Department: Student Health Center

Assessment Title: Health Education Presentation Evaluations and Follow Up

SAAT Liaison: Karen Gordon-Sosby

Overview & Response Rate: Provide the methods used to administer the assessment and the timeline. Identify demographics of respondents; include the number mailed or interviewed and the number completed.

An evaluation of presentations given by the Student Health Center’s (SHC) Health Education Coordinator and Health Education Intern was conducted during the fall semester of 2009. A Presentation Evaluation form was handed out to each presentation attendee after each presentation. Students were asked to fill out the forms anonymously and hand them in before leaving. A Follow-Up Evaluation was given to the students of four sections of US1100 University Seminar courses approximately one to two months after the presentation. Presentation topics included sexual and reproductive health, the seasonal and H1N1 flu, and Student Health Center services, among others. The follow-up evaluations were only given to classes that received the sexual and reproductive health presentations. Presentation audiences included student organizations such as The Network, and students from US1100 University Seminar and undergraduate health courses. Respondents were students from varying classifications, degree programs, and backgrounds. A total of 378 students received initial evaluations from all presentation topics, 208 of those being from presentations focused on sexual and reproductive health. We had a response rate of 100%. A total of 86 students were chosen (out of 208 that attended the sexual and reproductive health presentations) to receive the follow-up evaluations and we had a response rate of 100%. Therefore, 41% of the subpopulation that received sexual health presentations were surveyed one to two months post-presentation.

Distribution: List groups that will receive reports (oral or written) from this assessment. Include timeline for when presented.

Reports on the evaluations will be given to Student Health Center department heads. Results will be presented during a monthly department head meeting in the spring 2010 semester. The report will also be added to the SHC Web site under the Assessments link option.
**Summary of Findings:** Include narrative, table and figures, if applicable. What did you learn?

Evaluations showed that:

- 96% of students were able to list at least one new concept that they had learned during the presentation
- 91% were able to name a positive health behavior that they would be likely to adopt
- 45% reported being *Very Likely* to adopt the positive health behavior within the next year
  - An additional 31% reported being *Somewhat Likely* to adopt the health behavior
  - About 19% of students reported *Already Practicing* the positive health behavior
- 60% reported being *Very Satisfied* with the presentation
  - An additional 39% reported being *Satisfied* with the presentation
- 75% reported the presenter to be *Excellent*
  - An additional 22% rated the presenter as *Very Good*

Follow-up evaluations showed that:

- 93% of students were still able to list at least one new concept that they had learned during the presentation
- 97% were still able to name a positive health behavior that they had considered adopting
- 48% reported *Adopted & still practicing* the new positive health behavior within the one to two month time frame
- 20% reported the presentation encouraged the student to research more information on the health topic on their own time

### Intent to Adopt Positive Health Behaviors

- **Very Likely**
- **Somewhat Likely**
- **Somewhat Unlikely**
- **Very Unlikely**
- **Already Practicing**

### Students Who Learned a New Concept from Presentations

- **Listed A New Learned Concept**
- **Left Question Blank**
Overall, the findings show that students who attend SHC presentations are learning new information about health topics pertinent to the college population. Students also reported positive health behaviors that they intend to adopt within the next year as shown from the initial evaluation. Accordingly, the follow-up evaluation shows that students (48%) are adopting some behaviors. This is a very encouraging finding, as the overall goal for health education initiatives is to not only educate, but create positive health changes.

Students seem to be satisfied with the content of the presentations and the presentation style of the Health Education Coordinator. Many positive comments were received in the additional comments section of the evaluation form.

The evaluations also allowed students to identify topics they would like to learn more about in the future. The most common topics students requested were stress and time management, AIDS, STDs, contraception, physical exercise, and nutrition.
### Some new information that students listed learning include:

- "Chlamydia is the #1 leading cause of sterility in the US"
- "Combine cardio and weight training for healthier body"
- "Marijuana is pretty harmful"
- "The whole 'putting on a condom' thing. Now as a girl I know what's going on."
- "35,000 people die per year from the flu"
- "Cough into your sleeve"
- "More sleep to get more A's"

### Some health behaviors that students reported the intent to adopt include:

- "Abstinence"
- "Get between 7-8 hours of sleep"
- "Following the food pyramid"
- "Don't smoke"
- "Wash hands, use hand sanitizer"
- "Protect yourself and your partner"
- "Weight training is important"
- "Alcohol moderation"

### Some comments students said about presentations include:

- "[Reproductive system] Models were very good and made it more interactive. Great program."
- "Content was very helpful & informative. Presenter was very professional & still made the topics interesting."
- "Presenter was very knowledgable! Loved it!"
- "It was very interesting, enjoyed learning about what the presenter had to offer."

