



HEALTH
PROMOTION
& WELLNESS



IMPACT REPORT

FALL 2020 – SPRING 2023

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Compiled Summer 2023

INTRODUCTION

Health Promotion & Wellness (HPW) was formed in 2016 to promote the health and well-being of San Francisco State students. HPW is a unit within the GatorHealth & Well-being student support services, along with Counseling & Psychological Services and Student Health Services. HPW provides ongoing, high-impact programming to address health-related challenges to academic success. In Spring 2021, the National College Health Assessment (see Table 1) showed that a significant number of students reported that health and

Table 1: 2021 NCHA Survey Response

Factors Negatively Affecting Academic Performance	% of Students
Stress	42%
Anxiety	34%
Depression	26%
Sleep Difficulties	25%

wellness issues negatively impacted their academics in the last 12 months. HPW offers opportunities for students to learn and enact healthy behaviors, works to improve health equity, and shifts the campus culture to champion health and wellness.

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 & 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

Using the Healthy Campus framework and a community health approach, HPW staff create and implement 3-year strategic work plans. These plans outline the department's goals and objectives, programmatic activities, and assessment for the upcoming academic years. This report summarizes the overall impact of the department from the most recent 3-year cycle (Fall 2020 through Spring 2023). Since HPW's programs are funded by the Student Health Service Fee, this report also serves as documentation of how these funds have been leveraged to support students' overall health and academic potential.

Staffing Structure

Using the National College Health Assessment survey as its guiding data source, HPW focuses its work in the following areas: basic needs, men's health and sexual violence prevention, mental health, nutrition, sexual health, and substance use. During the 2020–2022 academic years, the HPW team consisted of 12 FTE staff (see Appendix A) to achieve its goals and was bolstered by a large team of Student Assistants and Student Volunteers (see Peer Health Leadership section).



SUMMARY OF HEALTH PROMOTION PROGRAMS & INITIATIVES

Following a socioecological model and health equity approach to community well-being, HPW spreads its efforts and resources across various modes of intervention. HPW implements innovative and evidence-based **health education** workshops, **health programs** focused on wellness skills and resources, **health communication campaigns**, **peer health leadership** opportunities, and improvements to campus' **environment and policies**. A more detailed summary of HPW's Strategic Workplan can be found on our website.

Health Education

HPW's workshops are designed to increase students' knowledge, skills, and intent to practice health-promoting behaviors. Of HPW's overall reach, **23%** was through health education workshops or training. Approximately **6%** of attendees were faculty or staff in workshops focused on increasing their capacity to support students' well-being.

Table 2: Health Promotion & Wellness Workshops

Health Area	Workshop Title	Workshops Delivered	Health Area	Workshop Title	Workshops Delivered
HPW General	Health Equity as an Anti-Racist Strategy	7	Nutrition	Navigating Grocery Stores	5
Basic Needs	CalFresh 101	20		Meal Prep	6
	FSS Info	15		Eating Healthy 101	14
	Empowered Housing with PATHS	9		Health at Every Size/ Decolonizing Workshop	5
Mental Health	Financial Wellness	5	Substance Use	Let's Talk about Drugs	15
	Self-Care/ Stress Management	93		Supporting a Friend	1
	Sleep	3		Linked Up	13
	Decolonizing as Healing	4		Protective Behaviors	10
Sexual Health	Community Care	14	Sexual Violence Prevention/ Men's Health	Making SMART Goals	1
	ICANHELP	9		Consent 101	4
	Mental Health & Culture	5		Pod Mapping	6
	Gender & Sexuality	4		Healthy Boundaries	16
Nutrition	Healthy Relationships	13		SVP 101	15
	Sexual Communication	15		Bystander Intervention	4
	Safer Sex 101/ Birth Control	16		Mandatory SVP Online Course	9
	Eating Healthy on a Budget	11		Dating and Rejection	14
	Body Positive	8		Man Box/ Stepping Outside the Box	18
	Cooking Class	27			

Health Programs

HPW utilizes best practices by bringing health skills, resources and experiences to the spaces where students move, learn and play ^{1 2}. These programs also create awareness of HPW and GatorHealth & Well-being services and normalize well-being in campus daily life. Over half of HPW's student contacts (**55%**) were through its health programs.



