Below is an email sent to SSFAB Advisor Dan Adams on Wednesday, July 1st, 2009.

Dan,
I have attached information on the Health Educator position needed by the Health Promotion & Preventive Services unit of the Campus Health Service. The request for funding for this position was denied by the SSF Advisory Board in the spring of 2009. I believe the key deciding point was that a portion of the focus of the position was on the UA Farmers Market. As you will see, the attached position description now focuses this position exclusively on key student health and safety issues and concerns, which have been identified by student surveys and information from other sources such as the Dean of Students Office. This position will not be involved in the Farmers Market, which is being discontinued this year for financial reasons.

What I am requesting is reconsideration of a modified funding request for this position - basically assistance with stop gap funding for a Health Educator position at some level for the 2009-2010 fiscal year. We are asking that several factors be considered:

1. The continued, and in some areas rising, need for the dedication of UA resources focused on these key student health and wellbeing issues.

2. The availability of previously committed SSF funding for the 2009-2010 fiscal year that is now no longer committed for various reasons including a portion of the funding for the Campus Health Service’s CAPS Psychologist position, which will not be filled until 1-2 months after the fiscal year has begun and therefore salary savings will be accrued.

Below is the proposal that was attached to that email ----

**Improving Health & Wellness Services: Health Educator Proposal**

**Itemized Budget:**

**Preferred Funding Request:**

1.0 FTE Health Educator

- $34,500 salary (Master’s level candidate)
- $9,971 ERE @ 28.9%
- + $100 Student Services Fee Signage
Alternative #1 Funding Request:

0.846 FTE Flex Position Health Educator (10 month equivalent)

$29,187 salary (Master’s level candidate)
$8,435 ERE @ 28.9%
+ $100 Student Services Fee Signage

$ 37,722 total funds requested

Alternative #2 Funding Request:

0.50 FTE Flex Position Health Educator

$17,250 salary (Master’s level candidate)
$4,985 ERE @ 28.9%
+ $100 Student Services Fee Signage

$ 22,335 total funds requested

Please note:

Potential savings from year one funding of the Student Services Fee (SSF) CAPS Psychologist position, associated with a delayed hiring for that position related to the search and hire process, could offset a portion of the cost of the one year of funding support currently being requested for this position.

Campus Health is committed to identifying additional funding to support this position after a single year of stopgap funding support by the SSF, including reapplication for SSF funding in the spring of 2010.

Also, in-kind contributions will be made by the Campus Health Service to help ensure success. These include office space and equipment, computer, orientation, supervision, training and continuing education opportunities.

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Improving Health & Wellness Services: Health Educator Proposal
Health Promotion & Preventive Services (HPPS)

How this position supports student priorities:

In the spring 2009 Student Services Fee (SSF) Survey (N= 3,123), which polled over 3,000 students, 70% of respondents cited funding for health and wellness as being moderately to very important. Moreover, among fifteen initiatives put forward to students, health and wellness was ranked third, closely aligning this proposal with existing student priorities.

Anticipated impact:
This health educator position will allow for a range of health promotion and prevention activities, including 1) sleep, stress and mental health issues and 2) public health programming related to the prevention of infectious diseases (e.g. colds, flu, sexually transmitted infections, meningitis) and increase student safety.

Currently, the UA Campus Health Service supports several of these areas through its Health Promotion and Preventive Services (HPPS) unit, but the need for additional public health education exceeds the capacity of the HPPS, particularly since Campus Health has lost the availability of a full-time health educator. Through the support of the student services fee, this position will allow new programmatic possibilities to emerge that can more fully address the health, wellness and safety issues that are relevant to the UA student population.

Lastly, with student enrollment expected to increase, the need to provide quality, population-based health programming will only become more important. It is our belief that this single position represents a unique opportunity to significantly enhance the overall health of thousands of UA students.

Top 3 health impediments to academic performance among college students:

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

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 as 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
SSFAB PAR 10.004

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.

72% and 53% Percent of UA students who reported experiencing anxiety and depression, respectively, in the past academic year. ²

35% Percent of UA students who said they experienced poor sleep or sleep difficulties within the past school year that affected their academics. ²

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 and 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:

- Instruct alcohol classes focused on harm and risk reduction strategies
- 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 HPPS staff on developing and disseminating the Step Up! Violence Prevention and Bystander Intervention program across campus
- 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
- Coordinate Sexual Responsibility Week with campus and community groups
- Co-author the Spring Health & Wellness Guide in the Arizona Daily Wildcat

How outcomes of this project will be measured:

Outcomes will principally be measured through process evaluation of the position itself. These will include the number public health messages written, presentations given and health education classes led. Additionally, the Health Promotion and Preventive Services (HPPS) department of Campus Health tracks student health behaviors through the annual Health & Wellness Survey each spring semester. Data have shown that student health behaviors are
positively associated with health funding, where students show better health outcomes when funding for UA-specific health funding increases.

1 Spring 2008 ACHA-National College Health Assessment, N=80,121
2 2008 UA Student Sleep Survey, N=537