops & Trainings	328 (15%)	2,230
Health Program	11,356 (15%)	75,616
Presentation	126 (16%)	798
Outreach or Tabling	507 (12%)	4,393
Event Participation	599 (98%)	614
Consultation	111 (30%)	365
Other	0 (0%)	18
Total	13,077 (16%)	84,034



Using Fall 2024 enrollment data, 85% of students who were part of HPW's programming* were either retained or graduated, which is 5% more than the general population. 86% of students who participated in the PHL program were either retained or graduated.

*This only reflects programs where student IDs were able to be collected, such as workshops, grab-and-go resources, Narcan distribution, food security screening, and finals programming.

Table 6: Partnerships

Collaborations & Partnerships	
Student Affairs and Enrollment Management <ul style="list-style-type: none"> • AAPI Student Services • Black Unity Center • Campus Recreation • Dean of Students Office (Dean on Call Program) • Educational Opportunity Program (EOP) • Enterprise Risk Management • Food+Shelter+Success • Guardian Scholars Program • Hoods to Woods • J. Paul Leonard Library • Latinx Student Center • Metro College Success Programs • New Student & Family Programs • Office of Diversity, Student Equity, and Interfaith Programs • Residential Life • Student Engagement & Transition (SET) • SSS Trio 	Academic Departments <ul style="list-style-type: none"> • Biology • Child & Adolescent Development • English • History • Public Health • Graduate College of Education • Holistic Health Other <ul style="list-style-type: none"> • Academic Advising • College of Ethnic Studies Peer Mentors • First Year Experience Peer Mentors • Peggy Smith Counseling Clinic • Staff Council • Student Enrichment Opportunities Program • Transfer Peer Mentors (DUEAP) Student Organizations <ul style="list-style-type: none"> • Active Minds • Alpha Sigma Phi • Phi Sigma Sigma • SKY SFSU • Student Athlete Advisory Committee

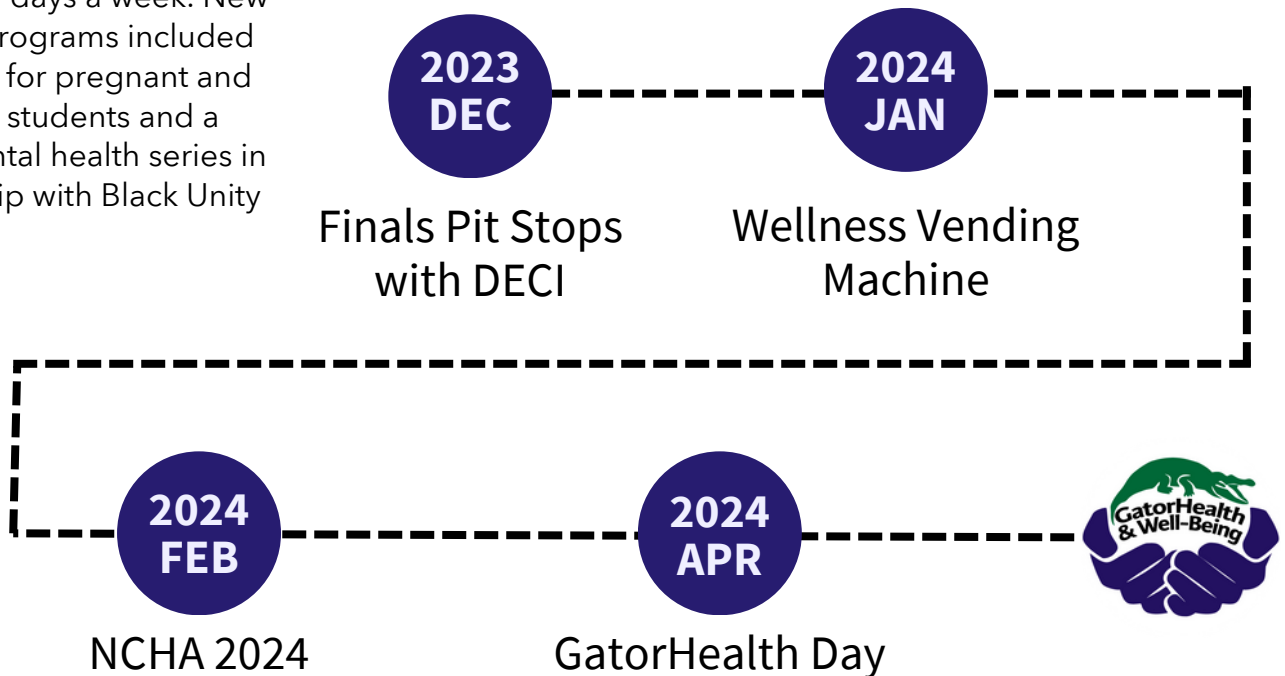
Departmental Accomplishments

Growth of Equity Focused Health Programs & Partnerships

HPW successfully launched several new campus health initiatives that increased access to resources or provided tailored programs for special populations. These include the Opioid Overdose Prevention Project and our Wellness Vending Machine, which provides health resources 24 hours a day seven days a week. New tailored programs included resources for pregnant and parenting students and a Black mental health series in partnership with Black Unity Center.

NCHA Implementation

In Spring 2024 SF State implemented the National College Health Assessment to better understand the health and well-being of our students and have data to respond appropriately to campus needs. **The survey reached 1,350 students or 13.5% of the sample, the highest response rate in the CSU system.** This data will be analyzed by a cross disciplinary team of Institutional Research, faculty experts, and GatorHealth staff. The results of the analysis will be shared across campus in 24-25 AY to raise awareness of students' well-being needs and help departments respond appropriately.



GatorHealth & Well-Being Brand Launch

In response to the 2022 Keeling & Associates external review HPW focused on doing more to promote HPW as part of a wider safety net of services to support student success. By creating an overarching brand for the Student Health Fee Funded units, GatorHealth & Well-Being, HPW helped students to see HPW, CAPS, & SHS as a family of services. This made it easier for the units to promote each other's services in a more integrated way. The leadership of HPW led to the launch of a cross departmental outreach group and the first annual Gator Health Day in April of 2024.

Areas for Growth & Next Steps

New Gator Health Student Center

In February of 2025, the Gator Health Student Center will be opening to welcome students to a one stop shop for their health and well-being. This integrated approach to services will be a significant improvement to the student experience, but will also pose monumental task for HPW as it transfers services into a new space. The team will engage in a cross departmental planning process to create new streamlined services and create a new identity as a division.

Smaller but Mighty

Like other departments on campus, Health Promotion & Wellness has seen a decrease in budget and staff due to lower enrollment. Reconfiguring the HPW strategic workplan and programs will be necessary to meet these challenges while still providing high quality and impactful health programs. The HPW team will spend concentrated time over the summer to rethink its department model and service delivery in order to continue to meet the health challenges of our students with fewer resources.



Appendix A

Health Promotion & Wellness Organization Chart 2023 - 2024

