A Strategic Plan for Health Promotion: Understanding the College Culture

Student Health Center
University of Nevada, Reno

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Who are We?

- University of Nevada, Reno
- Located in Reno, Nevada at base of Sierra Nevada Mountains
- Mid sized urban area (250,000)
Demographics Fall 2008

- Enrollment: 16,867 students
  - 13,367 undergraduate students
  - 3,500 graduate students
- About 2,000 students live in Residence Halls
- Bachelors, Masters, Doctorate, Professional degree programs
- Four Year Medical School
Structure

- Funding: Entirely supported by Student Health Fee ($79 a semester for students taking 6 or more credits)
- No institutional or state support money
- Student Health Center is administratively and functionally separate from the Counseling Center and the Recreation Center
Health Education: How to Begin???

• After years of trying to get a Health Educator position funded through a combination of Student Services and Student Health Center budget, we recognized this was never going to happen
  • Funded out of Student Health Center budget
  • Best money ever spent!
Strategic Planning...focus, focus, focus!

- The term Strategic Planning often has a negative connotation
- Many of us have been involved in long strategic planning processes to create even longer documents for our universities that sit on shelves and are often not used only to recreate them a few years later
- However, we are here today to talk about how Strategic Planning can be used in a positive and timely way to actually affect programming
I’m a Believer!

- With the right leadership and focus...
- With very little money or resources...
- Effective and targeted programming can be accomplished
- Important to know your campus
- Important to know your students
Presentation Overview

• The science of Health Education and Promotion
• Why do strategic planning? (benefits and challenges)
• UNR’s Health Promotion Strategic Planning: - Step-by-Step
• Outcomes and evaluation
The Science

- A social science – to promote health and prevent disease, disability and death.
- Incorporates strategies to improve health knowledge, attitudes, skills and behaviors.

Individual ➔ Populations
The Science

- Environment
- Intentions
- Skills or knowledge
- Anticipated outcomes
- Perceived Norms
- Self-standards/Values
- Self-Efficacy
The Importance of Planning

- Develop need and evidence-based programs
- Culturally competent programs
- Effectiveness – improved outcomes
- Evaluation planning
- Accreditation
- Leveraging funding
- Program justification
- Prioritizing
Strategic Planning Components

- Needs Assessment
- Identification of Leading Health Indicators
- Identification of Best Practices/Models
- Strategy, Goal and Objective Development
- Formative Evaluation – Understanding the College Culture
- Logic model
Needs Assessment

• College health data (NCHA)
• Comparison data (National)
• Clinic data
• Gap analysis
• Informal SWOT
National College Health Assessment

- IRB Approval
- Random sample from list of undergraduate emails
- NCHA web survey – Invitation by email
- 58 Questions
- One month of data collection
- Incentive
- 532 Respondents (7%) – representative demographics
General Health

![Bar chart showing prevalence of various health issues among UNR and US populations.](chart.png)
Weight, Nutrition and Exercise

- Only 11.7% of UNR students get the recommended amount of exercise (US 15.6%, HP 30%)

- Only 6% of UNR students get the recommended servings of fruits and vegetables (US 6.4%, HP 25.5%)
ATOD 30 Day Prevalence

- 65.4% alcohol (US 61%, HP 55%)
- 16.4% cigarettes (US 19%, HP 10%)
- 13% marijuana (US 13%, HP 1%)
- 1.5% amphetamines (US 1.9%)
- 1.7% cocaine (US 1.2%)
- 32% Binge drinking (US 33%, HP 20%)
Drinking Behavior

- Physically injured 18.4%
- Physically injured another person 4.9%
- Involved in a fight 7.7%
- Regretted behavior 33.3%
- Blackout 26.9%
- Unprotected sex 15.1%
Mental Health

Feelings of Depression (11+ times)

