

*We the People of College Health*  
*promoting the general welfare of students*



*Abstract Book*



## **ACHA 2010 ANNUAL MEETING**

Conducted in collaboration with the Mid-Atlantic College Health Association

**June 1-5, 2010**

**Philadelphia Marriott Downtown**



American College Health Association

**Tuesday, June 1**

**8:00 AM - 10:00 AM**

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**TU239. Leadership Day 2010: Leading from the Heart: Learning to Live Your Life out Loud**

*Primary Presenter: Marsha Guenzler-Stevens, PhD, MS (University of Maryland, College Park)*

H1N1, the start of a school year, congressional debates health care, difficult employees, budget cuts – the old adage is true: we work in incredible times that require us to be greater leaders. In a helping profession it is so tempting to take care of everyone else before taking care of yourself. This session will help us to think about how we revive our spirits, serve our students, engage in leadership that is credible and inspiring and how we craft lives that may not be in balance – but may be satisfyingly proportional.

**10:00 AM - 12:00 PM**

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**TU240. ACHA Leaders: Orientation, Roles, and Collaboration**

*Primary Presenter: Jennifer Haubenreiser, MA (Montana State University)*

This session is a continuation of the ACHA 2010 Leadership Day. After a general ACHA leaders' orientation, attendees will be directed to specific breakouts (affiliate officers, section officers, committee/coalition/task force officers, and ACHA Annual Meeting program planners) where participants will interact, discuss, and learn more about their particular roles and responsibilities and various opportunities available to build bridges for success in the association.

**1:30 PM - 4:30 PM**

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**TU148. Campus Safety: Reshaping the Role of College Health**

*Primary Presenter: Donna Barry, RN, MSN, APN, FN-CSA (Montclair State University)*

This half day pre-conference is a collaborative effort between ACHA's Campus Violence Coalition and NASPA's Campus Safety Knowledge Coalition. It offers expertise from a variety of campus professionals with specific knowledge and experience in preparing and responding to institutional threats that impact the overall safety of campuses. It includes emergency management concepts, public health incidents, disasters, legislative updates, psychological first aid, and use of behavioral assessment teams. The workshop agenda incorporates lecture and panel discussion to engage the audience in these critical areas.

**TU169. Brief Interventions During Busy Student Health Visits: Applying Motivational Interviewing Skills and Strategies**

*Primary Presenter: Paul Grossberg, MD (University of Wisconsin-Madison)*

College students are often resistant to changing drinking and other risky behaviors, thereby challenging health providers, and other staff, to weave effective conversations about behavioral risk reduction into otherwise busy student visits. Workshop participants will learn principles of motivational interviewing, practice strategies to respond to resistance and ambivalence, describe NIAAA recommendations and evidence on brief intervention (including presenters' original research), practice with a new virtual reality simulation, and leave with an evidence-based framework and 'toolbox' of strategies to use with students.

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**Tuesday, June 1**


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**1:30 PM - 4:30 PM (continued)**


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**TU235. Primary and Advanced Wound Closure***Primary Presenter: James Davis, MD (Utah State University)*

A review of primary and advanced wound closure methods including a hands-on practical skills laboratory offering individual experience with common wound closure materials.

**TU236. A Primer to Conducting Research in College Health***Primary Presenter: Sherri Darrow, PhD (State University of New York - Buffalo)*

This interactive workshop will review basics of how to design and conduct research. It is intended to provide college health professionals in all disciplines the basic steps to implement research on individual campuses as well as collaboration within and across multiple-institutions.

**TU237. Maximizing Your Leadership Potential: Going from Theory to Practice***Primary Presenter: Bernard Brogan, PhD (Widener University)*

In this workshop participants will learn about the most influential leadership theories and how to apply those theories in practical ways to enhance their skills as managers and directors. Through lecture, video clips, case studies, and group interaction, participants will build their skills in leading, motivating, and holding staff accountable for achieving their organization's goals.

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**Wednesday, June 2**


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**8:00 AM - 9:30 AM**


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**WE060. Continuing Education Workshop for Program Planners (Affiliate and Institutional)***Primary Presenter: Eleanor Davidson, MD (Case Western Reserve University)*

Program planners for Affiliate meetings need support from the CE Committee of ACHA in order to fulfill their role and obtain maximum continuing education benefits for their attendees. The CE Committee has developed a workshop to increase their knowledge base and skills for this task. It also offers an opportunity to ask questions of the chairs of the subcommittees for each CE-granting discipline.

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**10:00 AM - 11:45 AM**


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**WE016. Opening General Session: Student Bodies, Past and Present***Primary Presenter: Heather Munro Prescott, PhD (Central Connecticut State University)*

This presentation explores how college health has evolved over time to address the needs of an increasingly diverse student population. It recounts how college and university health programs evolved in conjunction with shifting standards of medical care and public health practices in the United States. The presentation also reviews the role of college health programs as public health agencies for campus communities and describes contemporary public health challenges facing college campuses.

**Wednesday, June 2**

**1:45 PM - 5:15 PM**

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**WE094. Update in Clinical Psychopharmacology**

*Primary Presenter: Peter DeMaria, MD (Temple University)*

This seminar will provide a review of clinical psychopharmacology with a focus on newer psychotropic medications and their use in a college student population. Our approach will be from a disorder standpoint (e.g., mood disorders, anxiety disorders, psychotic disorders, ADHD, eating disorders, substance use disorders, etc.) looking at medication options, their clinical uses, side effects, and drug interactions. Data from recent national studies (e.g. STAR\*D, CATIE) will be highlighted.

**1:45 PM - 3:15 PM**

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**WE018. An Analysis of HITECH (Health Information Technology Economic and Clinical Health Act) and Office Operations**

*Primary Presenter: Joan Kiel, PhD, CHPS (Duquesne University)*

HITECH (Health Information technology Economic and Clinical Health Act) was implemented on February 17, 2010. How are student health services managing the changes? Second, with tighter budgets, billing in student health services is needed more than ever now. Money sitting on the shelf should come into your pocket, not sit on the shelf. What is behind billing? Third, learn from an experienced health services manager how a college implemented billing to bring in six-figure funds without staff.

**WE019. Alcohol Use, Greek Life, and Social Norms Campaign Messaging**

*Primary Presenter: Lydia Killos, MEd, PhD (University of Virginia)*

Fraternity and sorority members typically are over-represented among high risk drinkers. This presentation uses data from the 2008 National College Health Association (ACHA-NCHA) Survey by three schools to examine associations among alcohol use (quantity and frequency), social norms messaging and use of protective behaviors by “Greek” members compared with their “non-Greek” peers. The presentation includes detailed multivariate analyses examining the effectiveness of social norms messaging about protective factors for Greeks versus non-Greeks.

**WE056. Female Genital Cutting: Increasing Knowledge to Provide Culturally Sensitive Care to International Students and Immigrant Women**

*Primary Presenter: Teri Aronowitz, PhD, FNP-BC (Boston University)*

Female genital cutting (FGC) is a contentious cultural practice that is widespread in parts of Africa, the Middle East, and Asia. Many women from those countries who have undergone the procedure come to North America as immigrants and/or for education. It is important that college health professionals who may treat these women become aware of the practice, the potential effects, and are sensitive to the importance of the tradition to the communities that practice FGC.

**WE089. Examining Smoking and Disordered Eating Behaviors**

*Primary Presenter: Melissa Napolitano, PhD (Temple University)*

Research has suggested a link between smoking and eating disorder risk among females. This study examines the overlap among smoking, eating disorder behaviors, body image, and mood. Findings suggest that smoking practices are related to elevated weight and shape precursors, binge severity, and other compensatory behaviors (purging, laxative use, etc.) These findings have important implications for prevention and treatment of co-morbid eating disorders and smoking.

**Wednesday, June 2**

**1:45 PM - 3:15 PM (continued)**

**WE101. Updates in College Health: A Review of the Literature**

*Primary Presenter: Samuel Seward, Jr., MD (Columbia University)*

This series, first presented at the 2008 Annual Meeting, provides an evidence-based review of 8-10 recently published peer-reviewed medical articles of particular relevance to the busy college health clinician.

**WE111. Managing beyond Meetings: Mobilizing People and Resources during a Public Health Crisis**

*Primary Presenter: Daniel Bruey, MBA (American University)*

During a public health crisis, administrators often rely on college health professionals for a coordinated response which includes not only caring for the ill but collaborating with staff, creating educational materials for the campus community, and crafting media messages, while calming the fears of parents. Learn more about how you can successfully coordinate a public health response.

**WE114. Application of an Integrated Depression Care Delivery Model: Lessons Learned from the National College Depression Partnership (NCDP)**

*Primary Presenter: Michael Klein, PhD (New York University)*

Epidemiological research on depression consistently reveals both high prevalence and heavy burden on currently enrolled college populations. Rates of treatment utilization remain alarmingly low for this highly treatable condition. The National College Depression Partnership has improved case identification and treatment utilization by employing a highly coordinated public health treatment approach that prioritizes the coordination of care between mental health, primary care, and health promotion units. Rationale, value, and process of clinical integration will be presented.

