

UNIVERSITY OF NORTHERN IOWA  
STUDENT WELLNESS SERVICES (SWS)

ANNUAL REPORT  
2017-2018 ACADEMIC YEAR

**Partnerships**

- Student Health Clinic
- Counseling Center
- Recreational Services
- Outdoor Recreation
- UNI Police/Public Safety
- Active Minds
- BIEDA (Body Image and Eating Disorder Awareness)
- Sigma Phi Epsilon
- Waypoint Services
- Riverview Center
- Pathways Behavioral Health Services
- Athletics
- Department of Residence
- Rod Library
- Iowa Department of Public Health and Black Hawk County Health Department
- Northern Iowan
- Student Disability Services
- Academic Learning Center
- Career Services
- Health, Recreation & Community Services
- Kinesiology
- Postsecondary Education: Student Affairs
- Student Life, Student Life & Event Services
- LGBTQ Services
- Military and Veteran Services
- Office of Violence Prevention
- Office of Equity and Compliance
- Women and Gender Studies
- Center for Multicultural Education

**Services**

- Based on an average of enrollment of 11,000, 48% of the UNI student population has been intentionally tracked as being served or reached by Student Wellness Services
- Numbers of students reached through by programs

**Alcohol and Other Drugs**

BASIC sessions	41
eMarijuana Checkup sessions	27
Facts on Tap	81
Alcohol Safety & You	125

Homecoming Event	425
Alcohol Safety Tabling	142
eAlcohol Checkup To Go	51
eMarijuana Checkup To Go	23
	915

### **Eating and Body Image**

Intuitive Eating Workshop	25
Individual Intuitive Eating Sessions	70
Body Image & Beyond	79
Behind Closed Doors	60
Eating Disorder Speaker/Event	150
Tabling	10
	1309

### **Emotional Wellbeing**

Self-Care 101	181
Mental Health Today	40
	221

### **Healthy Relationships**

Healthy Relationships	28
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### **Sexual Health**

Condom Sense	42
Gary's Class	104
Sex in the Dark	30
Tabling	69
	245

### **Wellness**

Discover Dimensions of Wellness	130
Wellness Coaching Intro	111
Quality of Life	66
Events/Fairs	761
Tabling	242
Wellness Coaching Sessions	99
	1409

### **Stress Management**

Labyrinth	256
Coping with Stress	194
Sleep	10
De-Stress Days	680
Tabling	59

	1199
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**Total 5326**

- Numbers of students reached through area of health topic:

Wellness	1409
Stress Management	1199
Alcohol Safety	915
Eating/Body Image	428
Sexual Health	245
Emotional Wellbeing	221
Healthy Relationships	28
<b>Total</b>	<b>5326</b>

- SWS professional staff members served on the following community committees: Healthy Campus Coalition, Eating Disorder Team, Homecoming Committee, Black-Hawk County STD Coalition, and HIV Community Coalition.
- SWS staff serve as Chair of the Healthy Campus Coalition. Priority health topics were evaluated using the Healthy Campus 2020 Student Objectives tool which includes NCHA baseline data from 2010 and a target of ten percent improvement for 2020. Members chose to address alcohol and other drug use as a priority health issue and focused work towards developing a strong initiative to address this student health concern.

**2017-2018 Goals Met**

- Develop and implement a Wellness Coaching program.
  - Completed wellness coaching training in August 2017. Developed wellness coaching introduction presentation and marketed new program through presentations, social media, television monitors, Inside UNI, Northern Iowan, posters, bulletin boards, etc. Presented Introduction to Wellness Coaching to 111 students and staff on campus. Established an online scheduler. Provided graduate assistant training. Wellness coaching was implemented January 2018. 51% of students seen for wellness coaching reported an improved level of positive mental health.
- Improve the tracking, monitoring, and evaluation of all programs.
  - A tracking system was developed, evaluation results were entered and monitored throughout the year. See attachment of evaluation outcomes.
- Enhance health promotion on-and-off campus partnerships and collaboration.
  - Increased partnership and collaboration with the Student Health Clinic and Counseling Center staff as a result of shared location and referral protocol. Began collaboration and partnership with Fraternity and Sorority Life regarding the Red Watch Band curriculum. Partnered with Rod Library to host wellness days. Also partnered with Pathways Behavioral Health Services regarding AOD resources to use (i.e. Quitline, marijuana educational information), scheduled to begin monthly population level AOD screening through Pathways, and held an in-service with the UNI Dietitian. UNI Outdoor Recreation, UNI Counseling Center, UNI Police, Riverview Center, Waypoint Services, Active Minds, and BIEDA (Body Image & Eating Disorder Awareness) were partners in the Safety, Wellness, and Advocacy Fair.
- Improve alcohol and other drug program.
  - Marketing of alcohol and marijuana eCheckupToGo was increased through social marketing
  - Facts on Tap program was made more interactive, fun, and included more information
  - Research was done on 10 universities with AOD programming. Information was broken down into categories and themes. AOD information that UNI SWS did not have before was added where needed (i.e. presentations, social media, website, etc.).

