

Ryerson University

Health Promotion Annual Report 2012 - 2013

Prepared by

Juannittah Kamera, Health Promotions Coordinator, Health Promotion Department

For

Dr. Su-Ting Teo, Director, Student Health & Wellness

Health Promotion Team 2012-2013

Health Promotion (HP) is a department within the Student Health and Wellness cluster and we strive to improve the health and wellbeing of the campus community. In order to accomplish this we:

- Inform (Raise awareness) – provide current and relevant information to the RU community that will allow for better health related decision making and actions (best practices, disease social, research data)
- Educate (train) – Strategically develop the skills of leaders and create evidence informed material.
- Support (Consult) – Serve as a consultant – resource

To Inform, Educate and Support our community we:-

- Build on existing partnerships as well as create new, meaningful relationships (Advisory Groups)
- Provide training, resources and educational support to build capacity with our partners
- Provide individual support as requested (consult)
- Undertake assessment that is relevant and responsive
- Are accountable to our community by providing an accurate and detailed annual report of our activities

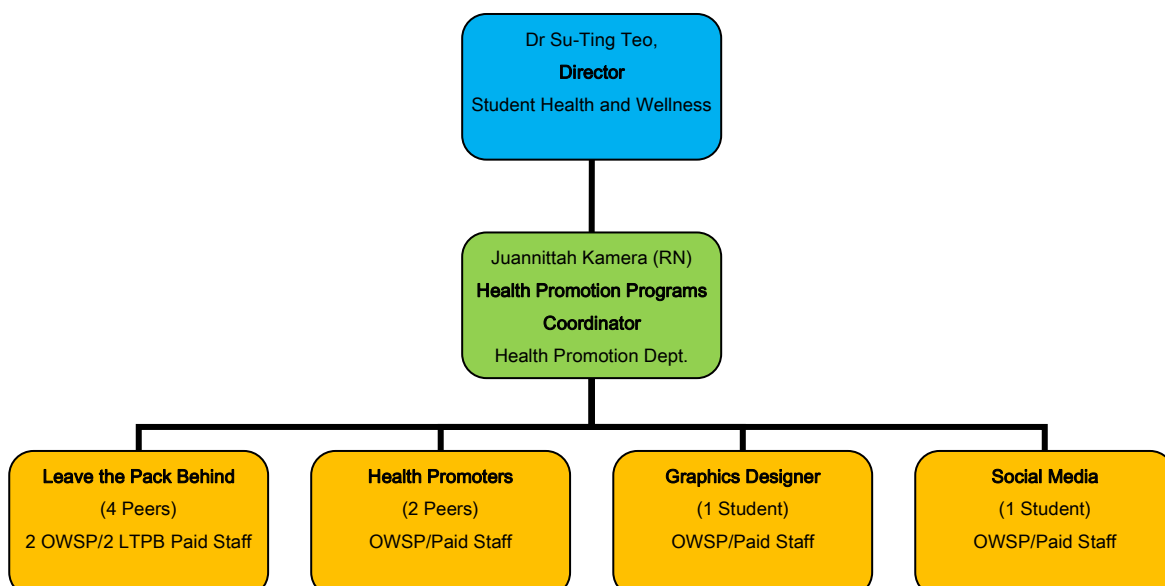
VISION:

A university community that is fully committed and engaged in developing and sustaining supportive environments that foster health and academic success.

MISSION:

- To inspire and support the incorporation of health into all agendas.
- To creatively engage the Ryerson Community to promote the health of its members through advocacy, education and training, capacity building, community development and policy review.

Health Promotion Organisation Chart



HEALTH PROMOTION ACTIVITIES

GOAL 1: Engage students in creating a healthy campus (community development)

A Healthy University aspires to create a learning environment and organisational culture that enhances health, wellbeing and sustainability of its community and enables people to achieve their full potential. This means combining healthy policies, in a healthy environment with complementary education programs and initiatives.

Preparations for implementing a healthy campus

a. Guidance Document for the Student Health Advisory Committee -Ongoing General Overview

Next year the Health Promotion department will be establishing a Student Advisory Group. In order to do so preparations began this year with research into evidence informed/best practices for Student Advisory Groups, their formation and how they might contribute to the health of the community. This research resulted in the Guidance Document for the Student Health Advisory Committee

The purpose of the Student Health Advisory Committee is to bring to the forefront student health concerns and needs. The Committee will serve as a representative of the Ryerson Community and a liaison between the student body and the Health Promotion Department and Ryerson University at large in order to facilitate student input and to provide a student perspective on health and well-being on campus. As representatives of key student groups, members of the Committee will use their parent student groups as a means of reaching students and soliciting student opinions. Utilizing the knowledge and feedback from students, the Committee will aim to develop health initiatives and programs that reflect the collaboration between diverse student groups as well as reflecting recognized student health concerns.

Objective

To complete a guidance document to serve the purpose of a working protocol in order to facilitate the creation, implementation, and management of the Committee and in order to facilitate the continuity and sustainability of the Committee.