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**Link to Strategic Plan:** List the strategic plan objective supported by this assessment. Specifically identify the results which relate to strategic initiative(s).

**Student Health Center Goal III:** Be a health and wellness resource for the campus community.

**Objective A:** Develop interventions that promote healthy student behaviors.

**Results:** Presentations included topics of specific interest to college health matters. Healthy behaviors are taught and encouraged and skill building is emphasized.

- 96% of students were able to list at least one new concept that they had learned during the presentation
- 91% were able to name a positive health behavior that they would be likely to adopt
- 45% reported being Very Likely to adopt the positive health behavior within the next year
- 60% reported being Very Satisfied with the presentation
- 75% reported the presenter to be Excellent

**Additionally, follow-up evaluations show the following.**

- 93% of students were still able to list at least one new concept that they had learned during the presentation
- 97% were able to still name a positive health behavior that they had considered adopting
- 48% reported Adopted & still practicing the new positive health behavior within the one to two month time frame
- 20% reported the presentation encouraged the student to research more information on the health topic on their own time
These results show that healthy student behaviors are being promoted and have some likelihood of being adopted by students, per self reporting. National College Health Assessment surveys will be conducted to determine actual changes in student behaviors. Baseline data will be collected in Spring 2010, while follow up surveying is scheduled for Spring 2012.

**Link to Learning/Program Outcomes:** List the learning/program outcome supported by this assessment. Specifically identify the results which provide evidence of learning.

**Student Health Center Student Learning Outcome #2:** 50% of students who participate in sexual health presentations will adopt a positive health behavior that prevents pregnancy or sexually transmitted infections.

**Direct Assessment:** Presentation evaluation forms will be completed by all participants at the time of the presentation. The evaluation form asks students if they learned something new, if they can identify a positive health behavior they learned and if they are likely to adopt the new behavior. For a sample of presentations (3-4 classes per semester), a follow up evaluation will be completed in the same classroom at the end of the semester. This evaluation will ask students if they did adopt the new health behavior. 50% of students should report adopting the new behavior. For students who were not successful, additional questions will be asked about barriers to change or additional resources or support that could have helped them. This information will be used to enhance the presentations and/or develop separate health interventions.

**Indirect Assessment:** Presentation evaluation forms will be completed by all participants (see description above). 90% of participants should report learning new information from the presentations and 75% should be able to identify a positive health behavior they learned.

**Results:** Presentations included topics of specific interest to college health matters. Healthy behaviors are taught and encouraged and skill building is emphasized.

- 96% of students were able to list at least one new concept that they had learned during the presentation
- 91% were able to name a positive health behavior that they would be likely to adopt
- 45% reported being *Very Likely* to adopt the positive health behavior within the next year
- 60% reported being *Very Satisfied* with the presentation
- 75% reported the presenter to be *Excellent*

**Follow-up results**

- 93% of students were still able to list at least one new concept that they had learned during the presentation
- 97% were able to still name a positive health behavior that they had considered adopting
- 48% reported *Adopted & still practicing* the new positive health behavior within the one to two month time frame
- 23% of students listed a barrier that prevented them from adopting the health behavior
- 20% reported the presentation encouraged the student to research more information on the health topic on their own time

These results show that our Student Learning Outcome goals were nearly met and some exceeded in Fall 2009. The goal was to have 50% of students adopt and still be practicing their
learned health behavior leading up to the follow-up evaluation. 48% of students reported “Adopted & still practicing” the learned health behavior from the presentation.

**Recommendations/Action Plan:** Describe specific actions or programmatic changes you will make resulting from this assessment. Include semester(s) of implementation and proposed follow up assessment.

We are very pleased with the results of the evaluations. Students are showing that learning is occurring during SHC presentations and that they are satisfied with the delivery method and presenter. We will continue to work with professors and organization leaders on campus to provide these programs to existing audiences. The Health Education staff will also work to network with more organizations, residence halls, and campus leaders to provide presentations to a wider audience. While most students claim there have been no barriers to them practicing their desired health behavior, some that were brought up the most were money, partner, pressure, and prior lack of knowledge. Students listed topics such as birth control, flu, STI's, and AIDS that they would like to learn about in future presentations. The SHC will consider offering more outreach events such as World AIDS Day and STI awareness week which might provide some free or discounted services that students have requested. We would also like to offer evening presentations by the Health Education Coordinator with incentives for attendance. We will continue to develop other outreach events pertaining to sexual health that have some of the same qualities as our “Sex, Lies, & Chocolate” presentation that are attention grabbing, interactive, funny, and entertaining to students. We will continue to evaluate each presentation after it is given with the current evaluation tool.