



Request for 2020/202 Funding Services and Activities Fee Committee

BUDGET PROPOSAL CONTACT INFORMATION

Department Name: Counseling and Psychological Services

Create Date: 02/06/2020

Due Date: 02/07/2020

Submitter Name: Cassandra Nichols

UW Email Address: cnicho2@uw.edu

Phone Number: (253) 692-4522

Department Head Approval:

Department Head: Bernard Anderson, Ph.D.

Requested Amount: **\$87,655**

Departmental Information

STUDENT UTILIZATION

These funds will be used to create a position for and hire a Health Promotion Specialist/Health Educator. This professional will provide leadership and functional responsibility for the planning, development, implementation, and evaluation of campus health promotion, which will include violence prevention, suicide prevention, alcohol and substance abuse reduction, encouragement of health seeking behaviors, and other health-related topics as part of a comprehensive health promotion program operating within a social justice and health equity lens. The Health Promotions Specialist/Health Educator will also be responsible for managing the day-to-day logistics of the external health services partnership (off campus Student Health Services). Additionally, the Health Promotion Specialist/Health Educator will provide Title IX based advocacy for victims of violence who are seeking support and services. Having a UW Tacoma Health Promotion Specialist/Health Educator will increase students' awareness of and positive behaviors towards life-long health improvement and awareness of the availability, prevention of life threatening situations that are common on all college and university campuses (e.g., suicide, sexual assault and other acts of violence, alcohol and other drug abuse), and increased accessibility of resources and supports at UW Tacoma. Additionally, the Health Promotion Specialist in this position will develop a Peer Educator program that will provide internship opportunities for UWT students who wish to pursue careers in various health-related fields. This internship opportunity will be especially attractive to students majoring in Health Care Leadership, Social Welfare, Psychology, and Business Administration/Marketing.

CORE VALUES/MISSION ALIGNMENT

The proposed Health Promotion Specialist position responsibilities align with several of the strategic priorities within UW Tacoma's strategic plan 1. Advance student success academically, professionally and personally: Students learn best and academically excel when they are physically and emotionally healthy and are knowledgeable about behaviors that maintains good health. Success indicators include strengthening the persistence to graduation and increase in student awareness of and satisfaction with availability and access of UWT resources and support. 2. Promote and model equity, inclusion and social justice: Many UWT economically disenfranchised students grew up with or currently have inadequate health care and access to learning how to prevent illness and poor health. Having an on campus Health Promotion Specialist whose expertise is in student development will assist all students, but especially those with less access to reliable health education options. Success indicators include the improved satisfaction of traditionally unrepresented groups with the UWT experience. 3. Foster a climate and culture where we are inspired to do our best work: Student who are healthy, know how to improve their health, have access to services to take care of their health, and operate within a learning culture that advocates for health are better able to academically succeed and persist. Success indicators include increased confidence among students, faculty and staff that UW Tacoma cares about and is responsive to the concerns of demographic groups.

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

The Counseling and Psychological Services does not have any SAF funded programs. Goals for CAPS this year included increasing the number of students receiving mental health services, increase the number of mental health related outreach programming and number of students served by outreach programming. The creation of a Outreach Coordinator position, staffed by one of the full time CAPS psychologists was created this year in efforts to increase student usage of CAPS services and outreach programming focused on improving mental health behaviors. Because UWT does not currently have a Health Promotion Specialist/Health Educator, there has been little developments in the types of programming that exists on all public university campuses in Washington state, focused on campus-wide efforts to prevent violence and suicide, reduce alcohol and other substance misuse, and that addresses other important health-related topics such as healthy eating, the importance of sleep, good oral care, flu and other communicable illness prevention. with the creation of an Outreach Coordinator this year, it is demonstrated that UWT students are interested in and benefit from programming directed at health promotion, prevention of mental illnesses, increasing awareness of the services on campus that can assist students with their health. In Fall 2019, in comparison to Fall 2018, there was a 167% increase in both the number of outreach programming provided for students and a 167% in the number of students serviced by these programs. There was also a 21% increase in the number of students served and a 43% increase in students who presented for same day crisis and drop-in services. CAPS has collaborated with a number of student service and academic departments this past year, including Residence Life, Center for Equity and Inclusion, Office of Advocacy and Support, International Student and Scholar Services, First Generation Initiates, Academic Advising, Disability Resource Services, New Student Programs, and the Math Department.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

