

ANNUAL REPORT  
RYERSON UNIVERSITY  
Health Promotion

2011-2012



Prepared by  
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Health Promotion Department  
For  
Dr. Su-Ting Teo, Director, Student Health & Wellness

# Message from Health Promotion Coordinator

This year saw many changes to the Health Promotion Department starting with a change in Health Promotion Coordinators part way through the academic year and concluding with the presentation of the new mission and vision statements. I am pleased to provide you with this annual report which I hope will offer a synopsis of the achievements of this department over the past year.

Specifically, this report will provide an overview of the department's activities during the academic year May 2011-April 2012. We were able to form new partnerships this year which have the potential to strengthen as we move forward and there is potential for more relationships to develop in the future. Our venture into social media has been cautious but our efforts have been well received and slow progress is being made to draw more people to our sites. Looking ahead to next year and years to come the department aims to engage students in the on-going strategic planning process and using their input as well as evidence informed practice to direct our work in promoting healthy students and a healthy campus.



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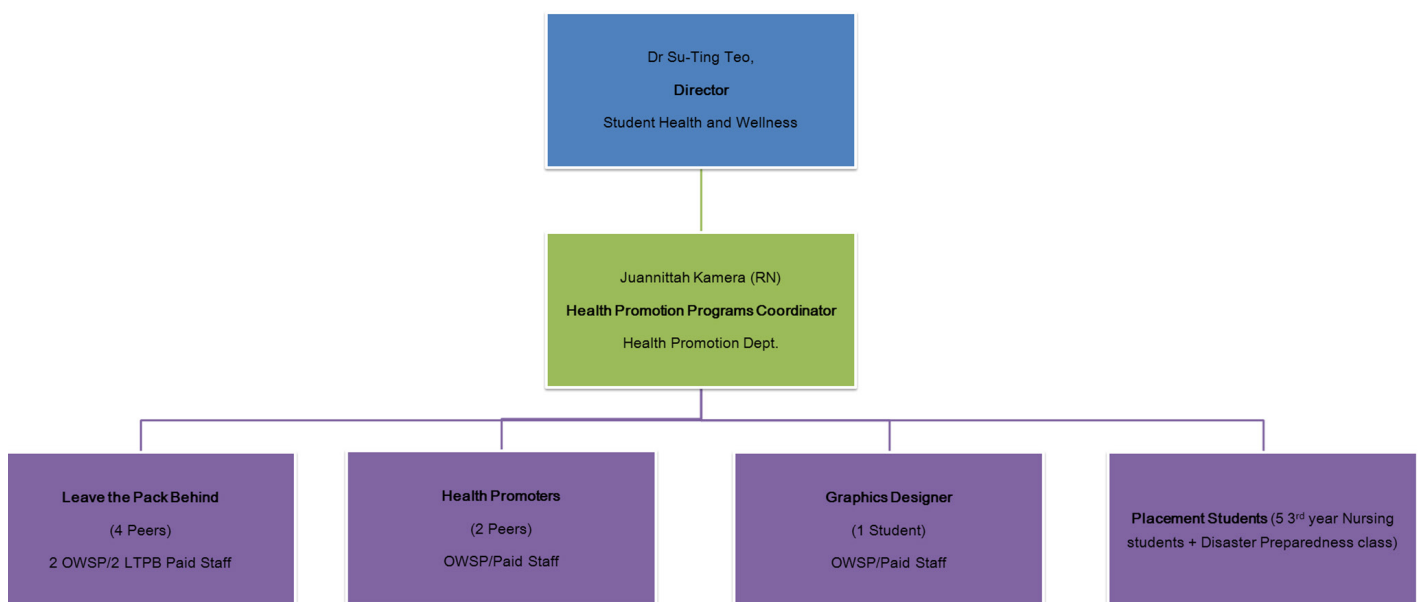
# Health Promotion Team 2011-2012

We had a significantly smaller team this year compared to previous years but we were able to accomplish a considerable amount of work. With the exception of Leave The Pack Behind, focus for the peers was removed from outreach/workshop/booth type of activities and efforts were redirected to program planning and online social media.

