

Health Promotion and Wellness Departmental Strategic Work Plan AY 2020-2023

HPW Purpose: To promote wellness and health on campus in order to foster student success. We do this by:

1. Creating opportunities for students to learn and enact healthy behaviors
2. Creating health equity on campus
3. Shift campus culture to champion health and wellness
4. Create opportunities that empower students to reach their full potential as healthy adults and leaders

HPW Health Promotion Goals	Objectives	Activities in Support of Objective
1. To foster and maintain a sex positive culture which provides SF State students with educations, tools, and resources they need to make the decisions they deem best for their sexual health.	Objective 1a: To create, establish, and promote programs and outreach which provide students with a baseline of sexual health information through an inclusive, culturally-relevant, and anti-oppressive framework	<ol style="list-style-type: none"> 1. Implement consistent educative workshops which cover different areas of sexual health 2. Create, edit, & share resource content covering different aspects of sexual health via social media & other mediums of outreach
	Objective 1b: To increase access to sexual health supplies and resources by expanding campus distribution programs and creating educational content to assist students in navigating services & communicating with providers	<ol style="list-style-type: none"> 1. Maintain & increase distribution points where students can access safer sex supplies 2. Maintain & increase distribution points where students can access menstrual health products 3. Develop & offer virtual workshops & content which assist students in improving communication skills to better access & navigate resources & clinical sexual health services 4. Implement SFAF Mobile Testing Unit resources for free STI Testing, with plans for future on-campus testing events (based on COVID-19 protective guidelines)
	Objective 1c: To reduce stigma and increase knowledge and access of sexual services and resources by establishing and maintaining collaborative relationships with on- and off-campus organizations	<ol style="list-style-type: none"> 1. Establish & maintain connections with Student Health Services staff & providers leading to increased utilization of sexual health services by students 2. Establish & maintain connections with other health areas to create intersectional educative & program opportunities 3. Establish & maintain connections with off-campus organizations to promote & provide additional education & resources
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<p>2. To increase the knowledge and social support of safer substance use among students at SF State</p>	<p>Objective 2a: Decrease the negative health consequences associated with binge drinking amongst student at SF State.</p>	<ol style="list-style-type: none"> 1. Implement Asynchronous short workshops on website/YouTube/Instagram that increase protective behavior knowledge and skills around alcohol use 2. Implement Social Norms Marketing Campaign on Binge Drinking (General to SFSU) 3. Implement Late Night Tip Treats Campaign 4. Host and Support Substance Free Events and Health Education with mock tail recipe of the month focused on First 8. 5. Implement Turn Up!-oly Protective Behavior interactive games
	<p>Objective 2b: Decrease negative health consequences associated with substance use amongst students at SF State.</p>	<ol style="list-style-type: none"> 1. Implement Synchronous and Asynchronous Workshops 2. Develop and Implement culturally-relevant sexual health and alcohol harm reduction education as a means to prevent Campus Sexual Assault 3. Implement Peer Led Mock-Tales AOD discussion groups (Monthly) 4. Implement Peer Led Greek Life and Athletics workshops or dialogue sessions on safer use of alcohol and drugs. 5. Publish and Distribute Safer Use Guide to promote harm reduction practices and health education around drug use. 6. Implement Opioid and other Prescription Drug Misuse Awareness Campaigns (Social Marketing) 7. Implement TIPS Training with Bystander Intervention with Greek Life & Athletics 8. Conduct student led assessment of current programs and needs to create and implement new and innovative student centered programs focused on substance use. 9. Create ongoing meetings with CAPS and SHS on integrating self-assessment and referrals 10. Implement coordinated First 8 Programming
	<p>Objective 2c: Reduce smoking and vaping rates amongst San Francisco State University students</p>	<ol style="list-style-type: none"> 1. Implement Smoke and Tobacco Free Task Force 2. Implement BREATHE programing by ATOD student Leaders
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<p>3. To create a safe environment and culture that is intolerant of sexual violence and address power imbalances, especially those stemming from rigid social constructions of gender.</p>	<p>Objective 3a: Foster a healthy relationship culture through culturally-relevant programs that prioritize restorative practices, healthy sexuality, and mindful alcohol use to promote positive behaviors that nurture healthy, mutually respectful personal and sexual relationships</p>	<ol style="list-style-type: none"> 1. Implement programs and activities focused on first 8 weeks of the school year to address the Redzone 2. Implement programs that affirm and humanize expansive expressions of sexuality, genders, identities, and relationships as a means to prevent gender-based violence 3. Implement introductory workshops on restorative practices and accountability to prevent initial and repeated sexual violence harm
	<p>Objective 3b: Improve mental health and prevent gender-based violence among men of color by promoting social norms that emphasize healthy masculinity, emotional health, and solidarity</p>	<ol style="list-style-type: none"> 1. Participate in MOC Success Network to streamline developmental support activities and programs for MOC 2. Implement <i>Step Outside the Box</i> for college men of color in collaboration with Mental Health Educator, DECI Identity Centers, and MOC Success Network 3. Develop men’s peer education program to foster activism, solidarity, and prevent sexual violence. 4. Implement brief Bystander Intervention workshops for men
	<p>Objective 3c: Provide universal, ongoing, and developmentally-timed Sexual Violence Prevention programming</p>	<ol style="list-style-type: none"> 1. Provide mandatory online sexual violence prevention education to all new incoming students and refresher education for continuing students via <i>Not Anymore</i> 2. Conduct mandatory sexual violence prevention education to Greek Life students, student athletes, and Residential Life student leaders 3. Conduct 2 <i>Coffee & Conversation</i> events with Equity Programs & Compliance per semester to increase option for Title IX reporting 4. Implement annual awareness month programs & activities for Domestic Violence, (October), Stalking & Dating Violence (February), and Sexual Assault (April) 5. Provide asynchronous basic educational workshops on sexual violence prevention, healthy masculinity, and interpersonal trauma-informed social support skills 6. Implement brief Bystander Intervention workshops 2 times a semester 7. Summarize prevention education activities, programs, and initiatives annually for Annual Security Report
	<p>Objective 3d: Implement opportunities for restorative, transformative, and racial justice activities to end sexual violence</p>	<ol style="list-style-type: none"> 1. Facilitate learning, adoption, and integration of restorative justice practices to address and repair harm within Greek Life and other student organizations