- Feeling overwhelmed: UNR 34.3, ACHA 27.1
- Feeling exhausted: UNR 31, ACHA 24.3
- Feeling very sad: UNR 16.3, ACHA 13
- Feeling hopeless: UNR 13.3, ACHA 9.8
- Feeling so depressed it...: UNR 7.6, ACHA 7
- Considered suicide: UNR 1.1, ACHA 1
- Attempted suicide: UNR 0.2, ACHA 0.2
Sexually Transmitted Infection

STI's

<table>
<thead>
<tr>
<th>STI</th>
<th>Percent</th>
<th>UNR</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gonorrhea</td>
<td>0.6</td>
<td>0.3</td>
<td></td>
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<tr>
<td>Chlamydia</td>
<td>2.1</td>
<td>0.9</td>
<td></td>
</tr>
<tr>
<td>HPV</td>
<td>3.6</td>
<td>2.3</td>
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</table>

HP .04, .2, .5%
Condom Use

Condom Use (mostly or always)

Percent

Oral  Vaginal  Anal

4.8  41.8  49.1

4.4  19.7  24.7

UNR  ACHA

Student Health Center
Perceived Norms

30 Day Prevalence: Actual vs. Perceptions

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<thead>
<tr>
<th>Substance</th>
<th>Actual</th>
<th>Perception</th>
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<tbody>
<tr>
<td>Cigarettes</td>
<td>16.4</td>
<td>88.2</td>
</tr>
<tr>
<td>Marijuana</td>
<td>13</td>
<td>88</td>
</tr>
<tr>
<td>Alcohol</td>
<td>65.4</td>
<td>96.2</td>
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</table>
Perceived Norms

Sexual Activity: Actual vs. Perception

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<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Perceived</th>
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</thead>
<tbody>
<tr>
<td>Abstinence</td>
<td>26.1</td>
<td>1.4</td>
</tr>
<tr>
<td>5+ Partners</td>
<td>4.9</td>
<td>19.5</td>
</tr>
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</table>
UNR Leading Health Indicators

• Sexual Health
• Mental Health
• Substance Abuse
• Overweight/Obesity
Needs Assessment Continued

Gap Analysis:

- Itemize services in the community
- Are the services addressing the identified health needs
- Fill in the gaps!

SWOT

- Helpful
  - Strengths: Organizational qualities that are helpful to achieving the objective
- Harmful
  - Weaknesses: Organizational qualities that are harmful to achieving the objective
- Opportunities: External conditions that are helpful to achieving the objective
- Threats: External conditions that are harmful to achieving the objective
Needs Assessment Continued

• Logic Model

**Inputs:**
For e.g., agency staff, partners, funding,
Student Health Center

**Activities:**
For e.g., clinical services, health education, programming, social marketing

**Outcomes:**
For e.g., number of students reached (proximal); STI rates (distal)
Best Practices

• ACHA Guidelines, Standards of Practice for Health Promotion in Higher Education
• Healthy Campus 2010
• CDC Powers of Prevention
• Accreditation Association of Ambulatory Health Care (AAAHC)
• Key informant interviews
• Model Programs
Introduction: Campus Prevention Efforts

Entering college offers opportunities for new experiences, expanded personal freedom, and identity development. The college years can be one of the most influential periods in one’s life, where behaviors are learned and experiences shape the lifestyle one will lead for years to come. Often, with these new found freedoms, risky health behaviors emerge and therefore college students face unique health issues and needs. Health education and health promotion programs can impact student health, prevent disease, improve health behaviors and ultimately promote life long health. Student learning is at the center of the higher education mission. Health promotion serves this mission by supporting students and creating health learning environments.

Campuses across the country have recognized the need for health education and health promotion programs and the University of Nevada Reno (UNR) is no exception. The UNR Student Health Center has been serving student health needs since 1902. In recent years, the Student Health Center has identified the need for a Health Educator, a person on staff who can address primary prevention, health education, and build relationships campus wide. In Fall of 2007, the Student Health Center was able to allocate resources for this position, hire a Health Educator, and thus begin the Health Promotion Program on campus.

