

Office of Health Promotion

GOAL 1: CONDUCT POPULATION-LEVEL NEEDS ASSESSMENTS TO PROVIDE EVIDENCE TO INFORM PROGRAMS AND INTERVENTIONS.

Objective 1.1: Create measurable outcomes for all Community Well-being initiatives.

- A. Develop evaluation plans for all initiatives.
Target date for completion: Ongoing
- B. Conduct a needs assessment in collaboration with Rollins School of Public Health of community wellbeing structure and programs
Target date for completion: May 2018

Objective 1.2: Increase student participation in assessment and evaluation efforts.

- A. Alter sampling and recruitment procedures for National College Health Assessment in collaboration with institutional research
Target date for completion: Spring 2018
- B. Engage students, faculty, and staff at large scale Emory Community events (i.e. Wonderful Wednesday, Homecoming, Dooley's Week)
Target date for completion: Spring 2017; ongoing
- C. Create communication strategy and content for faculty to disseminate in classrooms
Target date for completion: Fall 2017
- D. Collaborate with Rollins School of Public Health community needs assessment, program planning, and program evaluation courses to enhance assessment and evaluation efforts.
Target date for completion: ongoing

GOAL 2: IMPLEMENT AND EVALUATE CULTURALLY COMPETENT HEALTH PROMOTION INITIATIVES ADDRESSING PRIORITY HEALTH ISSUES.

Objective 2.1: Increase student advocacy for personal & community health in order to impact quality of life.

- A. Collaborate with Rollins School of Public Health capstone or curriculum course to develop formal peer educator training program.
Target date for completion: Spring 2018
- B. Develop a continuing education plan for peer educators.
Target date for completion: Spring 2018
- C. Implement signature healthy sexuality, mental well-being, alcohol prevention train the trainer programs
Target date for completion: Ongoing

Objective 2.2: Increase number of students who practice health-protective behaviors.

- A. Identify student organization sponsors for each HIV/STI testing event.
Target date for completion: Spring 2018
- B. Collaborate with Student Involvement Leadership and Transitions to develop an advisor training focused on safer social events.
Target date for completion: Spring 2018
- C. Collaborate with the Center for the Advancement of Student Agency and Advocacy to enhance social marketing strategy for PrEP
Target date for completion: Spring 2018
- D. Develop a discussion guide for parents to build their capacity to engage with incoming students about alcohol and substance use in college.
Target date for completion: Spring 2018
- E. Identify and promote late night social opportunities for students on Thursday, Friday, and Saturday nights throughout the year in collaboration with Student Involvement, Leadership, and Transitions colleagues, Student Programming Council, and College Council.
Target date for completion: ongoing
- F. Strengthen support for returning and other students in recovery from substance use disorders by broadening scope and reach of ReStart collegiate recovery program.
Target date for completion: August 2018
- G. Develop an online tool box that will include suggested procedures for hosting social events
Target date for completion: Fall 2018
- H. Develop and implement a curriculum aimed to increase knowledge and awareness about safer social event planning, risk reduction when serving or consuming alcohol, and ethical decision making to facilitate help-seeking behavior.
Target date for completion: Fall 2017

Objective 2.3: Increase number of students who will be able to explain influences on health behaviors and outcomes.

- A. Train 10 peer health educators.
Target date for completion: Spring 2019

- B. Train student staff in residence halls (specifically Harris and Complex) to be peer health educators.
Target date for completion: Fall 2019

- C. Re-establish sexual health advisory group as a programming board
Target date for completion: Fall 2018

- D. Support Flourish! Emory student group's efforts to become an allocated student organization to support student facilitated mental well-being programming.
Target date for completion: Spring 2018

GOAL 3: ESTABLISH AND MAINTAIN KEY COLLABORATIVE PARTNERSHIPS WITH INSTITUTIONAL STAKEHOLDERS AS WELL AS LOCAL COMMUNITIES.

***Objective 3.1:** Increase institutional and external stakeholders affiliates with the Emory Enterprise are engaged in creating and sustaining a healthy campus for faculty, staff, and students.*

- A. Engage with local businesses and state and local ordinance representatives to discuss enforcement of underage drinking laws.
Target date for completion: August 2018
- B. Build capacity among student organization advisors to have conversations about prevention and risk management strategies when planning social events
Target date for completion: August 2018
- C. Develop and sustain multidisciplinary task force to facilitate biennial review process and develop strategies to guide preventions between biennial review years.
Target date for completion: Ongoing
- D. Codify the clinical provider Alcohol screening protocol presently in pilot stage.
Target date for completion: Fall 2017

Objective 3.2: Increase in community members using Emory policies and protocols to create a safer Emory.