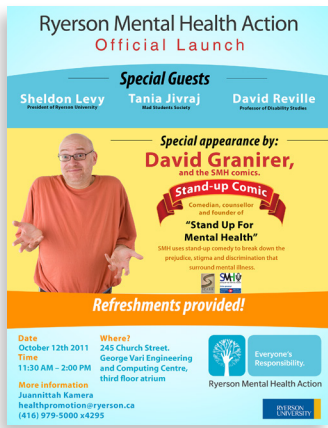
We had two nursing students in the fall semester and three nursing students in the winter semester placed with the department. The winter placements yielded some very positive outcomes and the department was informed that two of the three health promotion initiatives that the students developed while on placement were adopted for use during the annual Student Orientation sessions for student nurses in the Daphne Cockwell School of Nursing



## Health Promotion Organisation Chart



# Health Promotion Activities **Fall Semester**



## **Ryerson Mental Health Action Launch (Oct 12)**

Mental Health Campaign which aimed of creating awareness around mental health and de-stigmatizing negative perceptions surrounding mental health issues.

### Objectives:

1. Raise awareness of the importance of Mental Health and Well being.
2. Inform students of current resources/services available to them.
3. Creating a caring Ryerson community that supports mental health

### Impact:

- Officially initiated the conversation of mental health at Ryerson
- Initial headcount ~20-30 (coming and going throughout the event)
- Photographs of crowd as well as speakers

### Comments:

Not as many people showed up for the event. Possible reasons include:-

- Location – it was noted that some people later mentioned not know where the Atrium was
- Scheduling – it was during class time
- Advertising – methods used to advertise might not have been effective in reaching the students
- Interest in the topic of MH. Especially by Students

## **Pyjama Day (Oct 13)**

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

### Objectives

- Continue the Mental Health Action momentum
- Continue to encourage the discussion of student mental health
- Raise awareness of the importance of sleep
- Provide sleep hygiene tips

### Impact:

- There were a number of students and staff that come with their version of pyjamas.
- Generated some buzz and discussion about mental health and the importance of sleep on campus

### Comments:

The number of people that participated in Pyjama day was low but there were a few pictures that were taken around campus. For a first attempt we were satisfied with how the community responded.



# Health Promotion Activities **Fall Semester**



## Flu Clinics (November 2, 16, 30, Dec 1)

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

### Objectives:

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

### Impact:

- 505 vaccines given

### Comments:

Turnout in line with previous years but relative to people on campus it was not very big. Possible reasons include:-

- Location – Some members of the campus might not come to the Hub, SHE Bldg or Student Centre
- Scheduling – members of the campus community might not be on campus on Weds
- Advertising – methods used to advertise might not have been effective in reaching the students
- Personal concerns about the vaccine might deter some

## Health Promotion – PITMAN Hall (Nov 22)

(Booths –LTPB, Alcohol, Sexual Health, Nutrition at exams, Hand Hygiene, and Flu.)

### Objectives:

- 1.Booths to provide students with information on various health topics
- 2.Encourage healthy living by providing examples of how to shop and eat well
- 3.Providing mental and physical health information to students
- 4.Distribute condoms, sanitary pads and tampons

### Impact:

- Contact - 19
- Interaction – 14

### Comments

- There were many students that went by –but they were not interested in stopping and talking or even collecting information.
- Lots of ladies took the tampon samples and men mostly took condoms – although they were hiding them or self conscious about taking them – reason – mostly embarrassed



# Health Promotion Activities Winter Semester

## “Health Day: Health on All Sides” (Feb 16)

An event developed to raise awareness about the importance of staying health throughout a student’s academic career.

### Objectives:

1. Encourage healthy living by providing examples of how to shop and eat well
2. Providing mental and physical health information to students
3. Showcase RAC services

### Impact:

- We reached over 300 students:
- 116 participants filled out quiz cards
- 150+ signatures were obtained from the Heart and Stroke Healthiest Province Campaign
- 18 students signed up for massage therapy
- 7 students signed up for yoga
- 23 students had their blood pressure taken
- There were tweets and re-tweets done by some departmental staff and student groups about the event, in addition to coverage on Ryersonian TV by journalism students.

### Comments:

- Students were enthusiastic and asked many questions about health and the resources the department has available to them.
- Having Danone, Faz, and Helen there was also fantastic; their activities were appealing to students which drew them in to Health Day where they were able to learn more about creating and maintaining healthy lifestyles.



