

# Health Promotion & Wellness **IMPACT REPORT**

**FALL 2018– SPRING 2020**

Compiled by: Karen Boyce and Priyam Das  
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# INTRODUCTION

Health Promotion & Wellness (HPW) was formed in 2016 to promote the health and wellness of San Francisco State University in order to foster student success. HPW creates opportunities for students to learn and enact health behaviors, addresses health equity, shifts the campus culture to champion health and wellness, and empowers students to reach their full potential as healthy adults and leaders. The CSU's Graduation Initiative 2025 highlights student engagement and well-being as an essential element of degree completion and student success. The 2018 National College Health Assessment (NCHA) Survey (see Table 1) showed that a significant number of students reported that health and wellness issues negatively impacted their academics in the last 12 months.

**Table 1: 2018 NCHA Survey Response**

Factor Negatively Affecting Academic Performance	% of Students
Stress	35.6%
Anxiety	31.5%
Sleep Difficulties	26.8%
Depression	24.3%



HPW, in partnership with Student Health Services and Counseling & Psychological Services, provides ongoing high-impact programming to address these challenges to overall academic success and create a community of health for the campus. Using the NCHA as its guiding data source, HPW identified the following focus areas for its work: sexual health, alcohol, tobacco and other drugs, men's health and sexual violence prevention, mental health, nutrition, and basic needs.

HPW uses a [community health approach](#) with a commitment to evidence-based practice in alignment with public health and social justice paradigms. We also lean heavily on the American College Health Association's [Healthy Campus framework](#) to improve student well-being. To meet this end, HPW conducted its first strategic work planning and assessment effort starting in 2018 that resulted in a two year work plan (See Appendix B). As a result, this report serves to share information about HPW's goals and objectives, programmatic activities, assessment data, and overall impact. All of HPW's programs are funded by the Student Health Service Fee, so this report also serves as a report to students on the use of those funds and how they have been leveraged to support their overall health and academic potential.







## **Health Promotion & Wellness' Mission**

The mission of Health Promotion & Wellness is to champion an environment at San Francisco State that prioritizes the health and well-being of the campus community so that every student can reach their full potential.

## **Health Promotion & Wellness' Vision and Values**

HPW's vision is a culture of health and wellness built on a commitment to equity and social justice. Our values are: health equity, cultural humility, holistic wellness, student success, evidence-based practice, collaborative leadership, innovation, transparency, and community voice.

## **Staffing**

HPW has grown to house 9.5 FTE staff (See Appendix A). The team consists of a Director, an Assistant Director for Basic Needs Initiatives, six topic area Health Educators (one of whom is a Registered Dietitian), a Health Communication Specialist, and a half-time Administrative Analyst. HPW is bolstered by a large team of student assistants and volunteers that are discussed in the Peer Health Leadership section.



# PRIORITY POPULATIONS AND OVERALL REACH

HPW serves the entire student body and our programs (with very few exceptions) are open to all students. In the 2018 and 2019 academic years, HPW had 73,134 contacts with students through its activities and programs and reached 402,037 Instagram accounts through health education posts. Table 2 shows reach by focus area and Table 3 shows reach by type of programming. See Table 13 for Instagram key performance indicators.

**73,134**  
contacts with  
students

**Table 2: AYs 2018 and 2019 Topic Area Reach**

Focus Area	Reach
Alcohol, Tobacco, & Other Drugs	8,266
Basic Needs	23,478
Health Communication	4,989
HPW General	4,982
Men's Health & Sexual Violence Prevention	5,100
Mental Health	16,416
Nutrition	8,595
Peer Health Leadership	39
Sexual Health*	1,269

\*Missing Data for 2018-19

**Table 3: AYs 2018 and 2019 Programming Reach**

Activity	Reach
Outreach and Tabling	26,623
Event Participation	1,322
Workshop or Training	9,213
Consultation	342
Health Program or Activity	25,382
Presentation	3,718
Other	6,534





In alignment with HPW’s commitment to health equity and student success, HPW intentionally outreaches to historically marginalized populations, who have documented health disparities. HPW also uses institutional data to identify students who have shown equity gaps in graduation and retention, then prioritizes outreach to those populations. Table 4 outlines HPW’s reach to specific student groups when it is available. Please note that groups were identified by staff, not students themselves, and some audiences fell in multiple areas.

