BY THE NUMBERS
2018-19

98% of students
Said “having access to health care through Student Health Services had a positive impact” on their academics

96% of students
Agreed or strongly agreed that “it is important for me to have Counseling Services located on campus”

2,480
Average number of student appointments at Vibrant Health Family Clinic for the last 5 years

2,220
Individuals Counseling Sessions

206
Outreach events by Student Health and Counseling

Increase in Services:

9.6%
Increase in the number of students seen in Counseling Services since the prior year

78.2%
Increase in percentage of enrolled students seen in Counseling Services in the last twelve years

52.2%
Increase in the percentage of providers visits for students at Pierce County Reproductive Health Services in the last three years

Students familiar with Counseling Services available to them

Students familiar with Student Health Services available to them

Top Reasons Students Visit Counseling Services:
Anxiety/Fears/Worries (other than academics)
Stress/Stress Management
Depression/Sadness/Mood Swings
Low Self Esteem/ Confidence
Procrastination/ Motivation

Student Client Comments:

Counseling Services: “It really helped me become aware of my behavioral patterns and how to utilize new coping strategies,” “I have learned to be more mindful and think through thoughts and emotions”

Vibrant Health Family Clinic: “Awesome doc and great staff,” “Caring provider,” “Super helpful,” “Did a great job”

Pierce County Reproductive Health Services: “Each time that I came in the RNs explained everything thoroughly,” “All of my questions were answered. I felt comfortable,” “Flexible scheduling. Warm and welcoming”
### Counseling Services Utilization

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of clients</th>
<th>Average number of sessions</th>
<th>Number of clients</th>
<th>Enrollment</th>
<th>Percentage of enrolled students seen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/2009</td>
<td>1,009</td>
<td>2.71</td>
<td>372</td>
<td>6,555</td>
<td>5.68%</td>
</tr>
<tr>
<td>2009/2010</td>
<td>1,230</td>
<td>2.83</td>
<td>434</td>
<td>6,728</td>
<td>6.45%</td>
</tr>
<tr>
<td>2010/2011</td>
<td>1,402</td>
<td>2.59</td>
<td>541</td>
<td>6,902</td>
<td>7.84%</td>
</tr>
<tr>
<td>2011/2012</td>
<td>2,087</td>
<td>4.36</td>
<td>479</td>
<td>6,788</td>
<td>7.06%</td>
</tr>
<tr>
<td>2012/2013</td>
<td>2,002</td>
<td>4.05</td>
<td>494</td>
<td>6,447</td>
<td>7.66%</td>
</tr>
<tr>
<td>2013/2014</td>
<td>1,886</td>
<td>4.23</td>
<td>446</td>
<td>6,171</td>
<td>7.23%</td>
</tr>
<tr>
<td>2014/2015</td>
<td>1,648</td>
<td>3.64</td>
<td>453</td>
<td>6,184</td>
<td>7.33%</td>
</tr>
<tr>
<td>2015/2016</td>
<td>1,616</td>
<td>3.95</td>
<td>409</td>
<td>5,958</td>
<td>6.86%</td>
</tr>
<tr>
<td>2016/2017</td>
<td>1,905</td>
<td>4.07</td>
<td>468</td>
<td>5,931</td>
<td>7.89%</td>
</tr>
<tr>
<td>2017/2018</td>
<td>2,245</td>
<td>4.24</td>
<td>529</td>
<td>6,110</td>
<td>8.66%</td>
</tr>
<tr>
<td>2018/2019</td>
<td>2,220</td>
<td>3.79</td>
<td>586</td>
<td>6,139</td>
<td>9.55%</td>
</tr>
</tbody>
</table>

*How numbers have been counted have varied from year to year, so are somewhat approximate.

*Initiated Titanium counseling services management system in August 2012.

*Currently does not include group sessions.