- A. Create a marketing campaign about the Medical Amnesty Policy
Target date for completion: May 2018

- B. Emphasize the benefits of risk management efforts/policies in the student organization alcohol training module
Target date for completion: May 2018

- C. Collaborate with Campus Life partners to educate staff and students about Bias/Incident Reporting and the Open Expression Policy
Target date for completion: December 2018

- D. Conduct community needs assessment to examine most effective ways to educate undergraduate students about alcohol and drug abuse policies from student perspective.
Target date for completion: Summer 2018

- E. Conduct focus groups among key graduate student leaders from each academic division to learn more about rationale behind recommendations from community needs assessment about policy 8.8 implementation among graduate and professional schools.
Target date for completion: Summer 2018

- F. Develop training that builds capacity and knowledge among social hosts about liabilities and regulations involved in holding off-campus functions.
Target date for completion: Spring 2019

- G. Develop new reporting structure and protocol that emphasizes community building and interpersonal relationships between resident advisors and residents to build capacity among resident advisors to consistently enforce alcohol and drug abuse policies in the residence halls.
Target date for completion: Spring 2019

- H. Develop a party patrol program where community members verify compliance with alcohol and drug abuse policy.
Target date for completion: Fall 2018

- I. Develop a risk and prevention management planning template to support sorority and fraternity organization efforts to plan social events that move beyond compliance with event registration policies.
Target date for completion: Fall 2018

GOAL 4: LEVERAGE A TRACK-RECORD OF SUCCESSES AND CURRENT NATIONAL CLIMATE TO ELEVATE THE PROGRAM AND INCREASE STAFFING DEDICATED TO INTERPERSONAL VIOLENCE PREVENTION AND SURVIVOR RESILIENCY.

Objective 4.1: Maintain enterprise-wide presence and national leadership through signature events.

- A. Increase RespectCon profit margin through added sponsors and attendance
Target date for completion: 2020
- B. Increase non-student participation numbers for Emory Denim Day
Target date for completion: 2020
- C. Maintain Take Back the Night as an empowerment-centered space for survivors
Target date for completion: 2017 and ongoing

Objective 4.2: *Stabilize current prevention efforts regarding orientation, sorority and Fraternity life, bystander intervention and oppression/race-based trauma.*

- A. Make necessary edits and changes to the research-informed, best-practice based Creating Emory curriculum.
Target date for completion: 2020
- B. Increase staff/student support for SAFE Greeks
Target date for completion: 2020
- C. Increase student participation in Emory ABS, bystander skills training workshops, through targeted group recruitment (athletic groups), word of mouth publicity, faculty partnerships (credit for attendance of Respect events/training opportunities) and cultivating key stakeholder partners as ABS Trainers and within ASAP, both student and staff stakeholders.
Target date for completion: Spring 2019
- D. Increase the CRED bystander intervention curriculum to more area high schools
Target date for completion: 2020

Objective 4.3: Expand survivor advocacy coverage to include faculty/staff.

- A. Collaborate with Rollins School of Public Health to create a Community Needs Assessment for Emory Faculty and Staff
Target date for completion: 2020
- B. Collaborate with FSAP to create a comprehensive plan for accompaniment and response.
Target date for completion: 2020
- C. Hire additional Respect Staff for Advocacy & Assessment and create a strategy for resources based on recommendations (referenced above)
Target date for completion: 2020
- D. Collaborate with Campus Life and the Emory Enterprise to create curricula that engage students in critical dialogue around a broader definition of violence that centers the lived and intersectional experiences of marginalized voices.
Target date for completion: 2020

Objective 4.4: Create/formalize a consistent on-call advocacy system.

- A. Hire and train additional Respect Staff to create an on-call team
Target date for completion: 2020
- B. Collaborate with current First Responders (CLP, EUH, DeKalb Medical)
Target date for completion: 2019
- C. Establish an on-call number/hotline
Target date for completion: 2017