		<ul style="list-style-type: none"> 2. Implement Sexual Violence Prevention Collaborative to facilitate a campus wide transformative justice approach to ending sexual violence 3. Integrate racial justice/anti-racist practices in men's health and sexual violence programming and interventions
	<p>Objective 3e: Produce community-based sexual violence prevention programs by and for queer & trans/Black, Indigenous, and of Color (QT/BIPOC) student communities designed to build leadership, self-determination, and capacity for community-led prevention</p>	<ul style="list-style-type: none"> 1. Facilitate the generation, implementation, and evaluation of program prototypes for QTBIPOC students by QT/BIPOC students
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<ul style="list-style-type: none"> 4. To promote a positive mental health culture within the SF State community 	<p>Objective 4a: To increase students' life skills to manage stress</p>	<ul style="list-style-type: none"> 1. Develop program that develops life skills 2. Develop and disperse skill based videos on self-care and stress management techniques 3. Implement Ask Me Anything About Mental Health Live Series 4. Provide online mental health education resources via HPW website 5. Implement peer to peer programs (Wags for Wellness, Tea Time Out, Self Care Station) 6. Develop virtual mental health workshops (record a session and post on website) and implement live workshop by request
	<p>Objective 4b: To promote social connectedness by mobilizing a community passionate about mental health (Active Minds)</p>	<ul style="list-style-type: none"> 1. Recruit, train and guide students to be on the core team for Active Minds 2. Organize awareness events (i.e. Mental Health Awareness Day, National Sleep Week, Stress Awareness Month) 3. Collaborate on a social norms campaign with cultural and identity based student organizations (Share Your Story) 4. Identify and Advocate for Policy and Systems Change Programs
	<p>Objective 4c: To enhance academic spaces to encourage positive mental health and help seeking behavior</p>	<ul style="list-style-type: none"> 1. Develop guide for faculty health and wellness 2. Develop and disperse wellness in the classroom toolkit 3. Implement faculty ICANHELP and VAR trainings