**Table 4: Reach for Specific Student Groups**

Audience	Reach
General Students	34,013
First Year/Transfer Students	755
Students of Color & First Year/Transfer	1,662
Graduate Students	239
EOP/GSP	41
International Students	90
Faculty, Staff, Administrators	1,388
Other	131



# HEALTH EDUCATION PROGRAMMING





## **Sexual Health**

HPW's goal is to implement inclusive comprehensive sex positive sexual health programs and policies to support SF State students in reaching their full potential as sexually healthy adults. To achieve these goals HPW implemented the following objectives and activities:

**Table 5: Sexual Health Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase the use of barrier method by expanding access to free safe sex supplies and normalizing accessing condoms	Installing condom access points on campus	57,750 condoms were distributed at condom dispensers
	Increasing condom access programs and events on campus	76,974 safer sex supplies were distributed via condom programs and events
Increasing STI screening in students with a focus on male identified students	Implement regular STI testing events on campus	10 STI Testing Events were held in which 117 students were tested
Decrease unintended pregnancies by providing education on pregnancy prevention options and access to effective methods of contraception	Conduct contraceptive and sexual health workshops to the campus community	1,143 students were reached via sexual health programs, workshops, and presentations  *Data from 2018-19 is missing
To foster a sex positive environment and culture that promotes discussion, acceptance, eliminates shame, and increase health sexual and relationship communication	Conduct workshops, event, and forums that promote sex positive communication	1,143 students were reached via sexual health programs, workshops, and presentations  *Data from 2018-19 is missing





## **Alcohol, Tobacco, & Other Drugs**

HPW's goal is to decrease the negative impacts of alcohol, tobacco and other drugs in SF State students by utilizing a harm reduction and empowerment approach that prepares students to succeed in their academic and professional goals. To achieve these goals HPW implemented the following objectives and activities:

**Table 6: ATOD Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Decrease prescription drug misuse	Implement prescription drug safety events	207 students and staff were reached in Fall 2019
	Implement the College Prescription Drug Survey	College Prescription Drug Survey was conducted Fall 2018
	Launch prescription drug behavior change campaigns focused on stimulant and opioid prevention	The prescription drug initiative reached 2,060 students
Decrease negative physical, mental, and sexual health effects associated with binge drinking	Implement substance free late night events	28 Turn Up Late Night events were held reaching 1,072 students
	Conduct protective drinking behavior workshops with high risk populations	994 students were reached with protective behavior workshops
	Implement a First 8 Task force with goal of focused campaigns of protective behaviors during the first 8 weeks of school	The First 8 Task force developed educational and innovative programming and reached 1,117 students
	Implement peer led workshops with Greek Life student on protective behaviors	This program was paused due to health educator staff changes



**Table 6 continued: ATOD Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Decrease the number of students on campus using tobacco and nicotine products	Implement the SF State Smoke and Tobacco Free Task Force	The SF State Tobacco Free Task Force met 7 times and held a consistent 16 members
	Implement smoking cessation programs and events	20 smoking cessation events were held and reached 602 students. The BREATHE Advocates reached 588 students/staff with information on quitting smoking
Decrease the number of students on campus using cannabis	Implement workshops and behavior change campaigns around edibles in Res Life communities	994 students were reached with protective behavior workshops

## **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 addresses power imbalances, especially those stemming from rigid constructions of gender. To achieve these goals HPW implemented the following objectives and activities:

**Table 7: Men’s Health and Sexual Violence Prevention Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Create a social justice oriented campus collaborative to implement cultural change initiative aimed to prevent sexual violence	Initiate the Sexual Violence Prevention Collaborative	SFSU Sexual Violence Prevention Collaborative (SVPC) was formed in 2018 and met 12 times with 28 members. The SVPC was accepted in <a href="#"><u>NASPA’s Culture of Respective Collective</u></a> and completed a campus assessment and change plan to address sexual violence on campus
Increase campus-wide capacity for Bystander Intervention	Provide baseline sexual violence prevention and bystander education for all incoming students	21,092 students received baseline prevention and bystander educations through online platforms. 91% of incoming students completed the course
	Provide annual sexual violence prevention and bystander education for high risk populations and student mandated reporters	1,971 Greek Life, Residential Life student leader, or student athlete’s received sexual violence prevention trainings



**Table 7 continued: Men's Health and Sexual Violence Prevention Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase campus-wide capacity for Bystander Intervention	Conduct bystander intervention programming with broader campus community with a focus on male identified students	293 students were reached with Bystander Intervention. Broader effort to create large scale Bystander Awareness in key communities was delayed until next work plan period
Implement sexual violence and domestic violence awareness events on campus	Implement Domestic Violence Awareness Day and Sexual Assault Awareness Month	1,827 students were reached through Domestic Violence Awareness Day and Sexual Assault Awareness events







## **Mental Health**

HPW's goal is to increase social support around mental health and mental health promotion in order to foster a community of caring, help seeking behavior, and a sense of belonging for SF State students. To achieve these goals HPW implemented the following objectives and activities:



**Table 8: Mental Health Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase suicide prevention knowledge and skills in the campus community	Implement the I CAN HELP faculty training	5 faculty I CAN HELP trainings were held reaching 193 faculty. A new revised version of the training was created in partnership with the Division of Equity & Community Inclusion
	Implement the Active Minds student organization	Active Minds held a symposium on mental health for students of color in 2019 reaching 60 students
	Implement suicide prevention workshops	20 suicide prevention workshops or events were held reaching 477 students
	Implement the Sidewalk talk/Storytelling Thursdays program	617 students were reached with Sidewalk talk and Storytelling Thursday programs
Increase sleep promotion in the campus community	Conduct the college environmental sleep scan and implement recommended changes	HPW completed a sleep scan and developed a Nap Map with 8,815 interactions. Zen Den safe sleep programming, led by Basic Needs, was launched in Fall 2019 reaching 74 students in 2 locations. Other programs were planned but delayed due to COVID-19

**Table 8 continued: Mental Health Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase sleep promotion in the campus community	Implement healthy sleep workshops	228 students were reached with healthy sleep workshops
	Implement the Tea Time Out program	1,978 students were reached with the Tea Time Out program
Increase campus wide mental health promotion and self-care opportunities for students	Implement mental health education & resources in FYE	42 Faculty were reached with CEETL New Faculty Foundations Training
	Implement the Therapy Animal program	6,729 students were reached with the Therapy Animal program
	Implement Self-Care Station and workshops	3,355 students were reached with Self-Care Station and workshops
	Implement mental health promotion events focused on students of color	1,546 students were reached with awareness events

## Nutrition

HPW's goal is to prevent negative health outcomes related to diet by supporting healthy eating habits among SF State students and creating an environment that makes healthy eating the easy choice. To achieve these goals HPW implemented the following objectives and activities:



**Table 9: Nutrition Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase students' access to healthy foods on campus that align with dietary guidelines	Create a Healthy Vending Coalition on campus that implements nutrition standards and healthy food labeling for menu items	A coalition of campus vendors was created and all campus vendors were assessed for health menu items. New healthy labeling campaign was created and set to launch before COVID-19
	Implement healthy food pantry food guidelines	This program was paused due to COVID-19
	Implement Fruit & Veggie food voucher program at Farmer's market	This program was paused due to COVID-19
Increase nutrition knowledge, skills, and self-efficacy for practicing healthy eating choices among SF State students, especially low income and male identified students.	Provide nutrition workshops and nutrition counseling on campus	537 students were provided workshops or nutrition counseling
	Provide cooking classes and cooking demos	1,800 students received cooking classes and cooking demos
	Increase the availability of nutrition education resources	1,450 recipe cards were distributed at events and Gator Groceries
	Provide nutrition counseling to students	248 students received nutrition counseling at Student Health Services

**Table 9 Continued: Nutrition Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Reduce the proportion of SF State students experiencing food insecurity	Introduce food security screening at Student Health Services	4,333 students were screened for food insecurity at Student Health Services



## Basic Needs Initiatives

The goal of SF State's Basic Needs Initiative (Food+Shelter+Success) is to increase student health, retention, and academic success by mitigating the effect of food insecurity and housing instability on SF State students. To achieve these goals HPW implemented the following objectives and activities:



**Table 10: Basic Needs Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Decrease the number of students experiencing low or very low food security	Assist students with enrolling in CalFresh program	645 students were assisted directly with applications and 2,014 students applied for CalFresh
	Implement “Be a Good Neighbor, Feed A Gator” meal card program	191 students were provided with meal cards and 2,201 emergency meals were used
	Implement Gator Grub Alert free food notification system	183 staff were trained in the program. 1,282 students opted in to the program and 105 alerts were posted
	Complete research of students' awareness of food security resources on campus	HPW sponsored a successful research project on students' awareness of food security resources in partnership with the Dietetic department
Decrease the number of students experiencing housing instability	Create and disseminate information on basic needs and housing resources on campus	164 basic needs events were held
	Create community partnerships that provide housing resources to SF State students	SF State was successfully awarded 3 year grant with community partners to implement AB 74 Rapid Rehousing programs

**Table 10 continued: Basic Needs Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Decrease the number of students experiencing housing instability	Create and formalize emergency housing program for SF State students	Gator Crisis Housing program launched in February 2020
	Conduct research on SF State student homelessness with programmatic recommendations	SF State completed the <a href="#"><u>first campus-wide report on student homelessness</u></a>
	Implement Basic Needs Hubs & Lounges program	SF State launched its first Basic Needs Hub at the Mashouf Wellness Center. Zen Den safe sleep programming was launched in Fall 2019 reaching 74 students in 2 locations







## Peer Health Leadership Programs

HPW's Peer Health Leadership (PHL) program provides structured opportunities that build and elevate students' leadership and engagement on campus. To achieve these goals HPW implemented the following objectives and activities:

**Table 11: Peer Health Leadership Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase leadership opportunities for SF State students	Implement volunteer Ambassador and Lead Ambassador programs	<p>253 students participated in PHL Ambassador and Lead Ambassador programs and served 2,655.9 hours.</p> <p>Ambassador Retention Rate:  Fall 2018: 81%  Spring 2019: 76%  Fall 2019: 90%  Spring 2020: Paused due to COVID-19</p> <p>Lead Ambassador Retention Rate:  Fall 2018: 85%  Spring 2019: 100%  Fall 2019: 100%  Spring 2020: 100% (Paused due to COVID-19)</p>
	Implement HPW Student Internship Program	46 students participated in the HPW Internship Program





**Table 11 continued: Peer Health Leadership Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Increase opportunities for SF State students to learn professional skills	Provide workshops to PHL students that focus on professional development	5 professional development workshops offered
	Provide PHL students with trainings on health program planning and soft and technical skills needed in the profession	9 health workshops conducted
Increase opportunities for SF state students to build social connections and community on campus	Implement Mix & Mingle social events for PHL students	Implemented 24 Mix & Mingle events reaching approximately 20 PHL students per event
Increase opportunities for students to learn and share health information in order to foster a community of wellness on campus	Provide PHL students with health promotion and social justice training that enable them to create and implement health promotion programming	PHL students were provided health promotion and social justice trainings during Orientations and Mix & Mingles. Led bi-weekly health promotion and social justice trainings for PHL students



## Health Communication

HPW's Health Communication team works to increase awareness about HPW's work, participation in events and workshops, and promote positive health behaviors. To achieve these goals HPW implemented the following objectives and activities:

**Table 12: Health Communication Objectives and Outcomes**

Objective	Activity in Support of Objective	Outcomes
Implement a brand identity for HPW that unifies our work	Update statements, templates, and branding to support brand awareness	Created new HPW artwork and shirts and updated HPW mission and elevator pitch
	Create and distribute promotional items to further new brand	Distributed HPW branded pens, water bottles, tote bags, lotions, stress balls, stickers, reusable bags, laundry bags, and blankets
Increase SF State community knowledge about HPW, programs and promote culture change	Create and implement a social media strategy	Executed new social media strategy in Fall 2018 leading to increased awareness and participation among HPW programs
	Implement a bi-weekly newsletter	25 newsletters were delivered and reached a total of 2,822 subscribers
	Implement social media campaigns that focus on wellness and student success	Executed 30 #GatorResilient posts, reached 23,513 Instagram accounts and received 1,672 likes. Executed 31 #GatorConnect posts, reached 32,177 Instagram accounts, and received 2,196 likes

# MAJOR ACCOMPLISHMENTS

## **Basic Needs Campaigns & Food Security Programs**

One of the major areas of growth for both HPW and the campus overall is the creation and implementation of an array of basic needs programs and an overall coordination of campus-wide efforts. By creating the Assistant Director for Basic Needs Initiatives position, SF State allowed for focused effort to pull together campus resources and create a diverse array of programs that address serious student needs. The expansion of existing programs and creation of new highly successful efforts was a benefit to the entire community and positions SFSU as a system-wide leader in higher education basic needs response. HPW was also able to successfully obtain \$1.6 million in CSU funding to support basic needs programs, \$168,315 in foundation and other funding, and \$30,380 in SFSU funding, creating strong programmatic sustainability.

## **Social Media & Newsletter Reach**

HPW made huge improvements in its social media content, @SFStateCares, over the past two years. HPW uses Instagram as the primary social media platform to run health education and social norms campaigns, promote health and wellness through health education, and bring awareness to events, workshops, and opportunities to get involved on campus. Key performance indicators (KPIs)—followers and engagement (average reach per post)—grew by 38.2% in followers and 48.2% in engagement in 2018-2019 academic year and by 32.2% in followers and 3% in engagement in 2019-2020 academic year.

**Table 13: Social Media KPIs for AYs 2018 and 2019**

<b>Acaedmic Year</b>	<b>Total Posts</b>	<b>Total Likes</b>	<b>Total Reach</b>	<b>Average Reach/ Post</b>	<b>Follower Increase</b>
2018-2019	219	20,641	277,902	1,184	512
2019-2020	102	10,647	124,134	1,217	662

HPW implemented two novel campaigns that focused on areas that support graduation and retention: #GatorResilient and #GatorConnect. These year-long campaigns were student-led and done in partnership with Campus Recreation's social media in order to maximize reach and awareness. The #GatorResilient campaign executed 30 posts, engaged with 23,513 Instagram accounts and received a total of 1,672 likes. By the end of the campaign, 88% of Instagram poll participants felt that the campaign helped them feel more resilient. The #GatorConnect campaign executed 31 posts, reached 32,177 Instagram accounts, and received 2,196 likes.