### Student Health Services Utilization

**Vibrant Health Family Clinic & Pierce County Reproductive Health Services**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of visits</th>
<th>Average number of visits per enrollment</th>
<th>Percentage of total costs that are uncovered insurance costs</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/2009</td>
<td>3,856</td>
<td>0.59</td>
<td>33.2%</td>
<td>6,555</td>
</tr>
<tr>
<td>2009/2010</td>
<td>3,977</td>
<td>0.59</td>
<td>36.9%</td>
<td>6,728</td>
</tr>
<tr>
<td>2010/2011</td>
<td>3,018</td>
<td>0.44</td>
<td>35.8%</td>
<td>6,902</td>
</tr>
<tr>
<td>2011/2012</td>
<td>2,982</td>
<td>0.44</td>
<td>36.4%</td>
<td>6,788</td>
</tr>
<tr>
<td>2012/2013</td>
<td>2,950</td>
<td>0.46</td>
<td>39.8%</td>
<td>6,447</td>
</tr>
<tr>
<td>2013/2014</td>
<td>2,489</td>
<td>0.40</td>
<td>47.3%</td>
<td>6,171</td>
</tr>
<tr>
<td>2014/2015</td>
<td>2,770</td>
<td>0.45</td>
<td>43.6%</td>
<td>6,184</td>
</tr>
<tr>
<td>2015/2016</td>
<td>2,161</td>
<td>0.36 TTL Visits partially or completely covered by SHS</td>
<td>72.93%</td>
<td>5,958</td>
</tr>
<tr>
<td>2016/2017</td>
<td>1,863</td>
<td>0.31 TTL Visits partially or completely covered by SHS</td>
<td>72.94%</td>
<td>5,931</td>
</tr>
<tr>
<td>2017/2018</td>
<td>1,516</td>
<td>0.25 TTL Visits partially or completely covered by SHS</td>
<td>93.5%</td>
<td>6,110</td>
</tr>
</tbody>
</table>

*How numbers have been counted have varied from year to year, so are approximate.

*Significant changes in tracking utilization began in 2015/2016 at Vibrant Health Family Clinic, so there are challenges with getting accurate counts, especially insurance only visits.

*2017-18 is latest available data for Vibrant Health Family Clinic.

*2018-19 there were 1,498 provider visits and 727 medications for UWRF students at Pierce County Reproductive Health Services (PCRHS).

*2017-18 there were 1,357 provider visits and 327 medications for UWRF students at PCRHS.

*2016-17 there were 984 provider visits and 226 medications for UWRF students at PCRHS.
Student Health & Counseling Services

- Provides access to clinical health and mental health services.
- Monitors the health and mental health of students, the campus, and the community.
- Identifies pertinent health and mental health concerns and issues.
- Addresses health and mental health issues through collaborative health programming, services, and policies.
- Serves as a consultant and resource for health and mental health related information and services.

Student Health and Counseling Services are supported almost exclusively by a portion of the segregated fees paid by students.

Student Health and Counseling Services has also been able to secure grant funding from multiple sources annually since 2002 to help support health and mental health initiatives and efforts, totaling over $270,000 since 2002.

Student Health and Counseling Services will be relocating from Hagestad to Rodli Hall as part of the renovation of Rodli Hall in late 2019/early 2020, and is working to be prepared for this office relocation, as well as decoupling form Career Services.

Service Area Outcomes

(Monitored at least annually)

- Number of counseling appointments
- Number of counseling clients
- Average number of counseling session per client
- Reasons students come to Counseling Services
- Percentage of enrolled students seen in Counseling Services
- Number of health services appointments
- Average number of health appointments per enrollment
- Percentage of services covered by Student Health Services versus health insurance
- Number of Student Health and Counseling Services outreach events and number of students reached
- Satisfaction data for Counseling Services and Student Health Services service providers

Strategic Goals for Student Health and Counseling Services and Sexual Violence Prevention and Services

For 2018-19

1. Focus on prevention and wellness in promoting health and mental health, through increased collaboration and communication with the campus and community.

2. Target efforts at prevention and early intervention related to student mental health issues, including efforts to continue to engage faculty/staff, students, and the community.

3. Enhance awareness and education for the campus community regarding when and how to intervene with a person in need (involving alcohol, sexual assault, hazing, using non-inclusive language, and mental health concerns, etc.), also referred to as bystander intervention/Step Up. In particular focus on this with sexual violence efforts and initiatives.

4. Continue to work with others on campus and in the community to promote physical activity and healthy eating, including food insecurity. Work on efforts to address food insecurity among UWRF students, including enhancing relationship with local food pantry and encouraging/promoting access to UWRF students in need, marketing to help dispel myths about food insecurity and raise awareness about area food insecurity resources, and collect data on UWRF student food insecurity.

5. Work to encourage and promote healthy sleep among students (and campus community).

6. Continue to expand/enhance our service delivery model in Counseling Services, such as continuing to tailor a triage/intake system, serving as a training center (providing counseling student internships/practicums), expanding our offerings of groups and programming, based on best practices and current resources.

7. Work collaboratively with others on campus and in the area and region to address issues related to drugs, such as prescription drugs/heroin and marijuana, etc. Likely the focus will be on marijuana with UW System training and legislation across the country and possibly federally.

8. Continue to tailor and enhance our clinical health services available through Student Health Services to assure inclusive services and to provide an array of services that meet the needs of our students, to provide different options for how and where to access services, and to provide services that are affordable and accessible so that students can seek services with as few barriers as possible.

