MISSION

The USC Student Health mission is to advance the health and wholeness of our students and student communities.

The Office for Health Promotion Strategy contributes to the mission by serving as the administrative core/ backbone for the USC Well-being Collective, and supports university partners with aligning well-being best practices into organizational plans, policies, departmental objectives, and decision-making processes.
AGENDA

01 USC Well-being Context

02 Answering the Call and Case Studies

03 Student Wellbeing and Departmental KPIs

04 Backbone Highlights and New Learnings

05 Closing
USC WELL-BEING CONTEXT

- Mental health challenges
- History of sexual assault and misconduct
- Racial injustice reckoning
- Climate Crisis
- COVID-19
- Student deaths/tragedies related to substance use

COVID-19
Racial injustice reckoning
History of sexual assault and misconduct
Climate Crisis
Student deaths/tragedies related to substance use
ANSWERING THE CALL AND CASE STUDIES

- Individuals and Communities Thrive
- Consent and Healthy Relationships
- Sustainability and Environmental Justice
- COVID-19
- Equity and Inclusion
- Disrupt Substance Use
ANSWERING THE CALL: COVID-19

Spring/Summer 2020
- COVID Response Team (aka Contact Center)
- COVID Module Development – Initial impact

Fall 2020
- COVID Behavioral Adherence Framework – support of PSLT
- COVID Behavioral Adherence Survey – analysis and report

Spring/Summer 2021
- COVID Module Development – vaccine hesitancy
- COVID Data Reporting (testing, vaccination rates, behavioral violation mapping)
- COVID Focus Groups and Student Forums
- COVID Behavioral Adherence Survey – presentation to USC Student Health
- COVID Cohort Study – Collaboration with Preventive Medicine
ANSWERING THE CALL: EQUITY AND INCLUSION

Summer/Fall 2020
- Update on Equity & Inclusion and Health Disparities Research Projects
- Religious Identity Instrument Development, SWIS 2021
- Belonging Instrument Development, SWIS 2021
- Special Data Reports on Wellbeing Disparities (API, Black, First Gen, LGBTQ+, Latinx) – support of REDI Committee
- Wellbeing Consultation with USC Hillel/Office of Religious Life
- Creating an Inclusive Online Campus Community – Focus Groups and Reports (CHOs)
- Doubly Disadvantaged Students Study (Career Center, RAND, BrownU, BU)
- Student Health DEI & Trauma-Informed Care Committees

Spring/Summer 2021
- EverFi DEI Module Customizations and Project Planning
- Wellbeing Consultation with Office of Student Accessibility Services

[Example]: Engaging with Student Community through a Virtual Data Walk
- Fulfill our promise to share survey findings with the students who participated in the Student Well-being Index Survey in Spring 2020.
- 4 versions of virtual data walks with disparities in student wellbeing KPI data from undergraduates, graduate students at UPC, graduate students at HSC, and online graduate students were launched in Nov 2020
- Almost 1,000 students participated in the virtual data walks.
CASE STUDY: DISPARITIES IN STUDENT WELLBEING

Co-Creation of Data Reports with Student Equity and Inclusion Programs

- Align with Student Health’s strategic goals on addressing health disparities and community engagement
- Focus Fall 2020 efforts to provide disparities in student wellbeing KPI data with our campus partners
- Conduct a Data Walk with Student Affairs SEIP
- Co-created 5 Data Reports for APA, Black, First Gen, Latinx & LGBTQ+ students

USC Student Health Strategic Goal

[4.3/6.3]: Health Disparities

Develop a set of metrics which describe the health status and disparities within the student populations and design a plan to address these.
ANSWERING THE CALL: INDIVIDUALS AND COMMUNITIES THRIVE

Summer/Fall 2020
- JED – “Recognizing & Responding to Distress in Students” Gatekeeper Trainings
- Presentations to Student Health (Medical and CMH) & PBHS
- Positive Mental Health – Focus Groups and Report (CHOs)
- Healthy Minds Survey

Spring/Summer 2021
- JED – Final Assessment and Report
- Presentations to Student Health (Medical and CMH) & PBHS
- Council of Academic Advisors – consultation, survey development, data analysis, presentation, and trainings.
- Exploration of Restorative Practices/Well-being Ambassadors in Residential Life
- Financial Wellness among Undergraduates – Report and Presentation
- Financial Stress/Burden – Reports on Class and Social Expenses
- Healthy Minds Survey - Presentations
- Toolkit for Faculty
**CASE STUDY: BRINGING NEW PARTNERS INTO THE COLLECTIVE – COUNCIL OF ACADEMIC ADVISORS**

**OCTOBER/NOVEMBER/DECEMBER 2020**
Initial Meetings and Gatekeeper Training

**FEBRUARY 2021**
Adapted JED Healthy Minds Faculty Survey

**FEBRUARY/MARCH 2021**
Survey launch

**APRIL 2021**
Present Key Findings

**JUNE 2021**
Present at CAA Annual Conference

**SUMMER 2021**
Development of training curriculum

**FALL 2021**
Pilot training offerings/resources

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**Findings from the Spring 2021 Academic Advisor Needs Assessment Survey**