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<p>5. Provide comprehensive basic needs resources that respond to student hunger, housing insecurity and economic instability in efforts to support students in reaching their full potential and academic achievement at SF State.</p>	<p>Objective 5a: <i>Implement food access programs that increase food security among SF State students</i></p>	<ol style="list-style-type: none"> 1. Implement CalFresh Help Clinic and CalFresh community outreach services 2. Expand CalFresh access on campus by increasing campus vendors who accept EBT & EBT RMP 3. Implement the Emergency Meal Card Program 4. Implement Gator Groceries expansion programs 5. Implement a feasibility study for a community kitchen 6. Expand partnership with SF-Marin Food Bank (AB-74) and local merchants 7. Implement Gator Grub Alert 8. Expand community resource lists 9. Implement campus wide promotion of food access programs
	<p>Objective 5b: <i>Implement housing security programs that increase housing stability among SF State students, and mitigate the negative impacts of housing instability</i></p>	<ol style="list-style-type: none"> 1. Implement Gator Crisis Housing program 2. Establish and implement Student Rapid Rehousing Program 3. Establish and implement housing stability case management services – Non RRH 4. Develop and maintain Local Church and CBO partnerships to support housing instable students 5. Implement Basic Needs Hubs and Lounges program
	<p>Objective 5c: <i>Increase economic stability opportunities to mitigate financial barriers SF State students' face in meeting their basic needs</i></p>	<ol style="list-style-type: none"> 1. Establish and implement the AB-74 Basic Needs Emergency Aid Program 2. Establish and implement a Financial Literacy Program 3. Develop and implement a AB-74 pharmacy cost relief program for students struggling with economic crisis
	<p>Objective 5d: <i>Champion campus policies, best practices and social norms that support student's basic needs</i></p>	<ol style="list-style-type: none"> 1. Support the progress of the AB-74 Basic Needs Research Fellowship 2. Support the progress of the AB-74 Basic Needs Tool Kit Evaluation Project
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<p>6. To promote healthy eating habits and increase nutrition security among SF State students</p>	<p>Objective 6a: <i>To increase SFSU students' access to healthy food</i></p>	<ol style="list-style-type: none"> 1. Implement Nourished Gators healthy vending program 2. Implement Fruit and Vegetable Voucher program 3. Implement and institutionalize universal food insecurity screening at SHS

		<ul style="list-style-type: none"> 4. Collaborate with AS Gator Groceries to develop nutrition guidelines and provide basic nutrition education to staff and volunteers 5. Implement social media campaign counter-narrative to “ramen diet” 6. Develop and implement fruit and vegetable chopping station at Gator Groceries 7. Support and facilitate Basic Needs Initiative’s and Basic Needs Committee’s food security objectives 8. Participate in Student Health Advisory Committee (SHAC) to learn about student barriers to food access and promote food access resources
	Objective 6b: <i>To increase food and nutrition literacy among students</i>	<ul style="list-style-type: none"> 1. Offer nutrition education, workshops, cooking classes and cooking demos 2. Increase availability of online nutrition education resources 3. Provide SHS Nutrition Clinic services; increase utilization among high-risk groups 4. Assess nutrition education needs of identity groups on campus and develop nutrition programming through collaborative consultation
	Objective 6c: <i>To reduce the prevalence of unhealthy dieting and weight control behaviors among students</i>	<ul style="list-style-type: none"> 1. Implement Health at Every Size/Anti-Diet/Intuitive Eating workshops 2. Implement Body Positive support group and support development of Body Positive student leaders training 3. Develop and deliver annual training for SHS and CAPS providers and MWC personal trainers around weight stigma/weight bias in health care 4. Develop and deliver weight 5. Consult and support CAPS& MWC in developing eating disorder education resources on CAPS website; 6. Collaborate with campus partners for annual National Eating Disorder Awareness (NEDA) week 7. Implement social media campaign around rejecting diet culture
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<p>7. To promote students' well-being through engagement, connectivity and inclusivity.</p>	<p>Objective 7a: <i>To increase students' engagement through incorporating innovative ideas and virtual modalities to the PHL programs.</i></p>	<ol style="list-style-type: none"> 1. Create and implement an interactive & engaging virtual and hybrid (virtual & physical) Student Leader Program 2. Create and implement an interactive & engaging virtual and hybrid (virtual & physical) student volunteer program (Ambassador Program and Lead Ambassador Program) 3. Create and implement virtual and hybrid (virtual & physical) HPW Student Organization (HPW Social Club)
	<p>Objective 7b: <i>To increase students' sense of belonging within the HPW unit and the campus community.</i></p>	<ol style="list-style-type: none"> 1. Improve iLearn platform to be more interactive, engaging and provide a space for students to connect with each other. 2. Increase PHL students' accessibility to HPW and campus resources by adding information to iLearn platform. 3. Explore and incorporate virtual and non-virtual modes of communications that will help keep PHL students connected with each other. 4. Implement Student Leader Program monthly Socials (virtual & physical) 5. Implement Student Leader Program Professional Development 6. Implement Ambassador Program monthly Mix & Mingles that focuses on health education and networking (virtual & physical) 7. Implement culminating experience event for Ambassadors and Lead Ambassadors each semester 8. Implement social events and services days to bring all PHL students together each academic year 9. Create and implement PHL workshops (volunteerism, dimension of wellness topics, professional development, leadership and other general health-related topics)
	<p>Objective 7c: <i>To increase PHL program participation through increased awareness of the program to the campus community.</i></p>	<ol style="list-style-type: none"> 1. Assist or leading campus initiative, committees and/or events to help increase outreach to specific targeted demographics 2. Increase outreach to specific targeted demographics via social media, website page, and other non-virtual communication modes.