**WE116. Student Clinic Volunteers in a College Health Center**

*Primary Presenter: Katherine Mosteller, BSN (University of Texas - Austin)*

The University Health Services (UHS) Clinic Volunteer Program at University of Texas-Austin offers students who are interested in the health professions the opportunity for clinical experience and direct patient contact. The number of students participating has grown rapidly in the past several years and acceptance into the program is highly competitive. Clinic volunteers are given careful training and supervision as they perform their duties which include taking vital signs, conducting vision screening, performing EKGs, interviewing patients, and drawing blood. This presentation examines a successful volunteer program in a college health center, the desired student learning outcomes, and the benefits a program like this can offer to other educational institutions.

**WE156. A Model for Outreach, Education, and Intervention: Campus-based Emergency Medical Services**

*Primary Presenter: Joshua Marks, MD (National Collegiate Emergency Medical Services Foundation)*

How equipped is your campus to respond to the next major outbreak of illness? H1N1 emphasized the scarcity of resources to respond to such incidents. Campus-based EMS (CBEMS) can bridge this gap and help augment your response. 90% of campus EMS organizations, recently surveyed, not only provide medical care but also public health education and illness prevention. This lecture will review areas of collaboration as well as information on developing CBEMS on your campus.

1:45 PM - 3:15 PM (continued)

**WE165. Evidence-based Patient Screening and Interventions that Will Impact the Health of Your Campus Community**

*Primary Presenter: James Schaus, MD (University of Central Florida)*

An overview of current evidence-based recommendations for routine screening of college students presenting to a college health clinic to detect tobacco use, high-risk drinking, depression, HIV testing, immunization status, and chlamydia and cervical cancer among women. The two presenters have developed an effective patient questionnaire, and will focus on practical methods to address positive questionnaire responses and improve health behaviors. The questionnaire and interventions are based on national guidelines developed by the US Preventive Services Task Force, National Commission on Prevention Priorities, and CDC.

**WE192. Health Promotion Hot Topics: Why Campus Health Is Indispensable to the Academic Mission – Making the Case, Part 1**

*Primary Presenter: Luoluo Hong, MPH, PhD (University of Hawaii-Hilo)*

During times of resource scarcity, student health centers are confronted with the increasing demand to demonstrate how they contribute to the core mission of institutions of higher education in measurable, meaningful ways. As such, while many campus health professionals intuitively understand the value of health promotion, disease prevention and wellness-related programs, services and activities in the lives of their students, it is essential that they also become “fluent” in the language and “culture” of student learning, engagement and persistence. This is Part One of a two-part workshop series. After participating in this two-part series, attendees should be able to return to their home institutions with (1) an improved understanding of how their work “fits” within the campus’ strategic plan, (2) an enhanced capacity to communicate this “fit” to the campus community, (3) a greater ability to cultivate ownership/buy-in among student health professionals for this “fit,” and (4) additional knowledge and skills to more effectively lead efforts to embed student health and wellness in the academic mission. To maximize their learning, attendees are strongly encouraged to plan on and commit to participating in both parts of this workshop.

3:45 PM - 5:15 PM

**WE039. The Mind-Body Team: Integrating Mindfulness in College Health**

*Primary Presenter: Robin Boudette, PHD (Princeton University)*

Mindfulness practices have recently become respected as evidenced-based interventions promoting both physical and mental health. As a result, counseling centers and healthcare systems worldwide are offering mindfulness-based treatment. In this panel presentation, members of Princeton University's multidisciplinary Mind-Body Team will present 1) the evolving development of mind-body programs offered on campus, 2) the multidisciplinary roles of team members, 3) observations on the benefits and challenges in offering mindfulness groups on campus. Participants will be encouraged to participate in a group discussion on the best practices in integrating mindfulness-based interventions in college health.

**WE043. The Role of Students in Formulating Health Policy on Campus**

*Primary Presenter: Wobo Bekwelem, MD (University of Minnesota)*

In this presentation, we will discuss details of methods used to successfully propose and implement campus health policy by the Student Health Advisory Committee (SHAC) of the University of Minnesota, and how these methods can be adapted to other campuses. Both students and college health professionals would gain insight from this presentation on how students can effectively propose and implement health policy changes on campus in these times of national health care reform.

**Wednesday, June 2**

**3:45 PM - 5:15 PM (continued)**

**WE048. College Men: A Look at Their Health Needs and How They Are, or Aren't, Being Met**

*Primary Presenter: Susan Milstein, EdD, MA, BS (Montgomery College)*

Many colleges offer programming designed to target women's health, yet there tends to be a lack of similar programming for men. This presentation will discuss some of the important health issues facing college men, with an emphasis on issues relating to intellectual, physical and mental health. The presentation will also explore current health education offerings that specifically focus on meeting men's needs. Participants will be provided with a list of resources on men's health issues.

**WE085. Responding to a Public Health Challenge: H1N1**

*Primary Presenter: Anita Barkin, DrPH, MSN, CRNP (Carnegie Mellon University)*

Management of Novel H1N1 influenza outbreaks posed a significant public health challenge to campus health services. This session will focus on various strategies utilized in response to outbreaks and lessons learned.

**WE107. Student Health Insurance Plans and Effective Plan Governance**

*Primary Presenter: Barbara Rabinowitz, BA (University of California-Los Angeles)*

Given the ongoing legal and media focus on student health insurance plans, should colleges and universities include plan governance structure? ACHA Guidelines include a standard that acknowledges the college or university has a fiduciary responsibility to manage student health insurance programs. The presentation will present principles of effective governance that are used for employer plans, and discuss how these can be modified for student insurance plans. We will present examples of the principles that UCLA has adopted in managing their program.

**WE130. Nine Don't-Miss Diagnoses in College Health**

*Primary Presenter: James Jacobs, MD, PhD (The Ohio State University)*

The purpose of this presentation is to discuss nine high-risk diagnoses relevant to young-adult medicine that are all too easily overlooked but which are either imminently dangerous or provide a clue to underlying significant disease. Discussion will include both clinical and risk management considerations.

**WE139. Benchmarking Committee -- 2010**

*Primary Presenter: Sarah Van Orman, MD (University of Wisconsin)*

The ACHA Benchmarking Committee will review its work from the past year, including the presentation of first year pilot data from its Clinical Benchmarking Survey. Updated data from administrative surveys including finance, funding, utilization, and productivity to be completed in Spring 2010 will be shared. A draft version of a learning outcomes benchmarking study will be presented for member comment. Information from these projects can be utilized by a range of college health professionals for benchmarking their services and performance.

3:45 PM - 5:15 PM (continued)

**WE150. High Risk and Severely High Risk: Identifying and Treating College Students with Serious Alcohol Problems**

*Primary Presenter: Ian Kaminsky, PhD (University of California, Santa Barbara)*

Identifying risk factors and assigning students to appropriate treatment is essential for achieving effective outcomes. UCSB's College Alcohol and Substance Education program (CASE) is a psycho-educational, cognitive-behavioral group treatment mandated for violators of alcohol and drug policies in campus residence halls and students who are cited by police for certain alcohol and other drug (AOD) use violations. Through past evaluations of CASE, a distinct cohort of students were identified as severely high risk AOD users. A refined assessment helps students receive the proper treatment for their level of risk and severity of AOD use. Three crucial risk factors are used at UCSB's Alcohol & Drug Program to identify students with moderate and severe AOD use problems: family history of AOD use, AOD use as self-medication for mental health issues (i.e. depression and anxiety), and drinking to blackout in high school. Students with and without these risks were examined before and after their participation in the CASE program. Risk factors were associated with level of initial use as well as amenability to change their drinking and problem behavior.

**WE161. Dual Screening: Implementing Binge Drinking Screening with Depression Screening in a University Health Center**

*Primary Presenter: Carlo Ciotoli, MD (New York University)*

After several years of successful depression screening New York University's Student Health Center initiated evidence-based primary care screening for binge drinking. A screening protocol was established and clinicians were trained in brief, motivational interviewing. The primary care staff teams with the counseling staff to assess students at highest risk. Data was collected and evaluated to examine the profiles of those individuals who screened positive and the relationship between alcohol and depression screening scores.

**WE197. Health Promotion Hot Topics: Why Campus Health Is Indispensable to the Academic Mission – Making the Case, Part 2**

*Primary Presenter: Luoluo Hong, MPH, PhD (University of Hawaii-Hilo)*

During times of resource scarcity, student health centers are confronted with the increasing demand to demonstrate how they contribute to the core mission of institutions of higher education in measurable, meaningful ways. As such, while many campus health professionals intuitively understand the value of health promotion, disease prevention and wellness-related programs, services and activities in the lives of their students, it is essential that they also become "fluent" in the language and "culture" of student learning, engagement and persistence. This is Part Two of a two-part workshop series. After participating in this two-part series, attendees should be able to return to their home institutions with (1) an improved understanding of how their work fits within the campus' strategic plan, (2) an enhanced capacity to communicate this fit to the campus community, (3) a greater ability to cultivate ownership/buy-in among student health professionals for this fit, and (4) additional knowledge and skills to more effectively lead efforts to embed student health and wellness in the academic mission. To maximize their learning, attendees are strongly encouraged to plan on and commit to participating in both parts of this workshop.

