Health Promotion and Prevention Services Program Review: Summary Report

During the 2014-2015 academic year, the Center for Alcohol and other Drug Education, which has since been renamed as Health Promotion and Prevention Services (HPPS), completed a scheduled Program Review as part of the ongoing Division of Student Affairs commitment to assessment and continuous improvement. This review occurred simultaneously as the department joined the Colonial Health Center (CHC) with Medical Services and Mental Health Services, expanded its mission and changed its name. HPPS staff conducted a self-study, and Internal and External review teams evaluated HPPS and provided numerous recommendations. The following goals were developed from the recommendations. HPPS staff will work collaboratively with students, staff and faculty from around the university to accomplish these goals within the next 5 years, from 2015-2016 to 2019-2020.

Research Questions:

1. How successful is CADE in meeting its stated goals, including connecting with students and keeping its information and programming relevant and engaging?
2. What challenges does CADE face in meeting its stated goals?
3. How should CADE foster overall student well-being, defined as physical, academic, mental, and emotional health?
4. How should CADE position its current and future efforts to influence behavioral change? (we do not want to further define behavioral change)
5. In light of a university priority on a healthy campus, how should CADE integrate well-being into the student experience and the university’s HealthyGW initiative?

HPPS Structure

The following goals relate to developing HPPS as it expands it mission and becomes a service of the CHC. The majority of these goals will be completed during the 2015-2016 academic year. The final three goals are expected to take 3-5 years to fully develop and implement.

1. Develop a mission and vision, which aligns with GW and the Division of Student Affairs strategic priorities.
2. Increase development and training of full time and graduate student staff to meet expanded mission and vision.
3. Review event registration procedures and explore alternative approaches to ensuring safety and policy compliance at events with alcohol.
4. Further develop HPPS procedures for responding to students of concern.
5. Examine staffing structure and clarify roles and responsibilities.
6. Increase fundraising and grant writing efforts, including coordination with the DSA case statement, to supplement staffing and budget resources.
7. Develop a plan for increasing professional and graduate staff in consideration of available resources and those that can be generated through reallocation of resources and fundraising.

Educational Outreach

As the outreach and prevention education service area of the Colonial Health Center, HPPS plans to develop and improve existing outreach offerings as well as coordinate with Mental Health Services and Medical Services to increase and expand outreach offering. The following goals are expected to require 1-3 years to develop and implement.
1. Further develop brief intervention programming which addresses student substance use.
2. Collaborate with CHC and the student conduct offices to develop a comprehensive strategy to provide education and intervention for substance use issues.
3. Create a consistent theme and delivery package for all CHC outreach workshops that can be presented on request by the GW community.

**CHC Integration**
As the new Colonial Health Center continues to develop, HPPS will lead CHC’s outreach and prevention efforts. HPPS will serve as the contact point for campus partners and organize and facilitate outreach activities. The following goals are expected to require 1-2 years to develop and implement.

1. Coordinate outreach efforts for CHC services and organize programs and initiatives.
2. Coordinate CHC marketing initiatives including advertising and promoting CHC service areas and outreach efforts.
3. Streamline and consolidate CHC social media outreach efforts.

**Assessment**
With the increased Division of Student Affairs focus on assessment, HPPS wants to improve its assessment efforts and better utilize knowledge gained to inform practices. The following goals are expected to require 1-3 years to develop and implement.

1. Establish a method for regularly collecting student feedback on HPPS procedures and services.
2. Conduct health assessments of the student body to determine needs and inform outreach.
3. Develop and implement a comprehensive plan for continual assessment of student learning outcome achievement and program effectiveness.
4. Research, select & implement a screening tool across judicial, health and counseling units to identify students at risk for mental health disorders (including substance use, anxiety, depression etc.).

**Partnerships and Collaboration Beyond the CHC**
In an effort to infuse health and wellness into the GW student experience, HPPS plans to strengthen relationships with campus partners. The following goals are expected to require 2-5 years to develop and implement.

1. Develop partnerships for training DSA students on health and wellbeing.
2. Provide training for campus partners to involve them in the education and intervention efforts related to substance use.
3. Identify opportunities for research and educational collaboration with academic programs, particularly within the Milken Institute School of Public Health, and other campus partners.
4. Incorporate various stakeholders, such as students, faculty and staff, in strategic planning and assessment efforts.
5. Collaborate with HealthyGW initiative and CHC service areas to define health promotion and prevention at GW.