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>

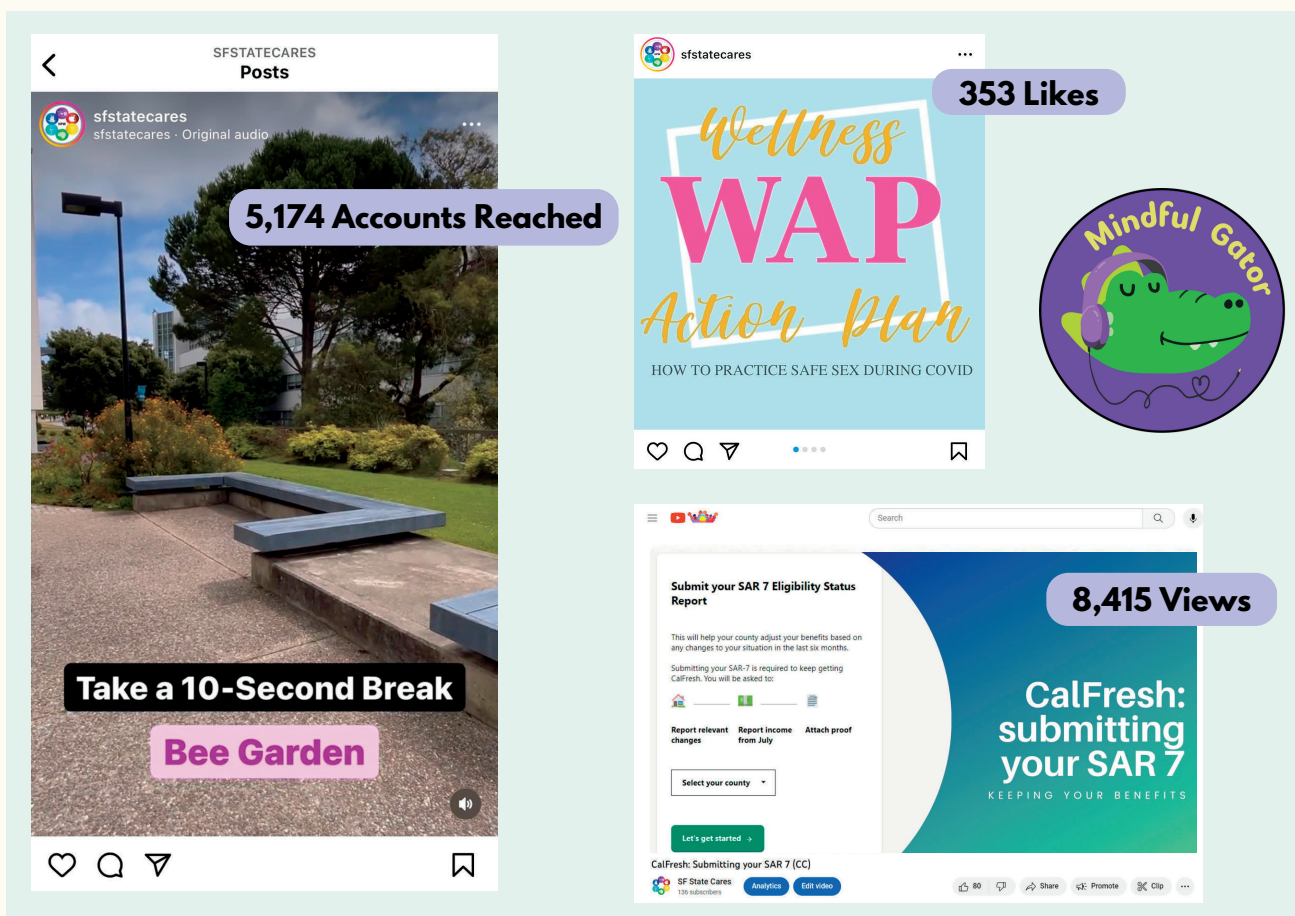
² American College Health Association. (2020). The healthy campus framework. Silver Spring, MD: American College Health Association.

Table 3: Health Promoting Programs

Health Area	Health Program	Reach	Health Area	Health Program	Reach
Mental Health	Therapy Animals	2,850	Substance Use	Art Night	1,657
	Tea Time Out/ Sleep Kits	2,258		Drag Queen Bingo	831
	Self Care Station	2,165		Game Night	93
	Study Snacks/ Finals Programming	1,641		Resource Fairs/ Earth Day	1,334
Sexual Health	Condom Cart	474		Sip & Tell	189
	Condom Dispensers	1,386		Narcain Distribution/ Fentanyl Testing	173
	STI Testing Van Events	64	Basic Needs	Basic Needs Emergency Funds	595
	Menstrual Supplies Distribution	379		Emergency Meal Card Program	1,217
	Condom Kit Mailing Program	785		CalFresh Help Clinic	1,299
Nutrition	Cooking Demos	1,445		CalFresh Snack Stations	2,000
	Student Health Food Insecurity Screening	4,413		PATHS	273
	Nutrition Clinic	314	HPW General	In-person Grab & Go Resources	8,349
	Gator Groceries Food Box Recipe Cards	100		Wellness Map	42,163
	Student Leader Program	83		Health Resource Presentations	2,915
PHL	Ambassador Program	329			

Health Communication Campaigns and Outreach

The goal of health communication is to increase the visibility of HPW and GatorHealth, as well as market upcoming events and other services, and deliver asynchronous health education content. By launching print, web, and social media-based campaigns, HPW was able to engage large numbers of students either in person or on digital platforms. HPW increased website engagement by **16,946** visitors and gained **873** social media followers during the period. Tools like IGTV, IG Live, and YouTube were added as successful engagement channels during remote instruction and continue to bolster HPW's efforts after students returned to campus. HPW also expanded the outreach capacity of other units by creating Student Marketing Coordinator positions in both Student Health Services and Counseling & Psychological Services.





Peer Health Leadership

Centering student voices and providing on-campus leadership opportunities is essential to effective and inclusive health programs. HPW's Peer Health Leadership (PHL) program consists of full-year paid Student Leader and semester-long volunteer Ambassador positions. These students receive health education training, professional skills development, networking, campus engagement opportunities, and social connection.