**WE219. Nursing Grand Rounds**

*Primary Presenter: Charley Bradley, BPS, RN-BC (Dartmouth College)*

College health nurses are relied on heavily for their professional assessment knowledge and skills. Nurses can expand those skills by learning from others in this interactive Grand Rounds presentation. Two or three challenging cases, with not uncommon diagnoses, will be presented as they actually occurred. The diagnosis will not be revealed until the case is complete. Attendees will be encouraged to add their expertise throughout the presentation and we'll all learn how the cases may have progressed if the students had been at your health service!

**Thursday, June 3**

**8:00 AM - 9:30 AM**

**TH020. Clickers or Posters? Evaluating the Effectiveness of Two Types of Social Norms Media**

*Primary Presenter: Lydia Killos, MEd, PhD (University of Virginia)*

This study compares the effectiveness of a “standard” media campaign compared to small group educational sessions using audience response technology (clickers) in reducing students’ misperceptions about alcohol-use behavior norms and reported actual use during events of partying or socializing. The ACHA-NCHA is used to evaluate alcohol use. Additional site-specific questions assess individual exposure to the two interventions. Clicker technology was more effective in reducing misperceptions or normative alcohol use for those students.

**TH035. Implementing the ACHA-NCHA: What New Users Need to Know**

*Primary Presenter: Mary Hoban, PhD, CHES (American College Health Association)*

This session will provide ACHA-NCHA users (or soon to be users) specific information regarding the implementation of the survey including: choosing between the paper and web-based versions of the survey, sampling procedures, securing IRB approval, increasing response rates, adding campus-specific items, and technical considerations for web-based surveying.

**TH041. Shift of College Sports Medicine Services under the Umbrella of Student Health**

*Primary Presenter: Matthew Pecci, MD (Boston University)*

Traditional models of athletic training service delivery create isolated practitioners with outcomes often judged on the athlete’s ability to participate rather than quality of health care provided. We present an alternative model whereby athletic training services are delivered from within a medically-oriented unit. Advantages of this organizational model cluster into three categories: delivery of superior health care services; improved on-going educational opportunities for staff and students; and enhanced working conditions for athletic trainers. This presentation will address each of these categories and provide a rationale and specific strategies for transitioning to this model in a college/university setting.

**TH044. Optimizing the Educational Experience for Students with ADHD: A Multidisciplinary Approach**

*Primary Presenter: Mark Thomas, MD (University of Alabama)*

Optimizing the educational experience of students with ADHD requires assistance from multiple disciplines. Medical treatment provides the single most effective intervention for students with ADHD but is only one aspect of an interdisciplinary approach. Academic accommodations can also be crucial to the success of many students with challenges to learning such as ADHD. Learning how to overcome the obstacles presented by this condition through health educational interventions also provides vital tools for reaching academic potential.

**TH054. Depression Care: Using the Chronic Care Model in a University Health Setting**

*Primary Presenter: Roxanne Wolfram, MSN (Indiana University South Bend)*

This pilot project will use a prospective cohort design to compare adults visiting a Midwestern university health and wellness center receiving usual care for depression and adults receiving project interventions based upon six system changes the Chronic Care Model has identified important in improving patient outcomes in chronic illness. Epidemiological methods will be used to evaluate demographic data. T-test will compare the two groups’ depression severity and patient satisfaction. Chi-squared analysis will determine medication compliance.

8:00 AM - 9:30 AM (continued)

**TH071. Developing a Preventive Health Care Plan for a College-Aged Student: A Pharmacists' Perspective**

*Primary Presenter: Grace Earl, PharmD (University of the Sciences in Philadelphia)*

Clinical health initiatives of the Healthy Campus 2010 campaign address the need for primary prevention in a college-age population. The goal of the presentation is to develop an age-based plan for preventive care screenings and drug therapy interventions. Points on immunization practices will be emphasized such as understanding the indications, benefits, and risks of vaccines that impact the health of young men and women.

**TH095. Herbal Medications in College Health: Issues of Safety and Efficacy**

*Primary Presenter: Cheryl Flynn, MD, MS, MA (Syracuse University)*

College students may use herbal medications to treat self-diagnosed problems, to prevent illness, or for personal gain. This is often without consultation regarding proven value or safety. This presentation will outline special issues of safety related to herbal medications, review evidence about efficacy of specific herbal meds touted to aid in health issues common in the college population, and identify valid information resources for use by clinicians, health educators, and students themselves.

**TH106. HIV Testing as Routine Health Care on College Campuses**

*Primary Presenter: Lee Heerten (University of Nebraska-Lincoln)*

Despite the endorsement of many professional organizations, few college campuses have incorporated HIV testing into routine health care for students. This presentation will address the challenges and benefits of adopting such a program, will provide implementation strategies, and offer lessons learned from the University of Nebraska – Lincoln’s experience.

**TH123. Developing and Maintaining an Impaired Student Recovery on Campus**

*Primary Presenter: Carl Shaner, RN, MSN (Pennsylvania College of Technology)*

This program is designed to look at the overview of the Impaired Student Recovery Area where students who are intoxicated will be sent, unless they are in need of medical treatment. The Impaired Student Recovery Area is staffed by a student health assistant who will monitor impaired students until they no longer pose a health or safety risk to themselves or others. We will also discuss the medical, legal, counseling, and continuing educational experiences that these students are mandated to be involved in through our Student Code of Conduct.

**TH152. Beyond Alcohol: Accessing and Utilizing Other Drug Data**

*Primary Presenter: Steven Lux, MS (Northern Illinois University)*

This session will introduce participants to college ATOD data sources exploring their accessibility and utility. The richness of qualitative and quantitative data will be explored, as well as both the utility of campus and national data applications regardless of institutional size. Examples and recommendations on how other campuses have utilized multiple data sources and partnered with Student Affairs initiatives will be discussed. This session is applicable to both nurse directed and large student health facilities.

**TH155. Assessing Student Health Center Staff Satisfaction (and How to Respond When Employees Tell You What They Really Think!)**

*Primary Presenter: Mark Shaw, MS (University of Washington)*

As the old cliché goes, “contented cows give more milk.” With student health center (SHC) staff, one could allege that the more satisfied they are, the higher quality of patient care given. This would result from better working relationships among different professional groups, fewer “mental health days,” higher productivity, and less turnover. This workshop reports on efforts by the University of Washington SHC to assess (and then attempt to improve) the satisfaction of its employees.

**Thursday, June 3**

**8:00 AM - 9:30 AM (continued)**

**TH227. Modified Evidence- or Theory-Based Programs on College Campuses Today**

*Primary Presenter: Michael Tims, MS (Tulane University)*

Evidence- and theory-based (E/TB) programs are discussed during conferences and meetings, but some E/TB programs are not set up for the college population. Within this session we will look at a few different E/TB programs that have been modified to meet the needs of college students. In addition, the panel will discuss how the programs were modified as well as how they were assessed/evaluated to ensure the continued effectiveness and/or adapted for continued use.

**10:00 AM - 11:30 AM**

**TH017. Effectiveness of Social Norms Marketing Campaigns: Five Site Replication across Eight Years**

*Primary Presenter: Adrienne Keller, PhD (National Social Norms Institute, University of Virginia)*

This study examines effectiveness of social norms marketing interventions at five universities across eight years using data from the ACHA-NCHA from 2002 through 2009. Yearly samples at each university varies from n=326 to n=1254. Regression analyses examine changes in normative perceptions, personal drinking and negative consequences associated with drinking, controlling for demographic differences. All schools sustained decreases in normative misperceptions; four of the five sustained decreases in hazardous drinking.

**TH026. Narcotics Overdose Prevention and Education**

*Primary Presenter: Gary Martin, EdD (Lynn University)*

The NOPE presentation provides participants with a multi-media/multi-modal, interactive, contemporary presentation dealing with the real life consequences of drug overdose. The program focuses participants' attention on the unrecognized drug overdose death epidemic plaguing our nation. It includes information about drug to drug interactions, signs and symptoms of drug misuse, signs and symptoms of drug overdose, a testimonial from a parent who lost a college-aged child to drug overdose, a homicide detective, a law enforcement commander, and a student life professional. Innovative, university focused, prevention/intervention strategies are offered and discussed.

**TH058. Developing a Student Advisory Council**

*Primary Presenter: Prathiba Pandian (The University of Texas at Austin)*

A student voice is critical in order to provide the best and most relevant health care to college students. In order to get easy and direct input from students, a student advisory council can be created. The challenge is to make the council beneficial to both students and to health care professionals.

**TH098. Facebook and MySpace on the College Campus**

*Primary Presenter: Marcus Hotaling, PhD (Union College)*

Facebook, MySpace, and Twitter, along with other sites, have become staples for social networking on the college campus. College students need to be aware of the risks/consequences of the information they put on the web, and college student personnel have a responsibility to assist in providing this information. This presentation will address the benefits and risks, as well as provide some examples of what some universities have done to educate their students about responsible use of these websites. While social networking sites have their benefits, many students are using the sites in unsafe and irresponsible manners, such as including personal information or inappropriate pictures up on these sites. This program will discuss the benefits of these sites, but more importantly discuss the negative consequences the sites can have for college students, as well as ways administrators and professionals can intervene.

