



Welcome to the First Annual report of the MSU Health Promotion Department – a Division of Student Health and Wellness!

One of the greatest purposes in life is to give service to others. We, the members of the Health Promotion Department, are excited and passionate about the services we provide to the MSU community of students. Our purpose is to partner with students to help remove barriers to academic and social success and prepare them for a life of greater capacity.

Health Promotion is, by definition, a systemic and collective endeavor to engage and enable people to improve the capacity for health and wellbeing. While direct service can be seen in personal skills development efforts (e.g., learning meditation skills) or prevention (e.g. getting a flu prevention shot), the other three actions: community expectations, policy, and built environment, are all population-level, setting based, systemic and most of all communal.

**Health promotion, unlike health care, is about “creating health in ALL sectors, where we live, work, and play.”**

The mission of the MSU Health Promotion department is to engage students through direct contact and outreach, conduct research, and use a data-driven approach to promote, maintain, and improve the capacity for health and well-being within the MSU student community. We use a combination of social norms interventions, prevention-based health promotion programs and services, counseling, environmental management advocacy, and co-curricular learning opportunities to pursue these goals, and we have a broad base of collaborators across the MSU campus and surrounding communities with whom we partner to foster an environment that promotes these principles.

The following report details the quantitative and qualitative actions we have developed and implemented to help make the college environment conducive to improving and maintaining student health. The true results of our work cannot always be assessed by contemporary measures. The true measure of the work we do is at times only felt as we see the environment we work in make incremental changes in the support it provides in helping students to grow and maintain their capacity to be successful. The following is a report of those actions.

Dennis Martell, PhD  
Director, Health Promotion Department  
Executive Director, National Social Norms Center  
at Michigan State University

MISSION

Our mission is to engage students through **direct contact and outreach**, **conduct research**, and **use a data-driven approach** to promote, maintain, and improve the capacity for health and well-being within the MSU student community



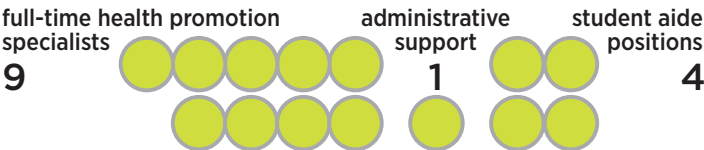
- 2 COMMITTEES, COUNCILS, AND WORKGROUPS LED BY HEALTH PROMOTION
- 4 STUDENT HEALTH RESEARCH AND DATA COLLECTION
- 6 ACADEMIC ENGAGEMENT/CO-CURRICULAR LEARNING OUTREACH
- 8 HEALTH PROMOTION INTERVENTIONS, COUNSELING, AND ENGAGEMENT (2017-2018 ACADEMIC YEAR)
- 20 FUNDING





COMMITTEES,  
COUNCILS, AND  
WORKGROUPS  
LED BY HEALTH  
PROMOTION

STAFF OF 14 FOR 50,019 STUDENTS



**East Lansing Responsible Hospitality Council (RHC)**  
20th year of a partnership between East Lansing Bars and Restaurants and MSU to promote responsible service of alcohol in East Lansing. One of the first organizations of its kind in the nation. Currently has 19 member establishments.

**Celebrations Committee**  
15th year of chairing a broad-based group of stakeholders from across campus and the mid-Michigan community to anticipate, communicate, and plan for events that might evolve in to a celebratory atmosphere and potentially become disruptive. Currently 60 members.

**Violence Free Communities (VFC)**  
(Co-Chair) Consortium comprised of representatives from campus units engaged in efforts to support a campus culture free of relationship violence and sexual misconduct.

**AOD Committee**  
Committee is charged with coordinating campus-wide student-centered alcohol and other drug prevention and intervention programs that reduce harm and promote academic success.

**Eating Disorder Team**  
Multi-disciplinary team of Student Health & Wellness nutritionists, medical providers, trauma therapists, and care managers to provide team-based care for high risk patients.

**Exercise is Medicine on Campus**  
MSU chapter of national initiative of the American College of Sports Medicine to promote physical activity as a vital sign of health on college campuses.