## Health Promotion Activities **Winter Semester**



### **Importance of Oral Hygiene and Maintaining Good Oral Health (March 28th)**

(Collaborative event with dental hygienist students from Regency Dental Hygiene Academy)

To promote and enhance oral hygiene self-care knowledge of the students through the delivery of an oral hygiene care presentation.

#### **Objectives:**

- Students will verbalize the caries process, progression of periodontal disease and how to prevent them.
- Students will verbalize healthy eating, and the difference between caries causing and non-caries causing foods.
- Students will demonstrate modified Stillman and rolling stroke tooth brushing techniques, and C-shaped flossing on teeth models.
- Students will verbalize the importance of daily oral self-care, and regular visits to the dental hygienist and dentist.

#### **Impact:**

- 39 written responses on satisfaction surveys
- Contact with approx 65-70 students.

#### **Comments:**

- It was a slow start, but overall the turnout was good as the morning went on.
- Students who had the time to stop and chat seemed genuinely interested in learning how to properly maintain good oral hygiene.





## Leave the Pack Behind

Leave the Pack Behind ran 3 social media marketing campaigns this year. These 3 social marketing campaigns are not designed to have a direct behaviour change impact (aside from WUR which is a cessation intervention). Their purpose is to inform and direct students who smoke to the best, evidence-based service/resources for them (whether that is a DIY booklet, contest, health professional intervention, NRT or prescription medication etc.) and to raise awareness about tobacco issues. Other than the “reach”, which tells us how many students actually know about the campaigns, the impact is really what it leads to - students accessing LTPB and health professional services which will ultimately help them quit.

Period	Contest	Goals	How
September to November	1)Prevention of Initiation & Escalation of Smoking (PIES)  <b>Target Audience:</b> •Non-smokers & Social Smokers	a)Reduce the number of students who initiate tobacco use during university  b)Reduce the number of students who escalate their tobacco use during university	•Display booths •CO testing using monitor •Material handed out  •Walkabouts •Interaction with students •Material handed out
November to February	2)wouldrather...(wur...) Contest  <b>Target Audience:</b> •Smokers, Social Smokers, Ex-smokers & Non-smokers	a)Accelerate the process of reducing smoking prevalence and tobacco consumption on Ryerson campus  b)Create a supportive environment for anyone who wants to quit to cut back their smoking  c)Involve the greatest number of students possible in the contest as contestants or buddies	•Display booths •Computers used to sign up online •Paper forms  •Walkabouts •One-on-one communication with students •Very informal •Material was handed out
February to April	3)Quit Run Chill (QRC)  <b>Target Audience:</b> •Smokers & Students looking to use exercise as a stress reliever	a)Increase smokers’ understanding that physical activity improves the odds of staying smoke-free after quitting  b)Enhance smokers’ motivation to reduce or quit smoking  c)Increase smokers’ ability to use running as a relapse prevention strategy	•Interactive, free web resources •8 week running program •Info about quitting & withdrawal •Stress management tips,videos & strategies •Support emails, personalized programs  •Display booths •Computers set up to encourage students to sign up for the online program



Leave the pack Behind indicator		RYERSON (2011-12)
<b>Peer Education/Awareness Activities</b>		
Outreach events (e.g., health fairs, walkabouts, display tables, residence presentations, etc.)		61
Face-to-face contact with students		2,219
One-to-one interactions with students		1,345
Promotional/educational items disseminated		6,376
Promotional/educational items displayed		445
Carbon Monoxide tests		252
Students accessed any LTPB programs/services		1,917
Smokers accessed any LTPB programs/services		1,077
<b>Cessation Activities/Outputs/Outcomes</b>		
Referrals to campus clinic for cessation counselling		328
Referrals (from physicians/nurses ) to LTPB student team for peer support		1
Estimated number of smokers quit with smoke quit and health professional advice (at least 11.4% quit rate)		1
Self-help smoking cessation materials disseminated by student-team (Smoke   Quit)		451
estimated number of smokers quit using Smoke Quit (11.4% Quit Rate)		51
students signed up for wouldrather... contest		221
smokers signed up to quit smoking (Quit 4 Good category)		54
estimated number of smokers in Quit 4 Good who quit (19.8% quit rate)		11
<b>Peer Support Activities</b>		
U Know U Want 2... help a friend quit booklets disseminated		463
Students signed up for 'Rewards List' (to receive updates, information and/or peer support)		64
Smokers signed up for 'Rewards List' (to receive updates, information and/or peer support)		20
<b>Awareness of LTPB &amp; Social Marketing Campaigns</b>		
students aware of LTPB on campus (%)		42%
smokers aware of LTPB on campus (%)		51%
students aware of PIES campaign		14%
students aware of the availability of free NRT in clinic		29%
students aware of wouldrather... contest		48%