10:00 AM - 11:30 AM (continued)

**TH102. Developing a Statewide Assessment for Health Needs of Student Veterans**

*Primary Presenter: William Smith, BSW, MS (University of Missouri - Kansas City)*

This workshop will describe how the University of Missouri Partners in Prevention coalition developed a statewide needs assessment to determine the health needs of student veterans. The presenters will describe multiple strategies that will be used to assess the needs of this priority population, e.g., developing strategic partnerships both on/off campus, expanding current health assessment tools, and examining national data. This workshop will provide participants with a framework to develop a similar assessment at the campus, regional, or state level.

**TH124. National College Depression Partnership (NCDP): Improving Disparities in Depression Treatment for Underrepresented Populations**

*Primary Presenter: Henry Chung, MD (New York University)*

The National College Depression Partnership is a college health consortium that employs a public health approach for identifying and treating depressed students by implementing coordinated, systematic evidence based depression treatment. Member institutions have demonstrated improved case identification and clinical outcomes among students who have traditionally underutilized mental health services. This presentation will detail data on differences in baseline disease severity, health system point of entry, preferred treatment modality, and outcomes among students from diverse backgrounds.

**TH125. Doxycycline and TMP-SMX: Old, Cheap, and Vital**

*Primary Presenter: James Jacobs, MD, PhD (The Ohio State University)*

Although introduced into clinical practice decades ago, doxycycline and trimethoprim-sulfamethoxazole (TMP-SMX) remain shrewd and inexpensive antimicrobial choices for treatment or prophylaxis of many skin and soft-tissue infections (including community-associated MRSA), upper and lower respiratory infections, GU infections, and other common and esoteric infections encountered in college health. This presentation will review the clinical pharmacology, cost-effectiveness, and contemporary uses for doxycycline and TMP-SMX.

**TH133. Transitioning Concepts of Excellence into Practice . . . Two Years of Experience**

*Primary Presenter: Paula Jessen, RN, BC, MPA (University of Connecticut)*

Two years ago our clinic staff RNS evaluated literature on professional excellence and developed a clinical ladder that was based on these principles. It promoted outcomes that are based on evidence. Our goal was to improve practices which benefited our students and served as a mechanism for the professional development of staff. This presentation reflects our successes, challenges and goals for the future.

**TH180. Stroke in Young Adults**

*Primary Presenter: Victoria Judd, MD, MBA (University of Utah)*

Strokes in young adults make up a significant proportion of strokes in general. Health care providers must stress prevention with all of their young adult patients, especially those with identifiable risk factors. The risk factors include smoking, alcohol use, illicit drug use especially cocaine and amphetamines, diabetes, insulin resistance, obesity, sedentary lifestyle, hypertension, migraines, use of oral contraceptives, sleep apnea, and others. The etiology, diagnosis, evaluation, treatment, and prevention will be presented.

**Thursday, June 3**

**10:00 AM - 11:30 AM (continued)**

**TH207. The Clinical Spectrum of Obsessive Compulsive Disorder**

*Primary Presenter: Elna Yadin, PhD (University of Pennsylvania)*

Obsessive compulsive disorder is a form of anxiety that is frequently seen in young adults. Recognition of this particular form of anxiety is important as it can lead to effective treatment.

**TH214. Integration of College Health and Counseling Centers: Outcome Data from the Mental Health Best Practices Task Force White Paper**

*Primary Presenter: Keith Anderson, PhD (Rensselaer Polytechnic Institute)*

The Best Practices Task Force of the Mental Health Section recently completed a White Paper that explored issues related to the integration of health and counseling centers. This session will present the survey data collected from 360 institutions. The findings will include issues such as organizational structures, reasons for integration, staffing, access to records, degree and types of collaboration, and reported outcomes from integration. In addition, results from follow-up qualitative interviews will be discussed.

**TH241. Strategic Uses of Web 2.0 Technologies for College Health Professionals**

*Primary Presenter: Carlo Ciotoli, MD (New York University)*

Technology has become an increasingly powerful vehicle for the enhancement of communication, collaboration and professional development opportunities for health professionals, especially in college health. This presentation will detail how one student health center has implemented a variety of web 2.0 and other new technologies including an internal blog, utilization of blackboard for quality improvement team projects, and an intranet to disseminate information to Student Health Center staff.

**1:45 PM - 3:15 PM**

**TH003. The College Hookup Culture and Health Issues: The Current Evidence and a Student-Focused Needs Assessment Strategy**

*Primary Presenter: Mary Bachtel, MSN, DNP-S (Oxford College of Emory University and Vanderbilt University DNP Student)*

The presenter will explore the most current evidence on the college hookup culture. Evolving evidence regarding mental/emotional health issues that may be experienced, especially by women, in penetrative hookups will be emphasized. A student-focused needs assessment regarding the hookup culture that was developed by the presenter will be detailed, followed by a thought provoking discussion of ways in which healthcare professionals may translate this evidence into their college health practices.

**TH024. Investigation of Sexual Health Knowledge, Attitudes, and Behavior of Incoming Freshman at the University of Texas at Austin**

*Primary Presenter: Gulielma Fager, MPH (University of Texas at Austin)*

Sexual health programs are usually designed assuming a certain level of knowledge, attitudes and behaviors (KABs) of students. This program will detail my research study, implemented among a large, random sample of freshman at UT, and provide an invaluable snapshot of what students actually know, think, and do and serves to inform program design that will meet students needs. This program is especially useful for schools who use the NCHA but have questions about sex KABs that go beyond the NCHA's scope.

1:45 PM - 3:15 PM (continued)

**TH079. Beyond Amethyst and Social Norms: Rethinking the Approach to Alcohol Use by College Students**

*Primary Presenter: Edward Ehlinger, MD, MSPH (University of Minnesota-Minneapolis)*

Many research and demonstration projects have focused on excessive alcohol use by college students. Despite these efforts, rates of high risk drinking have remained high. New approaches to this intractable problem need to be entertained. Considering alcohol use by college students in the context of the overall societal use of alcohol will be the focus of this session. Community-wide policy and programmatic initiatives will be discussed as a more promising approach to this problem.

**TH149. Vital Roles for the Primary Care Clinic in a Systems Approach to Students with Mental Health Problems**

*Primary Presenter: Daniel Ford, MD, MPH (Johns Hopkins University School of Medicine)*

Primary care clinics on college campuses have a vital role to play in improving the quality and safety of care for students with mental health issues. Identifying areas of high risk and developing a systems-approach to managing these risks is critical to successful outcomes. Initial evaluation for suicide risk, developing a policy for “handoffs” (as recommended by the Joint Commission and others), and promoting adherence to medication management will be covered in this presentation.

**TH188. Tips for Caring for the Uninsured: A Guide Based on One's State's Possibilities**

*Primary Presenter: Bev McCoy, RN, MS, FNP (Arizona State University, Polytechnic Campus)*

20% of college-aged students in the US remain uninsured. And if a student with a high school diploma does not achieve a college education, he/she is 2x more likely to be uninsured. An important part of care of the college population, then, is meeting the challenges of providing care for those without insurance. The information in this presentation has been accumulated by a nurse practitioner who has had nearly 20 years of experience caring for the uninsured, including 5 years caring for uninsured college students. While the programs discussed in one program can never be all-inclusive, the presenter will give many examples of places where providers can look in their own states and areas.

**TH200. “Oh, My Aching Back!” Back Pain as a Detriment to Academic Performance**

*Primary Presenter: Lori Dewald, EdD, ATC, CHES (Salisbury University)*

This 2010 ACHA session will review the anatomy of the back, discuss common back injuries, explore the causes of back injuries, demonstrate the evaluation and treatment procedures for back injuries, and provide both preventative and rehabilitation techniques for back injuries. The session will also provide the attendees with the opportunity to practice hands on evaluation, treatment, and rehabilitation techniques for the most common back injuries found in college students.

**TH203. Understanding the Returning Veterans**

*Primary Presenter: Julia Hoffman, PsyD (National Center for PTSD/VA Palo Alto Health Care System)*

This session will provide a broad overview of the demographic features, likely strengths, and possible challenges of Veterans entering college. Topic areas reviewed will include: a brief introduction to military culture, an overview of the current conflicts, a description of the population of Service Members and Vets, an update on the GI Bill, and a review of the medical, mental health, and functional challenges that Veterans may face following deployments. These problems will be mapped onto the social and educational goals of the college experience with practical information for intervention as necessary.

**Thursday, June 3**

**1:45 PM - 3:15 PM (continued)**

**TH213. New Drug Update**

*Primary Presenter: Lauren McCluggage, PharmD, BCPS (Philadelphia College of Pharmacy)*

This session will review new medications approved in 2008-2009. The focus will be on medications relevant to college students. Information will include new medications, indication, adverse effects, counseling information and other clinical considerations. We will also discuss the medications relevance in terms of medications already on the market.

**TH217. ACHA-NCHA 2010 Update**

*Primary Presenter: Mary Hoban, PhD, CHES (American College Health Association)*

The ACHA-NCHA is a survey developed in 2000 to assist campuses in their goal to study student health status and health problems. A revised survey, the ACHA-NCHA II was released in 2008. The purpose of this program will be to identify trends in the ACHA-NCHA data from 2000 – 2008, to share ACHA-NCHA II data from items added to the survey in 2008, and to help facilitate transition to the revised survey.

