

GatorWell Health Promotion Services

Annual Report for Fiscal Year 2007-2008

A. ACCOMPLISHMENTS

American College Health Association Service

- Jane Emmerée chaired a committee that developed the *ACHA Hiring Guidelines for Health Promotion Professionals in Higher Education*. These guidelines were approved by the ACHA Board of Directors in June, 2008. They will be widely disseminated to hiring authorities throughout the United States.

Alcohol, Tobacco and Other Drugs

- Tavis Glassman and Maureen Miller implemented and evaluated the efforts of the second year of the Department of Education grant entitled, "Using Social Marketing Principles to Change Social Norms." In spring 2008, the high-risk drinking rates at UF were found to be among the lowest recorded in recent years at 37.8%.
- **Glassman, T.**, Dodd, V., Sheu, J. J., **Miller, E. M.**, Arthur, A. A. & Book, E. (August 2008). Winning isn't everything: A case study of high-risk drinking the night of the 2006 national championship football game. *Journal of Alcohol and Drug Education*, 52, in press.
- **Glassman, T.**, Werch, C, E., Jobli, E., & Bian, H. (2007). Alcohol-related fan behavior on college football game day. *Journal of American College Health*, 56, 255-260.
- Students who received smoking cessation services increased by 400% due to the development of QUIT program by Maureen Miller, Jane Emmerée, and Shirley Haberman. The program included funding from the Florida Department of Health and the University of Florida Area Health Education Centers (UF-AHEC) for discounted medications. GatorWell collaborated with the SHCC medical providers and nursing staff, and redesigned coaching protocols and educational materials.

GatorWell Satellite Centers

- Tina Long developed, taught, and evaluated GatorWell First Year Florida sections that extend our service to the Housing's Academic Initiatives and Enhancements partnership. GatorWell First Year Florida at Jennings/Springs had 35 students enrolled in 3 sections.
- In July 2007, the alcohol communication campaign was extended to approximately 520 Jennings residents.
- Ten health-related bulletin boards were created and posted in three locations: SHCC, Jennings and Springs.

Healthy Gators 2010

- Jane Emmerée chaired the UF Tobacco Prevention and Cessation Task Force under Healthy Gators 2010. Their task was to develop recommendations to reduce tobacco use to 10% or less among UF faculty, staff, and students by the year 2010.
- Shirley Haberman and Jane Emmerée created, administered, and analyzed a comprehensive student health survey (Healthy Gators Student Survey) for Healthy Gators 2010.
- Tina Long developed and executed a campus-wide Cold and Flu Prevention campaign on behalf of Healthy Gators 2010 and GatorWell. The campaign included mirror clings installed in bathrooms across campus, including residence halls, and the distribution of hand sanitizer and clings on some RTS campus bus routes.

Nutrition and Eating Disorders

- Tina Long developed an on-line program for intuitive eating.
- Tina Long developed and evaluated, “Let’s Get Cooking,” a residence hall floor program that introduces residents to reading a recipe and cooking simple, quick, and nutritious meals.
- National Nutrition Month - March was “Nutrition: It’s A Matter of Fact,” encouraged individuals to look beyond nutrition myths and focus on the facts. GatorWell Health Promotion Services and other campus groups came together to focus on the importance of fruits & vegetables and facts about portion sizes. Events occurred throughout the month of March across campus that included the kickoff event “Nutri-Games” on March 3 at the Orange and Brew. A variety of tabling events occurred each week to promote healthy messages about nutrition.

Sexual Health

- Samantha Evans became a Certified Health Education Specialist (CHES) in October of 2007.
- Samantha Evans co-authored a letter to the editor in the Gainesville Sun, in fall 2007, on issues related to the Deficit Reduction Act (DRA) and birth control costs for college age women.

Stress Management & Sleep

- Jane Emmerée, Tina Long and Robbie Gerke, a GatorWell intern, developed and implemented an on-line sleep improvement program “Sleeping in the Swamp” for Healthy Gators 2010.
- Tina Long developed an on-line relaxation program and podcast.

B. COLLABORATION AND COMMITTEE INVOLVEMENT

Student Health Care Center

- Maureen Miller collaborated with Medical Provider and Physical Therapist to create, implement, evaluate, and maintain an employee exercise program, “SHCC on the Go.” This included developing the program design, coordinating an information session, writing a proposal, creating and implementing an evaluation of the program, as well as maintaining the program through the spring 2008 semester.
- Samantha Evans collaborated with other Student Health Care Center Staff (Jane Cullen, Chari Holder, Kathy Lindsey) to bring the Susan G. Komen for the Cure, “Komen on the Go,” mobile experience to the University of Florida in September of 2007.