		<ol style="list-style-type: none"> 3. Work with campus partners and academic faculty to promote PHL programs in their departments/ classrooms. 4. Create opportunities for students to attend (virtually and/or physically) PHL events as an informal and casual method of recruitment. 5. Increase participations from specific targeted demographics (commuters, not on campus, transfer students, grad students, and etc.) through promoting PHL virtual programs/components. 6. Increase use of GatorXperience, SAEM listserv and other communication modes to connect with students and the campus community about PHL programs.
	<p>Objective 7d: <i>Create intuitional and organizational systems in order to support PHL's sustainability and collaboration within HPW and the campus community.</i></p>	<ol style="list-style-type: none"> 1. Coordinate all PHL HR hiring and program logistics 2. Adapt and streamline HR hiring and PHL program logistics to help increase participation and retention rates.
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8. To increase visibility of Health Promotion & Wellness and promote campus health via digital technology	<p>Objective 8a: <i>To increase awareness of Health Promotion & Wellness services, events, and workshops</i></p>	<ol style="list-style-type: none"> 1. Develop HPW Guidebook 2. Develop and implement a HPW campaign for shuttle buses 3. Maintain and improve HPW and BN websites 4. Maintain and improve HPW newsletter 5. Organize annual Fun Fest event 6. Develop and implement graphic design and marketing for events and workshops 7. Develop HPW reach infographic flyer 8. Manage and maintain branding
	<p>Objective 8b: <i>To increase accessible programs/passive programming for commuter students</i></p>	<ol style="list-style-type: none"> 1. Gain 1500 more followers on @SFStateCares 2. Develop and implement health education quizzes on social media stories 3. Organize social media highlights by topic area 4. Develop and implement semester long social media campaign 5. Rebrand and implement YouTube channel with new pre-recorded videos 6. Implement IGTV with new pre-recorded videos

	<i>Objective 8c: To improve health education content, design, and messaging for social media and marketing materials</i>	<ol style="list-style-type: none"> 1. Improve Graphic Design process Develop and implement HPW inclusive graphics
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9. To create a community of wellness at SF State that prioritizes student's health in all places and policies as part of the educational and social justice mission of the university.	<i>Objective 9a: To create opportunities for administrators, faculty, staff, and student to make health and wellness a shared value</i>	<ol style="list-style-type: none"> 1. Create opportunities to present campus wellness work plan and goals to campus community 2. Implement Wellness in the Classroom program for SF State Faculty 3. Advocate for the implementation of I CAN HELP mental health trainings for faculty and staff with focus on departments/colleges with largest equity gaps 4. To prioritize and implement opportunities for student to learn and enact healthy behaviors 5. To prioritize and support opportunities for campus community to find social connection and community 6. Create & Implement an iLearn Health & Wellness box that is automatically in all students iLearn 7. Draft and implement a community wellness syllabus statement
	<i>Objective 9b: To address health disparities and forms of oppression in order to create health equity at SF State</i>	<ol style="list-style-type: none"> 1. Collect and disseminate data on health disparities and education equity gaps to campus community 2. Implementation of focused programming that address health equity in key communities 3. Develop and enact anti-racism and anti-oppression strategy from a health perspective
	<i>Objective 9c: To improve the integration of and access to health care services for SF State students</i>	<ol style="list-style-type: none"> 1. Establish & maintain connections with Student Health Services staff & providers leading to increased utilization of sexual health services by students 2. Increase awareness and utilization of campus health services among students 3. Implement regular collaborative and strategic partnership meetings between HFFUs in order to eliminate barriers to care and improve utilization 4. Establish & maintain connections with off-campus organizations to promote & provide additional education & resources for SF State students 5. Implement YOU@SFState platform

	<p>Objective 9d: <i>To evaluate and improve SF State policies and built environment to promote health and well-being</i></p>	<ol style="list-style-type: none"> 1. Continue to push implementation of SF State Homeless Report policy recommendations 2. Evaluate HPW health promotion work plans to ensure they include socio-ecological and health impact approach that shift focus towards policy and environmental approaches 3. Work collaboratively with campus departments to support policy or built environment changes that promote holistic well-being, including new health facility
	<p>Objective 9e: <i>To conduct research and data collection that promotes health, best practices, and accountability.</i></p>	<ol style="list-style-type: none"> 1. Implement Health Data Matching project to connect health and wellness programming with student demographic and success indicators 2. Implement National College Health Assessment Survey (NCHA) with data matching of student success indicators 3. Implement opportunities for internal HFFU self-assessment and research on best practices 4. Implement data dissemination plan to share research and data on HFFU impact 5. Create opportunities for continue research and creative projects that promote health and best practices