Mission

The mission of the Health Promotion Program is to improve student health and health behaviors by:

- Increasing awareness of health issues and risk factors;
- Supporting policy that creates a healthy learning environment;
- Providing health education outreach to students through events, social marketing, direct services, media outlets and programming; and
- Collaborating campus and community wide to enhance all outreach efforts.

The program will accomplish its mission using approaches that are evidence-based, student-centered, and consistent with the mission of the University.
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Strategies/Prevention Efforts

Strategy 1: Initiate and support campus and community partnerships to enhance health promotion initiatives.

Strategy 2: Provide culturally competent education on health issues and their risk factors to the student population.
Strategies/Prevention Efforts

Strategy 3: Integrate health promotion programming and policy into the learning mission of higher education.

Strategy 4: Promote evidence and theory based health and wellness programs on campus.

Strategy 5: Conduct comprehensive evaluation and data analysis to ensure program effectiveness.
Approach to Prevention: Addressing Risk Factors

**Prevention Efforts**
Collaboration, policy, health education, social marketing, data

**Improved Risk Factors**
Condom use, stress management, poor nutrition, physical inactivity, tobacco and alcohol use

**Improve Health Indicators**
Sexual health, mental health, overweight and obesity, substance abuse
Goals and Objectives

Goal 4: Increase opportunities for health education and promotion on campus

- Objective 4.3: By September 2008, plan, design, and launch one social marketing campaign.
- Objective 4.4: By September 2008, work with graphic artist to improve Student Health Center marketing materials.
- Objective 4.5: By October 2008, plan, design and implement one comprehensive wellness program.
Understanding the College Culture

Focus Group Methods:
• Survey and Question Design
• Incentives
• 3 Focus Groups (N=29), 2 hours
• Campus Recruiting
• Data Analysis
## Demographics

<table>
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<tr>
<th>General Focus Groups:</th>
<th>Campaign Specific Group:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median Age</strong> 19 (range 18-24)</td>
<td><strong>Median Age</strong> 20 (range 18-24)</td>
</tr>
<tr>
<td><strong>Sex</strong> Male 59%, Female 41%</td>
<td><strong>Sex</strong> Male 33%, Female 67%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong> Asian 6%, Black 24%, Caucasian 64%, Hispanic 12%, American Indian or Alaska Native 12%</td>
<td><strong>Ethnicity</strong> Asian 8%, Black 8%, Caucasian 50%, Hispanic 25%, Mix 8%</td>
</tr>
</tbody>
</table>
Survey Results

Where do you get information on campus?

• UNR website 82.3%, Sagebrush Articles 35.3%, Sagebrush Ads 5.8%, Artemesia Articles 5.8% Artemesia Ads 11.8%, Wolfpack Radio 0%, Campus bulletin boards 41.2%, Banners 41.2%
• 30% Never check there UNR email, 12% Check it only monthly
• 82% Use a social networking site like Facebook or Myspace
How do you get information on campus?

1. Clubs and Organizations
2. Flyers
3. Sagebrush
4. Facebook
   - “Free flu shots, I saw a poster in the dorms that said flu shots, this time, this day and I thought cool. I also saw a free testing flyer.”
   - “They are kind of old looking, cheesy.” (describing brochures in SHC)

What kind of health information is available on campus?

1. Free Services/Flyers
2. Brochures
What type of marketing strategies appeal to you?

1. Simple: text, minimal words, basic data
2. Humor
3. Realistic experiences

• “Something that makes me think…and I like humor…but at the same time more like intellectual.”

• “The Trojan bar commercials with the pigs in the bar are abstract and different, they really stick out.”
What would it take to get you to a health related event or program on campus?

1. Free services/incentives
2. Friends
3. Hidden Theme

What would a health related ad campaign look like?

1. Eye catching, simple
2. Statistics
3. Images

• “Make it realistic statistics to the students who are on our campus...a lot of students think they are invisible...but the person next to you could have it.”

• “I think people don’t go because of the stigma related to the topic.”