Despite the abrupt transition to virtual instruction in 2020, PHL continued to provide creative ways to increase student engagement. HPW used innovative hybrid approaches to volunteering, focused on students' leadership and professional growth, and constantly incorporated student feedback into the program. While other campuses were forced to pause their programs, PHL at SF State continued to thrive and saw record numbers of participation during COVID shutdown.

Table 4: HPW Student Support

Year	# of Ambassadors	# of Student Leaders
2020-21	205	29
2021-22	129	25
2022-23	95	29

HPW Ambassadors
completed a total of

3,716

hours of volunteer
service in the campus
community

Policy and Environmental Initiatives

Using the socio-ecological framework for health, HPW addressed the environmental, systemic, and policy-level influences on student well-being and academic potential. While this work is more complicated, it has a larger overall reach and impact on student success.



Table 5: Environmental & Policy Level Interventions

Intervention	Scope
Smoke Free Campus Policy & Task Force	Campus Wide
Drug Free Schools & Communities Act	
Sexual Violence Prevention Collaborative	
SF State Basic Needs Committee	
Student Food Security Screening	
Sexual Health Best Practice Group	In Partnership with Student Health Services
SHS Prescription & Lab Unwriting Policy	
Inclusive Graphics & Accessible Materials	
HPW Student Employees paid SF Minimum Wage	Health Promotion & Wellness
Weight Inclusive Space and Services Initiative	In Partnership with Student Health Services and Mashouf Wellness Center
Initiating EBT Friendly Vendors on Campus	In Partnership with University Corporation & Associated Students
iLearn and Syllabus statement on Basic Needs and Mental Health	In Partnership with Academic Affairs & First Year Experience
Work group to improve on campus housing policies to reduce housing insecurity & economic crisis	In Partnership with Housing, Dining, & Conference Services, & Residential Life
Clergy Committee	In Partnership with Equity Programs & Compliance, Office of Emergency Services, & University Police Department
Sexual Violence Prevention Collaborative	
Mandatory Sexual Violence Prevention Policy	In Partnership with Equity Programs, & Compliance

DEPARTMENT OUTCOMES

Reach

HPW's programs are open to all students with very few exceptions. During the 2020-2022 academic years, HPW had **136,067** interactions with students through its various activities and programs. Figure 1 illustrates reach by activity, Figure 2 reach by topic area, and Figure 3 reach by communication channel strategy.