- Researching the Red Watch Band curriculum for alcohol poisoning/overdose prevention and bystander intervention
- Created numerous alcohol safety graphics and 21 reasons not to drink design
- Obtained permission to use #Dolt4U to AOD social norms campaign
- Researched AOD campaigns of other universities and began gathering message and design ideas from students
- Increase frequency of Intuitive Eating program.
  - 3 Intuitive Eating workshops (2 for spring and 1 for fall semester) were held serving 25 participants. Last year there were 2 workshops with 36 participants.
  - 70 students were provided individual intuitive eating sessions with an increase of 28 students than last year.
- Develop a healthy sleep program.
  - A healthy sleep program was developed in September 2017. It was offered in a 4-week rotation for Wellness Wednesdays and added to the online program request. The overall learning outcome is 90%.

## **2018-2019 Annual Goals**

### **1. Enhance campus partnerships by at least 10% by May 10, 2019.**

Strategic Plan Category: 1,2,3,4; Goal 1.3.d. 3.f.5.c.e. 4.3.a.b.

Purpose: To increase program requests, numbers of students served, increase visibility, support, and awareness of our services, to be far reaching and build stronger environmental support for wellness as a campus community for student success

- Staff will contact current on and off campus partners and provide status update (Who we are and how we can help statement) and request referrals/support for service awareness and utilization of services (DOR, Dept of Kinesiology, Athletics, Student Life Team, etc.) by March 29, 2019
  - Create a list of partners and assign staff to contact
- Staff will contact new on and off campus departments and request/offer partnership/collaboration (Riverview Center, Allen Women's Health, etc.) by March 29, 2019
  - Identify a list of potential partners and assign staff to contact

### **2. Implement alcohol and other drug campaign by May 10, 2019.**

Strategic Plan Category: 1,3; Goal 1.c.d.e. 4.a.

Purpose: To promote healthy and safe behaviors, decrease the percentage of students who drink and drive, increase student percentage of staying within BAC zone, increase underage students who choose not to drink percentage, decrease binge drinking, decrease drinking and other drug use for all students

- Develop designs with UNI social norms data
- Develop designs with clear messaging
- Develop designs with health education and protective factors
- Include marketing of eCheckup To Go
- Provide active and passive health promotion through tabling
- Launch campaign through digital mass media (tv monitors, social media platforms, etc) and printed materials (flyers, wellness wipes, safety cards, handouts)

### **3. Develop a structured, multi-year curriculum Graduate Assistant, Intern, and Wellness Ambassador orientation and training program that includes effective and efficient onboarding and instruction by May 10, 2019.**

Strategic Plan Category: 1,2,3,4,5; Goal 2.1.a.b.c.d. 2. 3.a.b.c.

Purpose: To provide clear guidance, direction, adequate training, and an exceptional experience in applying “theory-to-practice” connections with their academic programs.

- Create Wellness Coaching training plan
- Create program training plan that incorporates practice time
- Create staff development training plan
- Revise/update orientation manuals as needed
- Prioritize and standardize training opportunities into a multi-year curriculum
- Develop learning outcomes for each position

4. Increase utilization of Wellness Coaching program as measured by 30% of available staff/GA appointments filled per week by May 10, 2019.

Strategic Plan Category: 1,2,3,4,5; Goal 1.3.c.

Purpose: To promote student success and well-being. To increase self-awareness, self-knowledge and self-efficacy. Achieve personal and academic goals. Initiate and sustain wellness behaviors. Have an increased sense of life satisfaction, purpose and meaning

- Implement a consistent, intentional, strategic marketing plan
- Create a more vigorous follow-up with Connections Survey
- Contact partners to provide status update
- Created new and engaging wellness coaching infographic