Diane Medsger
Associate Director - Capacity Building

Pamela Wai Thurgren, PhD
Associate Director - Data & Metrics/Clinical Assistant Professor

Amanda Vanni, LID
Associate Director - Community Engagement/Clinical Assistant Professor

Presented on April 15, 2021 by USC Student Health to USC Well-being Collective, CAA, and other stakeholders.
CASE STUDY: BRINGING NEW PARTNERS INTO THE COLLECTIVE – ACADEMIC UNITS

TIMELINE
October 2020 - Present

INITIAL CONTACT
CHO Recruitment → Health & Wellness Task Force

MULTIPLE DATA PRESENTATIONS
Well-being Collective KPIs & Annenberg-specific KPIs

INITIAL GOAL
Create more programs for student mental health → Identify root causes of disparities in student wellbeing and implement systemic changes

OUTCOME
Recommendation report submitted to Dean Bay; implementation plan for summer 2021
ANSWERING THE CALL

Consent and Healthy Relationships
- AAU Task Force Report – Review and submission to the Provost
- AAU Data Walk, Presentations and Reports:
  - Keck School of Medicine, Gould School of Law, School of Architecture and School of Pharmacy
- EverFi Sexual Assault Prevention for Undergraduate and Graduate Students

Disrupt Substance Use
- Drug-Free Schools and Communities Act (DFSCA) Report
- Key Informant Interviews and Report
- Healthy Minds Study: Data sharing with Student Health clinicians
- Longitudinal trends of at-risk drinking among incoming undergraduates by different race/ethnicity

Sustainability & Environmental Justice
- Salutogenic Environmental Design Module
- A new frontier?
STUDENT WELLBEING KPIs
USC Student Wellbeing Key Performance Indicators

USC Student Health Strategic Goal

[6.1]: Student Well-being Goals
Collaborate across campus partners to address key population-level student health and well-being goals including mental health, equity and inclusion, high-risk alcohol consumption and substance use, sexual violence and healthy relationships.

USC Student Wellbeing Key Performance Indicators

*Red numbers* refer to values from Fall 2020 or Spring 2021 academic year that are lower than values from 2018/2019 Baseline based on 95% CI.
STUDENT WELLBEING KPIs
USC Student Wellbeing Key Performance Indicators (continued)

At-risk drinking behaviors in the past 2 weeks: 38.6% (2018/2019 Baseline), 28.2% (Spring 2020), 26.3% (Fall 2020), 22.8% (Spring 2021)

At-risk drinking behaviors after 6 weeks in the first semester from incoming undergraduates: 21.4% (2018/2019 Baseline), 20.0% (Spring 2020), 6.7% (Fall 2020), 9.6% (Spring 2021)

Experience of sexual assault in the last 12 months: 7.4% (2018/2019 Baseline), 4.9% (Spring 2020), 5.4% (Fall 2020), 3.4% (Spring 2021)

Reported upstanding behaviors in the last 12 months: 44.3% (2018/2019 Baseline), 37.2% (Spring 2020), 27.0% (Fall 2020), 34.6% (Spring 2021)

*Red numbers* refers to values from Fall 2020 or Spring 2021 academic year that are *lower than* values from Baseline based on 95% CI.

**For this KPI, data are from AlcoholEdu surveys from the 2018/2019 academic year, 2019/2020 academic year, Fall 2020 and Spring 2021 respectively.
## DEPARTMENTAL KPIs

**FY21 Health Promotion Strategy Key Performance Indicators**

<table>
<thead>
<tr>
<th>KPI</th>
<th>SMART Goals for FY 2019-2020</th>
<th>FY Target</th>
<th>Cumulative Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Engagement</td>
<td>120 community engagements with HPS</td>
<td>120</td>
<td>382</td>
</tr>
<tr>
<td>Service Satisfaction</td>
<td>90% of community partners satisfied with the products, services, or learning by HPS</td>
<td>90%</td>
<td>90.4%</td>
</tr>
</tbody>
</table>
### DEPARTMENTAL KPIs

**FY21 Health Promotion Strategy Key Performance Indicators**

#### Key Partnerships with Campus Groups

| Annenberg School for Communication (Health and Wellness Committee) |
| Athletics |
| Department of Public Safety (Administrative Operations) |
| Gould School of Law (DEI/ Sexual Assault Task Force) |
| Human Resources (Center for Work and Family Life) |
| Human Resources (Equity and Equal Opportunity and Title IX) |
| Keck School of Medicine (Family Medicine) |
| Keck School of Medicine (Graduate Affairs) |
| Keck School of Medicine (Preventive Medicine) |
| Keck School of Medicine (Psychiatry and Behavioral Health Services) |
| Marshall School of Business |
| Office of Compliance, Ethics, and Culture |
| Office of the Provost (Council of Academic Advisors) |
| Office of the Provost (Campus Support and Intervention) |
| Office of the Provost (Office of Research) |
| Office of Religious and Spiritual Life |
| Student Affairs |
| Student Health |
| Viterbi School of Engineering (Wellness Task Force) |
| Support of the COVID Compliance Task Force |