In Fall 2018, HPW launched its bi-weekly newsletter, which goes out to students, staff, faculty, and administrators. The newsletter's primary goal is to highlight HPW announcements, promote upcoming events and workshops, and provide health education tips. In 2018-2019 and 2019-2020 academic years, HPW distributed 25 newsletters and gained 2,822 subscribers.

## **Peer Health Leadership**

The Peer Health Leadership program grew exponentially over the two-year period. The creation of the Ambassador program allowed hundreds of students to lead peer health programs, with an overall program retention rate of 79%.



The popularity of the program necessitated the creation of the Lead Ambassador Program, which created 8 additional leadership opportunities for students with 100% retention. The Peer Health Internship also grew to include a total of 25 positions, allowing 46 students to have paid internships with the program, which included learning skills in public health theory, social justice, and professional development.

**Table 14: Ambassador Program Statistics for AYs 2018 and 2019**

Academic Year	Total Ambs.	Total Leads Ambs.	Hours Served	Retention Rate
2018-2019	127	15	2001.1	79%
2019-2020*	134	14	654.74	N/A

\*Program paused due to COVID-19

**Table 15: Student Leader Program Statistics for AYs 2018 and 2019**

Academic Year	Total Student Leaders	Retention Rate
2018-2019	20	75%
2019-2020	25	100%



# AREAS FOR GROWTH

## **Data Collection & Program Evaluation**

Unfortunately, efforts to more accurately record HPW's reach to students negatively impacted by the academic equity gap or social determinants of health was not as robust as it should have been. As part of our new research partnerships and internal improvements, better data collection began in the 2019- 2020 academic year. This will continue in the future and allow data matching with academic success indicators from the Office of Institutional Research. A strong commitment to successful participation in the National College Health Assessment survey in Spring 2021 will allow a more accurate assessment of the health needs of priority populations and enable HPW to better focus its programs to those in most need. It will also allow HPW to better measure the impact of its programs on the graduation and retention of those populations.

## **Addressing Housing Insecurity**

While SF State's Basic Needs Initiatives made exceptional progress in developing infrastructure and programs to address challenges to students' basic needs, the growth fell mostly in the area of food insecurity. While these programs are important, addressing student housing instability is essential for student success. Safe and secure housing is a much more challenging and complex issue to address and must be the focus of the immediate future. To reach this goal SF State was successful in obtaining over \$1.5 million in AB 74 Basic Needs funding, including \$870k for an intensive Rapid Rehousing program. These programs will be launched in the 2020-2021 academic year.



## **Coordination of Student Health Service Fee Funded Services and Campus Wellness**

The main strategic goal of the three Student Health Service Fee funded units is to work collaboratively to create a community of wellness across campus and to work in tandem to achieve all units' goals. While the onboarding of three new Directors of the units created an opportunity for new progress in this goal, the need for a focus on budget priorities (such as staffing shortages and alternative consultation for health fee increases) delayed some of this work. Creating a coordinated campus wellness strategic plan using the combined resources and talents of all health fee funded units will be a priority in the coming years.

## **Negative Impact of COVID-19 Pandemic**

San Francisco State's response to the COVID-19 pandemic in Spring 2020 became all health staff's first priority and delayed or sidelined many wellness programming goals. While the pandemic was an extreme challenge, it highlighted the impact of health on all university functions and provided an opportunity for the well-being of our students to take center stage. The switch to virtual instruction also allowed HPW to lead the way in innovative and engaging programs that could reach students regardless of their geographic location or commuter status.



# NEXT STEPS

In June 2020, HPW began the process of creating a three year strategic work plan. By expanding our vision to three year plans HPW staff will be able to plan and enact larger environmental and policy level projects. All plans will have built-in assessment and data collection efforts as well. An increase in both grant and Student Health Service Fee funding will allow for improved integration of basic needs and health in all areas of campus, the addition of new staff focused on underserved students, and expanded community partnerships.