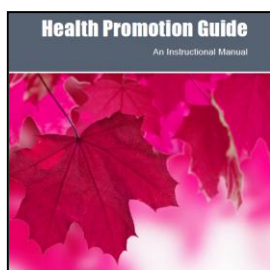
Outcome

The guidance document was completed and it will serve as a working protocol to facilitate the creation, implementation, and management of the Student Advisory Group during the 2013-1014 academic year.

The document was peer reviewed for accuracy, usability and usefulness.

- Focus group discussion took place on Wednesday March 20 2013
- 5 individuals participated in reading, discussing the document, and answering 9 predetermined questions
- Feedback was used to improve the guidance document

b. Health Promotion Leadership Certificate



General Overview

The goal this semester was to develop evidence informed, theory based toolkit for a student Health Promotion Leadership Certificate. The Health Promotion Leadership Certificate will increase the

capacity of student leaders to make decisions about how they address and support the health of their membership.

The Certificate will support the Health Promotion Department's efforts to contribute to, support and otherwise improve health promotion activities that assist members of our community in leading healthy lives, through the provision of support, education and materials to student group leadership.

Objective

The primary objectives for the Student Health Promotion Leadership Certificate are:

- *Promote leadership development in the student leaders as advocate for the health of their members.*
- *Provide experience in the importance of health promotion as integral to student experience and student success.*
- *Facilitate growth of leadership and advocacy skills in a mentored environment.*

Outcome

An initial draft of the training guide for the Student Health Promotion Leadership Certificate was completed. This document was peer reviewed and changes were made to address issues of clarity and conciseness as well as providing easier templates and examples for student leaders to use. While this was a very strong first draft more consultation with the end users is required before a final draft can be completed.

GOAL 2: Develop relevant, impactful health promoting programming and processes based on assessment, evaluation and evidence

American College Health Assessment – National Colleges Health Assessment II - March 14th-28th 2013

Objective

Conduct a web-based health assessment survey to examine students' behaviours, perceptions, and habits about a variety of health and wellness topics.

Health Promotion Department conducted a Student Health and Wellness survey so as to better understand current and emerging health issues of Ryerson University (RU) students. One thousand RU students were randomly selected and invited by email to participate in the survey. The survey was conducted online from March 14th to March 28th 2013.

Outcome

We used the Canadian version of the National College Health Assessment (NCHA) instrument for our survey. NCHA is an online survey examining students' behaviours, perceptions, and habits about a variety of health and wellness topics. Topics addresses in the assessment include sexual health; nutrition, weight and physical activity; mental health; personal safety and violence; and, alcohol, tobacco and other drug use. Information gathered will allow us to

- Report behavioral norms
- Identify trends and emerging health problems
- Identify risk factors to safety and academic performance
- Prioritize student health issues
- Determine effective allocation of resources for programs & services
- Evaluate current strategies

- Design new programs and initiatives

Impact

We set 15% as an acceptable response rate for this survey and we had a 13.3% response rate with 665 students completing the survey. While these figures are less than what we anticipated, after factoring the challenges and limitations experienced while administering the survey we still consider this a success.

Initial assessment of the data reveals the following

- 665 responses
- 50.8% surveyed students in very good or excellent health
- Factors impacting student academic performance in last 12mths (top three mental health related)
 - Stress 44.7%
 - Sleep Difficulties 31.8%
 - Anxiety 29.9%
 - Work 24.3%
 - Internet Use/computer games 23%
- Students would like more information on the following
 - Stress reduction (76.4%)
 - Nutrition (67.7%)
 - Sleep difficulties (65%)
 - Depression/Anxiety (64.2%)
 - How to help some in distress (61.3%)

Next Steps

- Disseminate the data to the appropriate members of the community.
- Develop effective programming based on the results
- Make recommendations as appropriate

Flu Clinics

Vaccination clinics provided in collaboration with 3rd Year Nursing students – Pandemic and Disaster Planning

Objectives:

1. To educate the Ryerson community on influenza
2. To provide preventative vaccinations to the Ryerson community
3. To provide an opportunity for nursing students to receive practical experience with vaccination clinics

Outcomes

- Students will have an understanding of the seasonal flu and the importance of vaccinations
- Increased awareness of the impact of the seasonal flu on academic performance
- At least 10% more than last year Ryerson Student and Staff population with attend the vaccination clinics
- Dialogue/debate on the seasonal flu

Impact

Clinics

Most hear about the clinics from an email

More advertising needed, consistency of clinic dates on all digital sites (MC and HP had different info)

More vaccination clinics requested

Community finds clinics convenient and the students competent and professional

Student Evaluations

Appreciated the opportunity to learn a new skill as well as serve their community

Would like more time to practice before clinics

Would like written comprehensive instructions for the clinic process

Next Steps

- Make necessary changes to the clinics and student training based on issues identified by the evaluations

Residence Refresher Training

58.06% of students found the session useful. 32.26% very useful.

93.1% felt the session covered information that is applicable to their job – 68% of whom felt it would help them do their job better.

Most valuable information learnt at the session –

- stress/depression 29%
- Nutrition/alcohol 22%
- How to help students/ support services 14%

Next Steps

- Make necessary changes to RA training based on issues identified by the evaluations

Smoking Policies

62 Students interviewed

- 33.87% think there should a smoking policy
- 19.35% thought RU already had a smoking policy
- 46.03% enforcement of smoking policy should be linked to grades
- 20.63% enforcement of smoking policy should be through a fine
- 54.84% would like designated smoking areas
- 50% support a smoke free campus
- Respondents were mostly smokers (38.71% occasionally, 33.87% regular smokers)

Next Steps

- Work on developing and implementing a smoking policy for Ryerson.