• “I’m more likely to go if my friends are going. We are already interested because of our major, but then we might tell our friends to go.”
Music

Style

Fun

“Hip hop when I’m out having fun”
“I want to look put together, wash my face put on make up. My clothes are a part of me”
“Spontaneous trips are the best, just jump in the car and go.”
“Drinking, everything turns into drinking.”
“Hanging out with friends.”
When I was a freshman and sophomore I went to all the frat parties, but now I’m over it.”
Cultural Topography
Brand Testing:

• “I want the shirt. That is me - I belong to the N crowd.”

• “They’re knowledgeable, they’re IN, you know, they’re in the know.”

• “Most kids would not like the brand if it had the word health. They are here to learn and don’t want anything else to learn. The word health would be a turn off.”
Wellness Programs for UNR
ABOUT THE N CROWD

Who is The N Crowd? It is you and the voice in your head telling you to get moving respect your body and get healthy. The N Crowd is UNR’s powerful new movement for student wellness. The N Crowd thinks that your degree won’t do you much good unless you have chosen to take care of your health as well. The N Crowd knows that the most important health issues facing our students have to do with sexual health, mental health, physical health, and just some everyday choices students must make. In life’s great balancing act health can often be forgotten at a great cost. Chose you, chose your health, chose life! Instead of ignoring your health, The N Crowd has chosen to do and experience health. The N Crowd is in… are you?
THE SEX TALK
ON YOUR CAMPUS

The rates of Gonorrhea and Chlamydia on the UNR campus are twice that of college campuses nationally. Why is that? Well, it could be because 66% of you wore a condom the last time you had sex and the rest of you need to get with the program! It’s your body, it’s your health and using a condom is the best way to show just how much you respect yourself and your sexual partner(s).

Source: National College Health Assessment

SEXUAL HEALTH

The N Crowd is doing it right! In case you didn’t already know sexual health doesn’t just mean being disease free. Having true sexual health means understanding a few things including:

SEXUALITY

The urge for love and sexual intimacy is just part of being human – so get used to it! Sexuality is a broad term that basically includes all aspect of sex. Being comfortable with your own sexuality both physically and mentally is the first step to achieving sexual health.

COMMUNICATION

If you aren’t comfortable talking about sex, then should you really be doing it? The best way to get comfortable is to start talking! Use the appropriate names of the male and female anatomy, talk about concerns and experiences, likes and dislikes and discuss consequences and protection. Good communication is the key to sexual health and good sex!

KNOWLEDGE

Know your body, learn about sexually transmitted diseases, protection and birth control options. Knowledge is power – use it!

PROTECTION

There are many ways to protect your sexual health if you are sexually active. Using a condom during oral, anal and vaginal sex is a good start. Get tested regularly, so that you know your status, take care of yourself and protect the health of others. Certain vaccines are now available that can also provide protection. Finally, the only true protection is to abstain from sex and if that suits you, you aren’t the only one! Nearly a quarter of UNR student have not had sex in the last 12 months.
The N Crowd loves a cold, delicious, drink from the tap...water! Watching calories you consume from beverages is another great way to shape up. See how those calories can add up.

ELIMINATE...

ONE 12 OZ SODA EACH DAY

WEIGHT LOSS IN ONE YEAR

16.5 POUNDS!

ONE 8OZ. GLASS OF JUICE (ORANGE) A DAY

11.5 POUNDS!

ONE 20OZ. GATORADE EACH DAY

13.5 POUNDS!

ONE 16OZ. SNAPPLE LEMONADE A DAY

23 POUNDS!

ONE 12OZ. STARBUCKS CAFE LATTE (2%) A DAY

12.5 POUNDS!

ONE 16OZ. JAMBA JUICE CITRUS SQUEEZE A DAY

29 POUNDS!
MENTALLY FIT

The N Crowd knows it takes work to be mentally fit. Over 80% of UNR students (most of us) have had some feeling associated with depression in the last year. Whether it is feeling exhausted, sad, or overwhelmed – the point is YOU are not even close to being the only one! The N Crowd is working out to become mentally fit, want to join them?