# APPENDICES





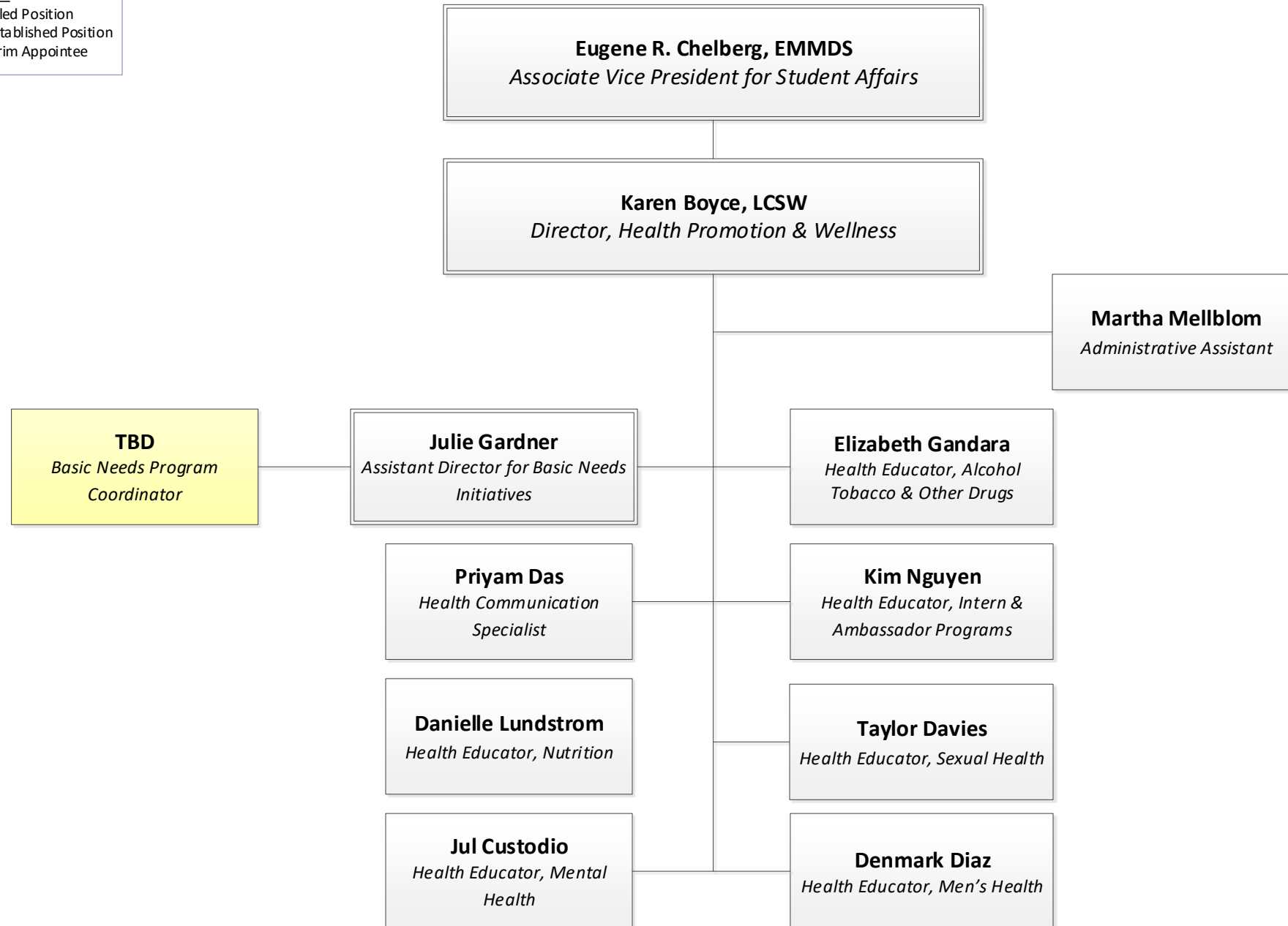
## Appendix A: Organization Chart





ORGANIZATION CHART  
Student Affairs & Enrollment Management  
Health Promotion & Wellness  
Effective as of February 18, 2020

KEY:  
Blue – Unfilled Position  
Yellow – Newly Established Position  
Orange – Interim Appointee





## **Appendix B: 2018–2020 Work Plan**

## Health Promotion and Wellness Departmental Strategic Work Plan

**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
<b>1. To implement inclusive comprehensive sex positive sexual health programs and policies to support SFSU students in reaching their full potential as sexually healthy adults.</b>	<b>Objective 1a:</b> To increase use of barrier methods during sex among SF State students by expanding access to free safer sex supplies on campus and normalizing accessing condoms.	<ol style="list-style-type: none"> <li>1. Install Condom Access Points</li> <li>2. Increase Condom distribution programs and events</li> <li>3. Complete research on barriers to condom use for SF State Students</li> </ol>
	<b>Objective 1b:</b> Increasing STI screenings by students who identify as men at Student Health Services or STI Testing Vans	<ol style="list-style-type: none"> <li>1. Implement STI Testing events</li> <li>2. Implement Men's sexual health webpage</li> <li>3. Implement 4 men's health clinics at SHS</li> </ol>
	<b>Objective 1c:</b> To decrease the number of unintended pregnancies of SFSU students by providing education on pregnancy prevention options and access to effective methods of contraception.	<ol style="list-style-type: none"> <li>1. Implement RA led birth control education program</li> <li>2. Collaborate with SHS to increase sexual health clinical best practices</li> </ol>
	<b>Objective 1d:</b> To foster a sex positive environment and campus culture that promotes discussion, acceptance, eliminates shame and increases healthy sexual and relationship communication	<ol style="list-style-type: none"> <li>1. Implement sex positive student forums</li> <li>2. Implement inclusive sex positive communication campaign</li> </ol>
HPW Health Promotion Goals	Objectives	Activities in Support of Objective
<b>2. To decrease the negative impacts of alcohol, tobacco, and other drugs on SFSU students by utilizing a Harm Reduction/Empowerment approach that prepares students to succeed in their academic and professional goals.</b>	<b>Objective 2a:</b> Decrease prescription drug misuse among SF State Students	<ol style="list-style-type: none"> <li>1. Implement Prescription Take Back Day</li> <li>2. Implement College Prescription Drug Survey</li> <li>3. Rx Drug Behavior campaign</li> <li>4. Stimulant prevention Tutor trainings</li> <li>5. Naloxone distribution program</li> </ol>