9. Plan, implement, and evaluate theory- and evidence-informed sexual/intimate partner violence prevention strategies, policies, programs, and services to support student success, focusing primarily on transforming the campus environment and culture through population-level initiatives, including supporting the Violence Prevention Coordinator (VPC) and Campus Victim Advocate (through an agreement with Turningpoint), and continuing to facilitate the campus and community Sexual Assault Coalition.

10. Continue to work to meet the needs of diverse people and provide a safe and welcoming atmosphere that is sensitive to all persons, including supporting an environment through our services and offerings in which each person is respected, welcomed, and appreciated, where the diversity represented within the student population and campus community is valued and appreciated.
11. Educate students, families, and others on campus and in UW System about 1) the importance of health insurance, but also the limitations (limited network provider availability and high out-of-pocket costs such as high deductibles, copays, and co-insurances; hence seeking health or mental health/counseling services even with health insurance can result in significant barriers for students), 2) the importance of assuring access for students to affordable and accessible health and mental health/counseling services tailored to the unique needs of college students, and 3) the importance of having accessible and knowledgeable campus health and mental health professionals to provide proactive, preventive outreach, resources, offerings, policies, and consultation tailored to our campus and students.

**For 2019-20**

1. Focus on prevention and wellness in promoting health and mental health, through increased collaboration and communication with the campus and community.

2. Target efforts at prevention and early intervention related to student mental health issues, including efforts to continue to engage faculty/staff, students, and the community.

3. Continue to work with others on campus and in the community to promote physical activity and healthy eating, including food insecurity. Work on efforts to address food insecurity among UWRF students, including enhancing relationship with local food pantry and encouraging/promoting access to UWRF students in need, marketing to help dispel myths about food insecurity and raise awareness about area food insecurity resources, and collect data on UWRF student food insecurity.

4. Continue to expand/enhance our service delivery model in Counseling Services, such as continuing to tailor a triage/intake system, serving as a training center (providing counseling student internships/practicums), expanding our offerings of groups and programming, continuing to keep an appropriate updated dynamic referral list, providing services and offerings that are culturally competent and inclusive, all based on best practices and current resources.

5. Continue to tailor and enhance our clinical health services available through Student Health Services to assure culturally competent and inclusive services and to provide an array of services that meet the needs of our students, to provide different options for how and where to access services, and to provide services that are affordable and accessible so that students can seek services with as few barriers as possible. Successfully prepare and release a Request for Proposals for general clinical health services for URFW students through Student Health Services, with a successful agreement in place by fall 2020.

6. Provide support in the transition for the Violence Prevention Coordinator and Campus Victim Advocate (including Turningpoint agreement) to the Office of the Title IX and Campus Integrity and Compliance Director.

7. Continue to work to meet the needs of diverse people and provide a safe and welcoming atmosphere that is sensitive to all persons, including supporting an environment through our services and offerings in which each person is respected, welcomed, and appreciated, where the diversity represented within the student population and campus community is valued and appreciated. Increase targeted interventions to vulnerable and traditionally underserved students.

8. Educate students, families, and others on campus and in UW System about 1) the importance of health insurance, but also the limitations (limited network provider availability and high out-of-pocket costs such as high deductibles, copays, and co-insurances; hence seeking health or mental health/counseling services even with health insurance can result in significant barriers for students), 2) the importance of assuring access for students to affordable and accessible health and mental health/counseling services tailored to the unique needs of college students, and 3) the importance of having accessible and knowledgeable campus health and mental health professionals to provide proactive, preventive outreach, resources, offerings, policies, and consultation tailored to our campus and students.


---

**Disabilities - NCHA**

<table>
<thead>
<tr>
<th>Reported Disabiliies 2015</th>
<th>UWRF 2018</th>
<th>UW System 2015</th>
<th>National 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADHD (Attention Deficit Hyperactivity Disorder)</td>
<td>7.7%</td>
<td>8.2%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Psychiatric Condition</td>
<td>10.0%</td>
<td>8.5%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Chronic Illness</td>
<td>5.1%</td>
<td>5.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Learning Disability</td>
<td>5.5%</td>
<td>4.5%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

---

**Do you have any of the following?**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADHD</td>
<td>6.1%</td>
<td>6.7%</td>
<td>7.7%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Chronic illness</td>
<td>3.0%</td>
<td>4.5%</td>
<td>4.0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Learning disability</td>
<td>5.1%</td>
<td>5.5%</td>
<td>5.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Psychiatric condition</td>
<td>4.3%</td>
<td>8.8%</td>
<td>10.0%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

---

**2009 2012 2015 2018**
10. Collaboratively work with others on campus to create and support a model for student success, including utilizing Navigate as appropriate.

11. Continue to advocate for and provide leadership for the best model of clinical health services, mental health services, health promotion and wellness efforts, public health and emergency preparedness, etc. to serve UWRF students and campus.