**Notes**

- Campus enrolment: 20,300 full time students; about 4,466 smokers (based on 22% prevalence)
- The student-team had face-to-face contact with 2,219 students or about 12% of the student population.
- The student-team had one-to-one conversations with 1,345 students or about 7% of the student population
- An estimated 8,526 students at Ryerson are aware of LTPB.
- An estimated 2,278 smokers at Ryerson are aware of LTPB.

## Mental Health Action

### Launch

On October 12, 2011 Ryerson University officially launched the Ryerson Mental Health Action campaign. The campaign aimed to raise awareness, de-stigmatize mental problems and illness, encourage individual and group action and publicize Ryerson mental health initiatives. A panel discussion entitled “Stand up for Mental Health” kicked off the Mental Health Action campaign on October 12, 2012. Mad Students Society’s Ryerson representative, Tania Jivraj, and Disability Studies professor, David Reville, both spoke about their personal experiences, de-stigmatizing mental health issues and the role we all play in mental health. They were joined by President Sheldon Levy. Additional events such as Pajama Day promoted the importance of sleep, Body Breaks encouraged exercise and physical activity, and a Madness Fair hosted by RyeAccess rounded out the month’s activities. Mental Health initiatives will continue all year round with October being the primary month for mental health awareness.

### C2C Mental Health Working Group

Also in 2011, the Connection to Campus Network, a committee comprised of staff from Student Services, formed the Mental Health Working Group, in response to the increased mental health demands from students and staff. The Mental Health Working Group, chaired by the Health Promotion Coordinator, is tasked with investigating and developing strategies for addressing mental health needs of both the students and the staff in students’ services. This group will work together with Health Promotion to progress the mental health agenda on campus.

The Ryerson Mental Health Action is an ongoing campaign and more programming and events will be developed for next year.

# Ryerson Mental Health Action Official Launch

## *Special Guests*

**Sheldon Levy**  
President of Ryerson University

**Tania Jivraj**  
Mad Students Society

**David Granirer**  
and the SMH Comics

**David Reville**  
Professor of Disability Studies



# Partnerships

## External

### **The Toronto Peer Health Network: Peer Health Training Collaboration**



Once again this year, students from Ryerson University, York University and University of Toronto (Scarborough, St George and Mississauga campuses) came together for a one day collaborative learning and training day in early January 2012. The attendance was excellent with over 130 students participating. This one day session gave the students an opportunity to practice their skills and reflect on their work from the fall semester.

This years' learning program aimed to encourage students to recognise their roles and responsibilities as peer health promoters and highlighted the impact that they might have on the students that they come into contact with. Youth Advocacy Training Institute (YATI) held workshops on "Creating Effective Health Promotion Campaigns", Marisa Ship and Ryan Fisher (Alumni, Theatre & Drama Studies University of Toronto Mississauga) facilitated a "How Improv Can Make You A Better Health Educator" session and the day was concluded with a talk from keynote speaker Chris McGrath (Dean of Students, Seneca). The feedback from the students was very positive and they enjoyed networking with their peers.

## Internal

### **1. Connection to Campus Network Mental Health Working Group (C2C MHG) Partnership**

The Health Promotion department will be working with the Connect to Campus Network on mental health initiatives. In 2011, the Connection to Campus Network; a collection of several staff in Student Services who meet to explore ways to collaborate for the purpose of creating a more vibrant campus community; formed the Mental Health Working Group, in response to the increased mental health demands from students and staff. The Mental Health Working Group, chaired by the Health Promotion Coordinator, is tasked with investigating and developing strategies for addressing mental health needs of both the students and the staff in students' services. Effective mental health promotion involves not only attending to the needs of those with mental health difficulties, but also promoting the general mental wellbeing of all students, which will in itself bring significant benefits to Ryerson University. Improved general mental wellbeing will impact on institutional reputation, student recruitment and retention, performance in general and on community relations

### **Purpose**

Operating within Student Services, the mandate of C2C MHG will be to review or develop policies, programs, services and informational resources in the area of mental health education and awareness and effective crisis management and response.