Campus

Healthy Gators 2010

- Jane Emmerée chaired the UF Tobacco Prevention and Cessation Task Force and the Programming and Communications Work Group for Healthy Gators 2010. She also served on the Data Collection & Analysis Work Group and the Healthy Gators 2010 Steering Committee.
- Tina Long led the National Nutrition Month sub-committee of the Healthy Gators 2010 Programming Work Group and developed National Nutrition Month bulletin board kits and distributed them to 206 Residence Assistants in Housing.
- Shirley Haberman & Jane Emmerée worked with the Healthy Gators Coalition in planning and implementing the campus-wide Walking Gators Program for staff, faculty and students.
- Janis Mena and Jennifer Goetz participated in the Healthy Gators 2010 Policy Workgroup meetings addressing campus nutrition and possible ideas for a campus-wide healthy food labeling program. The end group consensus was not to create our own labeling criteria, but instead to endorse those already out there from Aramark (Gator Dining Services), PepsiCo and Canteen. Together they make up the campus dining and vending services. Gator Dining recently implemented the “Just 4 You”

program, which Healthy Gators will be endorsing and PepsiCo and Canteen both have healthy labels in their vending machines.

Student Affairs/Housing

- Samantha Evans and Tina Long served as active members of the 2008 Week of Welcome committee through the Dean of Students Office.
- Tina Long coordinated workshops for the New Student Program's Workshop Success Series, including presenting a Balance and Passion workshop that addressed the Common Reading Program's book *Mountains Beyond Mountains*.

Other Campus Collaboration

- Samantha Evans interns collaborated with the College of Health & Human Performance health honors fraternity, Eta Sigma Gamma, in planning, implementing and evaluating their annual sexual health event, "Sex in the Swamp," in spring 2008.
- Tina Long collaborated with the InfoCommons Librarians at Library West to for Time Management Workshops.
- Dr. Jean Kilbourne presented "Slim Hopes: Advertising & the Obsession with Thinness" on Monday, March 24 at 7:30 p.m. in the Reitz Union Grand Ballroom. Her presentation focused on body image and the effects of advertising on the obsession with thinness in our society. Dr. Kilbourne's presentation was part of the National Nutrition Month® campaign occurring throughout the month of March and was supported by GatorWell, UAA, Dean of Students, Student Government, ARREST, Panhellenic, and the SHCC.
- Preliminary work has been done to establish a campus-wide "Body Image and Eating Disorders Coalition" that will have representation from across the UF community. The group will work to implement programming and educational events geared toward the student population's needs. Contacts have been made with the Dean of Student's Office, Panhellenic Council, Student Recreation and Fitness Center, New Student Programs, Student Government, among others. We are looking to send out another letter to potential members and have the first meeting sometime in late August-early September 2008.

State

- Tavis Glassman and Maureen Miller participated in the SARG (Substance Abuse Response Guide) process with the community coalition (PIPSA) and the statewide coalition (FHE-ASAP). This is part of Florida's Strategic Prevention Framework in which coalitions throughout the state will work towards creating a logic model to address substance abuse issues as it relates specifically to their community.
- Maureen Miller became the State Coordinator for Florida of The Network Addressing Collegiate Alcohol and Other Drug Issues.
- Tina Long was appointed as the Chair of the Health in Higher Education Knowledge Community for NASPA Florida.

National

- Shirley Haberman served as the Chair-Elect for the ACHA ATOD Coalition.
- Tavis Glassman served as a volunteer consultant (Advisory Committee) for Drug Free America Foundation advising on college interventions, as well as, advised on international drug policy recommendations.
- Tavis Glassman participated in a panel discussion entitled: *Getting the Message Across to College Students* at the Establishing Campus-Based Prevention Policies in the 21st Century; sponsored by the Drug Free America Foundation, Inc., 2007, St. Petersburg, FL.

C. GRANTS

- Tavis Glassman, Maureen Miller & Shirley Haberman applied for the Enforcing Underage Drinking Laws (EUDL) Grant. The Florida Office of Drug Control/Executive Office of the Governor selected one application to send forward to the Office of Juvenile Justice and Delinquency Prevention. (UF was not selected)
- Tavis Glassman and Maureen Miller applied for the U.S. Department of Education Office of Safe and Drug-Free Schools (OSDFS) Models of Exemplary, Effective, and Promising Alcohol or Other Drug Abuse Prevention Programs on College Campuses Grant Competition. (UF was not selected)
- Maureen Miller, Jane Emmerée, and Shirley Haberman applied for continued funding from UF-AHEC for the SHCC comprehensive smoking cessation program. UF was awarded funding that will allow for the continuation of discounted medication program.