**TH218. Ophthalmology in Primary Care: A Student Health Perspective**

*Primary Presenter: Thomasine Gorry, MD, MGA (University of Pennsylvania)*

This presentation seeks to inform very busy health professionals about common ophthalmic problems that present to the primary care provider. Rather than a detailed discussion about complicated eye disease, I will attempt to help the student professional identify problems rapidly and outline a clear path for referral or treatment.

**TH231. Update on Epidemiology and Management of Norovirus**

*Primary Presenter: Aron Hall, DVM, MSPH (Centers for Disease Control and Prevention)*

Norovirus is a leading cause of acute gastrointestinal illness and outbreaks, both of which occur commonly on college campuses. Although usually self-limiting, it can result in more severe presentations due to excessive fluid loss and dehydration. Norovirus outbreaks can spread rapidly on college campuses, leading to significant morbidity and disruption of campus activities. This presentation will include information on the epidemiology, diagnosis, and treatment of norovirus, including prevention and control strategies for college health professionals.

**3:45 PM - 5:15 PM**

**TH008. The Tired Student - Fatigue and Sleep Disorders in College Students**

*Primary Presenter: David Reitman, MD, MBA (George Washington University)*

Fatigue and sleep disturbances are common presenting complaints in the college health clinic. This presentation will use a case-based and interactive approach to illustrate some of the common sleep disorders that clinicians may encounter in their practice. Learners will develop framework through which they can diagnose and initiate treatment plans for sleep-disordered patients. If time permits, audience members will be encouraged to present any of their own cases to the group.

**TH031. Management of Common Orofacial and Dental Issues in College Health**

*Primary Presenter: John Vaughn, MD (The Ohio State University)*

This presentation will review the recommendations for routine preventive dental care as well as the evaluation and management of common dental and orofacial pain syndromes in the college health population. Topics to be discussed include: dental trauma, odontogenic infections and their sequelae, and oral soft tissue infections and neoplasms. We will review the evaluation and management of these conditions, including differential diagnosis, treatment, disposition, referral and follow-up.

**Thursday, June 3**

**3:45 PM - 5:15 PM (continued)**

**TH067. Is Peer Education Working? Practical and Diverse Approaches to Educating Students**

*Primary Presenter: Joleen Nevers, MAEd, CHES (University of Connecticut)*

Many Student Health Centers, Counseling Centers, and Health Promotion Offices use students to get messages out to their peers. However, finding students who can maintain a commitment to a peer education program can be difficult. This panel will discuss different techniques used for successful programming, with and without peer educators, and review how peer education is evaluated. Several colleges and universities will share what works (and doesn't!) on their campuses. A discussion will follow the panel to allow for audience participation.

**TH070. We Are the LGBT Students...**

*Primary Presenter: Jason Robertson, EdS, MPH, CHES (University of North Carolina at Greensboro)*

Today's college students come from a culturally diverse background, including diversity of sexual orientation and gender identity. These identities help to shape the ways in which students interact with and experience their environment. This program will include a panel of LGBT students from different college campuses that share their experiences.

**TH129. Millennial Generation College Students**

*Primary Presenter: Deanie Stoulig, RN, BSN, MPH (Tulane University)*

The impact of the "Millennial Generation" of students on our campuses in the last 10 years is well known by College Health Professionals. Student Health and Student Affairs practitioners have had to adjust to the changes in the relationships institutions have with students and their families. The expectations of "highly involved" parents have impacted us all. Understanding the shift in the philosophy of child rearing that began in the 1980s, the independence required by FERPA and the mindset of this millennial generation will help us become better providers of college health services.

**TH151. Is it Clean? Is it Sterile? Does it Matter? Developing an Outcomes-Driven Systems Approach to Infection Control in Your Health Service**

*Primary Presenter: Eleanor Davidson, MD (Case Western Reserve University)*

Patient safety concerns about infection control (cleaning and sterilization) have been raised because of negative outcomes reported in the press. A systems-approach that yields quality outcomes demands that we not only "intend to do good work." We need also to examine and measure our outcomes. AAAHC, the Joint Commission and other accrediting bodies are focusing more attention on this critical issue. We will review an overall quality approach to infection control and specific published guidelines.

**TH167. The Psychodynamics of Pandemic Influenza on Campus**

*Primary Presenter: John Kolligian, PhD, MBA (Princeton University)*

This lecture will present the likely psychological and behavioral consequences of pandemic influenza on campus. The modest mental health literature related to pandemic events will be briefly reviewed. A focus of this presentation will be on outlining the unique challenges posed by the developmental tasks of college students on such public health outbreaks. Also, the institutional tensions within university life will be underscored, bringing with them special opportunities and obstacles that must be understood and addressed to optimize campus response efforts.

**Thursday, June 3**

**3:45 PM - 5:15 PM (continued)**

**TH172. Going Global: Providing Quality Health Services to a “Global” University**

*Primary Presenter: Carlo Ciotoli, MD (New York University)*

With over three thousand students studying abroad annually in more than twenty cities on five continents, New York University has one of the largest global education programs among U.S Universities. We will describe the planning and coordination undertaken to meet the challenge of providing consistent, high quality health and mental health care as well as health education and safety for students, while being sensitive to the unique cultural and societal norms of each host country.

**TH198. Expanding Your Reach: An Integrative Health Approach to Student Wellness**

*Primary Presenter: Michael Anne Conley, MA (Golden Gate University)*

College health professionals can expect more student interest in integrative health, which uses both conventional and alternative approaches to medical treatment, mental health care and health promotion. While large universities are better able to offer resources, smaller institutions are more likely to have the wish, but lack the wherewithal. Drawing from one small university’s transition from conventional mental health services to a wellness program, this presentation will articulate ways that staff can offer students integrative health options.

**TH204. Mapping the Challenges of Veterans Entering College**

*Primary Presenter: Julia Hoffman, PsyD (National Center for PTSD/VA Palo Alto Health Care System)*

This session will delve into the most common functional, psychological, and medical problems experienced by Veterans entering college. It will review how to identify possible symptoms and differentiate between presenting complaints. Posttraumatic Stress Disorder will be reviewed including acute management strategies and evidence-based practices. Mild Traumatic Brain Injuries will be also discussed including: expected clinical picture, differential diagnosis from PTSD, and clinical tools for managing distress related to injury.

**TH206. Itch, Itch, Scratch, Scratch: A Dermatological Primer for Midlevel Providers**

*Primary Presenter: Jolene Jernigan, RN-C, FNP (East Carolina University)*

The goal of this program is to provide the midlevel practitioner knowledge to assess and treat common dermatological problems in the college populations. Skin problems comprise a large portion of patient visits in most college health centers, unfortunately most midlevel educational programs do not offer adequate didactics or clinic experiences that prepare the midlevel provider to be more than a referral source. This program will clearly provide education that identifies key elements of an adequate history and physical and the descriptive language necessary to communicate and document dermatological findings.

**TH211. Contraception Update**

*Primary Presenter: Lauren Czosnowski, PharmD (University of the Sciences in Philadelphia)*

This presentation will aim to better educate participants regarding available contraceptives and newer contraceptives available in recent years. At the conclusion of this presentation, the participant should be able to identify contraceptives, choose an appropriate contraceptive for a patient, and educate a patient regarding contraceptive use.

**Friday, June 4**

**8:00 AM - 9:30 AM**

**FR093. Evaluating and Managing the Dual Diagnosis Patient**

*Primary Presenter: Peter DeMaria, MD (Temple University)*

Students who present with either mental illness or a substance use disorder can be challenging to evaluate and treat. However, when the two occur together the clinician faces even greater challenges. Which problem is primary or are they both primary? Which one should be addressed first? What is the best approach? In this presentation, attendees will be given a model for understanding dual diagnosis and an approach to evaluating and working with these patients.

**FR097. Sixteen Universities with One Hard Waiver Insurance Plan: The University of North Carolina System Insurance Consortium**

*Primary Presenter: David Rousmaniere, MBA (University of North Carolina-Charlotte)*

Since Fall 2008, the 16 University of North Carolina system schools and the system office have collaborated to develop a hard waiver student health insurance plan for all 220,000 students to begin in August 2010. Using a common base SHIP has resulted in better rates and coverage. This massive undertaking involved developing the criteria and process to select an insurance company, agreeing on uniform benefits and implementation guidelines, and overcoming unexpected challenges.

**FR100. Cultural Competence Express**

*Primary Presenter: Rosa Thomas, MPH (University of Tennessee)*

The goal of Cultural Competence Express is to enhance individual cultural competence of health professionals. A culturally competent workforce will be able to provide better healthcare services and therefore, improve the health of the clients they service. This workshop is designed to help you increase your awareness about cultural competence and your cultural knowledge. Participants will have the opportunity to work on building skills to help them prepare to work more effectively with their clients.