Figure 1: Reach by Activity

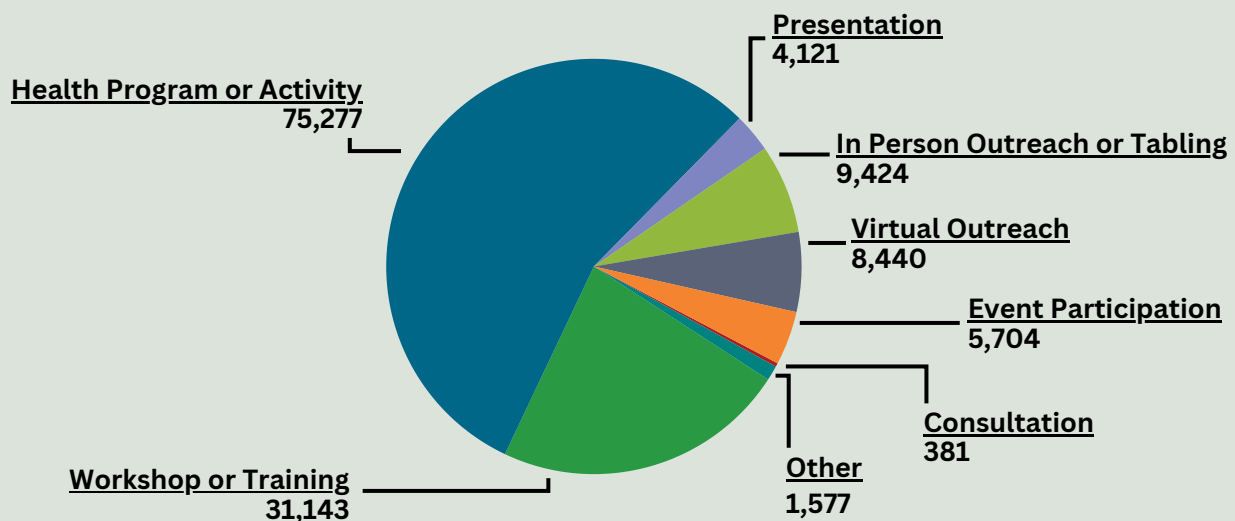


Figure 2: Reach by Topic Area

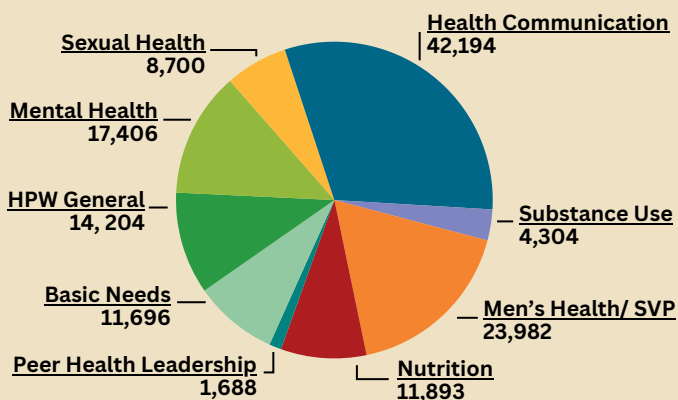
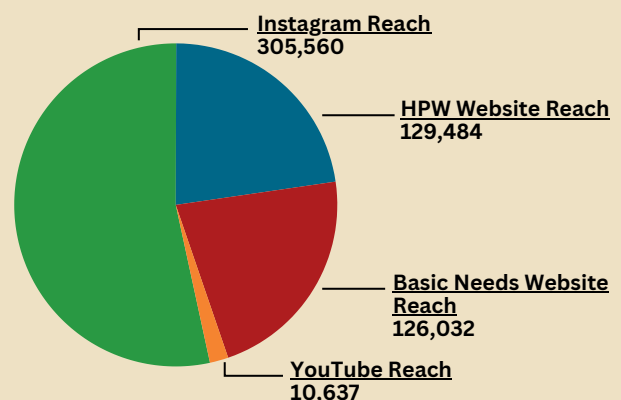
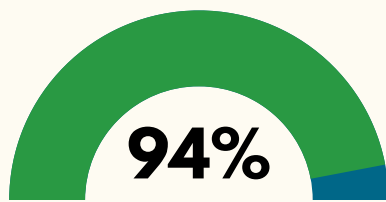


Figure 3: Reach by Communication Channels

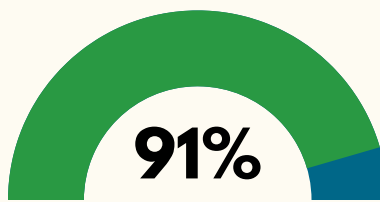


Assessing Learning Outcomes & Student Satisfaction

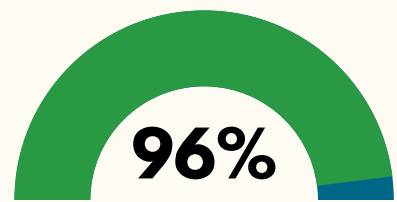
In addition to reach, HPW collects data on the quality of its programming and impact on students. In post-workshops surveys, students overwhelmingly reported they learned new information and skills and plan to use those skills in the future. Students also felt HPW's workshops were engaging and would recommend them to peers.



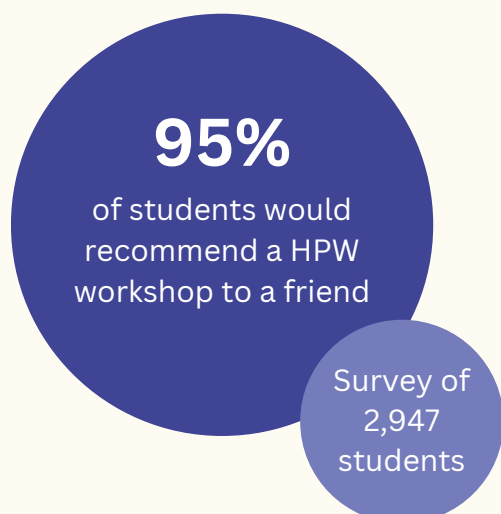
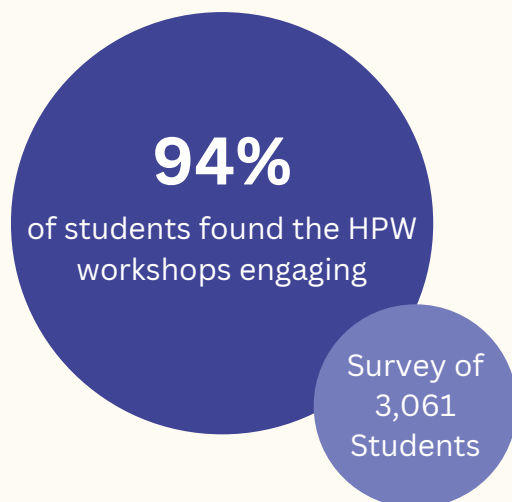
**Students Learned
Something New**



**Students Gained a New
Health Skill**



**Students Plan to Use that
Health Skill in the Future**



Student Reviews of HPW Workshops

Self-Care/ Stress Management Workshop

**"I thought this workshop was amazing.
Love the hands on activities"**

**"It was very helpful and eye opening so I
would recommend to other students
dealing with stress."**

U There? Ghosting Workshop

**"[This workshop] is very engaging, soft
tone of voice and overall extremely
helpful information!"**

Healthy Eating Workshop

**"I really enjoyed learning some meal plans
I can incorporate into my week."**

**"[This workshop] helped myself improve
what items I can add to my meal prep."**

Health Equity Measures & Student Success Outcomes

In order to measure its impact on health equity, HPW routinely monitors which specific student populations engage in its services, with the goal of an overrepresentation of students with lower graduation rates. Using campus data collected by Institutional Research, HPW found that workshop participants are generally representative of the student body with some overrepresentation of key priority groups.