D. RESEARCH

- Tavis Glassman and Maureen Miller conducted the Core Alcohol & Drug Survey (Long Form) in fall 2007 and spring 2008.
- Tavis Glassman and Maureen Miller conducted the Game Day Survey in fall 2007.
- Tavis Glassman and Maureen Miller conducted 21st Birthday Survey in fall 2007 and spring 2008.
- Jane Emmerée and Shirley Haberman conducted the Healthy Gators Student Survey on behalf of the Healthy Gators 2010 coalition in spring 2008.
- Jane Emmerée, Shirley Haberman, and Tavis Glassman created a research plan for GatorWell that includes developing and administering 4 health needs assessments by the year 2010.

E. QUANTITATIVE DATA

Throughout the year, GatorWell staff educated students and others at presentations, information tables, the health hut and events. They also met with students individually and provided assistance at three GatorWell walk-in centers--the Student Health Care Center, Jennings and the Springs. Collectively, GatorWell staff made approximately 30,300 contacts during the 2007-2008 fiscal year. See Appendix A for a table of contacts by health topic and educational format.

Presentations

A total of 172 health presentations were provided on a variety of topics reaching 17,650 attendees including students, parents and UF employees.

Information Tables

GatorWell employees staffed 44 information tables at various locations around campus reaching 1,525 attendees, primarily students.

Health Hut

GatorWell students conducted 173 health huts reaching 6,778 individuals. Messages and activities covered a variety of health topics.

Events

A total of 23 events were organized reaching 2,294 people. This included 10 events at Jennings and the Springs Residence Halls reaching 1,258 students.

Appointments

A total of 572 students were seen 1,165 times by GatorWell staff primarily for nutrition and/or eating disorders counseling.

Topic	No. of Students	No. of Visits
Alcohol	1	1
Nutrition/Eating Disorder	489	1,032
Sexual Health	12	12
Stress Mgmt./Time Mgmt.	22	22
Tobacco	48	98
Total	572	1,165

Walk-in Visits

Under the direction of Tina Long, interns had 878 visits to the GatorWell at Jennings Walk-In Center.

- General Information, questions, and resources: 464 contacts, up 45% from previous year
- Massage chair use: 414 contacts, up 35% from previous year

F. STUDENT DEVELOPMENT AND EMPLOYMENT

GatorWell supports student development by collaborating with various academic departments on campus for internships, practicum opportunities, and independent study projects and by serving as a media contact for students in reporting classes. Furthermore, students from a variety of majors are employed within the department.

Student Development

Student Reporter Interviews

During the past year, 147 interviews were conducted by GatorWell staff with journalism students.

Internships

Tina Long and Jane Emmerée provided internship supervision to undergraduate students from the Department of Health Education & Behavior, and Janis Mena provided supervision to Catherine Coccia, a master's student in Food Science and Human Nutrition student for a 4-week clinical rotation in April-May.

- Tina Long supervised 7 students:
 - Melissa Francois (full-time; summer 2007)
 - Terina Lopez (full-time; fall 2007)
 - Ericka Dunbar (part-time; fall 2007)
 - Catrina Liott (full-time; spring 2008)
 - Taylor Bennett (full-time; spring 2008)
 - Alicia Golden (full-time; summer 2008)
 - Brandi Williams (full-time; summer 2008)
- Jane Emmerée supervised 3 students:
 - Ryan Wisnoski (part-time; summer 2007)
 - Joseph Plaza (full-time; spring 2008)
 - Brittany Richards (part-time; spring 2008)

Practicum Students

- Jane Emmerée supervised Rohan Jariama, a Health Education & Behavior undergraduate student in fall 2007.

Independent Study Students

- Shirley Haberman and Jane Emmerée supervised Kelly Kenzik, a graduate student from Health Education & Behavior in summer 2008.
- Shirley Haberman and Samantha Evans supervised Nora Ekeanya, University Honors Program student in summer 2008.

