Health Promotion Section Needs Assessment Results
February 26 – April 5, 2016

n=140
140/360 = 39% response
At which type of campus do you work? (n=140)

- Public 2-year: 5.0%
- Private 2-year: 0.7%
- Public 4-year: 66.4%
- Private 4-year: 26.4%
- Public Graduate/Professional School only: 0.0%
- Private Graduate/Professional School only: 1.4%
In which regional affiliate are you a member? (n=139)
How many students are enrolled at your campus? (n=140)

- Less than 2,500 students: 7.9%
- 2,500-4,999 students: 8.6%
- 5,000-9,000 students: 12.9%
- 10,000-19,000 students: 15.7%
- >20,000 students: 55.0%
If applicable, which of the following special institutional attributes apply to your campus? (n=138)

*Select all that apply

- Historically Black College or University (HBCU)
- Minority Postsecondary Institution (MPI)
- Hispanic Serving Institution (HSI)
- Tribal College and University (TCU)
- Alaska Native or Native Hawaiian Serving Institution (ANNH)
- Faith-based Institution
- Community College
- Other
- Not Applicable

Not Applicable: 75.9%
Are you a member of the ACHA Health Promotion Section? (n=140)

- Yes: 85.7%
- No: 2.1%
- I don’t know: 12.1%
Which of the following populations do you serve in your health promotion practice? (n=140)

*Select all that apply*
Which best describes your PRIMARY role in college health? (n=140)
What function best describes how you spend the majority of your time at work? (n=140)

*Select top 3*
Do you work in the health promotion/wellness office on your campus? (n=140)

- Yes: 80%
- No: 20%
What title best fits your current position? (n=129)

- Director: 37.2%
- Associate Director: 15.5%
- Senior Health Educator/Health Promotion Specialist: 8.5%
- Health Educator/Health Promotion Specialist: 38.8%
Do you consider yourself a “One-person Unit”? (n=136)

- Yes: 23.5%
- No: 76.5%
Other than yourself, how many full time professional staff work in your campus’s health promotion department? (n=121)

<table>
<thead>
<tr>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>11</td>
<td>3.28</td>
<td>2.65</td>
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Select which best describes the staff who work in your health promotion office. (n=137)

*Select all that apply*

- **Topic specific** (such as “Alcohol and Drug Prevention Coordinator” or “Sexual Health Educator”): 48.9%
- **Generalists** (positions focused on particular skill across all health topic areas): 56.2%
- **Clinicians** (providing direct service or counseling): 14.6%
- I don’t know: 0.0%
- Not Applicable: 16.8%
Does your campus health promotion have a peer education program?  
(n=138)

- Yes: 77.5%
- No: 17.4%
- I don’t know: 3.6%
- Not Applicable: 1.4%
Select the roles your peer educators provide on your campus (n=106)

*Select all that apply*
To which department or administrative unit do you DIRECTLY report? (n=140)

- Academic Department: 39.3%
- Athletic Department: 31.4%
- Psychological Counseling: 7.1%
- First Year Experience: 9.3%
- Judicial Affairs: 2.9%
- Human Resources: 0.7%
- Public/Campus Safety: 4.3%
- Recreation: 1.4%
- School of Medicine: 1.4%
- Stand Alone Department: 1.4%
- Student Affairs/Student Services: 0.0%
- Student Health Services: 0.0%
- Student Organization(s): 0.0%
- Other: 0.0%
Does your campus conduct a campus-wide needs assessment of student health behavior? (n=138)

*Select all that apply

- Yes, we use the ACHA-National College Health Assessment II (ACHA-NCHA II) 70.3%
- Yes, but we do not use ACHA-NCHA II 8.7%
- Yes, we use multiple instruments to assess health needs of students 22.5%
- No, we do not conduct a campus-wide assessment 10.1%
- I don’t know 2.9%
Which of the following publications do you use to inform your professional practice? (n=133)