GOAL 3: Be recognized and valued as a department that inspires and supports effective health promotion practice

Review of Health Promotion Strategic Plan - Ongoing

In 2011 the department revisited our vision, mission and goals. In doing so all effort was made to ensure that the final products were aligned with not just the Student Health and Wellness cluster, but also the OVPS mission and goals and the overall University mission and goals. (See Ryerson Strategic goal mapping)

We used The Council for the Advancement of Standards in Higher Education (CAS) Mission Assessment criterion to determine if our mission and vision were consistent with the mission of the university, health promotion professional standards, appropriate for the student population and community settings and references student learning and development.

ND	0	1	2	3	4	5
Does Not Apply	Insufficient Evidence/ Unable to Rate	Does Not Meet	Partly Meets	Meets	Exceeds	Exemplary

Criterion Measures	Rating
1.1 The mission of the Health Promotion Service (HPS) reflects these assumptions about the role of health in higher education:	
1.1.1 there is a reciprocal relationship between learning and health and a direct connection between the academic mission of higher education and the well-being of students	2
1.1.2 health encompasses the capacity of individuals and communities to reach their potential	3
1.1.3 health transcends individual factors and includes cultural, institutional, socioeconomic, and political influences	3
1.1.4 health is not solely a biomedical quality measured through clinical indicators	3
1.1.5 health and social justice are inextricably connected	3
1.1.6 both individual and environmental approaches to health are critical	2
1.2 The HPS	
1.2.1 develops, disseminates, and implements its mission	3
1.2.2 regularly reviews its mission	3
1.3 The HPS mission statement	
1.3.1 is consistent with that of the institution	2
1.3.2 is consistent with professional standards	3
1.3.3 is appropriate for student populations and community settings	3
1.3.4 references learning and development	1

COMMENTS

- 1.1.1 the assumption is there but this could be written better
- 1.3.1 since the university does not mention health in the mission this is partly true
- 1.3.4 Our mission does not currently reference student learning and development

Overall our mission meets the criterion measures as defined by CAS. However, the department's mission needs to be improved to ensure that it incorporates or references student learning and development.

Smoking Cessation – Leave the Pack Behind.

Booth Displays

General Overview:

Booth displays are one of the main outreach activities that allow team members to personally interact with and inform students of the programs and services of LTPB. Additionally, booth displays serve as a means of distributing resources and learning more about students' views of smoking and other health needs on campus. 1 booth display is scheduled during the week with least 2 team members.

Objectives of Booth Displays:

- Raise awareness of LTPB services.
- Encourage the use of NRTs through the medical centre for the reduction of smoking.
- Offer and provide follow up support to smokers to encourage and maintain smoking cessation
- Offer and provide carbon monoxide (CO) testing to smokers and non-smokers
- Inform students of the health effects of exposure to carbon monoxide from cigarette and cigarette alternatives smoke, thereby reducing their time spent in smoke – filled environments

Impact

- 30 booth displays were held in 2012-2013 interacting with a total of 792 students of which 128 signed up for the Rewards List listserv. This is a decrease from 55 booth displays last year
- 13 smokers on the Rewards List listserv opted to receive follow up support this year compared to 0 smokers opting for follow up support last year. However, 0 responses were received in reply to any of the emails.
- Of the 100 intercept interviews conducted 22% of students stated that they were aware of LTPB as a source of information for smoking and quitting. Another 11% of interviewees stated that they receive tobacco related information from the Medical Centre. In the Medical Centre, only LTPB resources and posters are displayed, thus, it can be safely assumed that these students are accessing LTPB resources, but may not be aware of / recall the name of the initiative.
- From booth displays and walkabouts combined, from September – October and February – March, a total of 30 packets of NRT (both the gum and patch) were distributed to 10 students. Of these students, 7 were initiating treatment and 3 were continuing the treatment. This is an increase from the previous year
- A total of 158 carbon monoxide (CO) tests were conducted at booth displays, a 34% decrease from the number of tests conducted last year

Comments

- Booth displays serve as a good means of interacting with smokers directly, and students appeared comfortable interacting with team members.
- There was a decrease in the number of outreach events hosted this year compared to the last programming year largely due in part to the schedule of the team members. This subsequently affected the number of students we reached out to and the number of CO tests conducted. It is suggested to have year round volunteers to assist with booth displays when team members will be absent.
- Follow up support in the form of phone calls is suggested as the emails were not responded to

LTPB Walkabouts

General Overview:

Walkabouts are one of the main outreach activities that allow team members to personally interact with and inform students of the programs and services of LTPB. Additionally, walkabouts serve as a means of distributing resources and learning more about students' views of smoking as

well as other health needs on campus. At least 1 walkabout is scheduled during the week in addition to 1 booth display, done by at least 2 team members.