**FR119. Leading Effective Discussions**

*Primary Presenter: Ted Coleman, PhD, RHE, CHES (California State University, San Bernardino)*

Some leaders and teachers have an innate talent for getting people involved in stimulating, effective discussions and learning. Regardless of whether we share that knack, mastering certain fundamental skills and techniques can help us become more effective at engaging diverse individuals, encouraging mindful responses, and reinforcing participants for their efforts. This session provides a model for community building and effective questioning and an opportunity to practice and apply the concepts across academic disciplines within ACHA.

**FR126. Irrelevant or Indispensable? How Does the College Community See Your Health Center?**

*Primary Presenter: Kathlen Reid, BSN, MS, NP (Western New England College)*

A communicable illness called H1N1 has arrived on our campuses but how and why is this different for college health providers than pre H1N1? College campuses have always been susceptible to communicable illnesses. The difference is more about the media exposure than the illness itself. I theorize that if the health center has not previously built the foundation with the college community that their health care system is more than capable of handling this type of problem it may be time to review and potentially revise the marketing strategies in place or in the absence of marketing plan create one.

Friday, June 4

8:00 AM - 9:30 AM (continued)

**FR127. Campus as Community: Coalition-Building as a Health Promotion Tool***Primary Presenter: Alyssa Lederer, MPH, CHES (Emory University)*

This session provides an introduction to coalition-building as a health promotion tool and features leaders of healthy campus coalitions from diverse institutions. Participants will learn the health promotion theories, models and evidence that support the development of campus-wide health promotion coalitions; the interdependence of students, faculty, and staff within a campus community; successful strategies for creating effective healthy campus coalitions; several different coalition structures; and lessons learned about coalition-building and implementation. Application to the Standards of Practice for Health Promotion in Higher Education will be addressed.

**FR184. Multidisciplinary Management of Complicated Eating Disorder Patients on University and College Campuses: A Case-Based Discussion***Primary Presenter: Marni Greenwald, MD (University of Pittsburgh)*

We will lead a multidisciplinary case-based discussion on the management of complex eating disorder patients. Eating disorders are common among college students and these students often become some of our most challenging patients. The University of Pittsburgh has developed a multidisciplinary model in an attempt to effectively manage eating disorder patients. This forum will explore the many legal and ethical obstacles encountered in the management of eating disorder patients on university and college campuses.

**FR208. Case Studies in STIs***Primary Presenter: Craig Roberts, MS, PA-C (University of Wisconsin-Madison)*

Using a case-based presentation style, this session will focus on clinical quandaries in the management of common sexually transmitted infections. Presenters will discuss some of the challenges and issues surrounding testing and treatment of select STI's, and incorporate updates from the 2010 CDC STD Treatment Guidelines.

**FR209. Medical Excuse Policy***Primary Presenter: Janet Corson-Rikert, MD (Cornell University)*

Academic policies that require medical excuses are based on mistrust of students and conflict with institutional honor codes. Such policies undermine the philosophical and educational foundations of higher education; namely, to model and nurture honesty, integrity and citizenship in emerging adults. Instead, they encourage hypocrisy and exaggeration by requiring students to prove they are sick enough to produce temporary disability. More pragmatically, the "excuse game" also consumes valuable clinician time. The presenters will describe their experiences with medical excuse policies at their respective institutions and offer opportunities to discuss problems and opportunities at other colleges and universities.

**FR210. The Impact of Medication Errors on Quality of Care***Primary Presenter: Michael Cohen, RPh, MS, ScD, FASHP (Institute for Safe Medication Practices)*

The best strategy to prevent errors is to understand their causes. This program discusses medication errors and how to prevent them. Root cause analysis and quality assurance strategies will be discussed.

**Friday, June 4**

**8:00 AM - 9:30 AM (continued)**

**FR233. Travel Health in College Health**

*Primary Presenter: Gregory Juckett, MD, MPH (West Virginia University)*

Many college students travel abroad for pleasure, study, and humanitarian service. Providing appropriate pre-travel care is often challenging and confusing. Selecting appropriate vaccinations, providing vaccinations to the “short-notice” traveler, selecting appropriate malaria prophylaxis, and providing appropriate pre-travel care and counseling to students with chronic health problems are just a few of the challenges college health professionals face. This presentation will provide guidance in travel vaccinations, vaccinations when the traveler is leaving within the week, selection of malaria prophylaxis, and guidelines for traveling students with chronic problems or immunodeficiencies.

**10:00 AM - 11:30 AM**

**FR072. Developing Effective Strategic Collaborations in College Health**

*Primary Presenter: John Vaughn, MD (The Ohio State University)*

Successful collaboration among student health, health promotion, and counseling services is increasingly vital to ensuring the academic success of our students. We will discuss the challenges and benefits of such collaboration, both on- and off-campus, with an emphasis on effective strategies for incorporating it into the mission of your institution.

**FR157. Sexperts -- Let's Talk about Sex**

*Primary Presenter: Rajika Reed, MPH, MEd (Lehigh University)*

SEXPERS are a groups pf peer educators dedicated to educating their fellow Lehigh Students about issues around Sexual Health, birth control, STI's and healthy relationships. Sexpert presentations are interactive with games such as high risk, low risk, tic tac toe and condom demonstrations. Important information is distributed to students during presentation by actively engaging the student observers.

**FR182. How to Ease the Aches of Psychosomatic Illness and Hypochondriasis for College and University Healthcare Providers**

*Primary Presenter: Amy Alson, MD (University of Virginia)*

Every healthcare clinician knows patients who demand disproportionate time, attention and resources, but fail to respond to appropriate treatment of multiple presenting conditions: pain, relenting insomnia, intractable fatigue, or fears of a serious medical illness. Practitioners who are equipped with an understanding of psychosomatic illness and best practices in the treatment of psychosomatic illness will reduce the burden on clinic time, institutional resources and their own emotional resilience while producing better outcomes for their patients.

**FR190. Hot Topics: Pharmacy**

*Primary Presenter: Deirdre Younger, RPh, MS (University of Maryland)*

The Hot Topics panel discussion offers an opportunity for Pharmacy section members to discuss the challenging clinical and business issues facing pharmacists practicing in college health. Participants should leave with new information and resources for identifying emerging strategies and best practices for managing these issues.

**Friday, June 4**

**10:00 AM - 11:30 AM (continued)**

**FR194. Hot Topics: Administration**

*Primary Presenter: James Boyle (University of Tennessee - Knoxville)*

Hot Topics: Administration provides a chance for those attendees with administrative roles to share their experiences and challenges with their colleagues. Lively facilitated discussion will allow the free exchange of ideas along with different approaches or solutions to common problems. Topics discussed in previous years include budget, insurance, facility issues, supervision, electronic records, the use of data, and HIPAA/FERPA.

**FR196. Healthy Campus 2020: What's to Come?**

*Primary Presenter: Michelle Burcin, PhD, MPH, CHES (University of South Carolina)*

This session will provide participants with information regarding the current status of the Healthy People 2020 document as well as the initial steps taken by the National Health Objectives 2010/2020 Coalition to begin the writing of Healthy Campus 2020. This session will also allow participants to provide feedback and recommendations for inclusion into Healthy Campus 2020. Finally, this session will provide participants with examples of successful Healthy Campus programs from across the country.

**FR205. Name That Bug**

*Primary Presenter: Robert Palinkas, MD (University of Illinois at Urbana-Champaign)*

This program draws from real records at the McKinley Health Center. The presentation will consist of several cases, each being developed as an unknown diagnosis. The audience will be encouraged to participate in developing further queries and will ultimately develop a working diagnosis and differential diagnosis for each case presented. At the end of each case, the established diagnosis will be presented to the audience, with supporting clinical evidence. The audience will be encouraged to discuss the final diagnosis and each case will develop three or four "take home points" before moving to the next case.

**FR222. Understanding Students with Asperger's and Guidelines for Supporting their Success During the College Years**

*Primary Presenter: Lorraine Wolf, PhD (Boston University)*

Despite intellectual and academic gifts, persons with Asperger's are often challenged by deficits in skills essential for success in college and beyond. This workshop will provide participants with information on the clinical characteristics of this group and will review the areas of difficulty commonly faced by persons with Asperger's in academic, residential, and co-curricular domains on campus. Didactic and hands-on material will be presented on possible interventions and service delivery across multiple settings.

**FR226. Examination of the Male Reproductive System**

*Primary Presenter: David Reitman, MD, MBA (George Washington University)*

The examination of the male reproductive system presents special challenges for college health clinicians, and each such encounter provides an opportunity for providers to stress sexual health and responsibility. This presentation will delineate how to perform a comprehensive examination of the male reproductive and urinary systems. The presenters will discuss risk factors for common conditions, how to elicit accurate responses on a history, address abnormal findings, and when to refer for urologic consultation.

**Friday, June 4**

**10:00 AM - 11:30 AM (continued)**

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**FR228. Adult Presentation of Genetic Disorders**

*Primary Presenter: Reed Pyeritz, MD (University of Pennsylvania)*

Many genetic disorders do not manifest themselves until the adult years. Modes of inheritance of genetic disorders and available testing will be described. Clues that may alert the provider to suspect a genetic disorder will be discussed. Management of symptoms and counseling to the patient are explored.