## STUDENT HEALTH RESEARCH AND DATA COLLECTION



### **NCHA**

18 years of comprehensive, methodologically sound, and ongoing collection of precise data about MSU students' health habits, behaviors, and perceptions, providing a wealth of information about current student health issues and how those issues trend over time.

### **Celebrations Survey**

15 years of data collection examining perceptions and behaviors related to MSU undergraduate students' alcohol consumption, especially around particular celebratory events, as well as assessment of social norms campaign efforts.

### **U Celebrate**

A new survey developed at MSU within the National Social Norms Center, based on the MSU Celebrations Survey, and designed to be administered at MSU as well as at 9 other grantee institutions engaged in the social norms approach.

### **Climate Survey**

Ongoing effort with the RVSM Expert Advisory Workgroup and Title IX Prevention Outreach & Education unit to develop a campus climate survey to assess the current campus climate regarding sexual violence.

### **Biennial Review**

Federally mandated biennial compilation of data and narrative detailing all campus prevention and intervention efforts regarding alcohol and other drug use over the previous two academic years.

### **Nourishing Success**

Grant-funded survey research to determine the prevalence of food insecurity among students and to examine the relationship between food insecurity and academic success.





ACADEMIC  
ENGAGEMENT/  
CO-CURRICULAR  
LEARNING  
OUTREACH



### Freshmen Seminar Course

UGS 101 - a course administered in fall semester designed to address the chief health-related barriers to academic success. Cited as a possible model for future student engagement regarding current campus issues in the Husch-Blackwell report.

### College of Communications Arts & Sciences

Tailored presentations on the Social Norms Approach and campaign marketing to COM 475 classes, as well as health messages and campaign lecture to COM 399.

### College of Education

Fitness assessments and tailored presentations on nutrition, sexual wellness, and alcohol and other drugs to KIN 121 classes.

### College of Human Medicine

New collaboration with EPI 380 class to work with NCHA data to help students create meaningful connections between the bio statistical skills they learn and the health of the MSU community, with the future goal of building advanced degree curriculum around Health Promotion research and practice.

### College of Natural Science

Tailored presentations on nutrition and alcohol and other drugs to HNF 101, 150, 320, and 310 classes.





HEALTH PROMOTION  
INTERVENTIONS,  
COUNSELING, AND  
ENGAGEMENT  
(2017-2018 ACADEMIC YEAR)



#### **Parent Orientation Program**

Health Promotion engages over 6,000 parents of incoming MSU freshmen each summer in Parent/Family Orientation and highlights the behaviors, attitudes, and beliefs of the student cohort their student is about to join, as well as provides tips and insights on the issues that tend to trip up freshmen, and how to avoid them.

#### **Stall Stories**

Data-directed critical health, wellness, and safety information developed in partnership with Residence Education and Housing Services. Over 10,000 copies posted in community restrooms throughout the residence halls. (One edition/month)

#### **Rest with Music**

Health promotion partners with the University Physician, Health4U and the MSU Planetarium to host the Rest with Music program, offering 15 performances featuring live music at the planetarium free-of-charge. Each show is intended to facilitate relaxation and improve stress management for staff, faculty, and students.

## NUTRITION

The nutrition program within the Health Promotion department provides both individual nutrition counseling and educational outreach opportunities to encourage students to develop positive eating patterns that support their nutrition needs. *When students have a positive and relaxed relationship with food, they are better able to focus on their academics and participate in social activities within the campus community.* Our nutrition philosophy is based on a weight-inclusive paradigm (Health At Every Size®) that emphasizes a non-diet approach to competent eating to support health and wellbeing.

566 individual student appointments

### Group & Academic Course Presentations

Nutrition outreach provides a unique opportunity to reach a larger group of students. These presentations are meant to educate, entertain, and *inspire college students by teaching practical skills and strategies that support stable eating patterns and good nutrition.*



students reached through:  
academic infusion – 1,362  
groups & student organizations – 125

### Spartan Body Pride, Registered Student Organization

This group is dedicated to promoting eating disorder awareness and positive body image messages on campus and in the greater community. In February 2018, Spartan Body Pride hosted events for Celebrate Every Body Week which included a showing of the documentary *Embrace*, and a free yoga class offered to students.