	<b>Objective 2b:</b> Decrease negative physical, mental, & sexual health effects associated with binge drinking on SF State students	<ol style="list-style-type: none"> <li>1. Turn Up Initiative</li> <li>2. First 8 Collaborative</li> <li>3. Greek Party Promoter Program</li> </ol>
	<b>Objective 2c:</b> Decrease the number of students on campus using tobacco and nicotine products	<ol style="list-style-type: none"> <li>1. Smoke and Tobacco Free Task Force</li> <li>2. Smoking Cessation Programs and Events</li> </ol>
	<b>Objective 2d:</b> Decrease the number of students on campus using cannabis	<ol style="list-style-type: none"> <li>1. Implement edible protective behavior campaign.</li> </ol>
<b>HPW Health Promotion Goals</b>	<b>Objectives</b>	<b>Activities in Support of Objective</b>
<b>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.</b>	<b>Objective 3a:</b> Create a social justice-oriented campus collaborative to implement cultural change initiatives aimed to prevent sexual violence.	<ol style="list-style-type: none"> <li>1. Implement the Sexual Violence Prevention Collaborative</li> </ol>
	<b>Objective 3b:</b> Increase campus-wide capacity for Bystander Intervention	<ol style="list-style-type: none"> <li>1. Provide baseline SVP prevention education</li> <li>2. Implement a campus wide BI program with male identified students</li> </ol>
	<b>Objective 3c:</b> Develop power-conscious ally-ship among male-identified student leaders to prevent sexual violence	<ol style="list-style-type: none"> <li>1. Provide male identified students with Manhood 2.0</li> <li>2. Implement Social Norms campaign designed by male identifies student leaders</li> </ol>
	<b>Objective 3d:</b> Implement Annual Awareness Events on Campus	<ol style="list-style-type: none"> <li>1. Implement Domestic Violence Awareness Day</li> <li>2. Implement Sexual Assault Awareness Month</li> </ol>
<b>HPW Health Promotion Goals</b>	<b>Objectives</b>	<b>Activities in Support of Objective</b>
<b>4. To increase social support around mental health and mental health promotion in order to foster a community of caring, help seeking behavior, and a sense of belonging for SFSU students.</b>	<b>Objective 4a:</b> To increase suicide prevention knowledge and skills in the campus community	<ol style="list-style-type: none"> <li>1. I CAN HELP Faculty trainings</li> <li>2. Active Minds Program</li> <li>3. Suicide Prevention Workshops</li> <li>4. Sidewalk Talk Program</li> </ol>
	<b>Objective 4b:</b> To increase sleep promotion in the campus community	<ol style="list-style-type: none"> <li>1. Conduct College Environmental Sleep Scan and improvement plan</li> <li>2. Tea Time Out program</li> <li>3. Zzzzz's to A's Workshops</li> </ol>
	<b>Objective 4c:</b> To increase campus wide mental health promotion & self-care opportunities for students	<ol style="list-style-type: none"> <li>1. Integrate mental health education into FYE</li> <li>2. Establish Mental Health Promotion Collaborative with focus on students of color</li> <li>3. Therapy Animal Tuesdays Programs</li> <li>4. Self- Care Stations and Workshops</li> </ol>