*Select all that apply*

- Ninth edition of the CAS Professional Standards for Higher Education: 45.9%
- Third edition of the ACHA Standards of Practice for Health Promotion in Higher Education (SPHPHE): 66.9%
- Healthy Campus 2020: 72.9%
- Healthier Campus Initiative – Partnership for a Healthier America Guidelines: 14.3%
- Ottawa Charter: 15.0%
- Vision into Action website (via.acha.org): 30.1%
- Okanagan Charter: 16.5%
- I don’t know: 10.5%
If you currently use the Standards of Practice for Health Promotion in Higher Education in your professional practice how do you use this document? (n=122)

*Select all that apply

- Determining the mission/vision of your department: 44.3%
- Determining the objectives for your department: 40.2%
- During program planning: 41.0%
- During program evaluation: 29.5%
- During internal or external reviews: 24.6%
- Planning for professional development: 28.7%
- When explaining Health Promotion in Higher Education to those outside of the field: 56.5%
- I’m aware of the Standards of Practices for Health Promotion in Higher Education but do not use them in my practice: 10.7%
- I’m not aware of the Standards of Practices for Health Promotion in Higher Education: 12.3%
- Other: 4.1%
If you currently use the Vision Into Action website in your professional practice how do you use this resource? (n=116)

*Select all that apply

- Departmental evaluation: 10.3%
- Program/initiative/service evaluation: 6.0%
- Staff evaluation: 4.3%
- Self-evaluation: 15.5%
- During internal or external reviews: 6.0%
- Communicate the purpose and function of health promotion to students, faculty, staff, and other campus and community members: 12.1%
- Read the stories from the field: 8.6%
- I'm aware of the Vision into Action website but do not use it in my practice: 37.9%
- I'm not aware of the Vision into Action website: 31.9%
What barriers, if any exist for you implementing or using any of these tools?
Does your department have a written vision/mission statement for your health promotion practice? (n=135)
Does your department have a written strategic plan for your health promotion practice? (n=135)

- Yes: 51.9%
- No: 48.1%
Which best describes the degree to which you most typically read the Journal of American College Health? (n=139)
How many years in health promotion in a higher education setting do you have? (n=139)

- 0 years: 0.7%
- 1-2 years: 15.1%
- 3-5 years: 25.9%
- 6-10 years: 23.0%
- 11-15 years: 14.4%
- >15 years: 20.9%
Please select the highest professional degree you have completed. (n=139)
In which field do you have your highest ACADEMIC DEGREE? (n=138)

*Select all that apply*
Do you maintain any of the following national or state certifications? (n=75)

*Select all that apply

- AASECT Certified Sex Educator: 4.0%
- Certified Health Education Specialist (CHES): 57.3%
- Certified in Public Health (CPH): 0.0%
- Master Certified Health Education Specialist (MCHES): 24.0%
- National Certification for Health Coaching: 8.0%
- Other: 24.0%
Please describe your degree of participation in APHA. (n=124)

- Not a member: 79.0%
- Member, but not involved: 16.1%
- Involved in a volunteer role: 4.0%
- Involved in a leadership role: 0.0%
- Attend the annual meeting or conference: 5.7%
Please describe your degree of participation in ACPA. (n=118)

- Not a member: 91.5%
- Member, but not involved: 5.1%
- Involved in a volunteer role: 1.7%
- Involved in a leadership role: 0.9%
- Attend the annual meeting or conference: 2.5%
Please describe your degree of participation in NASPA. (n=127)

- **Not a member**: 54.3%
- **Member, but not involved**: 29.1%
- **Involved in a volunteer role**: 7.1%
- **Involved in a leadership role**: 3.9%
- **Attend the annual meeting or conference**: 12.6%
Please describe your degree of participation in NIRSA. (n=116)

- Not a member: 93.1%
- Member, but not involved: 2.6%
- Involved in a volunteer role: 2.6%
- Involved in a leadership role: 0.9%
- Attend the annual meeting or conference: 0.9%
Please describe your degree of participation in SOPHE. (n=116)

- 86.2% Not a member
- 7.8% Member, but not involved
- 5.2% Involved in a volunteer role
- 0.9% Involved in a leadership role
- 4.3% Attend the annual meeting or conference
Please describe your degree of participation in AASECT. (n=117)

