

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

Updates, September 2017:

A. Continuing to develop evaluation plans for all programs, including one-time presentations

B. No updates at this time

Updates, March 2018:

A. Graduate Assistant for Assessment & Evaluation continues to analyze data and create evaluation reports for many areas within the Office of Health Promotion, including Black Ops, Sexpert, Greek Life Task Force, etc.

B. Due to staff changes and conversations about future structure of OHP, there are no updates at this time

Updates, September 2018:

A. Graduate Assistant for Assessment & Evaluation / Intern developed an Assessment and Evaluation Handbook, which outlines procedures on how to evaluate all programs at the Office of Health Promotion. An Evaluation Gantt Chart will be created for all programs in the Office of Health Promotion.

B. There are no updates at this time. Due to curriculum changes, the Department of Behavioral Sciences and Health Education and Rollins School of Public Health are not offering Community Assessment (formerly known as Community Needs Assessment) during the 2018-2019 academic year.

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

Updates, September 2017:

- A. Have been working closely with Institutional Research, different sampling methods have been approved for this upcoming NCHA implementation year
- B. Graduate Students will be attending Wonderful Wednesdays to encourage student participation
- C. Graduate Assistant for Social Marketing and Outreach, as well as Graduate Assistant for Evaluation and Assessment have begun conversations regarding dissemination
- D. No updates at this time

Updates, March 2018:

- A. Implemented a new sampling strategy (over-sampled historically marginalized groups) and achieved a response rate of 19.8% in Fall 2017
- B. Graduate Assistants and staff members attended Wonderful Wednesdays throughout the data collection period in Fall 2017
- C. Graduate Assistant for Social Marketing and Outreach, as well as Graduate Assistant for Evaluation and Assessment have created a communication and dissemination plan to launch the findings once all data is analyzed
- D. Community Well-being is hosting two evaluation students, and sharing one with Student Health Services, who are working on separate evaluation projects for the office. In addition, a Rollins Community Needs Assessment class provided recommendations in a Fall 2017 project.

Updates, September 2018:

- A. Published our sampling and recruitment procedures on the *2017 Emory University National College Health Assessment Summary*, available on the Office of Health Promotion Website.
- B. Graduate Assistants and staff members attended Wonderful Wednesdays throughout the data collection period in Fall 2017. Graduate Assistants and staff

members will continue to attend Wonderful Wednesdays during the Emory Social Norms Campaign during the 2018-2019 academic year.

- C. Graduate Assistant for Social Marketing and Outreach, as well as Graduate Assistant for Evaluation and Assessment/Intern have launched the Emory Social Norms Campaign, a theory-based intervention used to change students' health perceptions and behaviors using the 2017 Emory National College Health Assessment data.
- D. There are no updates at this time. Due to curriculum changes, the Department of Behavioral Sciences and Health Education at the Rollins School of Public Health are not offering Community Assessment (formerly known as Community Needs Assessment) during the 2018-2019 academic year. Program Planning is currently being restructured from a capstone seminar to a team-based course. Program Evaluation will be offered to Rollins School of Public Health students in Spring 2018.

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

Updates, September 2017:

- A. Emphasis has shifted to CPE program, still recruiting RSPH students for a number of our programs until CPE is more consistent
- B. Certified Peer Educator (CPE) program is being discussed with a number of campus partners, at least 5 full time staff members have been trained as facilitators, recruitment of students has been discussed
- C. Ongoing

Updates, March 2018:

- A. An RSPH Evaluation course team is doing a formative evaluation of the CPE curriculum from NASPA
- B. Currently on hold due to staff changes, and awaiting findings from RSPH group
- C. Train the trainer programs were implemented in Fall 2017/Spring 2018 for Sexpert, Georgia Prevention Program (Project Ambassadors). In addition, Black Ops Retreat and ReStart are primarily peer-facilitated programs that are more active this year

Updates, September 2018:

- A. Results of the RSPH evaluation indicated that there was not a desire/need for the CPE curriculum to be implemented on Emory's campus.
- B. Given the evaluation results (see above), the CPE program will not be moving forward at this time.
- C. Train the trainer programs were implemented in Spring 2018 and will be continued into the Fall 2018 semester for Sexpert. New cohort of Georgia Prevention Project Ambassadors recruited for training in October for implementation during Fall 2018.