Student Employment

- Lindsay Hovermale was the Graduate Assistant on the DOE grant for the 2007-2008 school year (supervised by Tavis Glassman)
- Shanley Frey served as an undergraduate Public Relations Assistant for the Healthy Gators 2010 Programming & Communication Work Group for the entire year (supervised by Jane Emmereé).
- Sasha Lopez served as an undergraduate Public Relations Assistant for the Healthy Gators 2010 Programming & Communication Work Group from July 1, 2007 to January 31, 2008 (supervised by Jane Emmereé).
- Emily Appleton began serving as a Graduate Assistant in May, 2007 (supervised by Jane Emmereé).
- Jennifer Goetz and Anna Gunter served as the Eating Disorder and Nutrition Student Assistants (supervised by Janis Mena).
- Priscilla Taveres served as the Student Office Assistant beginning in February, 2008 (supervised by Ursula Hicks and Sheila Johnson)
- The following 12 students served as Health Hut Wellness Educators (supervised by Samantha Evans)
 - Stephanie Alvarez
 - Emily Appleton
 - Kerri Boyd
 - Danielle Broome
 - Samantha Egnot
 - Nora Ekeanya
 - Jennifer Kosoy
 - Jared Mannen
 - Jesni Mathew
 - Marissa Mendez
 - Rochelle Ramsay
 - Orli Shull

G. AWARDS AND RECOGNITIONS

- Jane Emmerée received the University of Florida Superior Accomplishment Award.

H. STRATEGIC PLANNING PROGRESS

Cultural Competence

- Shirley Haberman, Jane Emmerée, Sheila Johnson, Ursula Hicks, Tina Long, Maureen Miller, Samantha Evans, Janis Mena and Roy Sherouse participated in the FRIENDS training for LGBTQ awareness and continued to work towards various GatorWell goals.
- Tina Long led the coordination of professional development, including Cultural Competency focus on LGBTQ training.

Research

- Jane Emmerée, Tavis Glassman, and Shirley Haberman developed a plan to conduct four health needs assessments by the year 2010.
- A research team of Development of a sexual health survey began in summer 2008 with the primary assistance of Samantha Evans and GatorWell student assistants.

Student Involvement

- Tina Long took the lead to develop a uniform training protocol for GatorWell students and staff.
- Two graduate assistants were hired to assist with GatorWell's research agenda, presentations, health hut and ATOD projects.

Technology

- Samantha Evans conducted a technology needs assessment of GatorWell staff.
- Shirley Haberman developed a departmental Technology Proposal.
- Tina Long took the lead in identifying technology consultants and set up meetings to discuss ideas and evaluate the possible uses of technology.

I. CONFERENCE PRESENTATIONS

- **Glassman, T.J.**, Dodd, V.J., **Miller, E.**, & Hovermale, L. *Using Social Marketing Principles to Reduce High-risk Drinking Among 1st Year Students*. Poster presentation at the Eighteenth Annual Social Marketing Conference, 2008, Clearwater, FL.
- Dodd, V.J., **Glassman, T.J.**, Sheu, J.J., Rienzo, B.A., & Wagenaar, A.C. *Extreme Ritualistic Alcohol Consumption on Game Day*. Poster Session at the American Academy of Health Behavior, Eighth Annual Scientific Convention, 2008, Oxnard, CA.
- Dodd, V., & **Glassman, T.** *Campus Alcohol Issues*. Florida Center for Health Promotion Spring Lecture Series, 2008, University of Florida, Gainesville, FL.
- **Glassman, T.**, & Dodd, V. *Alcohol-related Fan Behavior on College Football Game Day*. U.S. Department of Education's 21st Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education, 2007, Omaha, NE.
- **Glassman, T.**, & **Miller, E.** *Game Day Drinking: Winning Isn't Everything*. Florida Statewide Prevention Conference, 2007, Orlando, FL.
- Tina Long and Jane Emmerée presented *Beyond Presentations: Creating an Evolving Healthy Campus* at the Florida NASPA conference, October 2007, Lakeland, FL.
- Tina Long presented *Stress: The #1 Academic Impediment... Where Do We Go From Here?* as part of a panel at the ACHA Annual meeting in Orlando, FL, June 2008.

Appendix A. GatorWell Quantitative Data

Topic	Presentations	Presentation Attendance	Info Tables	Table Attendance	Health Hut	Health Hut Attendance	Events	Event Attendance	Topic Total Contacts
Alcohol	54	12,114	8	200	47	1740			14,054
Cold/Flu Prevention			2	50	7	329			379
ED/Body Image	5	489	4	100	24	890	2	280	1,759
Healthy Living	13	273							273
Miscellaneous	3	124	2	112			2	686	922
Nutrition	23	1,213	9	348	25	999	4	178	2,738
Safety							2	210	210
Sexual Health	42	2,124	8	200	41	1,788	3	410	4,522
Sleep	2	20	5	365	7	289			674
Stress Mgmt/ Time Mgmt	27	1,231	2	50	13	444	7	270	1,995
Tobacco	1	20	4	100	9	299	1	60	479
Weight Mgmt	2	42							42
Wellness							2	200	200
Totals	172	17,650	44	1525	173	6778	23	2294	28,247