- **94.0%** Not a member
- **4.3%** Member, but not involved
- **0.9%** Involved in a volunteer role
- **0.0%** Involved in a leadership role
- **3.4%** Attend the annual meeting or conference
Please describe your degree of participation in any other national professional organization (besides ACHA). (n=48)
Which best describes your frequency of attendance at the ACHA Annual Meeting? (n=140)

- I have never attended: 21.4%
- I rarely attend: 10.7%
- I attend every couple of years: 25.0%
- I attend nearly every year: 22.9%
- I attend yearly: 20.0%
In the last three years, have you attended the ACHA Annual Meeting? (n=110)

- Yes: 83.6%
- No: 16.4%
In the last three years, have you attended the Health Promotion Section Business Meeting at the Annual Meeting? (n=92)

- Yes: 75.0%
- No: 25.0%
In the last three years, have you attended the Health Promotion Section New Member Welcome at the Annual Meeting? (n=92)
In the last three years, have you attended the Health Promotion Section Social at the Annual Meeting? (n=92)
If you have never attended the ACHA Annual Meeting, what were your reasons? (n=46)

*Select all that apply*
To what degree does each of these factors influence your decision to attend the ACHA Annual Meeting?

- Opportunity to earn continuing education credits: Not at all - 17.2%, Moderately - 41.0%, Greatly - 41.8%
- Opportunity to network with friends/colleagues: Not at all - 1.4%, Moderately - 38.9%, Greatly - 59.7%
- The location of the meeting is near my home: Not at all - 28.3%, Moderately - 23.9%, Greatly - 47.8%
- The location of the meeting is a desirable destination: Not at all - 20.1%, Moderately - 29.5%, Greatly - 50.4%
- Opportunity to improve professional development skills: Not at all - 0.7%, Moderately - 28.8%, Greatly - 70.5%
- Opportunity to learn new prevention practices, theories, and methodologies: Not at all - 0.0%, Moderately - 20.1%, Greatly - 79.9%
- Opportunity to reinforce current methods/practices being used: Not at all - 1.5%, Moderately - 37.7%, Greatly - 60.9%
- Opportunity to share/promote my own programs or practices: Not at all - 14.5%, Moderately - 31.9%, Greatly - 53.6%
- Serving on/participating in ACHA and/or HP Section committee(s): Not at all - 16.7%, Moderately - 37.7%, Greatly - 45.7%
- Having the funds to attend: Not at all - 6.5%, Moderately - 25.9%, Greatly - 67.6%
Are you actively involved in your ACHA affiliate? (n=139)

- Yes: 33.1%
- No: 66.9%
In the past three years, have you attended your ACHA regional affiliate meeting held at the ACHA annual conference? (n=140)

- Yes: 40.0%
- No: 40.7%
- Not Applicable, I have not attended the annual meeting: 19.3%
Have you ever attended your ACHA annual regional affiliate meeting? (n=139)

- Yes: 52.5%
- No: 47.5%
Please describe your current involvement with ACHA. (n=129)

*Select all that apply

- 86.8% Member of HP section
- 17.8% Annual meeting presider/facilitator
- 20.2% Annual meeting presenter
- 15.5% Member of HP section committee
- 6.2% Member of HP section Executive Committee
- 22.5% Active within your regional affiliate
- 24.0% Member of ACHA Coalitions, Standing Committees, Task Forces
- 7.0% Other
Please describe your historical involvement with ACHA. (n=110)

*Select all that apply

- 85.5% Member of HP section
- 36.4% Annual meeting presider/facilitator
- 39.1% Annual meeting presenter
- 22.7% Member of HP section committee
- 11.8% Member of HP section Executive Committee
- 30.9% Active within your regional affiliate
- 33.6% Member of ACHA Coalitions, Standing Committees, Task Forces
- 7.3% Other ACHA Leadership role not described above
- 13.6% Other
Have you participated in any of the conference calls or webinars hosted by the Health Promotion Section Member Development Committee? (n=138)
Do you plan to attend the ACHA 2016 Annual Meeting in San Francisco? (n=138)

- Yes: 58.0%
- No: 27.5%
- Not Sure: 14.5%
What type of professional development sessions interests you most? (n=138)