DEFINITION:

Being free of mental illness. It is the ability to enjoy life, bounce back from hard times, balance life, know your strengths, be flexible and express your emotions. Let’s face it we aren’t all good at these things, so here are some tips for becoming more mentally fit. When we achieve mental fitness, we can enjoy our life, our environment and the people in it.

The N Crowd suggests this work out for mental fitness:

One thing at a time – Being a student is stressful; you have a lot on your plate so remember to take a moment to slow down. Live in the moment and focus on one task at a time. Worrying about all the things on your “to do” list is just overwhelming and can cause a lot of unnecessary stress.

Breathe – It may sound silly, but this really works! Close your eyes, imagine the best place on earth and take a few deep breaths. Be in that wonderful place for a moment and enjoy the peace. Yoga can be a great outlet for reducing stress and learning great breathing techniques.

Think positive – We often dwell on the bad things – it may be something to talk about, but it does nothing for our mental fitness. Try to focus on good times, experiences and positive emotions.

Exercise – So it turns out looking hot is not the only benefit of exercise! Regular physical activity improves psychological well-being and anxiety. Read the studies; it’s true.

Get a life – Focusing only on school, work or everyday tasks is daunting. Find a “fun” focus or hobby. Whether it is snowboarding, gardening or volunteering – it will allow you to do something you enjoy and bring balance to your
This one is obvious - don’t drive while drinking, and don’t drive after drinking. Get a ride and ditch your car for a cab. A few bucks for a ride home is cheaper than paying for a DUI, not to mention jail time or someone’s life.

Never travel alone.

Only drink in familiar safe environments with people you know.

Finally, know if you have a problem. If you think you might, take this screening to find out.
http://www.unr.edu/shc

TOBACCO

84% of UNR student prefer it smoke free – what is it? Kissing, partying, campus, and everything. Even though that disgusting second hand smoke finds its way into everyone’s nose, only 16% of students are actually lighting up. The N Crowd knows that smoking makes you smell, age prematurely and doesn’t help at all in the health and image arena. The N Crowd is living smoke free.

HOOKAH OR NOT TO HOOKAH

The N Crowd is not fooled by Hookah. We know tobacco is tobacco no matter how you smoke it. So here is the hookah reality: Hookah is just as harmful as cigarettes.

Myth: Hookah is not harmful to my health.
Truth: The smoother feel and fruity flavors can be deceiving, but smoking hookah is harmful to your health. In fact, a typical hookah session is similar to smoking 100 cigarettes.

Myth: The water in the hookah filters out the toxins and tar in the tobacco.
And, most hookah bars only clean the water in their pipes once a day. Gross.

Myth: Hookah smokers don’t have the same health risks as cigarette smokers.
Truth: The health risks are the same. Including, cancers, heart disease, and lung problems.

Myth: Hookah smokers don’t get addicted
Truth: Just like any tobacco user, hookah smokers can become addicted. Nicotine in any form is highly addictive!

The N Crowd loves to know all the facts – if you do too read more about hookah.
EVENTS AND PROMOTIONS

The Student Health Center is offering free testing for HIV, Gonorrhea, and Chlamydia to students during the month of February 2009. Simply walk in to the SHC and request a free test.