50+ students attended

## COLLEGIATE RECOVERY COMMUNITY (CRC)

The Collegiate Recovery Community serves students in or seeking recovery from alcohol and other drug addiction. Its mission is to provide a safe and supportive campus community in which *students in recovery from addiction can achieve their academic, personal and professional goals.* The CRC and its services are designed to empower students to thrive in the fullness of the college experience, free from alcohol and other drugs.



150+ students attended  
(• sober tailgate  
• sober St. Patty's event  
• Run for Recovery 5k event  
• *Anonymous People* screening)

78 hours spent in service

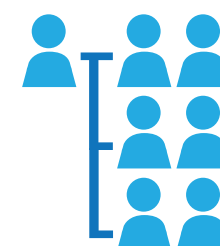
15 registered members

## ALCOHOL AND OTHER DRUGS

Individual consultations are available for students who are struggling with decision-making related to alcohol, tobacco, or other drug use. Sessions incorporate a *brief assessment, education and information, motivation clarification, goal setting, harm reduction, risk management and referrals for treatment.* Services are also provided to students who have concerns for a friend, roommate, significant other or family member.



254 individual student consultations



More than 65 hours were spent in consultation with parents, guardians, concerned individuals and MSU faculty and staff about specific concerns they were experiencing relative to a MSU student and their substance use. Substance use education, referrals, crisis intervention and counseling supports were provided to more than 22 unique individuals.

Recovery Supports

Supportive counseling, relapse prevention planning and crisis intervention for students who are members of Michigan State University's Collegiate Recovery Community or those who identify as being in recovery from a substance use disorder.



Academic Course Presentations

Interactive presentations focus on alcohol and other drug myths and facts, normative behaviors, harm reduction techniques and protective behaviors. Presentations also include Know Your Solo, exploration of the neurobiology of the disease of addiction, medical amnesty and bystander intervention.



students reached:



(Total student reach through academic infusion: 2,729)

Campus Community Presentation

reached through academic support programs & student organizations:



116 hours of Spartan Smart classes

Spartan Smart

Spartan Smart is an alcohol and marijuana education class designed for students who have received a sanction through Michigan State University's Department of Student Life. This interactive program includes education, risk management, values clarification, bystander intervention strategies, problem solving skills, personal reflection and role-playing through a didactic group process.



Alcohol e-CHECKUP TO GO [e-Chug]

e-Chug is a personalized, evidence-based, online survey designed to assess individual drinking patterns and, when indicated, motivate individuals to reduce their consumption using personalized information about their own drinking and risk factors.

6,407 unique students have completed e-chug



Marijuana e-CHECKUP TO GO [e-Toke]

E-Toke is a marijuana-specific brief assessment and feedback tool designed to assess marijuana use among college students. The assessment takes about 10-15 minutes to complete, is self-guided, and requires no face-to-face contact time with a counselor or administrator.



139 unique students have completed e-Toke

BRAD Cards

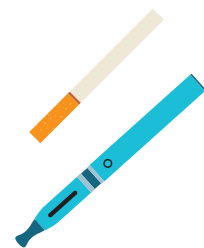
In partnership with the BRAD Foundation (Be Responsible About Drinking), the AOD program reaches out to every MSU student on their 21st Birthday. Each student is sent a birthday card wishing them a happy and safe birthday and provides them with education about the risks associated with extreme 21st birthday celebrations. The card includes an additional insert that provides extensive protective factors and harm reduction strategies if they choose to consume alcohol on their 21st birthday.





## Smoking Interventions

Smoking Interventions are required by students who have received a sanction through Michigan State University's Department of Student Life for smoking/using tobacco products on campus. Smoking Interventions are a 45-minute, one-on-one facilitated conversation with students, based on a model of social justice and focuses on community health, student responsibility, harm reduction, cessation resources and referrals.



7 students reached

## Social Norms Campaign

The goal of the MSU Social Norms Campaign is to spread the truth about alcohol use by MSU students. It is a campaign designed to promote the idea that despite what many people might think, the majority of MSU students who do drink are responsible drinkers. It does this by using vibrant, funny, and friendly images with a duck or squirrel mascot to convey the truth about MSU students' drinking habits. It is a campaign for students – originally designed by students – to cut through the clutter and deliver the truth about alcohol at MSU.