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

Updates, September 2017:

- A. Recruitment for fall and spring semester have begun
- B. Ongoing
- C. Conversations have begun with Office of LGBT Life to promote PrEP
- D. Conversations have occurred
- E. Meeting with SILT has been initiated, ongoing
- F. Ongoing
- G. Conversations have occurred, ongoing
- H. Party Crashers occurred in September 2017, online module discussion in the works

Updates, March 2018:

- A. Spring 2018 partnership with SGA has increased promotion, marketing, and awareness about free HIV testing events. Will continue to recruit over the summer (with specific offices and departments)
- B. Training developed, not yet implemented (plan for Fall 2018)
- C. Attended Queer Discussion Group facilitators meeting (Office of LGBT Life) to discuss PrEP further; hosting a PrEP Lunch & Learn, with the support of numerous student groups
- D. Discussions with Drug & Alcohol Risk Reduction Team (DART) are ongoing
- E. Ongoing
- F. Restart/Eagles in Recovery meets weekly; group averages 12-14 participants. Group has moved to actively promote their presence and work to the broader campus community via passive methods (fliers and Facebook page) while exploring more active efforts, including speakers and discussions
- G. Outline completed, in process of being created
- H. Party Crashers implemented in September 2017, re-vamped for the Greek Life Officer Summit (Spring 2018) and plans for moving forward

Updates, September 2018:

- A. Partnership with Alpha Phi Alpha Fraternity confirmed for all Fall 2018 and Spring 2019 HIV testing events. In addition, we are working with various offices on campus to sponsor and promote the testing events.
- B. Training for student organizations wanting to serve alcohol at events scheduled for late September.
- C. Will be attending Queer Discussion Group facilitators meeting (Office of LGBT Life) to discuss PrEP, in addition to collaborating with the office to raise awareness about PrEP on campus through free HIV testing events.
- D. Parent communications being developed for roll-out during parent weekend in October 2018.
- E. No updates at this time.
- F. ReStart materials went into materials packets distributed to every incoming student. ReStart has been present and tables at various student activity fairs and events. Recruitment is ongoing.
- G. Training for student organizations linking to resources provided by OHP in progress. Online tool box still in development.
- H. Presentations and trainings at various orientations occurred August – September 2018.

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 Advocacy 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

Updates, September 2017:

- A. Spring 2018 deadline
- B. Flourish Advisor training in Harris (part 1 of many) completed in August 2017
- C. Conversations with SHAG occurring
- D. Occurring

Updates, March 2018:

- A. 8 sexual health peer leaders, and 3 Prevention Project peer educators trained
- B. Ongoing conversations about Mental Well-being Programming occurring
- C. SHAG/Sexperts continue to do residence hall programming; SHAG implemented Sex Week in Spring 2018; etc.
- D. Flourish! received their charter and have been given supplemental funding requests

Updates, September 2018:

- A. Sexpert train-the-trainer scheduled for January 2018; 4 Prevention Project peer educators trained
- B. Meeting scheduled with Flourish! Harris staff for October 2018
- C. SHAG/Sexperts continue to do residence hall programming
- D. No updates at this time

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

Updates, September 2017:

- A. No updates at this time
- B. Meeting schedules to discuss this prompt
- C. Ongoing, called SPARC (Strategic Partnerships for ATOD Risk Reduction and Community Safety)
- D. Conversations are continuing

Updates, March 2018:

- A. No updates at this time
- B. Training has been developed; have met with specific groups to provide training
- C. Ongoing, now called Drug & Alcohol Risk Reduction Team (DART)
- D. No updates at this time

Updates, September 2018:

- A. No updates at this time.
- B. Student Organization Training for organizations that want to serve alcohol at events scheduled for late September
- C. Ongoing – DART meets bi-monthly
- D. AUDIT-C screening tool is now utilized under Plan for all Wellness Visit Templates (Men's, Women's, Physical Exam, etc.)