**Student Health and Counseling Services**

**Student Learning Outcomes**

A student will be able to:

1. Take responsibility for their overall health and wellbeing, including having adequate health insurance and being able to appropriately access and utilize health and mental health services.

2. Make responsible health- and mental health-related choices based on appropriate current information, accurate assessment of risk, and sense of self in relationship to one’s environment and situation, and learn to manage the impact of health- and mental health-related issues that affect their academic, personal, and career success.

3. Understand how to cope with stress and manage it in effective and proactive ways, including in the context of college and academic work, and learn positive adaptive living skills to promote lifelong personal, social, and community development.

**Student Health Services**

The mission of Student Health Services is to enhance students’ health by collaboratively providing basic health services, access to information and resources, advocacy for campus health policies, and prevention focused programming so that students can successfully pursue their academic, personal, and professional endeavors. Many clinical health services commonly used by students are provided through Student Health Services for registered full-time and part-time students through contractual agreements with Vibrant Health Family Clinic in River Falls and Pierce County Reproductive Health Services. Students call directly to Vibrant Health Family Clinic in River Falls (715-425-6701) or Pierce County Reproductive Health Services (715-425-8003) to set up an appointment and bring their student ID and health insurance information. Rides to and from both locations are also covered by Student Health Services by calling the River Falls taxi service at 715-425-7878. Specific services covered are available on the Student Health Services web page. The UWRF Student Health Nurse/Assistant Director of Clinical Health Services provides nursing care, health information, counseling, outreach and advocacy for students at Vibrant Health Family Clinic in River Falls and serves as a liaison between providers at the Clinic and the University.

Student Health Nurse/Assistant Director of Clinical Health Services provides, and regularly updates, a variety of education folders for providers to use for students, such as Wellness (information on healthy eating, physical activity, and sleep), Unplanned pregnancies (with information on all options), and Travel. She also spends a significant amount of time assisting international students, as well as domestic students, in navigating and serving as an advocate and liaison in utilizing health and mental health services, assuring appropriate use of health insurance, educating and assisting students in the process of ensuring healthcare bills are paid, and assisting in arranging for recommended follow-up care.

The Director of Student Health and Counseling Services continues to serve on the group that annually reviews the UW System International Student Health Insurance plan and works with others on campus to assure policies and practices are in place so that international students and scholars have adequate health insurance coverage while here, and are informed of the policy and how to use it. In addition, the Director is serving on the UW System Campus Climate and Sexual Violence and Harassment Survey Working Group to provide input for a UW System consortium online survey administration for students to be administered likely in 2020.

Health Educator/Assistant Director of Health Promotion provides campus wide prevention-focused programming, outreach, support, marketing, and works collaboratively to administer health and mental health needs assessments/surveys for students and campus and advocates for campus policies on issues such as alcohol, tobacco, physical activity, sexual health, mental health, sexual violence, wellness, etc. Also serves on health related committees; and oversees certain prevention grants. Also serves as Responding Process Advisor for Title IX sexual violence cases.

**Counseling Services**

The mission of Counseling Services is to provide professional mental health counseling and consultation services for our campus community that:

- Incorporates a brief therapeutic model to address the emotional and behavioral needs of our students.

- Coordinates referrals to off-campus professionals when specialized, more intensive, and/or longer-term services are needed.

- Creates developmental programming to increase healthy lifestyle and coping behaviors across campus.

- Provides leadership and advocacy for university mental health policy and initiatives.

Counseling Services provides confidential one-on-one and group counseling for students to help students work through a wide variety of issues that they might be facing during their college years. Counseling Services incorporates a brief therapeutic model with an emphasis on developmentally-oriented therapy directed at helping students succeed in the university environment. When specialized or longer term services are needed, Counseling Services can assist in making referrals to off-campus professionals. Students who wish to make an appointment can either stop in to the Counseling Services office or call and make an appointment.
Student Health and Counseling Services Webpages

The Student Health and Counseling Services web pages contain information on:

- Health and mental health services and how to access them
- Where to go/what to do for emergencies/crisis situations (including suicide, medical emergencies, and sexual assault)
- Special medical or mental health needs
- Sexual/Intimate Violence Prevention and Advocacy - has information on the new Violence Prevention Coordinator staff position, advocated for by Student Senate and covered by the health segregated fee, and the Campus Victim Advocate, provided through an agreement with Turningpoint Victims of Domestic and Sexual Violence, both housed in Student Health and Counseling Services.
- Area and online physical and mental health resources
- Coping with tragedy, trauma, and death
- Online mental health screening (UWRF as been using since 2006-07 and for 2018-19, 442 students (up from 352 in 2017-18) went through online screening for depression, anxiety, alcohol, other substances, post traumatic stress disorder, eating disorders, or bipolar disorders, and received information on services and resources corresponding with their symptoms and level of distress. Concerns about possible depression and anxiety remain our students primary reason for accessing this screening.
- eCHUG Alcohol ECHECKUP (UWRF has been using since 2006-07 and students who take the required physical activity course complete this online alcohol screening program.
- Recommended immunizations and where/how to obtain
- Health insurance, including information about the Affordable Care Act
- Medical excuses
- Wellness assessment and available campus and community resources (Over 3,000 persons have taken the assessment since its inception in 2011.)
- Weekly and annual wellness events and opportunities for fitness and exercise