Objectives of Walkabouts:

- Raise students' awareness of LTPB's programs and services.
- Increase follow – up support for student smokers
- Encourage the use of NRTs through the Medical Centre to reduce smoking

Impact

- 13 walkabouts were conducted in 2012-2013 interacting with a total of 44 smokers. Of these 44 smokers, 3 signed up to be a part of the Rewards List listserv, with 1 opting to receive follow up support. 0 responses were received in reply to any of the emails.
- Of the 100 intercept interviews conducted 22% of students stated that they were aware of LTPB as a source of information for smoking and quitting. Another 11% of interviewees stated that they receive tobacco related information from the Medical Centre. In the Medical Centre, only LTPB resources and posters are displayed, thus, it can be safely assumed that these students are accessing LTPB resources, but may not be aware of / recall the name of the initiative
- From walkabouts and booth displays combined, from September – October and February – March, a total of 30 packets of NRT (both the gum and patch) were distributed to 10 students. Of these students, 7 were initiating treatment and 3 were continuing the treatment

Final Comments

- Walkabouts serve as a good means of interacting with smokers directly, however the response received from students were neutral – some were interested in quitting (either at that present time or in the future) and some were not
- In future walkabout, role playing should be practiced extensively during team meetings to prepare team members to speak confidently as approaching smokers may be intimidating for some team members.

LTPB Social Media

General Overview

The LTPB's Facebook page served as a platform to engage with students outside of the booth displays and walkabouts. The content on the page included posts, videos, photos, and sharing from other LTPB campuses page or another smoking cessation initiative. The content typically pertained to smoking and smoking cessation, as well as the programs and services LTPB offers. Contests were also held on Facebook in order to increase audience participation and engagement. The goal was to make posts that engage our Facebook audience and encourage commenting.

LTPB also contributed posts to the HP blog every week. Posts made to the HP blog are scheduled by the Social Media Coordinator and LTPB posted as requested.

Objectives of Social Media:

- Raise awareness of LTPB services via Facebook posts, and posts to the Health Promotion social media platform
- Provide educational information to influence students' behavior and engage in conversations with students

Impact

- The Facebook page LTPB@Ryerson was created on March 17, 2011.

- We gained 36 more likes by April 2, 2013, totalling 60 likes on the Facebook page. The previous year gained 24 by the end of April 2012.
- We held 3 Facebook contests this year. The first two had only one person each participating. The third contest had 21 people entering. We also started using paid advertising on Facebook for the third contest which might explain this increase. We also gained 7 'likes' during the time the advertisement was running.
- Facebook activity for Aug 27, 2012 – April 2, 2013 year was compared to August 27, 2011 – April 2, 2012 and the details can be found in the table below. This reach includes students who merely viewed our page, but made no contribution of their own posts nor commented on the posts created by team members.

Table 1: Comparison of the Facebook Reach 2011 -2012 and 2012 – 2013 Programming Years

2011 - 2012

Dates	Organic Reach	Viral Reach	Paid Reach	Total Reach	Unique Visitors
Aug 27, 2011 –Oct 31, 2011	0	136	0	136	38
Jan 6, 2012 – Apr 2, 2012	9	245	0	254	38
Total for 2011/12	9	381	0	390	76

2012 - 2013

Dates	Organic Reach	Viral Reach	Paid Reach	Total Reach	Unique Visitors
Aug 27, 2012 – Oct 31, 2012	539	170	0	649	118
Nov 1, 2011 – Jan 31, 2012	0	136	0	136	38
Nov 1, 2012 – Jan 31, 2013	730	651	0	1347	157
Feb 1, 2012 – Apr 2, 2012	9	109	0	118	0
Feb 1, 2013 – Apr 2, 2013	676	875	11,905	13,368	132
Total for 2011/12	1,954	1,941	11,905	15,618	448

(Organic: the number of people who saw our content in news feed, or on our page. It includes both people who have liked our page and those who haven't. *Paid*: the number of people who saw our ad.

Viral: the number of people who saw our content published by a friend: it includes liking our page, posting to our page's wall, liking, commenting or sharing one of our page posts, taking other actions related to our page that their friends could see)

- Total likes to our post or pictures: 16
- Comments: 28 posts from students
- There were 0 likes to posts, comments, nor shares on the Facebook page during the 2011-2012 programming year

Final Comments

- There was a dramatic increase in the number of students viewing our page compared to last academic year. We encouraged students to comment on our Page by holding contests. The use of paid advertising was successful in garnering likes and increasing participation and engagement from students on our page. It is recommended for following years.
- Getting students to 'Like', 'Share', and comment on our posts was challenging, and more often than not was a one-way communication channel with students rarely participating (with the exception of the contests where a prize can be won). However, there were 3 students who made comments to take note of:



- The use of Google Calendar to schedule Facebook and blog posts worked well as team members could post from home when they were not in the office.
- It is important to post frequently and have the page active so students will be aware of our social media presence to leave comments or ask questions when they're not on campus

LTPB wouldurather...

General Overview:

The wouldurather contest is a 6 week motivational challenge to encourage smokers to change their smoking behaviours for the chance to win a prize. The aim of the contest is to create a sustainable change in their smoking patterns that will last beyond the 6 weeks. Registration for the contest ran from December 1, 2012 to January 27, 2013. The contest ran from January 28, 2013 to March 11, 2013.