Female-identified (75% compared to 57% of SF State Spring 2021 population) and non-binary (3.2% vs 0.2%) students were overrepresented. While HPW reached a large overrepresentation of Asian students (42% vs 25%), we also saw a small overrepresentation of Black students (10% vs 6%), and good representation of all other groups.

Figure 4: Student Demographics

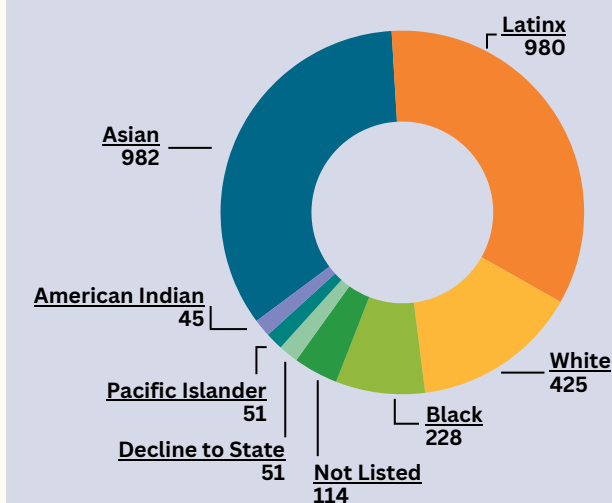


Figure 5: Student Gender Identity

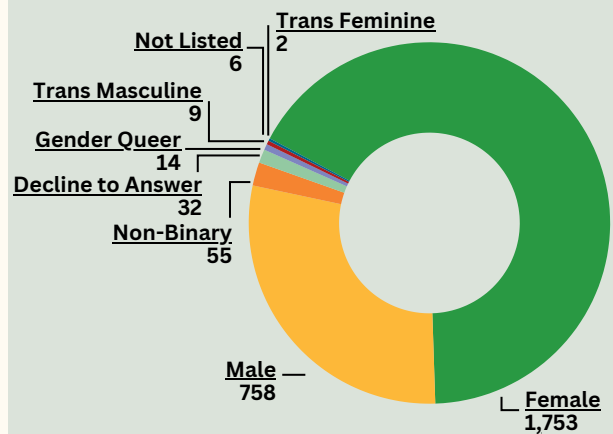


Table 6: Student Level Comparison

Student Level	HPW Reach	SFSU Population
Freshman	641	3,325
Sophomore	469	3,078
Junior	870	7,090
Senior	1,172	8,696
Graduate	144	2,816



In partnership with departments like Metro College Success Program, Equal Opportunity Pathways Program, Guardian Scholars Program, Queer Trans Resources Center, and the Division of Equity and Community Inclusion, HPW created tailored programs for Graduation Initiative 2025 equity priority students and those struggling with health disparities. HPW reached **38,398** students with these programs, counting for over a quarter of HPW's overall reach.

Table 7: Equity Focused Initiatives Reach



Event Type	Equity Reach	Total HPW Reach
Workshops & Trainings	4,598	31,143
Health Program or Activity	22,507	75,277
Presentation	1,877	4,121
In Person Outreach or Tabling	5,776	9,424
Virtual Outreach	1,184	8,440
Event Participation	722	5,704
Consultation	346	381
Other	758	1,577
Total	38,398	136,067

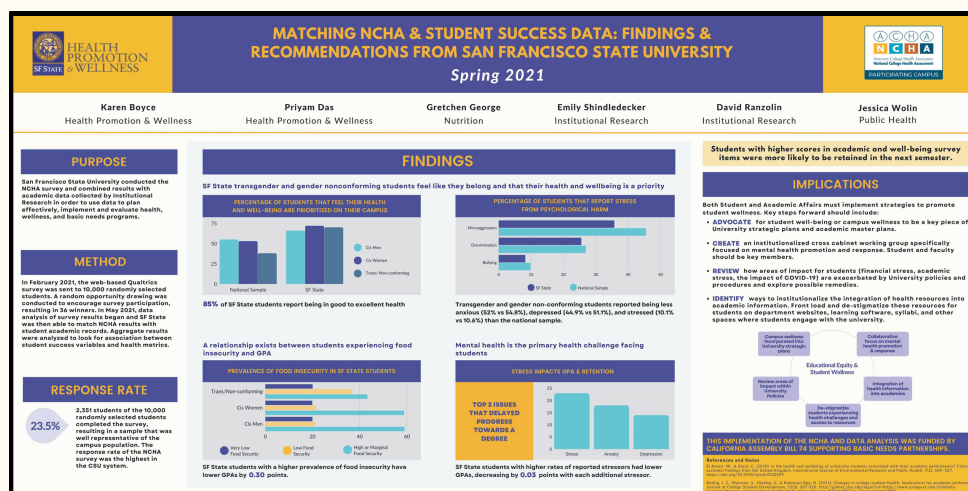
In partnership with Institutional Research and Enrollment Management, HPW found that 83% of students who engaged in Basic Needs programs were retained. An average of 93% of students who were part of HPW's programming* were either retained or graduated during the 3-year period.

*This reflects only programming where student IDs were able to be collected, such as basic needs services, workshops, grab-and-go resources, and art nights.

