

Health Promotion Office/Student Development

Mission Statement: The Health Promotion Office emphasizes awareness of current health issues, prevention of disease and illness, and promotion of health and wellness. While the office primarily exists to serve the health and wellness needs of SUNY Cortland students, there is also a strong commitment to offer programs for and share resources with the college faculty and staff as well as the greater community. Services include: educational programming; advocacy regarding health concerns; information, resources and campus/community referrals; as well as academic and extracurricular opportunities for student involvement in health education. The office is committed to providing opportunities for members of the college community as well as the greater community to heighten personal and community awareness concerning health issues and develop health-promoting skills and attitudes necessary to make responsible personal and community health decisions.

Objective	Activities and Strategies	Tool #	Assessment Criteria
Objective 1: To actively promote and evaluate campus-wide health and wellness programs for SUNY Cortland students. <i>Assess 2005 – 2006</i>	1a. Conduct on-line survey to determine current level of health and wellness for undergraduate students.	1	Survey will be conducted during spring 2006 semester.
	1b. Continue to offer “Wellness Wednesday Series” each semester.	2	Average attendance of at least 50 students per fall program; 25 students per spring program. Evaluations completed after majority of programs; computed through SPSS program. Majority of respondents indicate programs are effective.
	1c. Conduct awareness-raising campaigns concerning pertinent college health issues.		The following information campaigns are offered each year: AIDS Memorial Quilt; Great American Smoke-Out; Eating Disorders Awareness Week; Sexual Assault Awareness Week.
	1d. Offer health and wellness presentations for classes, organizations and residence halls.	3	The majority of requesters rate the programs as effective and useful.
	1e. Offer support groups for smoking cessation and grief.		At least one support group for each topic is offered each semester.
Objective 2: To revamp current Peer Education Program, “Peer Health Advocates” through revision of 3-credit fall semester course, “Peer Health Advocacy: Sex, Drugs and the College Student,” as well as 1-credit follow-up spring course. <i>Assess 2006 - 2007; 2007-2008</i>	2a. Revise the current curriculum to include new course materials gleaned from research of college health journals as well as communication with colleagues in SUNY Cortland Health Department and at other institutions.		Curriculum will be revised by end of Spring 2007 semester
	2b. Improve the current program to include a more viable, campus and community-based service-learning component.		Campus and community service-learning projects will be integrated into the revised curriculum/program.

	2c. Develop a manual of information, activities and resources to be used by students throughout the course/program.		The manual will be available for use in the Peer Health Advocacy Course, Fall 2007.
	2d. Offer the newly-revised course/program beginning Fall '07.		Students will be able to pre-register for the course during the spring 2007 registration period.
	2e. Evaluate course/program 2007 – 2008.	4 5 6	Every student will successfully complete the course, with a passing grade. The majority of students indicate on the Course Teacher Evaluations that they have learned significant new material and the service projects have been effective and valuable. Feedback (survey) from the SUNY Cortland Health Department indicates improvements in the course. The majority of staff feedback from outreach service organizations indicates the service projects are effective.
Objective 3: To provide students with academic and extracurricular opportunities in health promotion. <i>Assess 2007 - 2008</i>	3a. Collaborate with the Health Department to offer full-time and part-time internships for students majoring in Health.	7	Every student will successfully complete the internship with a passing grade; the majority will rate the experience as very beneficial.
	3b. Collaborate with Career Services and academic departments to offer cooperative learning internships.	7	Every student will successfully complete the internship with a passing grade; the majority will rate the experience as very beneficial.
	3c. Supervise students from various classes participating in health and wellness projects.	8	Students will successfully complete projects; the majority will rate the experience as very beneficial.
	3d. Offer volunteer opportunities to students not associated with a particular class.	8	Students will successfully complete projects; the majority of students will rate the experience as very beneficial.
	3e. Develop a survey instrument to be used to evaluate each of the internship opportunities.	7, 8	Survey instrument will be developed by and implemented at end of fall 2007; implemented again at end of spring 2008.
Objective 4: To provide student advocacy and programming support, resource information and referrals.	4a. Advertise the Health Promotion Office as a center for student health and wellness advocacy, programming support, resource information and referrals.		Health Promotion Brochure will be updated by beginning of fall 2008 semester. Posters and flyers will be distributed on campus by beginning of fall 2008 semester.

<i>Assess 2008 - 2009</i>	4b. Respond to students accessing services with timely, courteous, accurate information.	9	Majority of students accessing services will evaluate services as helpful or very helpful.
	4c. Continue support and advocacy roles for CAAR (Cortland Against All Rape), Wellness LLC, and Relay for Life.	9	Majority of students will evaluate the services as helpful or very helpful.
Objective 5: To strengthen the link between Health Promotion Office programming and the community. <i>Assess 2009 - 2010</i>	5a. Contact Public Relations Office on campus to determine more effective ways of communicating programs to the public		A meeting will be set up with the Public Relations Office staff by the beginning of the fall 2009 semester.
	5b. Advertise campus-wide health and wellness programs to the public utilizing multiple community media forms.	2	Every month programs will be advertised in the local media through newspaper articles, advertisements and PSAs. Numbers of community members present at campus-wide health and wellness programs will increase by 10% by the end of the Spring 2010 semester.
	5c. Strengthen community-based service-learning component of Peer Health Advocacy program.	6	The majority of staff feedback from outreach service organizations indicates the service projects are effective.

Assessment Tools:

- 1) National College Health Assessment (NCHA)
- 2) Wellness Wednesday Program Evaluation
- 3) Special Topic Program Evaluation
- 4) CTE (Course Teacher Evaluations)
- 5) Feedback from SUNY Cortland Health Department
- 6) Service Survey from Outreach Programs
- 7) Health Promotion Internship Experience Survey
- 8) Health Promotion Volunteer Experience Survey
- 9) Health Promotion Satisfaction Survey