The contest comprises of 4 categories:

- **Quit for Good (Q4G):** smokers quit smoking completely for a chance to win \$1000 cash from LTPB Central Office and/or an April Metropass as a Ryerson specific prize (donated by the president of the RSU)

- Keep the Count (KTC): smokers cut the back on the number of cigarettes they smoke by 50% for a chance to win \$500 cash from LTPB Central Office and/or a \$20 food voucher to Ram in the Rye as a Ryerson specific prize (this was donated by the Ram in the Rye).
- Party Without the Smoke (PWS): smokers avoid smoking when drinking alcohol or partying for a chance to win \$250 cash from LTPB Central Office and/ or a \$20 food voucher for the Ram in the Rye as a Ryerson specific prize (donated by the Ram in the Rye). This category includes smoking alternatives such as marijuana and shisha. This is important because students can begin as social smokers only smoking at parties and gradually become a regular smoker.
- Don't Start and Win (DSW): for non-smokers and ex-smokers to remain smoke free for the duration of the contest for a chance to win \$100 cash from LTPB Central Office and/or a \$20 Booster Juice gift certificate as a Ryerson specific prize, donated by the previous CPC.
- All contestants registering in the contest had to register with a buddy to be eligible to participate. The buddies were eligible to win a Starbucks gift pack (donated by Starbucks at Yonge-Dundas).

Objectives of wouldurather:

- Raise awareness of LTPB services
- For smokers to quit smoking for the duration of the contest and to encourage the use of NRTs through the medical centre for reduction of smoking
- For smokers to reduce the number of cigarettes they smoke by 50%
- For students to not smoke when drinking
- For students, both non-smokers and ex-smokers, to not take up or beginning smoking
- For smokers to use the buddy system as a support during the contest regardless of the category they fit in

Impact

- Number of smokers registered in the first three categories for WUR was 131 in 2013, 35 more smokers registered for the contest than in 2012.
- Number of non-smokers and ex-smokers registered for WUR was 218 in 2013, 88 more non-smokers and ex-smokers registered for the contest than in 2012.
- The total number of participants in 2013 was 349. This is an increase of 123 more participants compared to 2012. Most of the registrations were done online, therefore the mass emailing and advertising in Ryerson Today was beneficial.
- Determining the number of people who remained smoke-free, reduced smoking by 50% or "partied without the smoke" is very difficult because many people did not return their declaration forms. Therefore, it is assumed that the students who abided by the rules of the contest for the 6 weeks are those that returned their declaration forms.
 - Of the 60 participants in Q4G only 4 returned their declaration form
 - Of the 27 participants in KTC only 1 returned their declaration form
 - Of the 44 participants in PWS only 1 returned their declaration form
 - Of the 218 participants in DSW only 7 returned their declaration form
- 10 orange clinic quit kits were given out during the promotion of the contest, between November and January. Prior to November, only 1 clinic quit kit was given out.
- During the promotion of the contest, between November and January, a total of 30 Nicotine Replacement Therapies (NRTs) were administered. Prior to this, only 7 NRTs were distributed. There was an increase in the number of students accessing NRT during the promotion of the contest
- 77% of returned declaration forms were able to articulate the kind of support their buddy provided them as well as the benefits of having a buddy

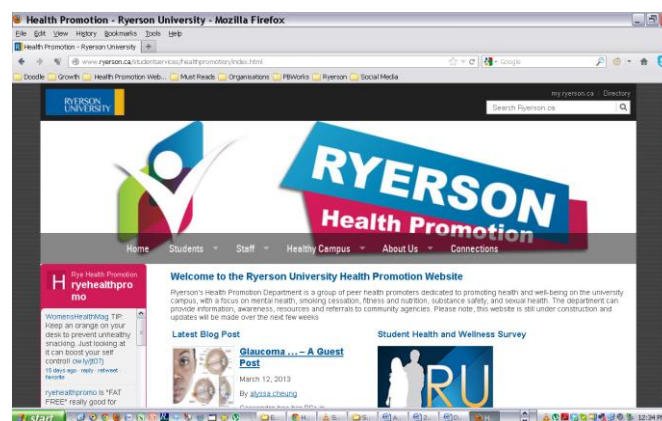
Final Comments

- Registration this year surpassed numbers from last year. The use of advertisements helped increase the number of students registering for the contest, particularly the mass emails sent to each department and adverts in the Ryerson Today emails and bulletins since students could register online after reading the emails.
- Despite the large number of students registering compared to last year, it was difficult to receive the declaration form from students to evaluate the success of the objectives from a larger sample of contestants. This can be due to tight time frame contestants had to return in their declaration forms (24hours).
- Promoting the contest was a great way to promote LTPB's programs and services to students at booth displays and walkabouts.

Website Upgrade and Social Media

GRAPHICS

1. Health Promotion Website Upgrade



CCS introduced a new webdesign CQ5. Health promotion upgraded our Health Promotion webpage to the new format this year and we redesigned the existing health promotion website to make it more appealing, user friendly and current.

Objectives:

1. Utilize the new CMS template thus increasing the current website display area from 560 to 960 pixels in width
2. Utilize a new navigation system allowing for better organization of the websites content and increasing accessibility.
3. Design the website around the theme of the newly redesigns department logo.