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 OHP 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

Updates, September 2017:

- A. Conversations continuing, pilot in draft stage
- B. Conversations continuing

- C. No updates at this time
- D. No updates at this time
- E. No updates at this time
- F. Party Crashers (Greek Life) training occurred September 2017
- G. Conversations have begun, will continue with Residence Life
- H. Ongoing
- I. Draft exists, will be continuously improved by work of Greek Life Task Force with a March 2018 deadline

Updates, March 2018:

- A. Graduate Assistants created an alcohol poisoning infographic that will be posted in all residence halls over the summer; OHP staff went to Wonderful Wednesdays early in the semester to talk with students about Medical Amnesty
- B. No updates at this time
- C. Michael Shutt came to a Community Well-being meeting to talk with staff/students about the policy
- D. Community Needs Assessment (CNA) from RSPH class on Medical Amnesty provided some new recommendations; conversations ongoing
- E. No updates at this time
- F. Training has been developed, not yet implemented
- G. No updates at this time
- H. No updates from OHP at this time
- I. Ownership shifted to the Office of Sorority & Life and the Greek Life Task Force

Updates, September 2018:

- A. No updates at this time
- B. Training for Student Organizations that want to serve alcohol at events scheduled for late September
- C. Michael Shutt, who is currently overseeing OHP, will attend an OHP Staff Meeting during the Fall Semester to educate and discuss the Open Expression Policy to all OHP Professional and Student Staff Members. While most of the OHP Professional and Student Staff Members were present during Michael's first visit, this discussion is aimed at the new Graduate Assistants that were hired in September 2018.
- D. Completed Spring 2018
- E. Policy 8.8 being reviewed by key stakeholders as part of the Biennial Review process.
- F. No updates at this time.
- G. Provided training and refresher information for Resident Advisors and House Director trainings during Summer 2018. Education included was in regard to policies, medical amnesty, and community building.
- H. No updates at this time.
- I. No updates at this time.

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

Updates, September 2017:

- A. RespectCon 2018 has not occurred yet, but Respect has been investigating ways to increase profit margin
- B. Denim Day 2017 saw an increase in support from Emory Healthcare
- C. TBTN 2017 will occur on October 30th, with an emphasis on an empowerment-centered space for survivors, along with a rally and march

Updates, March 2018:

- A. RespectCon 2018 planning has recently shown an increase in collaboration among Georgia institutions of higher learning which is a key step in increasing profit margins
- B. Sexual Assault Awareness Month (which includes Denim Day) will serve as the overarching goal in the increase in participation numbers in Emory Healthcare as well as faculty and staff
- C. TBTN 2017 was successful in creating an empowerment-centered space for survivors by (1) collaborating with guest speakers who were impacted by violence while attending the university; (2) creating educational programming series on root causes of and/or solutions for ending violence in our environment that yielded 50+ new touchpoints for Respect

Updates, September 2018:

- A. RespectCon 2019 has not occurred yet, but Respect has been investigating ways to increase profit margin, seek additional sponsorships, and continue to increase collaboration/participation from Atlanta-based and Georgia institutions (professionals and student attendees) and community organizations.
- B. Increase faculty/staff participation for Denim Day as well as other programming events throughout the year.
- C. TBTN 2018 will occur on October 29th, with an emphasis on an empowerment-centered space for survivors, along with a rally and march and featured speaker from Raksha House.