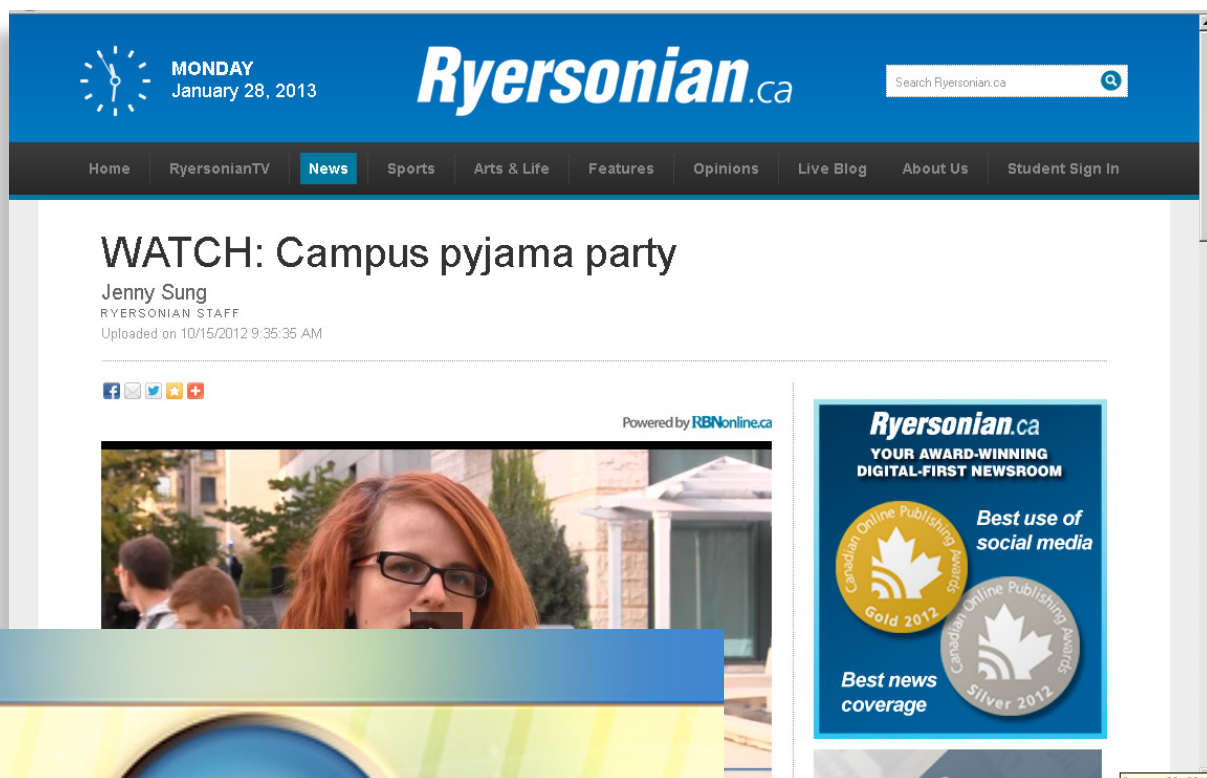
### **Objectives**

- Assess the OVPS's staff comfort with handling the mental health issues of our students
- Develop a plan and/or set of recommendations for training that could be developed or offered in order to train the Student Services staff and student leaders to increase their knowledge and awareness of mental health issues and how to deal with them
- To assess the student's knowledge of services available to support their mental health needs
- Develop an action plan to raise the awareness of the services available to support a student's mental health needs (committee ends at developing the action plan within the action plan identify who will carry out the plan)
- Identify partners within that can make assist facilitate our agenda

## 2. Ryersonian Partnership

The Health Promotion Department, in collaboration with Peter Bakogeorge, an Instructor with The Ryersonian, began to explore how the two departments could collaborate. The following was decided:

- Health Promotion would provide a calendar of our activities to Peter who will align the topics with the journalism student's calendar. This will let students know what topics are occurring each week so they can cover them for the Ryersonian, RUTV or their online posts.
- Once a month, Health Promotion in collaboration with faculty from the Ryersonian, will offer a student the opportunity to guest blog on the Health Promotion Blog
- On the topic of mental health – we agreed that more care would be taken about how reporting of mental health is done in the paper. Typically the Counselling Centre has had minimal contact with the media but after a meeting between Peter, Sarah Thompson (Clinical Coordinator CSDC) and Health Promotion it was decided that more effort for collaboration would be made by all parties involved.
- The Health Promotion Coordinator will be an adviser to students from the Ryersonian, directing them the relevant or most reliable resource and offering suggestions on their projects.