Peer review:

We asked a select number of students to review the website and provide feedback on the functionality and presentation of the new site. In general the website was found to be well designed but there is room for improvement. Additional images should be included within the website in order to assist with communication the topic presented. Furthermore a video of the health promotion department should be included on the website, perhaps on the homepage.

Images and text clutter: Of the 5 participants interviewed 2/5 viewed the website as not having enough images while 1 participant said a few pages seemed cluttered with too much text.

Error on site: 1 participant noticed that the link menu in the “guys” section of the website displayed on the incorrect side of the screen (error has been corrected)

Suggestions: 2 reviewers suggested including more images, and 1 suggested placing a video of the Health Promotion department within the site

2. Creation of a New Health Promotion Logo







We decided to create a new logo that effectively captured the spirit of the Health Promotion department. Logo was successfully designed and well received. Feedback for the logo was as follows:

- **Attractive:** Viewers had a pleasant reaction to viewing the logo and found it appealing
- **Recognizable:** The logo is recognizable and helps to identify the health promotion department
- **Flexible:** The logo is able to withstand many different presentations and still maintain its integrity.

3. Social Media

Development of Social Media for Health Promotion

Last year, Health Promotion began using social media platforms Facebook, Blog and Twitter to expand our visibility among the Ryerson community. This year we added a Social Media Coordinator to the team and she was able to start growing our digital presence. We use the Health Promotion page, Facebook, the Blog and Twitter to share general health information, events news, interact with students and share inter-department information. Our following continues to grow and our hope is that with the targeted social media campaign set for next year our numbers will continue to increase.

 http://www.ryerson.ca/studentsservices/healthpromotion/	 https://www.facebook.com/HealthyatRyerson
 https://twitter.com/ryehealthpromo	 http://healthpromotion.blog.ryerson.ca/

Overview of Social Media Presence:

Date	Twitter Followers:	Facebook “Likes”
January 21, 2013	184	69
February 11, 2013	191	74

March 6, 2013	208	79
April 1, 2013	214	82

Our Facebook posts saw an average of 35 views per post as well as some of our more popular posts being shared and gaining virality (percent of people who have created a story from our page post out of the total number of unique people who have seen the post). The following were posts from Winter 2013 semester that resulted in viral postings:

1. "Head down to the Ryerson Student Campus Centre right now! These smiling faces are ready for the FINAL flu shot clinic to get under way! They'll be there till 4pm!" – 11.9%
2. "Hey Ryerson Students, if you are on campus, the FINAL flu shot clinic is beginning at 1pm until 4pm @ Ryerson Student Campus Centre! Don't miss this opportunity!" – 11.54%
3. "I know you've seen the #BellLetsTalk ads, join @ryehealthpromo February 12 from 12-2pm for #RULetsTalk tweekat . Time to break the silence on mental health." – 5.7%
4. "Haven't got your flu shot yet? You're in luck! Ryerson is hosting its FINAL flu clinic Wednesday January 30th between 1pm - 4pm @ the Student Campus Centre at 55 Gould Street!" – 4.88%
5. "Find out about the affects smoking has on your heart in our latest blog! Might be the perfect time for you to quit!" – 4.76%
6. "Hey Ryerson! Tuesday February 12th from 12-2pm Let's get Talking About Mental Health. Simply use #RULetsTalk & #BellLetsTalk in your tweets to join the conversation." – 2.44%
7. "Is "FAT FREE" really good for you? In our latest post we take a deeper look into the labels!" – 2.08%

At the start of the semester we had intended to set up Google Analytics for our Health Promotion blog as well as using it as a tool to measure how "social" we are on both Facebook and Twitter. Google Analytics was not set up as it required a personal Gmail account that we were not able to use the Ryerson Health Promotion email. While we rectify this we used a free trail of Sprout Social as a way to monitor our Facebook and Twitter. It was able to tell us our most popular posts, who interacts with us most often and what the topic of conversation is about. It streamlines our social efforts and lets us see if what we are posting about is reaching our targeted audience and if it is something people are interested in.

Connections

2 connections we made this year:-

- 1 email request for info & connect to Sleep Lab. Successfully connected with Dr Carney
- 1 phone request for connect with counselors for couples with PTSD and brain injuries. Based on CFTO report from 2010. Successfully connected with IMPACT Lab

GOAL 4: Support student learning that integrates academic goals with Health Promotion

Mental Health Day

RU MENTAL HEALTH DAY October 17 2012



Overview

This was a Campus wide event where students and staff were encouraged to participate in three different activities to support mental health awareness and Ryerson's Mental Health Action Campaign.