Highlights of Programmatic Successes

National College Health Assessment Implementation, Analysis, & Dissemination

sample among all CSU campuses. It was also the most representative sample ever reached on campus, which allowed for greater confidence in the generalizability of the results. SF State was the only CSU



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Virtual Transitions & Student Engagement

HPW was able to transition many of its programs to virtual modalities in a few short months and as a result, saw both consistent engagement from students during the transition and growth in participation in areas such as virtual workshops. The integration of digital modalities allowed improvements in service delivery that were retained after the return to in-person campus life, such as the in-person Grab & Go Resources program, Zoom workshops, and condom kit mailing program.

COVID-19 Response

HPW was able to maintain its focus on a wide array of programming for students during remote instruction while also providing leadership for the campus in COVID-19 response. HPW created and maintained systems for contact tracing, basic needs emergency support, and campus-wide prevention and mitigation communications.

Establishment of Food+Shelter+Success

Due to amazing work of HPW staff and campus partners, basic needs services grew rapidly from **1 to 12** distinct support programs. The SF State Basic Needs Initiatives was renamed Food+Shelter+Success and grew from 1 Assistant Director to 4.5 FTE dedicated professional staff and 2 community-based rapid rehousing case managers. In January 2023, it became its own department and hired its inaugural Director.



AREAS FOR GROWTH & NEXT STEPS

Campus Awareness & External Review

While remote instruction brought unexpected benefits to health promotion programming, it caused a profound disconnect between students and the resources available to them at the university. Now that students have returned to campus, HPW will need to focus intense efforts on raising awareness for students about the health and wellness resources available to them and helping them feel part of a community at SF State.



Equity & Identity Focused Programs

HPW made fantastic inroads in the last three years in developing meaningful partnerships with the programs and departments that support our historically marginalized students, as highlighted in the Equity Outcomes section. HPW will continue to expand upon these partnerships and include more tailored programs for students who face challenges to their health and academic outcomes.

Expand Anti-Racist Action & Evaluation

In response to the Black Lives Matter movement and in line with our departmental values, HPW made departmental commitments to anti-racist action in the summer of 2020. These commitments resulted in the formation of HPW's Anti-Racist Change Team. This work has been sustained and institutionalized into our departmental structure, though there is more to be done to expand the opportunities for anti-racist and social justice action.

Service Integration & Inter-Departmental Collaboration

During the 2022-23 academic year, HPW's division was renamed Disability Access & Student Well-being to more effectively communicate the essential services our division brings to campus. HPW will be focused on increasing division and campus collaborations in efforts to improve service delivery for students and achieve greater integration of health promotion within other departments.

