How this Health Educator Will Improve Health & Wellness at UA

The following brief program descriptions give additional information on how this health educator position will work to improve the health and wellness of UA students in each of the areas outlined in the attached proposal.

Sleep, stress and mental health issues

Sleep, stress and mental health are among the most significant health issues that college students face. Health Promotion and Preventive Services (HPPS) received honorable mention in the National Sleep Foundation’s community award for outstanding health education materials to improve the health and safety of students through the “Go To Bed” poster and sleep education “Snoozeletter” in 2008. Given sleep’s impact on academics and many other aspects of health, there remains a pressing need to augment sleep hygiene materials. With the support of this health educator position, HPPS can continue to expand these nationally recognized education efforts, as well explore new ideas to enhance the quality and quantity of sleep among UA students.

HPPS is also planning a “More Sleep, Less Stress, No Depression” health education campaign that will underscore the connections between these health areas and highlight practical steps students can take to increase their health, energy and quality of life. The health educator identified for this position will coordinate this broad effort to help ensure a positive impact, among both graduate and undergraduate students. Another program, the “Question, Persuade, Refer” (QPR) suicide prevention training program, is being planned for students and staff by a current member of the HPPS staff. With the addition of a health educator on staff, these QPR trainings could effectively be doubled.

HPPS was also part of a collaboration that brought filmmaker Darryl Roberts and his documentary “America the Beautiful” to the UA campus as part of National Eating Disorder Awareness Week. The 2/26/09 screening filled Gallagher Theater to capacity and attracted over 500 individuals. Given the level of student interest and demand in this area of mental health, this health educator position will allow for an increase in programs that raise awareness on these important food, eating and body image issues.

Infectious disease prevention and student safety

Through public health messages that raise awareness and offer prevention strategies, HPPS seeks to reduce the incidence of infectious disease among UA students. These include cold/flu, norovirus (stomach flu), meningitis, West Nile virus and many types of sexually transmitted infections (including HPV and HIV). Programming in these areas includes public health broadcast emails and messages to specific groups (e.g. new students, residence halls, fraternity and sororities), as well as posters, newsletters, fliers, articles and podcasts that reach a wider audience.

This health educator position will work closely with others in HPPS and Campus Health to develop, test (by obtaining student feedback) and distribute these population-based health messages. This position will also allow for the expansion of printed and online health newsletter topics, in addition to serving as a contributing author of the weekly SexTalk column in the Daily Wildcat.
The critical area of student safety will also benefit from this position by working in the following capacities:

- Partner with the AZ Governor’s Office of Highway Safety and other AZ colleges and universities to promote the use of sober designated drivers among college students here at UA and across the state
- Work with UA Parking and Transportation Services and Pima County to improve pedestrian and bicycle safety in and around campus
- Increase drowsy driving awareness among UA students
- Expand travel safety presentations to UA students studying abroad
- Assist with semi-annual free skin cancer screenings
- Co-author the Spring Health & Wellness Guide in the Arizona Daily Wildcat
- Coordinate Sexual Responsibility Week with campus and community groups
- Instruct alcohol classes focused on harm and risk reduction strategies

Farmers’ Market at the UA.

The Farmers’ Market at the UA is more than a venue for healthy, local foods. It is also a weekly wellness fair that provides health education to attendees, a venue for others in the campus community to support health, wellness and sustainability, and perhaps most significantly, an opportunity for students to participate in experienced-based learning. In fact, over the past three years the Farmers’ Market has allowed 325 Nutritional Science students to have hands-on learning through their efforts to promote health and wellness at the market.

As the coordinator of the Farmers’ Market, this health educator position will serve as liaison between interns, volunteers, vendors and others who are needed to make the Farmers’ Market a weekly reality. Because this market is in fact a wellness fair integrated into a traditional market, a significant amount of time is dedicated to coordinating these education and outreach efforts each week, in addition to the logistical demands of promoting the market, volunteer and intern supervision, special events, setup, breakdown and more. Having a health educator in this role will be instrumental for the long and short term success of the Farmers’ Market at the UA.
Health & Wellness By the Numbers

Top 3 health impediments to academic performance among college students:

#1 Stress
#2 Sleep
#3 Flu/Cold/Sore Throat

45% Percent of UA students who felt rested on two or fewer days out of the past week as a result of the amount of sleep they received.

3% Percent of UA students who received enough sleep to feel rested all seven days during the past week, in the same survey.

35% Percent of UA students who said they experienced poor sleep or sleep difficulties within the past school year that affected their academics.

72% and 53% Percent of UA students who reported experiencing anxiety and depression, respectively, in the past academic year.

325 Number of UA Nutritional Sciences students who have participated in the Farmers’ Market at the UA for health education tabling over the past three years.

36% Percent of students who attended the Farmers’ Market at the UA last year. 73% overall were aware of the Friday Farmers’ Market.

394 Number of flu shots administered by Campus Health Service staff outside of Campus Health during the fall of 2008 in residence halls, Greek houses, apartment buildings and throughout campus.

66% of UA students who had sexual intercourse in the past year usually or always used a condom. Condom use among students who are sexually active is at an all time high, having increased 30% since 1998.

1995 First year the SexTalk column appeared in the Arizona Daily Wildcat, to answer student questions on relationships and sexual health.

1 Spring 2008 ACHA-National College Health Assessment, N=80,121
2 2008 UA Student Sleep Survey, N=537
3 2008 Health & Wellness Survey, N=1,250
4 2008 Campus Health Service Flu Shot Clinic Summary