PYJAMA DAY

A Campus wide event where students and staff were encouraged to wear pyjamas to class or work in support of mental health and to highlight the importance of sleep for mental health

Objectives

- To continue the Mental Health Action Momentum
- To continue to encourage the discussion of student mental health
- To raise awareness of the importance of sleep
- To provide sleep hygiene tips

Impact

- The Ryersonian covered Pyjama Day through a newspaper article and a video on Ryersonian TV (<http://www.ryersonian.ca/article/23810/>)
- Analytics of the @ryehealthpromo twitter page showed a total of 3 retweets
- Analytics of the Healthy at Ryerson Facebook Page revealed that an image of the poster posted on October 18 2012 by the Health Promotion Department: “Here are some photos from PJ day and our sleep cafe!” had a total of 40 unique organic users and engaged 10 unique users – 10 related to photo views and 3 to other clicks

Comments

- A number of students and staff were seen wearing pyjamas however the overall number of people that participated was low
- Sleep hygiene tips were delivered at the Sleep Café rather than in association with Pyjama Day

SLEEP CAFÉ October 17 2012

An informal Café that provided the Health Promotion Department an opportunity to communicate and highlight the relationship between mental health and student academic performance with a focus on sleep.



Objectives

- To inform the general public, specifically student leaders and student bodies of the relationship between mental health and academic performance through an informal, conversational gathering
- To disseminate data from the ACHA-National College Health Assessment II
- To disseminate information on the works of the CIHR-funded researcher Dr Colleen Carney

Impact

- A total of 27 individuals attended the Sleep Café
- The Ryersonian covered the Sleep Café through a newspaper article and a video on Ryersonian TV (<http://www.ryersonian.ca/article/23810/>)
- Analytics of the Healthy at Ryerson Facebook Page
 - Image post posted on October 18 2012 by the Health Promotion Department: “Dr. Carney Giving us her amazing talk on Sleep!” had a total reach of 45 unique users – 43 Organic 2 Viral, engaged 10 users – 11 related to photo views and 1 story generated, 1 comment and 6 other clicks.

- Image post posted on October 18 2012 by the Health Promotion Department: “Here's the turnout! Thanks everyone!” had a total reach of 49 unique organic users and engaged 12 users – 12 related to photo views and 1 story generated, 1 like and 7 other clicks.

TWEETCHAT Date: October 17 2012

RU Mental Health Day



Location: Twitter

Time:

12pm-2pm

A tweetchat focused on "sleep, student mental health and how they impact academic performance" by encouraging students and staff to discuss what impacts a student success. The tweetchat was done in association with Mobilizing Minds and Mind Your Mind,

both of whom provided expert opinion and contributed to the discussion.

Objectives

- To initiate an online discussion about mental health on campus with discussion questions centred around issues of transition, sleep, and coping

Impact

- #Me2RU hashtag was included in a total of 77 tweets from October 15-18 2012. The largest increase in use occurred on October 17 2012 with a total of 68 tweets using the hashtag
- There were 4 retweets of the event
- 16 participants took part in the tweetchat:
- @ryehealthpromo was mentioned 60 times
- Analytics of the Healthy at Ryerson Facebook Page
 - Text post posted on October 17 2012 by the Health Promotion Department: “Our Tweet Chat is starting in 15 minutes! PJs not compulsory but fun to wear regardless! Join us on twitter at #Me2RU” had a total reach of 57 unique users – 54 Organic 3 Viral, engaged 7 unique users, 1 story generated, 1 comment and 12 other clicks.
 - Text post posted on October 18 2012 by the Health Promotion Department: “The TweetChat was a new experience but all in all it was great, thanks to all the experts who came out to talk with us” had a total reach of 50 unique organic users and engaged 2 users and 2 other clicks.

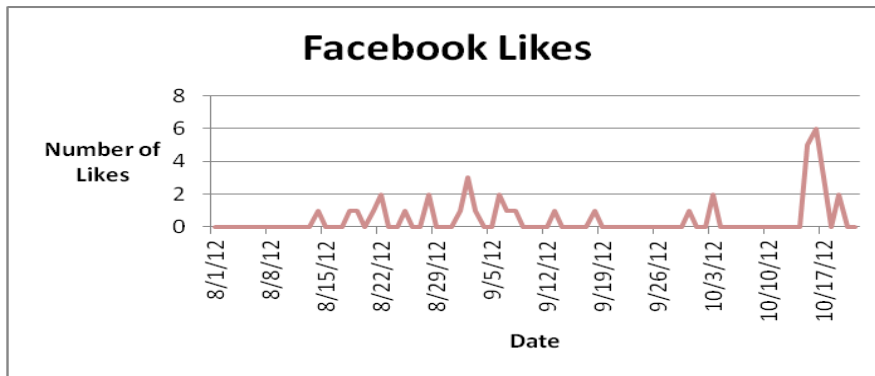
Overall Impact of Mental Health Day

Analytics of the @ryehealthpromo twitter page

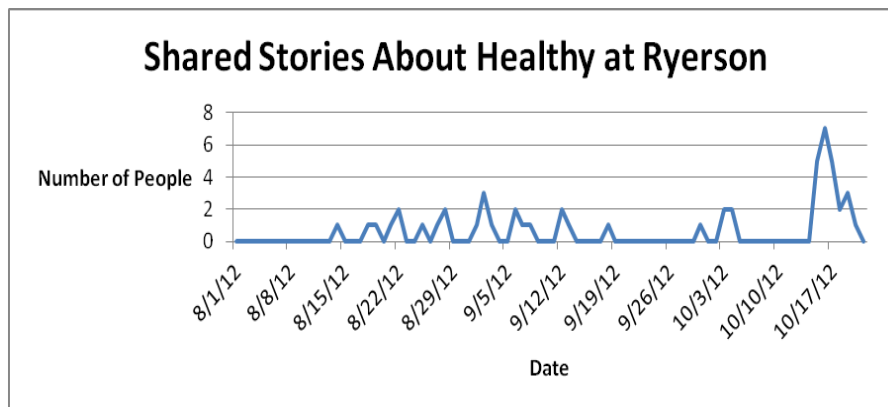
- A total of 60 mentions on twitter
- A total of 7 retweets