http://www.uwrf.edu/studenthealthandcounseling/studenthealthservices/
http://www.uwrf.edu/studenthealthandcounseling/counselingservices/
http://www.uwrf.edu/studenthealthandcounseling/wellness/

Counseling Services has instituted a number of practices to help resources go farther and to serve students in better, more timely ways:

- We have instituted an intake system whereby students are seen in a much more timely way, often within a day or two.
- We offer group counseling, which is a very effective method for therapy for many students, and allows us to reach more students.
- We serve as a training site for graduate counselor students, who are closely supervised by Counseling Services therapists. Having counseling trainees is a value-added service for UW-River Falls students. We have had one to two successful interns each year since the initiation of UWRF serving as a site eight years ago.
- We utilize a counseling services management system, Titanium, which includes an electronic confidential intake/assessment system, client records, appointment calendar, and tracking/utilization data. Titanium allows us to track Counseling Services utilization and trends, such as numbers and types of appointments, number of clients seen and reasons for being seen, etc.

Students coming in for their first visit will be seen for a brief (20-30 minute) intake with a counselor who will:

- Provide information about what to expect from the counseling process
- Discuss the student’s presenting issues and concerns
- Develop a plan to best meet the student’s needs, which may include:
  - Referral to a counselor on our staff for individual counseling
  - Referral to group counseling, such as Art Therapy group (done in collaboration with faculty from the Art Department), Kind to Self Kind to Others group (focuses on building self-esteem and confidence, exploring identity and strengths, building resilience, doing acts of kindness for self and others), Relationship group (topics included different types of relationships, what defines a healthy and unhealthy relationship, how to cope with a variety of relationships, how to learn better communication within relationships, and how to process both healthy and unhealthy connections), and Grief Support group and Success Coaching.
  - Referral to a mental health counselor or service off campus
  - Information and referral to other campus services
  - Referral to a health care provider, including psychiatrist.

Counseling Services now contracts with an experienced licensed psychologist for clinical consultation, and counselors meet regularly with this consultant.
Sexual/Intimate Partner Violence Prevention and Advocacy

Violence Prevention and Services include the Violence Prevention Coordinator (VPC) and a Campus Victim Advocate (CVA). This was the first full year of having VPC and we continue our contract with a local community service provider, Turningpoint, for our part-time CVA.

This year prevention education programs were developed and delivered to a variety of audiences across campus. In total, 2,395 students received in-depth information on relationship violence and resources. These programs help to create a culture of consent, and aid in students understanding of the impact of sexual violence and how they can be a part of decreasing the instance of sexual violence. These programs also teach students about intimate relationships so they have the skills and resources to develop meaningful and healthy relationships in their own lives. One of the highlights was the partnership developed with the UWRF Athletics Department to provide education to every individual athletic team as well as an initial informational session with all coaching staff.

Campus-wide awareness events focused on topics ranging from resources for sexual assault survivors to the impact of current culture on relationships. Resource materials were available at every event. Over 900 students participated in these campus events. During the month of April the “What You Were Wearing” art installation was displayed in the University Center. This display was an impactful exhibit of clothing worn by survivors and a written account of their experience.

In addition to students, almost 200 faculty and staff received information regarding reporting obligations. In total over 3,500 people received information and education on the issues of sexual and intimate partner violence this year.

Resources available for victims include one-on-one advocacy as well as guidance related to Title IX as our VPC also serves as the Reporting Party Process Advisor for Title IX. The Violence Prevention Program directly supported 11 sexual violence victims and 1 stalking victim throughout the academic year.

The VPC participates in a number of campus committees including UWRF Sexual Assault Coalition, Health and Wellness Council, We Are Falcons, Bias Incident Response Team and Advisory Council on Alcohol, Tobacco, and other Drugs.

As of March 2019, the VPC and CVA report to the new Title IX Coordinator and Director of University Integrity and Compliance.

In addition the Student Health and Counseling Services Health Education Coordinator/Assistant Director of Health Promotion now also serves as the Responding Party Process Advisor for Title IX.