For the 2018-2019 academic year, CAPS provided mental health services to 9% of the UW I student population. This is in keeping with the national average of students served at public universities with approximately 5k students (AUCCCD, 2018). This was an improvement of the prior 2017-2018 academic year when 7% of students received mental health counseling. It is important to note, however, that a Health Promotion Specialist/Health Educator will be expected to provide services for at least 75% of the student population, including providing important violence and suicide prevention programming for all students during orientations, programming for various specific student groups (e.g., Residence Hall students, international students, various Registered Student Organizations), hosting nationally recognized health and prevention programming (e.g., Tobacco Cessation Week), and developing and implementing directed and theme based programming during specific times of the academic year (e.g., free Flu Vaccination awareness during the Fall quarter). An additional important role of this position is to provide programming consistent with the Washington Revised Administrative Code (RCW 28B.20.510) in which the University of Washington School of Social Work has been charged with developing a statewide resource for behavioral health and suicide prevention for the state's postsecondary institutions by June 2020. The Health Promotions Specialist/Health Educator will be responsible for carrying out this state mandated Suicide Prevention and Response programming.

COLLECTION OF FEEDBACK & IMPROVEMENTS

At CAPS, we utilize a confidential and electronic health record system to track number of students serviced by our outreach programming and program topics. We also provide surveys for student feedback. In Health Promotions, it is common to utilize other forms to collect feedback on programming and to track which students benefit from services. This includes care-swiping mechanisms and educational technologies used to engage students in the classroom such as clickers, student response systems, or audience response systems. Because UWT does not currently have a Health Promotions, CAPS does not currently use these feedback tools but they are commonly used in classroom settings at UWT.

SERVICE BENEFITS TO STUDENTS

The most meaningful and significant ways that a Health Promotion Specialist/Health Educator professional will benefit students will be to improve the overall health of UWT students, including prevention of suicide, violence, and alcohol and drug abuse. This position will also provide mechanisms to better identify students who are suicidal, students who are victims of violence, and students who are struggling with alcohol and other drug use and assist them with getting the professional help and support they need. UWT is the only public 4 year university in Washington State that does not have a dedicated Health Promotion Specialist/Health Educator on campus. Recent research conducted at the UW Bothell campus entitled, "Exploring the Health & Well-Being of College Students Enrolled at a Commuter (Branch) Campus: Recommendations for Health Education & Promotion" clearly demonstrated how crucial it is for students to have Health Promotion services. UW Bothell students are demographically similar to UW Tacoma students. For this research, nearly 200 students were sampled on a variety of health related behaviors and indicators and their responses were compared to the national responses of students (National College Health Assessment, 2017). Among the significant findings were that the UW Bothell students reported less sleep, more bad mental health days, increased stress, less oral healthcare, and less food security than the national sample. Students noted that these factors negatively impacted their academic functioning. The authors suggested a need for improved overall health education and for tailored and relevant programming specific to their student population. There are numerous professional organizations that have demonstrated the importance of Health Promotions programming for university and college students and the crucial impact it has for student lifelong health, academic success and persistence, graduation, and overall learning. Organizations such as the American College Health Association (ACHA), National Association of Student Personnel Administrators (NASPA), and the World Health Organization (WHO) have all demonstrated the need for and supported the development of Health Promotion services for universities and colleges.

ADDITIONAL INFORMATION OF FUND UTILIZATION

Staff Budget Requests

Category	Details	Amount Requested
Professional Staff ¹	Suggested annual salary is w/in market value of Health Promotion Specialist/Health Educator at other public universities in the Pacific Northwest, including UWT peer institution. E001	
	Professional Staff Wages:	\$55,000
	Fringe ⁴ @ 32.1%:	\$17,655
PERSONNEL TOTAL:		\$72,655

Other Budget Requests

Category	Details	Amount Requested
Non-Food Supplies & Materials	Marketing Materials S007	\$6,000
Equipment	Computer, printer, other office equipment and supplies S008	\$3,000
	Card swipe mechanism, audience response devices (e.g., classroom "clickers") S009	\$2,000
SUPPLEMENTAL TOTAL:		\$15,000

PERSONNEL TOTAL:	\$72,655
SUPPLEMENTAL TOTAL:	\$15,000
COMPLETE PROPOSAL TOTAL:	\$87,655

Supplemental Documents



JOB JOB DESCRIPTION FOR HEALTH PROMOTIONS SPECIALI

Attached is a draft of a detailed job description for a Health Promotions Specialist/Health Educator



UWB RESEARCH RECOMMENDATIONS FOR HEALTH EDUCATION

Attached is a recent UWB research article conducted in the department of Nursing and Health Studies demonstrating the need for Health Promotions at commuter and branch university campuses.