- Sessions that increase my understanding about health topics: 4.3%
- Sessions that increase my understanding of health promotion processes and practices: 37.7%
- Sessions that increase my understanding of health trends on college campuses: 14.5%
- Sessions that challenge me to think critically about the role of health promotion in higher education: 39.9%
- Other: 3.6%
Information on which topics would greatly improve your health promotion practice? (All those above 20% listed below) (n=136)

*Select your top 3*
I currently conduct assessment or evaluation research related to health promotion on my campus. (n=137)
How do you use these data from this assessment and/or evaluation research?
If you do not currently conduct assessment or evaluation research, is this something that you would like to do in the future? (n=57)

- Yes: 66.7%
- No: 17.5%
- Other: 15.8%
Which research-specific information/skills training would benefit your health promotion practice? (n=130) 

*Select all that apply*

- Applying research to health promotion practice: 60.0%
- Strategic planning: 46.2%
- Environmental Community Assessment: 36.2%
- Statistical Analysis: 33.9%
- Writing grants to fund research: 32.3%
- Conducting focus groups: 29.2%
- Integrating theory into research: 28.5%
- Conducting surveys: 24.6%
- Strategies for research collaboration: 24.6%
Which research-specific information/skills training would benefit your health promotion practice? (continued) (n=130)

*Select all that apply

- How to interpret research findings: 24.6%
- Qualitative research methods: 23.1%
- Selecting research methodology: 23.1%
- How to read and critique a journal article: 18.5%
- Conducting a literature review: 11.5%
- Understanding human subjects review/IRB: 9.2%
- Conducting interviews: 8.5%
- Other: 6.2%
- Other: 1.5%
Which of the following do you desire from your participation at the annual meeting? (n=130)

- Formal networking with colleagues in an HP meeting: 26.2%
- Informal networking with colleagues on your own: 35.4%
- Social networking event with colleagues sponsored by the HP Section: 21.5%
- Involvement opportunities with HP: 5.4%
- Involvement opportunities within ACHA: 6.2%
- Involvement with regional affiliate: 1.5%
- Other: 3.8%
If the HP section offers a social, which one of the following do you prefer? (n=129)

- **An informal place to gather and meet people**: 14.7%
- **An informal experience with people wearing name tags**: 41.9%
- **Some structure with an activity and name tags**: 28.7%
- **A formally structured event where people are introduced to each other, including activities**: 14.7%
If the HP section offers a social, which one of the following do you prefer? (n=129)

- In the morning for breakfast prior to an 8 am session: 8.5%
- During lunch if no sessions or meetings are occurring: 38.0%
- During an evening after the last session: 53.5%
What are some emerging health promotion topics, issues, situations, or trends on your campus that influence your work (i.e., violence, mental health issues, etc.)?
What do you need to learn more about in order to advance your practice in health promotion in higher education?
What is the one thing that the Health Promotion Section leadership can do for you in the upcoming year to help you stay connected?
How would you prefer to stay connected with the Health Promotion section of ACHA throughout the year? (n=131)

*Select all that apply

- ACHA Website: 32.1%
- Conference calls: 32.8%
- Distribution lists: 42.0%
- Email: 78.6%
- Journal of American College Health: 22.9%
- Social media: 29.8%
- Webinars: 57.3%
- Newsletter (College Health in Action): 42.0%
- Electronic or paper: 7.6%
- Other: 0.8%
Do you feel you know how to effectively advocate for Health Promotion on your campus? (n=130)
Do you feel senior administration has a clear understanding of health promotion and wellness in higher education? (n=131)

- Yes: 38.9%
- No: 61.1%
What type of campus advocacy skills do you feel would benefit your work? (n=129)

*Select all that apply

- How to engage multiple stakeholders in conversations around policy/environmental change: 55.8%
- How to apply evidence-based strategies to your unique campus community – Translating the strategy into practice: 55.8%
- “Elevator Speech” Development – Talking points: 48.1%
- Tips on how to talk to Administrators: 46.5%
- Media advocacy skills – How to use media strategically: 35.7%
What type of campus advocacy skills do you feel would benefit your work? (continued) (n=129)

*Select all that apply

- Financial resource development: 34.9%
- Developing a white paper: 34.1%
- Tips on how to talk with colleagues (in your own dept or within student affairs): 27.1%
- Forming a coalition: 26.4%