Marketing and Outreach

Student Health and Counseling Services develops and implements a marketing plan, and updates annually. The marketing plan consists of events, social media, poster stands, University Center information tables and posters/fliers, residence hall posters, table tents, access TV, and yard signs, covering multiple health and mental health topics, such as alcohol and other drugs, physical activity, healthy eating and food insecurity, sleep, depression and anxiety, sexual and interpersonal violence, etc. The four Student Health Interns are assigned tasks under each of these areas and work with the Assistant Director of Health Promotion to complete the tasks.
This year Student Health and Counseling Services created a Wellness Listserv that students could elect to be part of to stay updated on different wellness events. In addition Student Health and Counseling Services developed in Instagram page, in addition to our Facebook page, to provide another outlet to reach students across our campus.

In 2018-19 Student Health and Counseling Services and Violence Prevention and Advocacy staff participated in, sponsored, or conducted 221 outreach events, reaching nearly 9,300 students (some students multiple times), family members, faculty and staff, and community members.

- Summer Registration
- New student and new faculty/staff orientation
- New international student orientation, including tours of Vibrant Health Family Clinic in River Falls, being screening for tuberculosis, and and receiving influenza and other vaccines
- Student Involvement Fair
- Study abroad sessions with students and program leaders
- Student Athlete seminars
- On-campus Job Fair
- Residence Life staff training
- Classroom presentations
- Information desk and campus tour guide training
- Residence Hall and Student Organization Presentations
- Multiple interviews on a variety of health and mental health issues with students from campus media, such as the Student Voice, WRFW, the campus cable television
- Variety of wellness sessions, such as weekly meditation
- Monthly Wellness Workshop Series incorporating essential oils into daily life
- Partnered with Student Senate on Mental Health Awareness Week events
- Monthly pet therapy
- Annual Wellness events such as the Health Fair, Wellness Challenge, and fall and spring De-Stress Fests
- Annual campus influenza shot clinics for students and faculty/staff
- Bi-weekly information tables in the University Center with information and resources on services and a variety of health and mental health issues
- Facebook and Instagram posts twice a week on health topics and promotion of events
- Organize and facilitate a Health Day annually for the River Falls Chamber of Commerce Leadership River Falls program
- Provide marketing on information, services, and resources on multiple health and mental health issues through a variety of means such as poster stands across campus, Access TV, residence hall posters, periodic yard signs across campus, etc.
- Create and distribute multiple educational kits, such as Quit (tobacco) Kits, Sexual Choices Kits, Sleep Kits (with healthy sleeping tips, herbal tea, sleep mask, ear plugs, and lavender lotion), Cold/Flu Kits, etc.
- Student Health and Counseling staff presented at professional conferences including at the Wisconsin Intramural Recreational Sports Association conference hosted at UWRF on the connection between physical activity and mental health, at the Wisconsin Coalition Against Sexual Assault Campus Sexual Violence Consortium in Oshkosh on our campus and community Sexual Assault Coalition and our successful agreement with Turningpoint for a Campus Victim Advocate, and at the Wisconsin Association of Professional Counselors in Higher Education conference in Kohler on our Wellness Workshops and on UW System efforts to support growing student mental health concerns (including the Board of Regents presentation on this).
Step Up/Bystander intervention

Student Health and Counseling Services worked with the Survey Research Center to conduct a Step Up bystander intervention survey (used with permission from the University of Arizona) in 2010 and again in 2013 and 2016 administered to all Greek students, all student athletes, and a random sample of the general student body. The survey has items related to experiences and attitudes of students with regard to bystander intervention practices in four situations where the personal safety of another person is at risk: (1) Someone has had too much to drink, (2) Hazing, (3) Someone being taken advantage of sexually, (4) Verbal mistreatment/harassment based on gender, race, class, sexual orientation, etc. (5) Someone experiencing significant emotional distress or thoughts of suicide. Data revealed:

- Since 2010, students have grown significantly more bothered by witnessing drunkenness, at risk for sexual assault, and verbal mistreatment/non-inclusive language.
- 90% of students strongly agreed or agreed that they have a responsibility to intervene when they witness a problematic situation. This is up from 84% in 2010 and 88% in 2013.
- Although the percentages are coming down, the biggest barrier for most situations in not intervening continues to be “didn’t know how to intervene.”
- In 2016, 95% of students said either an “extreme amount” or “very much” should be done to address emotional distress, compared to 92% in 2013.
- In 2016, 58% of students said they would likely intervene to stop verbal abuse compared to 56% in 2013 and 49% in 2010.

Step up is a community-promoting bystander intervention program that challenges UWRF students to sign their name to the pledge below and live it while being a member of our campus community. Campus staff working with Step Up meets with all incoming first-year students as well as with student athletes. Campus staff working with Step Up also supports and is visible at many community-building events on campus throughout the year.