# The New Health Promotion Department

This year we began the process of revamping the Health Promotion department. We started looking at the work we do, how we do it and how we evaluate, assess and measure our successes and failures. It was decided that we would develop a strategic plan for Health Promotion and this year was spent reviewing our mission statement, vision statement, values statement and setting new goals. We are now working on the final piece of our strategy which is the Action plan. This plan will require us to figure out what our expected outcomes will be and how we will go about implementing activities to help us achieve them.

Below are the new Vision Statement, Mission Statement, Values Statement and Goals.

## Our Vision

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

## Our Mission

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

## Our Values

As a department we believe that addressing student health and wellness will be more effective if we engage and encourage **Active Student Involvement and Leadership** and ensure that we provide **Student Centred Service**. The key to success will be continued **Collaboration** with all our partners both within and outside Ryerson. We will support the Ryerson **Community's** sense of responsibility and contribution to Student Health and wellness by providing **Service Excellence** that respects the **Equity and Diversity** of our population and is **Innovative** with new creative ideas that have the potential for significant impact. As a department we value **Accountability** and take responsibility for our actions as they influence the lives of our students and fellow workers and we strive to practice with **Integrity**.

## Goals

1. Engage students in creating a healthy campus (community development)
2. Develop relevant, impactful health promoting programming and processes based on assessment, evaluation and evidence
3. Be recognized and valued as a department that inspires and supports effective health promotion practice
4. Support student learning that integrates academic goals with Health Promotion

## Standards of Practice

Health promotion at Ryerson is guided by the American College Health Association Guidelines for Standards of Practice for Health Promotion in Higher Education: (see [http://www.acha.org/Publications/docs/Standards\\_of\\_Practice\\_for\\_Health\\_Promotion\\_in\\_Higher\\_Education\\_May2012.pdf](http://www.acha.org/Publications/docs/Standards_of_Practice_for_Health_Promotion_in_Higher_Education_May2012.pdf) for details)

1. Alignment with the Missions of Higher Education
2. Socioecological-Based Practice
3. Collaborative Practice
4. Cultural Competence
5. Theory-Based Practice
6. Evidence-Informed Practice
7. Continuing Professional Development and Service



## Social Media

Health Promotion began using social media platforms Facebook, Blog and Twitter to expand our visibility among the Ryerson community. With the help of Hamza Khan (Digital Community Facilitator) we were able to establish these pages and grow them slowly over the year. We use the Health Promotion page, Facebook, the Blog and Twitter to share general health information, events news, interact with students and share inter-department information. Our following continues to grow and our hope is that with the targeted social media campaign set for next year our numbers will continue to increase.



<http://www.ryerson.ca/student services/healthpromotion/>



<https://www.facebook.com/HealthyatRyerson>



<https://twitter.com/ryehealthpromo>



<http://healthpromotion.blog.ryerson.ca/>

## Future Initiatives

**1. Community Development within Faculties at Ryerson University:** Health Promotion will be reaching out to faculty to find new ways of collaborating and connecting with students in courses to help facilitate health promotion projects and to help us create a healthy campus.

**2. American Colleges Health Assessment:** National College Health Assessment (NCHA): The second ACHA/NCHA Survey will be administered to Ryerson students in Spring 2013.

**3. Mental Health Action:** We shall continue to move the mental health agenda on campus through various activities and campaigns

**4. Healthy Campus:** A Healthy University aspires to create a learning environment and organisational culture that enhances health, wellbeing and sustainability of its community and enables people to achieve their full potential. This means combining healthy policies, in a healthy environment with complementary education programs and initiatives. The Health Promotion department will explore various activities that we can engage in that will help us achieve this goal.





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