**FR230. Assessing Female Athlete Triad**

*Primary Presenter: Christina Paul, MD (University of Pennsylvania)*

The female athlete triad is a combination of reduced energy availability, amenorrhea and osteoporosis. Often a missed diagnosis, consequences of this syndrome can be devastating to the female athlete. This presentation will discuss the prevalence of this triad, screening strategies, recommended interventions, and the collaboration required among college health professionals, parents, trainers, and coaches in prevention and/or treatment of this disorder.

**11:45 AM - 1:15 PM**

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**FR195. Dorosin Memorial Lecture: SAMHSA's Campaign for Mental Health Recovery: A Comprehensive Approach to Address Mental Health Awareness, Education, Support, and Recovery for Young Adults**

*Primary Presenter: Chris Marshall (Substance Abuse and Mental Health Services Administration)*

The Campaign for Mental Health Recovery (CMHR), a program of the Substance Abuse and Mental Health Services Administration, of the U.S. DHHS, counters negative perceptions, attitudes, and beliefs associated with mental illnesses and promotes support and recovery. The CMHR targets young adults and encourages them to step up and support their friends with mental health problems. A multi-faceted approach is used to counter stigma and includes a public service announcement campaign, a national technical assistance center, an awards program, and a grassroots component with a specific outreach to college students and young adults. A dialogue meeting between college students with mental health problems and college and university deans, administrators, counseling center directors, researchers, was held to examine mental health policy issues and make recommendations to improve mental health on campus.

**1:45 PM - 3:15 PM**

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**FR029. A Basic Introduction to Evidence-Based Practice: Barriers to Implementation and Interventions**

*Primary Presenter: Karen Dahlquist, MSN, CRNP (Philadelphia University)*

Clinicians that have been away from the student role for fifteen years or more are likely unfamiliar with the evolution of evidence based practice (EBP) and how to begin to utilize it. A description of EBP and examples of applications affecting college health services are presented. Web sites are provided for beginning a gratis search for systematic reviews and guidelines. Barriers to the implementation of EBP are identified with a review of results from current systematic reviews that address methods of implementing EBP.

**FR032. Expand the Pharyngitis Paradigm for Adolescents and Young Adults**

*Primary Presenter: Robert Centor, MD (University of Alabama-Birmingham Department of Medicine)*

The diagnosis and treatment of pharyngitis in adolescents and young adults will be examined with particular attention to changes in etiology and antibiotic prescribing practices. Current treatment guidelines will be challenged based on recent research.

Friday, June 4

1:45 PM - 3:15 PM (continued)

**FR036. Improving Customer Service at Your Health Center***Primary Presenter: Bob Faust (University of Central Florida)*

With a background of over 20 years in management for Walt Disney World, the speaker has studied Disney and other organizations who are generally recognized for providing outstanding customer service. His research has found several commonalities among such organizations in their approach to customer service that can be easily applied to college health centers.

**FR083. Integrated Primary Care Behavioral Health Clinic at a University Health Service***Primary Presenter: Cheryl Flynn, MD, MS, MA (Syracuse University)*

University health centers face an increasing volume of students with mental health issues. Further, evidence supports screening this population for depression and alcohol misuse. Resources are often lacking to address these clinical needs. A framework of integrated behavioral healthcare in primary care offers one possible solution. This presentation will help the audience understand integrated healthcare models and describes a pilot program at Syracuse University's Health Services and the results after two semesters of implementation.

**FR092. OxyContin, Vicodin, and Heroin Abuse: What's a Clinician to Do?***Primary Presenter: Peter DeMaria, MD (Temple University)*

Prescription opioid analgesics (e.g. OxyContin, Vicodin, Percocet) have increasingly become drugs of abuse by college students. This presentation will review the pharmacology of opioids, intoxication and withdrawal syndromes, epidemiology in general, and among college students, and treatment options. The presenter will discuss his experience treating opioid dependent students with Suboxone (buprenorphine/naloxone) in a college health setting.

**FR103. The Relationship between Alcohol Use and Social Capital among College Students***Primary Presenter: Julie White, MEd (Monroe Community College)*

This session will examine the relationship of students' peer networks to their alcohol-related decisions. The presentation will provide a theoretical framework based on social capital theory and will present results of original research examining the relationship with alcohol, along with implications for education and prevention programs.

**FR112. Applying Research on Suicidal College Students: A Campus Case Study in the Use of a Public Health Approach to Suicide Prevention***Primary Presenter: Chris Brownson, PhD (University of Texas at Austin)*

Many people think of suicide as influenced by individual risk factors like depression and of suicide prevention as the responsibility of mental health clinicians. In this workshop, participants will consider the complex set of suicide risk and protective factors and hear why treatment alone is insufficient to achieve suicide prevention goals. The workshop will highlight one campus' effort – both successes and challenges – to implement a comprehensive, public health approach to preventing suicide.

1:45 PM - 3:15 PM (continued)

**FR138. Addressing the Health Needs of a Diverse and Multicultural Student Population: Panel Discussion**

*Primary Presenter: Lasonja Kennedy, MA, CHES (University of Alabama at Birmingham)*

The student population on most college campuses is progressively changing. This change is accompanied by a change in the health needs of students attending each institution. The purpose of this session is to provide a platform whereby professionals and students can address those needs. The panel members will each offer information related to best practices & innovative methods to address the needs of students from diverse and multicultural backgrounds.

**FR170. Using An All-Hazards Approach: Extending the Emergency Planning Continuum**

*Primary Presenter: LeAnn Obrecht, RN, LIMHP, EdD (University of Nebraska-Kearney)*

Whether it is a local emergency or a widespread, catastrophic event such as an influenza pandemic, a natural disaster, or mass casualty, college health services will play an integral role in protecting the health and safety of students and employees. Emergency plans and procedures must be designed in such a way that they are broad enough to cover a wide spectrum of events and varying degrees of severity.

**FR185. The "A" List: A Student Approach to Dispelling Common Misconceptions about College and Altering Destructive Behavioral Patterns**

*Primary Presenter: Jelena Peric (Arizona State University)*

The A list website is a student generated compilation of data involving risky behaviors that students perceive as commonplace. It serves as a message from students to other students that activities such as smoking, excessive drinking, and sex are not as widely practiced as many would believe. By dispelling the idea that these behaviors are widely accepted and practiced by college students, the A list website lowers their occurrence among the student body.

**FR189. Sexual Assault: Therapeutic Considerations When Body and Beliefs Come Under Attack**

*Primary Presenter: William Buhrow, J.r, PsyD (George Fox University)*

Sexual assault typically leaves a much deeper wound on an individual's beliefs about them self and their world than on their body. For the spiritual client, religious beliefs are also injured in the attack. This presentation focuses on counseling interventions designed to help clients rediscover and define who they are and explore their beliefs about the world. Helping clients heal the wounds to their spiritual beliefs in a competent and ethical manner will also be discussed.

**FR224. Assessment and Management of Lower Extremity Injuries in the College Athlete**

*Primary Presenter: Nicole Otto, MD (University of Pennsylvania)*

College athletes are at high risk for significant injuries to the knees and ankles due to the competitiveness and nature of college sports. College health professionals need to be familiar with proper assessment and management of common injuries of the knee and ankle, and be comfortable with knowing when an injured athlete requires referral to specialty care.

**Friday, June 4**

**3:45 PM - 5:15 PM**

**FR076. Using Quantitative and Qualitative Assessments to Inform Programs and Research on Student Stress and Academic Success**

*Primary Presenter: Katy Miller, MS, CHES (The Ohio State University)*

Quantitative and qualitative research is important in the development of evidence-based programs, conducting needs assessments, as well as helping to inform future research. Through the use of the NCHA, mixed methods research was conducted looking at student stress and academic success; results from this research and implications for programmatic interventions will be presented.

**FR084. Public Health Principles and Practices: A Platform for College Health**

*Primary Presenter: Edward Ehlinger, MD, MSPH (University of Minnesota-Minneapolis)*

For college health services to effectively embrace their public health roles and responsibilities, an understanding of the principles and practices of public health is essential. This presentation will emphasize the need for college health services to assume a public health role on campus and outline ways that public health initiatives and programs can be implemented. The importance of linking college health services to state, local, and national public health organizations will also be addressed.

**FR099. Practical Applications of ACHA TB Guidelines**

*Primary Presenter: Susan Even, MD (University of Missouri-Columbia)*

ACHA recently updated Guidelines for Tuberculosis Screening and Targeted Testing, a key element for controlling and preventing infection on college and university campuses. Since schools differ greatly in the clinical, personnel, financial and public health resources available to implement these guidelines, it is important to provide practical examples of ways that this goal can be accomplished. By showcasing several different models used in large public university, nurse-directed and smaller colleges in several regions of the country, we will demonstrate that there is more than one way to achieve this goal correctly.

**FR113. Quality in College Health: Achieving AAAHC Accreditation**

*Primary Presenter: Margaret Spear, MD (The Pennsylvania State University)*

College Health professionals are committed to providing the highest quality services possible to the students they serve. Achieving accreditation is one way to demonstrate compliance with broadly accepted industry standards. This presentation will cover the reasons to seek accreditation and will present practical information on how to be successful and achieve accreditation. Quality and process improvement, essential components of accreditation will be discussed in detail with examples of exemplary quality improvement efforts. In addition the new AAAHC chapter on infection control, a key component of public health in the college setting will be reviewed.