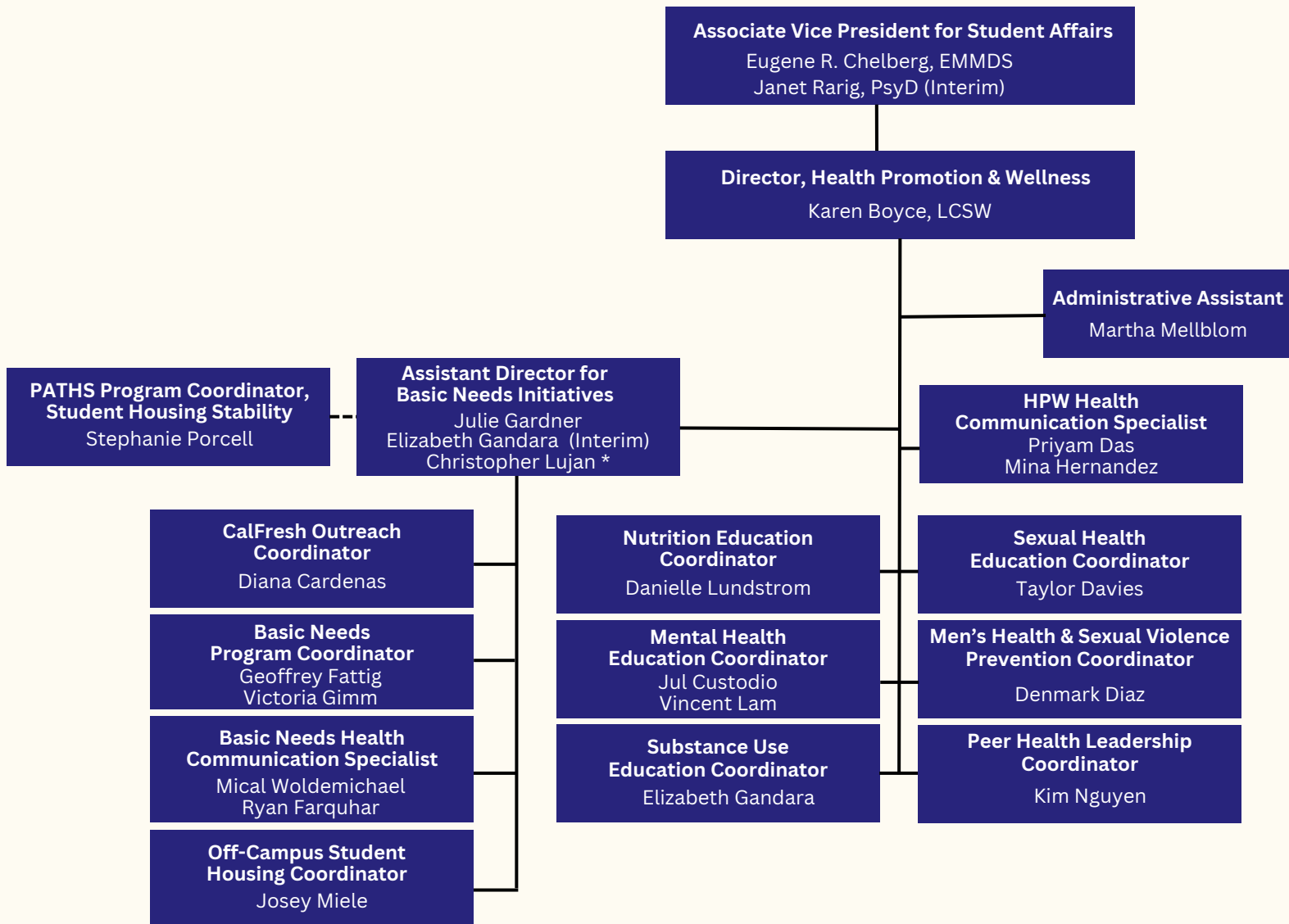
Acknowledgments

Health Promotion & Wellness would like to thank all the staff, students, colleagues, and partners who made this work possible. We are especially grateful for the support of departments such as Black Unity Center, ASPIRE (now AAPI Services), Latinx Student Center, EOPP/GSP, University Housing, Residential Life, Risk Management, Student Activities & Events, Disability Programs & Resources Center, and the University Police Department. We are also deeply grateful for the faculty across the university who have prioritized the well-being of their students and integrated HPW's programs into their curriculum.

None of these programs would be possible without the hard working staff and student leaders of HPW. Thank you for your dedication and commitment to excellence. Finally, HPW and Food+Shelter+Success would not exist without the amazing leadership of Associate Vice President for Disability Access & Student Well-Being, Eugene Chelberg, who retired during this period. Thanks Gene!!

Appendix A

Health Promotion & Wellness Organization Chart 2020 - 2022



NOTE: All people who held a position during the reporting people are included on this chart.

*Christopher Lujan was hired in December 2022 as the inaugural Director of Food+Shelter+Success (our Basic Needs Initiatives program)

Appendix B

Highlights of Programmatic Successes

Sexual Health

HPW's Sexual Health's goal is to implement inclusive, comprehensive, and sex-positive sexual health programs and policies to foster a sex-positive culture that gives SFSU students the education, tools, and resources needed to do what they deem best for their sexual and reproductive health.



Table 8: Sexual Health Highlights

Distributed 18,686 menstrual supplies through five different campus locations, plus the Health Promotion & Wellness Office.

Sexual Health reached just over 3,000 students through workshops, programming (such as Condom Kart and STI Testing), and other campus events.

Through our partnership with UCSF Alliance Health Project beginning Spring 2022, 76 students have received free STI Testing.

Substance Use

HPW's substance use prevention goal is to increase the knowledge and social support of safer substance use among students at SF State.

Table 9: Substance Use Highlights

Distributed Narcan and harm reduction supplies to over 200 people since October of 2022 through Campus Safety Week and in-office distribution.

Hosted Link Up Resource Fair conjoining awareness events focused on Alcohol and Drugs, Sexual Health, and Domestic Violence Prevention and Intervention. The event resulted in over 1,000 interactions and bridged connections to six nonprofit organizations in the Bay Area.

A total of 8,729 interactions with students from 2020-2023, with Drag Queen Bingo being the most highly attended and anticipated activity for the Substance Use and Sexual Health Topic Areas.

Men's Health and Sexual Violence Prevention

HPW's goal for men's health and sexual violence prevention is 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.

Table 10: Men's Health and Sexual Violence Prevention Highlights

A total of 173 participants in the second implementation of the Link-Up Series, a collaboration between Sexual Violence Prevention, Substance Use, and Sexual Health areas to address the Redzone.

Launched a monthly dialogue series exploring the nuances of healthy relationships in LGBTQIA+ communities, that aims to raise awareness, foster belonging, and deepen understanding.

Cultivated a culture of care and support among men of color through a 4-part health promotion series that builds a community centered on brotherhood, belonging, and healthy manhood.

Mental Health

HPW's mental health goal is to promote a positive mental health culture within the SF State community.

Table 11: Mental Health Highlights

Midterms and Finals Week collaborations with on-campus partners that address stress and create spaces for wellness. Partners include Library/TASC, Metro College Success Programs, Diversity Equity & Community Inclusion, & EOPP.

Successful implementation of online and in-person activities, including workshops, Self-Care Stations and, Tea Time Out.

Distribution of Mental Health & Wellness Kits (e.g. Self-Care Kits, Sleep Kits, Study Snack Kits).

Expanding "Wellness in the Classroom" trainings and workshops with CEETL, faculty, and staff to support mental health promotion in academic spaces.

Nutrition

HPW's nutrition goal is to promote healthy eating habits and increase nutrition security among SF State students.

Table 12: Nutrition Highlights

Initiated Food Security Screening at Student Health Services, which successfully screened over 4,000 students for food insecurity and connected them with resources

Partnered with AS Gator Groceries to conduct cooking demonstrations and provide nutritious food recipes using food pantry items, reaching over 1,400 students

Established a partnership with UCorp to accept CalFresh EBT benefits at an on-campus market.