70% of MSU students saw at least one message from the social norms campaign in the past year\*



on a: poster 80%  
table tent 55%  
T-shirt or sweatshirt 33%



\*= U Celebrate Survey, 2018. N=832

## Know Your Solo Events

Know Your Solo is an interactive activity in which students are asked to simulate pouring a "normal" drink for themselves from a variety of alcoholic beverage options. The amount of liquid poured is then measured to determine the number of standard drinks and its corresponding hypothetical B.A.C. Students are then engaged in a brief conversation about normative drinking behaviors and risk reduction strategies. Know Your Solo kits are also available to students who would like to conduct a peer-led program within their residence hall or student group.



students reached:  
500+ in-hall events  
95 organizations & clubs

(Total for Duck Days & Know Your Solo events: 595 students)

## SEXUAL WELLNESS

Our educational and prevention strategies support sexually active students, as well as students who have chosen to abstain from sex. It is important to weigh the possible benefits and risks of being sexually active. To be healthy sexually is to maintain a balance with everything else in your life: your physical and emotional health, your career and educational goals, your relationships with other people, and your feelings about yourself. The aim is to provide engagement opportunities and safe spaces to correct sexual wellness misinformation with valid data, sound facts, and a little bit of humor.



### Individual appointments (HIV counseling and testing)

Health Promotion offers free and anonymous HIV counseling and testing to students.

303 individual appointments

### Academic course presentations

671 students reached through academic course presentations



### On Campus and Student Organization Events

12 events across campus

### Condom Connection

Health Promotion partners with the Residence Halls Association (RHA) to offer Condom Connection, an initiative that provides free condoms to on-campus students through Resident Assistants and Intercultural Aids. This service promotes safe sexual practices by all students. Though this program, over 25,000 condoms and safer sex materials are distributed.



356 RA/ICA participants

45,425+ sexual health and safety materials were distributed across campus over the last year.



## FITNESS & WELLNESS PROGRAMS

**SPARTAN**fit strives to encourage and educate students on the benefits of incorporating regular physical activity and wellness into their daily lives. The goal is to provide valuable educational programs, assessments, and coaching. These resources can support a student's personal well-being, demonstrate health-seeking behaviors, and improve academic success and overall capacity to thrive.

### Comprehensive Fitness Assessment Program

The comprehensive fitness assessment helps determine a participant's current level of fitness. A series of resting and exercising measurements establish baseline measures which are used to set goals, monitor performance, and assess progress throughout the participant's exercise program. Participants receive a computerized, age-adjusted fitness profile displaying their results. Based on these results, a **SPARTAN**fit employee works with the participant to establish a three-month, goal-oriented fitness and wellness plan.



71 students  
47 faculty/staff > total assessments: 118



### Wellness Coaching Program

Wellness coaching enhances students' physical and mental well-being through empowering conversations which help to identify and utilize their personal strengths to achieve their goals. Coaching takes place in a safe, supportive environment where the student will work to identify their past successes and identify obstacles preventing them from making healthy choices now. This strength-based approach enhances the student's self-acceptance, gives them strategies to navigate any transitions they may be facing, and helps them to thrive.

33 students 224 sessions

### IMSPARTANfit Program

This 12-week program provides students with motivation, accountability, and support as well as opportunities to thrive and obtain a higher level of personal health through a variety of fitness and wellness experiences. Students engage with a wellness coach who helps them to reflect on their current fitness and wellness habits and guides them in creating a wellness plan to work towards becoming the healthiest version of themselves.

The IMSPARTANfit program includes:

- Comprehensive Fitness Assessments (Pre and Post)
- Wellness Coaching
- Weekly Fitness & Wellness Challenges and E-mail Check-In
- Access to the IMSPARTANfit Motivation & Support Group

27 student participants

### Classroom Presentations

Kinesiology 121 : The Healthy Lifestyle Course – **SPARTAN**fit Fitness Assessments

Students engage in a field version of our comprehensive fitness assessment. During the fall, spring, and summer semesters, students complete a pre-assessment at the beginning of the semester, which helps them to establish baseline physical fitness measures. A post-assessment occurs at the end of semester, which supports them in assessing physical fitness progress made throughout their course.