I pledge that I will appreciate differences, celebrate individualism, and respect others. I will support those around me and Step Up against intolerance. I will Step Up to do what is right, I’m not a bystander, I’m part of the solution.

Campus and Community Collaborations

In our efforts to connect with others on campus and in the community to better serve students, Student Health and Counseling Services staff have organized and chaired the following campus and community groups:

- University Advisory Council on Health and Wellness works to collaboratively address health and wellness issues that affect students and faculty/staff.
- The working groups met on ATOD, sexual assault, physical activity, and nutrition/food insecurity throughout the year.
- The Physical Activity Working Group worked on having personal trainers available in the Fitness Center, repainting the walking route markers, met with the Faculty Welfare Committee on ways to partner regarding wellness efforts, and distributed the updated “Staying Fit in River Falls” resource guide. This interactive resource lists both campus and community resources.
- The Nutrition/Food Insecurity Working Group worked on food insecurity issues for UWRF students, including working with the local food pantry, which is very close to campus, to help make the food pantry more useful and inviting for UWRF students, also on marketing to campus about myths related to food insecurity and college students, about the availability of the food pantry for UWRF students to use, and about how student organizations doing food pantry drives can work to collect items that are particularly useful and helpful for students. The group provided support for the initiation of, and the continued promotion of, monthly Fare For All in River Falls, where all persons can sign up to receive low cost nutritional food packages. Also the group advocated for the initiation of Student Health and Counseling Services covering taxi rides to and from the River Falls Food Pantry for UWRF students. In addition, we added two food insecurity questions to the NCHA for the spring 2018 UWRF student NCHA administration.

Results:

In the last three months:

I was worried whether my food would run out before I got money to buy more:

- Often or sometimes true: 3.5% + 17.5% = 21%
- Never true: 79.1%
The food I bought just didn’t last, and I didn’t have money to get more:

- Often or sometimes true: 2.6% = 12.8% = 15.4%
- Never true: 84.7%

- The Chancellor’s Advisory Council on Alcohol, Tobacco, and Other Drugs continued to monitor and advocate for ordinances and legislation that support minimizing the harmful effects of alcohol, tobacco, and other drugs. This has occurred in conjunction with the community Healthier Together Alcohol Abuse Action Team. The focus is on possible ordinances related to alcohol licensing, over-serving and public intoxication.
- Working with Student Involvement on an Alpha Gamma Rho Fraternity Alumni Association donation to support alcohol and drug prevention education for students.
- The Sexual Assault Coalition supported the Student Senate’s advocacy to hire a Violence Prevention Coordinator. The group also supported Student Senate It’s On Us efforts, and had two posters on consent on campus. In addition, the group hosted a Wisconsin Coalition Against Sexual Assault training for the coalition around the coalition’s mission and vision and the coalition also walked through a sexual violence victim scenario to help identify problem areas and barriers, so that we can work on improvements.
- Pierce/St. Croix Counties Share Group: group of area providers of health/mental health related services, who meet quarterly for the mission of networking, sharing information, and educational purposes.

In addition, Student Health and Counseling Services staff have participated in or served on multiple campus and community groups, including:

- UWRF Behavior Intervention Team
- UWRF Leadership Assembly
- UWRF Student Affairs Leadership Team
- UWRF Student Affairs Assessment Team
- UWRF Bias Education Response Team
- UWRF Residence Life Accommodations Committee
- Multiple UWRF Search Committees
- Twin Cities Health Directors
- River Falls Community Food Pantry board
- River Falls School District Crisis Response Team
- Western Wisconsin Working for Tobacco-Free Living (W3TFL)
- River Falls Chamber of Commerce Leadership River Falls program
- Pierce and Saint Croix Counties Medical Reserve Corp
- Healthier Together Pierce and St. Croix counties along with Hudson Hospital and the River Falls Area Allina Hospital
- Meetings with providers and staff at the Vibrant Health Family Clinic, Pierce County Reproductive Health Services, and local mental health providers to learn about services to enhance facilitation of referrals

Inclusivity/Diversity/Interculturalism

Student Health and Counseling Services Diversity Statement: The staff of UWRF Student Health and Counseling Services supports an environment in which everyone is respected, welcomed, and appreciated. We value the diversity represented within the student population and campus community. We respect and appreciate the unique history of each person. We are committed to meeting the needs of diverse people and providing a safe and welcoming atmosphere that is sensitive to all persons.