Basic Needs Initiatives

The goal of SF State's Basic Needs Initiatives (Food+Shelter+Success) is to 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.

Table 13: Basic Needs Highlights

Assisted 1,299 students through the CalFresh Help Clinic with CalFresh applications, student exemption forms, verification documents and more - equaling over 2,727 CalFresh applications.

Distributed 457 Emergency Meal Cards to students facing food insecurity, providing 3,585 meals and \$42,100 in Emergency Grocery Cards to students.

Launched the PATHS program, which provided over 300 students experiencing homelessness or housing insecurity with comprehensive problem-solving, community Rapid Rehousing referrals, emergency housing resources, or emergency funding. In total, distributed over \$278,465 in resources to students in need.

Peer Health Leadership

The goal of HPW's Peer Health Leadership Programs is to promote students' well-being through engagement, connectivity, and inclusivity.

Table 14: Peer Health Leadership Highlights

Our HPW Ambassador Program transitioned to virtual and continued throughout the pandemic from 2020-2022, which provided virtual volunteer opportunities to help keep SF State students engaged and involved with HPW and the SF State campus community.

Table 14: Peer Health Leadership Highlights (Continued)

Implemented the first virtual HPW Peer Health Leadership Summit (20-21) and a second hybrid HPW summit (21-22) to increase a sense of belonging and promote health and wellness resources to our SF State students during remote learning.

Created a liaison position with SF State Pre-Health Post-Bac Program to explore collaborative efforts and reach post-baccalaureate students during the 21-22 academic year.

Health Communication Strategies

The goal of HPW’s Health Communications team is to increase the visibility of Health Promotion & Wellness and promote campus health via digital technology.

Table 15: Health Communication Highlights

Expanded the Basic Needs website to include further CalFresh and PATHS program resources

Organized the Health Promotion & Wellness promotional event “Fun Fest” with HPW health educators, student staff and campus partners and reached 3,686 students

Developed the HPW Guidebook to distribute to students during presentations and tabling activities

Campus Wellness

HPW’s campus wellness goal is to create a community of wellness at SF State that prioritizes students’ health in all places and policies as part of the educational and social justice mission of the university.

Table 16: Campus Wellness Highlights

Successfully created a multi-disciplinary team of staff, students, and faculty to launch National College Health Assessment with institutional data match that allowed for analysis of various identities and graduation and retention outcomes.

Enacted the first-ever Sexual Health Best Practices Group with Student Health Services to address service delivery improvements for all students with a focus on LGBTQIA and African American students.

Launched Staff/Faculty website to assist all staff and faculty to integrate wellness in classrooms and programs, including Wellness in the Virtual Classroom Toolkit and ICANHELP mental health trainings

Appendix C

Health Promotion & Wellness Student Leader Teams 2020 - 2023

Student Leader Cohort 2020 - 2021

Allison Phuong
Alyssa Vasquez
Angellynn Tam
Brenda Rodriguez
Carrie-Rose Wee
Devin Albarran
Elaheh Khostovan
Elsie Wong
Jana Rebele
Justin Mendoza
Kelsey Marquez
Kimberly Jower

Kristina Agramon
Kylee Torres
Lisette De Los Santos
Madeline Ko
Matthew Peralta
Mauriene Bautista Hilario
Melanie Chen
Melissa Salazar-Martinez
Mina Hernandez
Nadia Sheikh
Natalia Reyes
Regene Fulgueras

Sarah Enos
Skye Agustin
Tatyana Amezquita
Vanandez Mitchell
Victoria Haynes

Fall PH 480 Interns

Yazmin Hernandez Luna
Ravneet Dhaliwal

Student Leader Cohort 2021 - 2022

AC Star Talingdan
Alyssa Jayne
Angellynn Tam
Dia Talwar
Eaindray Kyi
Elsie Wong
Emma Abell-Selby
Evelin Esquivel
Evelyn Godinez
Janaveve Solis
Juan Aguirre
Karen Castro

Kathy Dao
Kylee Torres
Lajja Shah
Lee Lockhart
Libertad Gonzalez
Linda Garcia
Madeline Ko
Michelle Mei
Nadia Sheikh
Nazareth Bereket
Nhi Tran
Sal Hernandez

Selina Flores
Skye Agustin
Victoria Haynes

Student Leader Cohort 2022 - 2023

AC Star Talingdan
Angellynn Tam
Averie Inthavong
Britney Delong
Brittney Ayala
Carmela Obrusnik
Charlotte Lichens
Cindy Chu
Dany Gabis
Eason M Alim
Emily Rong
Grace Valdez

Jaline Chan
Janaveve Solis
Jo Nisa Cabilogan
Kyle Mullins
Kylee Torres
Lin Pellegrini
Lizbeth Tafolla
Mariven Rendon
Michell Martinez Rios
Priyanshi Vyas
Raine Yenlinn
Sal Hernandez

Sierra Hillman
Thyra Beckley
Veronica Gonzalez
Villiami De Luna
Wendy Chavez Bedolla
Xavier Anderson-Villaluz