Analytics of the Healthy at Ryerson Facebook page

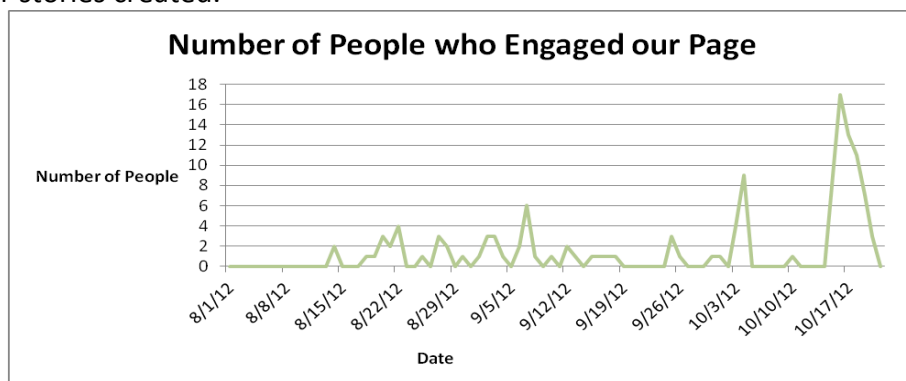
- **Facebook likes:** A total of 6 unique likes



- **Number of people sharing stories about the Page:** A total of 7 unique individuals shared stories about the Facebook Page. The number of shared stories includes liking our Page, posting to our Page's Wall, liking, commenting on or sharing one of our Page posts, mentioning our Page, phototagging our Page



- **Number of people who engaged with our page:** A total of 17 people engaging in our page through clicks or stories created.



Analytics for specific posts:

Image post posted on October 16 2012 by the Health Promotion Department: “It's mental health awareness week on campus! Check out our poster for the events tomorrow! Remember to wear your PJs”

- Total reach: 60 unique users (total reach = the number of unique people who have seen the post)
- Engaged users: 21 unique users (engaged users = the number of unique people who have clicked on the post)

Text post posted on October 18 2012 by the Health Promotion Department: “Hey Everyone! Thanks to those who dressed up yesterday and came out to the sleep cafe. Shout out to Dr. Carney who was really informative about sleep.”

- Total reach: 50 unique users
- Engaged users: 2

Text post posted on October 17 2012 by the Health Promotion Department: “End of a long day. Thanks everyone for participating. remember share your photos in our webpage”

- Total reach: 54 unique users
- Engaged users: 3

Comments

- Efforts to promote mental health day and the overall number of participants may have been hampered by the date of the events which immediately followed fall reading week
- Not all responses to the event were positive as some viewed it as not providing enough support or help to those who may have mental illness and that sleep and pyjamas may not have the best means to promote mental health on campus or reflective of mental illnesses

#RULetsTalk Tweet Chat – February 12, 2013



The Health Promotions department held a Tweetchat on February 12th in accordance with Bell Canada’s mental health day #BellLetsTalk. The initiative for the day was to bring awareness to mental health on the school campus as well as life outside of school. The Tweetchat was scheduled between 12pm and 2pm where there was a list of preset questions that the chat was going to be based around.

Objective:

The objective of the day was to bring awareness to mental health on the Ryerson campus. Including the hash tag #BellLetsTalk added to Bells initiative of raising funds to fund programs to support people with mental health. For every tweet with the hash tag Bell donated 5 cents. With the hopes of having a successful tweet chat

we were hoping to get the conversation started about mental health on campus.

Impact

Prior to the chat there were people that were talking about it. We were able to track this with our very own hash tag that was created #RULetsTalk and there were more than 130 tweets and mentions about #RULetsTalk.

There was not a very strong showing of people that participated in the chat. One of the reasons might have been the timing that we wanted people to join us at. Students might have been in class between 12pm and 2pm and therefore not able to participate. Stigma associated with mental health might also have deterred students from participating.

Future Initiatives

Goal 1: Engage, educate and evolve the Ryerson community in the prioritization of health and health promotion

Training health promoting leaders

Establish student advisory group

Develop or main working relationships with student groups

Raise awareness of the Health Promotion department on campus and how we can help students prioritise and incorporate health into their programming

Goal 2: Develop relevant, impactful health promoting programming and processes based on assessment, evaluation and evidence that inspire effective health promotion practice and supports student learning success

American Colleges Health Assessment: National College Health Assessment (NCHA):

- Disseminate the data to the appropriate members of the community.
- Develop effective programming based on the results
- Make recommendations as appropriate

Goal 3: Engage the RU community in creating a healthy campus (community development)

Create opportunities for students and student groups to engage in making Ryerson a Healthy Campus