#### USC Student Health Strategic Goals

**[5.3/6.2]: Campus and Community Partnerships**

Explore and establish a set of key partnerships with groups that will enable us to effectively address and impact population-level health concerns and/or objectives using both a bio-behavioral and a settings approach.
**COMMUNITY ENGAGEMENT**
- Academic and administrative units: 39
- Student organizations: 39
- Students and community members reached: 3,413

**CAPACITY BUILDING**
- Wellbeing toolkits developed: 11
- Training/workshops conducted: 36
- Participants: 3,512

**COMMUNICATION**
- Publications disseminated on USC Well-being Collective initiatives: 84

**DATA + METRICS**
- Data reports, presentations, and research updates produced: 86
COMMUNICATION HIGHLIGHTS

84 Publications

Publications include:
- USC Well-being Collective KPI Update
- USC Well-being Collective Summary of Equity and Inclusion Health Disparities Research Projects
- USC Well-being Collective Toolkits
- Presentation on Student Wellbeing KPIs and COVID-19
- Healthy Minds Study: Presentation (Fall 2018 – Spring 2020 Preliminary Findings)

1500+ Audience Reach

Other Communication Projects
- **Project Management**: COVID Response Team (Contact Center)
- **Marketing and Recruitment**:
  - Student Well-being Index Survey
  - Healthy Minds Study
- **Website Development and Design**: USC Well-being Collective
- **Process Development**: Prevention Education Modules
- **Content Creation**: Student Affairs Care and Support
DATA + METRICS HIGHLIGHTS

Covered Topics

- COVID-19 data
  - Cases
  - Tests
  - Rates of vaccination
  - Behavioral violations
  - Vaccine hesitancy
  - Behavioral adherence
- Health Disparities
- Student Wellbeing KPIs
- Healthy Minds Study
- Financial Wellness
- AAU Task Force Report
- Drug-Free School Bi-Annual Report

Created “Guiding Principles for Data Projects”

- Created to ensure accountability for data dissemination
- Prioritize co-creation of data products with campus partners
- Data products are actionable for partners
- Proactive in recognizing the needs of under-resourced communities
COMMUNITY ENGAGEMENT HIGHLIGHTS

TOTAL ENGAGEMENTS

63 Faculty and Staff engagements
94 Student engagements
39 Unique department engagements
39 Unique RSO Engagements

- Wellbeing Consultations with Viterbi, Annenberg, USC Hillel, and Keck Graduate Student Affairs
- Collaboration with Student Health DEI & Trauma-Informed Care Committees
- Awarded 7 RSO Micro Grants through the Wellbeing Champions Program
- Held First Student Wellbeing Open Forum

115 Unique Persons
3,298 Unique Students
CASE STUDY: RSO MICROGRANTS

Peaks and Professors
Awarded wellbeing microgrant to establish a camping gear kit loan program aimed at increasing access to the outdoors among BIPOC and low-income students.

Photo provided by Peaks and Professors

Featured in USC News and Daily Trojan
CAPACITY BUILDING HIGHLIGHTS

36
Trainings
Data walks
Presentations

3,512
Unique Participants

First Year Prevention Education Brief
December 2020: Presented to Emily Sandoval, Monique Allard, Dr. Sarah Van Orman

Proposal: Student Ambassadors – Building Capacity for Community and COVID-19 Behavioral Adherence utilizing Restorative Practices
Presented to Grant Burlew, Monique Allard, and Naddia Palacios

11 Wellbeing Toolkits published
https://sites.usc.edu/studentwellbeing/resources/toolkit/
• For over a year without a formal Steering Committee, an informal USC Well-being Collective of the Willing has emerged
• We have developed deeper connections with the dedicated Academic & Administrative Partners
• Data can be powerful; must be intentional and careful in how we disseminate
• Health disparities live in the settings and systems surrounding individuals
• Student voices are consistently heard through the Community Health Organizers
• There is no wellbeing or health for anyone, without equity and sustainability for all
• The backbone is flexible with a strong capacity to support emerging paths and multiple partners
After completing a unique and challenging year as a result of the COVID-19 pandemic, the USC Student Health - Office for Health Promotion Strategy continues to balance aspirations for an inclusive, equitable, and health-promoting environment at the University of Southern California.

With candor and compassion, we thank you for your dedication and commitment to leading our university towards creating a culture driven by student well-being.
Please send any comments, questions or feedback to:

**USC Student Health – Office for Health Promotion Strategy,**
Backbone for the USC Well-being Collective
hpstrategy@usc.edu

**For updates go to:**
https://uscwellbeingcollective.usc.edu