**FR145. Students' Perceptions of the Impact of Health Concerns Affecting Their Academic Performance: Are There Differences between Racial and Ethnic Groups?**

*Primary Presenter: Susan Hochman, MPH (Columbia University)*

This session will discuss the results of a study comparing the reports of academic impediments between racial and ethnic groups on campus. Participants will have the opportunity to consider implications of these findings and how this research can be replicated or utilized on their home campus. Additionally, presenters will introduce a new measurement for assessing the experience of bias based on a number of factors (i.e., skin color, religion, physical appearance, age, race, international student status, etc.) among different student groups and how this experience impacts health and academic performance. Finally, presenters will discuss ways in which they have started to address existant health disparities on campus through campus partnerships, professional development, staff trainings, and outreach and provide participants with a model that can be replicated on home campuses.

3:45 PM - 5:15 PM (continued)

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**FR159. College Health Nursing -- Pearls of Triage, Treatment, and Stats**

*Primary Presenter: Chris Rooney, BSN, BC (Millersville University)*

College Health professionals rely on specially trained college health nurses to triage and interview students. Nursing expertise is a valuable tool when the public health of the college community is threatened. Basic triage principles applied to the college health setting, initial treatment protocols and monitoring volume and response determine the quality and quantity of care provided.

**FR191. Hot Topics: Mental Health**

*Primary Presenter: Robert Portnoy, PhD (University of Nebraska - Lincoln)*

Hot Topics is one of the premier annual presentations of the Mental Health Section. It is an opportunity for section members from various disciplines, including Psychology, Psychiatry, Psychiatric Nursing, Counseling, and Social Work, among others, to come together to discuss the challenging clinical issues facing us each day in our practice. Participants should leave with new information and resources for identifying emerging strategies and best practices for managing these issues.

**FR216. Health Care Reform Update**

*Primary Presenter: M. Jacob Baggott, MLS (Southern Illinois University-Carbondale)*

ACHA leadership, with the assistance of outside council, has been monitoring health care reform legislation and how proposed legislation may impact college health programs. This session will review ACHA activities to date and discuss plans for the future.

**FR225. Update from the DEA: Your Questions Answered on Federal Drug Laws**

*Primary Presenter: Mark Caverly (Drug Enforcement Administration)*

This program addresses issues relating to pharmaceutical controlled substances. Upon completion of this program participants will be able to: identify the legal basis for federal controlled substance authority, state the status of DEA's rulemaking concerning electronic prescriptions for controlled substances, explain the benefits of a prescription drug monitoring program, and list common pharmaceutical controlled substances encountered by law enforcement in the illicit market

**FR229. Adult Survivors of Pediatric Cancer**

*Primary Presenter: Ann Meadows, MD, MA (Abramson Cancer Center University of Pennsylvania)*

Advances in pediatric cancer treatment have resulted in survival rates of 75 to 80 percent of children. Many are at risk for developing physical and psychological "late effects" related to the cancer treatment. Common late effects may include: neurocognitive; psychological; cardiopulmonary; musculoskeletal; endocrine; and second cancers/tumors. Recognizing and addressing these "late effects" by providers will help with the transition to adult focused medical and risk based care.

**FR247. Personalized Medicine: Integration of Medical Genomics into College Health Care Objectives**

*Primary Presenter: Michael Rackover, PA-C, MS (Philadelphia University)*

**Saturday, June 5**

**8:00 AM - 9:30 AM**

**SA033. Primary Care Dermatology Update: Acne and Dry Skin Care**

*Primary Presenter: Christina Lewis, NP, MN (University of California - Los Angeles)*

Acne and dry skin are two frequent dermatology concerns for student populations. This lecture will address treatment options utilizing evidenced based studies and photo examples that primary care clinicians can utilize to increase their knowledge of treatment options for acne and dry skin concerns.

**SA053. Ethical Frameworks and Practices**

*Primary Presenter: Victoria Judd, MD, MBA (University of Utah)*

Program examines ethical principles and guidelines in the context or real life challenges and dilemmas in college health and mental health service provision.

**SA088. The EMR rEvolution – Are You and Your Providers Ready?**

*Primary Presenter: James Yankech, MS (University of Nebraska - Lincoln)*

This is an updated and expanded version of my electronic medical record (EMR) presentation from the 2008 ACHA meeting in Orlando. In the two short years since my 2008 presentation EMRs have become a topic of everyday conversation. Significant funding designated to support the development of EMRs was included in the 2009 American Recovery and Reinvestment Act – or Federal economic stimulus package. EMRs have also been discussed as an important element of health care reform. Finally, more and more medical clinics across the country, including student health centers, are implementing electronic medical records. The development and implementation of an EMR creates challenges for administrators and staff members including providers. The presenter will describe the components of an EMR, review critical decision criteria regarding the selection of an EMR, and present ideas on how to secure provider participation in the development and implementation of an EMR. Portions of the presentation will be based on the presenter's doctoral dissertation research.

**SA109. Creating a Culture of Cultural Competency**

*Primary Presenter: Lee Heerten (University of Nebraska-Lincoln)*

This presentation will provide participants with the tools they need to create an institutional culture that embraces cultural competency as an ongoing endeavor necessary for professional development and student success.

**SA121. Renew, Reclaim and Revitalize Your Life: Your Blueprint for Success**

*Primary Presenter: Rosa Thomas, MPH (University of Tennessee)*

The goal of this session is to educate participants about stress and to promote stress management as a positive lifestyle. This is an interactive workshop where participants will laugh, learn and play.

**SA134. Developing Systemic Campus-wide Models for Risk Reduction and Crisis Management**

*Primary Presenter: Andrew Berger, PhD (Farmingdale State College)*

The only effective model for the prevention, management, and monitoring or crisis situations is one that is truly and wholly systemic. Only through the active and ongoing involvement of campus health and wellness, campus police/safety departments, dean of students offices, and all other related units of a campus affairs division as well as the inclusion and active involvement of faculty and administration can such a strategy be implemented and maintained.

**8:00 AM - 9:30 AM (continued)**

**SA140. The Chief Health Officer**

*Primary Presenter: Sarah Van Orman, MD (University of Wisconsin)*

Health center directors are increasingly being designated as the campus chief health officer. A chief health officer has a unique opportunity to improve the health of their campus through response to public health issues, leadership on health and well-being initiatives, and promotion of campus policy. Chief health officers have varying levels of responsibility, authority, and training. This program will present a panel of chief health officers to discuss their roles, describe the range duties of chief health officers, discuss innovative projects they have undertaken, and share various models for campuses wishing to designate a chief health officer.

**SA174. Identifying, Treating and Providing Aftercare for Healthcare Students with Substance Abuse**

*Primary Presenter: George Downs, PharmD (University of the Sciences in Philadelphia)*

Healthcare students with substance abuse issues are identified, evaluated, treated and returned to classes in a healthcare educational institution. Active participation of deans, student health and counseling, alcohol treatment programs and the pharmacy peer assistance program in Pennsylvania has proven that addicted students can be effectively monitored in an aftercare program, graduate and be licensed as sober professionals. Success rates exceed the national average.

**SA193. Hot Topics: Clinical Medicine**

*Primary Presenter: Samuel Seward, Jr., MD (Columbia University)*

Hot topics is the annual premiere presentation of the Clinical Medicine Section. It is an opportunity for section members from clinical medicine, nurse-directed, and nurse practitioners to come together to discuss the challenging clinical issues facing us each day in our practice. Participants should leave with new information and resources for identifying emerging strategies and best practices for managing these issues.

**SA220. Healthy Campus 2020: Focus on Determinants of Health and Evidence-Based Actions**

*Primary Presenter: Jim Grizzell, MBA, MA (California State Polytechnic University, Pomona)*

Healthy Campus 2020, with insights and feedback from users of the previous iterations, 2000 and 2010, has evolved to be significantly easier to use to achieve priority objectives by addressing determinants of health with evidence-based interventions. This session will describe how to use an action model and online database to find evidence-based interventions that address individual, family, social, economic, and physical built and natural environmental factors to achieve Healthy Campus 2020 goals and objectives.

**SA242. Cops and College Health: Using an Incident Command Structure to Provide H1N1 Response**

*Primary Presenter: Donna Barry, RN, MSN, APN, FN-CSA (Montclair State University)*

This session will describe the use of Incident Command Structure application to the development and implementation of a campus H1N1 response initiative. It will focus on the use of a point of distribution (POD) clinic format to provide H1N1 vaccine to a campus of 18,500 students and how various departments functioned within ICS. It will also emphasize the role of college health professionals within ICS during public health emergencies.

Saturday, June 5

10:00 AM - 12:00 PM

**SA012. Communicating Science to the Public (Presidential Session)**

*Primary Presenter: Paul Offit, MD (University of Pennsylvania School of Medicine)*

Modern day technology has created innumerable public sources of information about health and science. Competing messages from reliable, unreliable, and biased sources are challenging for the public to understand and interpret. This presentation will review these challenges and provide strategies for creating concise and accurate scientific messages for diverse groups of stakeholders.

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