HPW Health Promotion Goals	Objectives	Activities in Support of Objective
5. To increase student health, retention, and academic success by mitigating the effect of food insecurity and housing instability on SFSU students.	<b>Objective 5a:</b> To decrease the % of students who experience low or very low food security	<ol style="list-style-type: none"> <li>1. Implement the CalFresh Clinic</li> <li>2. Implement "Feed a Gator" meal card program</li> <li>3. Implement Gator Grub Alert programs</li> <li>4. Increase utilization for Gator Groceries program</li> <li>5. Complete research on effectiveness of food security programs</li> </ol>
	<b>Objective 5b:</b> To decrease the % of students who experience housing instability	<ol style="list-style-type: none"> <li>1. Formalize emergency housing program for housing insecure students</li> <li>2. Disseminate housing stability resources to students</li> <li>3. Host community organizations that provide housing stability services</li> <li>4. Implement Basic Needs Hubs and Lounges program</li> <li>5. Conduct research on SFSU student housing insecurity and recommendations for effective programs</li> </ol>
HPW Health Promotion Goals	Objectives	Activities in Support of Objective
6. To reduce the incidence and prevalence of chronic disease related to diet and eating habits in SFSU students through holistic approaches.	<b>Objective 6a:</b> Increase SFSU students' access to healthy foods on campus that align with the dietary guidelines	<ol style="list-style-type: none"> <li>1. Implement Healthy Vending Coalition</li> <li>2. Join the Healthier Campus Initiative</li> <li>3. Implement healthy food pantry guidelines</li> </ol>
	<b>Objective 6b:</b> Increase nutrition knowledge, skills and self-efficacy for practicing healthy eating choices among SFSU students, especially low-income and male-identified students	<ol style="list-style-type: none"> <li>1. Provide Nutrition workshops and counseling</li> <li>2. Provide cooking classes and demonstrations on healthy eating</li> <li>3. Increase availability of nutrition education resources for students</li> </ol>
	<b>Objective 6c:</b> Reduce the proportion of SFSU students experiencing food insecurity	<ol style="list-style-type: none"> <li>1. Implement food insecurity screening and referral to CalFresh at SHS</li> <li>2. Implement CalFresh Clinic and Outreach</li> </ol>
HPW Health Promotion Goals	Objectives	Activities in Support of Objective
7. To develop a peer health education program that builds and elevates student leadership and engagement.	<b>Objective 7a:</b> Increase leadership opportunities for SF State students	<ol style="list-style-type: none"> <li>1. Implement student volunteer programs (Ambassador Program, Lead Ambassador Program).</li> <li>2. Implement HPW Student Internship</li> <li>3. Create and implement HPW Student Organization</li> </ol>
	<b>Objective 7b:</b> Increase Peer Health Leaders professional skills.	<ol style="list-style-type: none"> <li>1. Provide workshops that focus on professional development (resume, cover letter, public speaking)</li> <li>2. Provide trainings that focus on program planning, technical and soft skills</li> </ol>

	<b>Objective7c:</b> Increase students' social connections to build community at SF State	<ol style="list-style-type: none"> <li>1. Implement Mix &amp; Mingles events as social networking opportunities for Student Ambassadors and Lead Ambassadors</li> <li>2. Create more social events for the internship program to foster a sense of belonging</li> <li>3. Create social events to bring all HPW Peer Health Leadership students together</li> <li>4. Implement culminating experience event for Student Ambassadors and Lead Ambassadors</li> </ol>
	<b>Objective7d:</b> To increase opportunities for students to learn and share health information in order to foster a community of health and wellness through at San Francisco State University	<ol style="list-style-type: none"> <li>1. Provide internship trainings that covers public health and social justice topics such as social determinants of health, socioecological model, power and privilege, and cultural humility.</li> <li>2. Provide Lead Ambassador orientation that covers public health and social justice topics such as social determinants of health, socioecological model, power and privilege, and cultural humility.</li> <li>3. Implement Mix and Mingle events that includes health education activities to Student Ambassadors and Lead Ambassadors</li> </ol>
<b>HPW Health Promotion Goals</b>	<b>Objectives</b>	<b>Activities in Support of Objective</b>
<b>8. To increase awareness about HPW's work, participation in events and workshops, and promote positive health behaviors</b>	<b>Objective 8a:</b> Implement a brand identity for Health Promotion & Wellness (HPW) that unifies our work	<ol style="list-style-type: none"> <li>1. Create new statements and templates to support brand awareness</li> <li>2. Create new promo items to further HPW brand</li> </ol>
	<b>Objective 8b:</b> Increase San Francisco State community knowledge about HPW, our events, workshops, and initiatives, and promote healthy behaviors and culture change	<ol style="list-style-type: none"> <li>1. Implement a social media strategy</li> <li>2. Implement bi-weekly newsletter</li> </ol>
	<b>Objective 8c:</b> Shift San Francisco State community perceptions about normative health behaviors that negatively affect health and wellness by implementing two campaigns per semester	<ol style="list-style-type: none"> <li>1. Implement annual social norms campaign</li> </ol>





## **Health Promotion & Wellness**

750 Font Blvd., Suite 5000

San Francisco, CA 94132

[wellness.sfsu.edu](http://wellness.sfsu.edu) | 415-338-1203 | @SFStateCares



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