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

Updates, September 2017:

- A. Changes submitted for Summer 2017, will make more changes upon receipt and group discussion of feedback
- B. Conversations in the works
- C. Conversations have occurred to increase participation
- D. CRED has been implemented at 2 high schools

Updates, March 2018:

- A. Curriculum has undergone changes that now includes information on Medical Amnesty and also has removed interpersonal violence from its content in order to provide suggestions for possible separate programming during that time
- B. One meeting has been held regarding large-scale priority of SAFE Greeks and there is an ask for future meetings and the development of a menu of options across the campus. Collaboration with College Council found there to be robust conversation around how to continue training efforts to the Emory Greek community
- C. Respect GA updated general ABS curriculum to increase intersectionality, content and provide recommendations for future engagement. Additionally, Respect has partnered with Athletics to receive training from the Step Up! Bystander Intervention program with the goal of increasing dialogue around violence prevention and encouraging safe accountability and intervention methods for that community

Updates, September 2018:

- A. CE feedback provided for Summer 2018, will make educational content changes upon receipt and group discussion of feedback as well as discussion of future direction of CE program.
- B. Two student leaders have been identified and there was a retreat in August 2018 with Respect, Title IX and Greek Life to identify SAFE Greeks execution plan for fall semester 2018. Students will continue to work with Office of Respect in planning and development of structure for this program and on-going training and program implementation projected for spring 2019 semester. Office of Respect to have GA's to assist with implementation of SAFE Greeks programs. Office of Respect to create menu of educational programming/training options across the campus.
- C. Respect GA updated general content within ABS curriculum to increase discussion of intersectionality, limitations of bystander intervention, barriers to intervention, evaluation plan, and marketing strategies based on spring 2018 recommendations by Respect graduate assistant. Additionally, Respect has partnered with Athletics to receive training from the Step Up! in June 2018.
- D. Office of Respect to implement trainings with updated content with Residence Life groups, Greek Life organizations and members of Athletics in fall and spring semester. Office of Respect to look into additional existing opportunities to implement training to student leaders. Office of Respect to identify if there are additional ways to engage faculty/schools around this program (i.e., Psychology department).

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

Updates, September 2017:

- A. No updates at this time
- B. Conversations have occurred, Case Manager has been hired by FSAP
- C. Have hired additional Respect staff, still in need of a full-time Advocate
- D. Some changes were submitted to Creating Emory, conversation is ongoing

Updates, March 2018:

- A. No updates at this time
- B. No updates at this time
- C. In need of a full-time advocate and assessment manager
- D. 20- hour Trauma-Informed Care Training was created in Summer 2017; Respect has also expanded our programmatic initiatives during our awareness months to continue broadening this education.

Updates, September 2018:

- A. No updates at this time
- B. No updates at this time. FSAP advocate position was approved as permanent.
- C. Hiring of a full-time advocate in process with tentative start by end of fall 2018 semester. Respect GA's to assist with evaluation and assessment projects, assessment manager/staff member still needed.
- D. Respect will identify where the trauma-informed care training (in multiple-day form or modified version) may be implemented with campus community and among faculty/staff.

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

Updates, September 2017:

- A. Additional Respect staff members have been hired and created, all 3 are part of the on-call team. Respect is still looking to hire a full-time Advocate
- B. Conversations with all mentioned parties have occurred, many interactions with First Responders; formal training in the works
- C. On-call hotline has been in effect and widely used since August 2017

Updates, March 2018:

- A. Full-time advocate is still needed and Respect is exploring on-call structures that encourages the Emory community to serve as on-call persons for a stipend (similar to the structure of SIST)
- B. A new committee has been created with Campus Life crisis leaders and EPD responders to have regularly-occurring dialogue around departmental needs. Communications have started around community partnerships like the Day League and PADV.
- C. Goal: upgrade Respect's current hotline phone to a smart phone

Updates, September 2018:

- A. Hiring of a full-time advocate in process with tentative start by end of fall 2018 semester.
- B. Ongoing review of systems response processes and procedures campus-wide. Continued review of collaboration and communication strategies with CLP and first-responders and community partners such as the Day League and PADV and medical providers EUH, Dekalb Medical (now Emory-affiliated) hospital.
- C. Goal: Upgrade Respect's current hotline phone to a smart phone, increase visibility and knowledge of hotline telephone number via additional marketing strategies by staff.