KIN 121  
1,521 student fitness assessments >

381+ students reached through various outreach events, including mini fitness assessments and finals week events.



STUDENT FOOD BANK

Founded in 1993, the MSU Student Food Bank was the first in the nation to be run by students, for students. The Student Food Bank provides supplemental food and necessities to MSU students and their families who are in need of assistance. It is also a co-founder of the College and University Food Bank Alliance.

The MSU Student Food Bank is fully supported by charitable donations. The Student Food Bank is a non-profit and Registered Student Organization that depends on financial support to provide services year-round to MSU students. This year, over 5,000 people donated to the MSU Student Food Bank through direct donations, MSU Development and other fundraisers. During the 2017/2018, the Student Food Bank served over 6,900 students and their families, giving away over 110,000 pounds of food.

SFB clients:

- Domestic students
- International students
- Undergraduate students
- Graduate students
- Post- doctoral students
- Visiting scholars
- Traditional students
- Non-traditional students
- Families of students

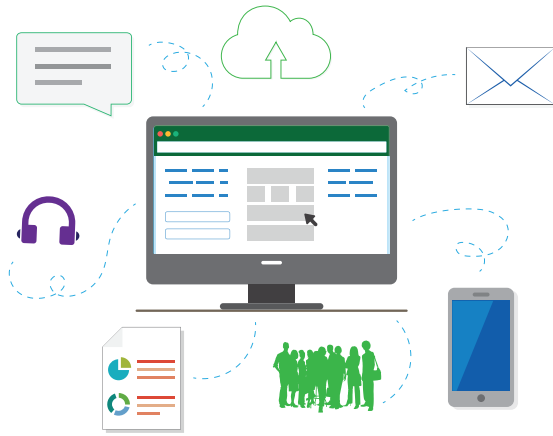
SFB giveaways:

- Canned fruits, vegetables, and soups
- Cereals
- Pasta and rice
- Frozen foods
- Snacks, granola bars, and crackers
- Fresh produce
- Eggs
- Fresh bread from local bakeries
- MSU Dairy Store cheese
- Personal hygiene items
- Paper products
- Feminine hygiene products



NATIONAL SOCIAL NORMS CENTER  
AT MICHIGAN STATE UNIVERSITY

MSU Health Promotion is the home of the National Social Norms Center (NSNC). The NSNC’s mission includes research, evaluation, education, and leadership nationally for institutions and organizations looking to implement the Social Norms Approach (SNA). The mission of the NSNC is to grow the proper application of the SNA to other health issues and intended audiences through sound data collection and effective message design and distribution. MSU Health Promotion, in concert with the MSU College of Communication Arts & Sciences, and the MSU Institute for Public Policy and Social Research (IPPSR) have successfully implemented the SNA at MSU over the past two decades, and MSU has become a model for how an effective Social Norms campaign should be implemented.



A goal of the NSNC is to be a leader in assisting grantee institutions standardize their survey and data analysis efforts to improve the application of the Social Norms Approach on their respective campuses. In 2018, the U Celebrate standardized survey to assess drinking behaviors was conducted across ten grantee schools, with over 6,750 students responding.

- Grantee schools funded and supported by the NSNC currently include:
- |                               |                                  |
|-------------------------------|----------------------------------|
| Central Washington University | University of Kansas             |
| Florida State University      | University of Missouri           |
| Georgetown University         | University of Texas at Austin    |
| Michigan State University     | University of Virginia           |
| Radford University            | Virginia Commonwealth University |
| University of Hawaii at Manoa |                                  |





## FUNDING

(2017-2018 ACADEMIC YEAR)

THE HEALTH PROMOTION DEPARTMENT RECEIVED:



**\$514,116**  
in Grants

FROM:

Anheuser-Busch  
Foundation

Residence Halls  
Association

Office for Inclusion and  
Intercultural Initiatives

Mid America College  
Health Association



**\$3,900**  
in Donations  
and Fundraising



**Staff Salary**  
**Infrastructure**  
**Technology**

PROVIDED BY:

Michigan State  
University





# HEALTH PROMOTION

annual report 2017-2018



Student Health and Wellness