Stay in shape or lose weight - Join UNR’s fitness challenge! Program will launch March 2009. For more information contact ejennings@medicine.nevada.edu

SERVICES
N Crowd Evaluation Plan

• Brand Recognition
  - Focus groups
  - Program Impact Surveys

• Track Contacts
  – Website Hits
  – Number of media distributed
  – Number contacts
  – Events attended
Wellness Programs for UNR
• 5 Week Wellness Challenge

• Module Sessions:
  - Physical Activity
  - Fruit and Vegetable
  - Beverages
  - Eating Out

• Physical Assessment

• Weekly Weigh In (optional)

• Extra Activities:
  - Hikes, walks, workouts
  - R.D. Talks
  - Group Counseling
  - Personal Training

• N-ergy Email Newsletter
• Listserv and Facebook
# Nergy Evaluation

## Pre Test

1. How would you describe your general health?
   - Excellent
   - Very Good
   - Good
   - Fair
   - Poor
   - Don't Know

2. On how many days of the last 7 days did you do:
   - Moderate-intensity cardio or aerobic exercise (caused a noticeable increase in heart rate, such as a brisk walk) at least 30 minutes?
   - a. Yes
   - b. No
   - c. Don't Know

3. On how many days of the last 7 days did you do:
   - Vigorous-intensity cardio or aerobic exercise (caused large increases in breathing or heart rate, such as jogging) at least 20 minutes?
   - a. Yes
   - b. No
   - c. Don't Know

4. How many servings of fruits and vegetables do you usually have per day? (1 serving = 1 medium piece of fruit, 1 half cup of legumes, 1/2 cup of rice, 1/2 cup of legumes and 1/4 cup of bread)
   - a. 1-2 servings
   - b. 3-5 servings
   - c. More than 5 servings
   - d. Don't eat fruits and veggies

5. On a scale of 1-5 how would you rate your level of knowledge related to nutrition?
   - Very knowledgeable
   - Somewhat knowledgeable
   - No knowledge

6. On a scale of 1-5 how would you rate your level of knowledge related to physical activity?
   - Very knowledgeable
   - Somewhat knowledgeable
   - No knowledge

7. During the last three months, my family or friends:
   - Encouraged me to exercise
   - Gave me reminders to exercise
   - Shared exercise or recreational outings
   - Asked me for ideas about how they can get more exercise
   - Told me how much they like exercise

## Post Test

1. How would you describe your general health?
   - Excellent
   - Very Good
   - Good
   - Fair
   - Poor
   - Don't Know

2. On how many days of the last 7 days did you do:
   - Moderate-intensity cardio or aerobic exercise (caused a noticeable increase in heart rate, such as a brisk walk) at least 30 minutes?
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*Student Health Center*
Summary Evaluation Results

• The percent of students who were doing no physical activity dropped 18.3%

• The percent of students who were doing 3 or more days of physical activity increased 24.2%

• The percent of students eating 4-5 fruits and veggies per day increased 43.3%
Knowledge of Nutrition

<table>
<thead>
<tr>
<th>Very Knowledgeable</th>
<th>Pre</th>
<th>Post</th>
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<tbody>
<tr>
<td>1</td>
<td>5.5</td>
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</tr>
<tr>
<td>5</td>
<td>2.7</td>
<td>1.4</td>
</tr>
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As a result of the program they...

- Increase physical activity: 85.1%
- Lose weight: 39.5%
- Eat healthier: 76.6%
- Are healthier: 78.7%
- Participate again: 93.5%
Evaluation Planning

- What are the goals and objectives of the program?
- What measurement will be used to track progress on these goals?
- What kind of data is needed?
- Where can this data be found?
- How will the data be collected from its sources?
- When will it be collected?
Example

Goal: Increase opportunities for health education and promotion

Objective 4.5: By October 2008, plan, design and implement one comprehensive wellness program.

Program Objective: By November 2008, increase knowledge of nutrition among wellness program participants by 10%, compared to baseline.
Example

Performance Measures:

Number of wellness programs planned and implemented

Percent of students who reported an increase in knowledge related to nutrition
Evaluation Tools

Surveying: survey instrument, interviews, focus groups, assessments

Tracking: tracking tool, tracking plan

Data Monitoring: BRFSS, Clinic Data, NCHA, CORE

Data Management: Software, Excel, SAS, Survey Monkey
Cultural Competence

• Where do you find your target population?
• What is their preferred method of communication? (language, tech., etc.)
• Who do they trust? Peers vs. Professionals
Questions/Thoughts