We continually work to demonstrate these values and principles in our daily work, here are a few examples of this effort:

- Bring in speakers/encourage events that promote inclusion and understanding around diversity topics, including Identity-Based Student Organization programming.
- Promote community wide policy changes that help minimize barriers and make access to services more accessible and welcoming for underrepresented groups.
- Work with the River Falls Food Pantry to increase students’ visits to twice a month and Student Health and Counseling Services now covers taxi rides to and from the Food Pantry for students. Also worked
Impact of Health/Mental Health on Academics - NCHA

Top issues negatively affecting academics for UWRF students

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stress</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30.1%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Sleep Difficulties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>19.9%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Anxiety</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12.4%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13.9%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Cold/flu/sore throat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13.3%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Depression</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9.3%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Concern for Friend/Family</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12.4%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Internet/computers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11.7%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Relationships</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.8%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

Affecting academic performance:
• Received a lower grade on an exam or important project
• Received a lower grade in a course
• Received an incomplete or dropped a course
• Significant disruption in thesis, dissertation, research, or practicum work

UWS and National data is from spring of 2015 as new reports were not yet available.

Suicide Prevention Efforts at UW-River Falls

Based on this model, specific examples of suicide prevention efforts at UW-River Falls:

- Identify Students At-Risk, in Need of Assistance
  - Eg. Collaborative working relationships and regular meetings with campus departments such as Residence Life to monitor and intervene early with students of concern
- Establish and Follow Coordinated Crisis Management
  - Eg. Behavior Intervention Team
- Encourage and Increase Help-Seeking Behaviors and Reduce Stigma
  - Eg. Dan’s Bandana
- Provide Appropriate and Responsive Mental and Medical Health Services
  - Eg. Counseling Services and Student Health Services
- Restrict Access to Potentially Lethal Means of Harm to Self or Others
  - Eg. Weapons are not allowed in our buildings on campus
- Encourage and Promote Life Skills and Resiliency
  - Eg. Wellness Initiatives
- Creating and Maintaining a Caring Campus Environment
  - Eg. Tobacco and Alcohol Policies/Efforts, Bystander Intervention/Step Up

FOR CAMPUS PROFESSIONALS

COMPREHENSIVE APPROACH

Develop Life Skills
Promote Social Connectedness
Restrict Access to Potentially Lethal Means
Comprehensive Approach to Mental Health Promotion and Suicide Prevention
Identify Students at Risk
Follow Crisis Management Procedures
Increase Help-seeking Behavior
Provide Mental Health Services
Jed Campus Seal: https://www.jedfoundation.org/professionals/comprehensive-approach


UW-River Falls Student Health and Mental Health Data

For additional results, go to the Student Health and Counseling Services Mental and Physical Health Data Highlights Webpage at http://www.uwrf.edu/StudentHealthAndCounseling/StudentHealthData.cfm.
to bring Fare for All (a low cost food source) to the River Falls Community.

- Invest in our ongoing relationships with UWRF’s Ability Services and the Center of Diversity, Inclusion, and Belonging. Partnered with the Center for Diversity, Inclusion, and Belonging (CDIBS) for campus events. Attended a Safe Space session for our department facilitated by CDIBS staff. Attended Ability Services educational events related to Autism, ADHD, and learning disabilities, and participated in the Common Read “Race in Minnesota, A Good Time for the Truth.”
- Serve on the Residence Life Accommodations Committee.
- Are part of the We Are Falcons campaign on campus promoting individual identity and values and the role they play in promoting a thriving University community.
- Develop and support efforts to end intolerance and promote social justice through our Step-Up Bystander Intervention training during First Year Orientation and beyond, and by our membership on BERT (Bias Education Response Team) promoting acceptance and tolerance as a response to hate and bias incidents.
- Provide a special orientation for international students on how to access our health and mental health services.
- Ask students for preferred pronouns and inclusive sexual orientation and gender identity questions on Counseling Service’s client demographic surveys. Self-identifying and write in options are also provided for responses on race, ethnicity, and religion. Student clients are also asked if they would like to talk with their counselor about physical or learning disabilities, sexual orientation, gender identity, cultural adjustment, or prejudice and discrimination, so that advocacy and support can be offered.
- Strive to provide clinical services inclusive of all persons through Student Health Services, and are continually working to provide and promote accessible services.
- Provide and attend educational and supportive events on trans health care for healthcare providers, counselors, and other staff. Attended a trans health conference at UW-Madison.
- Use “Safe Space” icons to let students know we work to provide care that is accepting, respectful, inclusive, sensitive and knowledgeable towards the diverse populations we support. Attended a safe space training by a staff person from the Center for Diversity, Inclusion, and Belonging.
- Collect and share data on underrepresented groups on health and mental health disparities and overall access to services by participating in a national and UW-System survey in the hopes of better providing services to underrepresented groups.
- Sponsored and attended a Sexual Assault Coalition half day training by Wisconsin Coalition Against Sexual Assault on best practices, action planning, and finding ways to connect to and better serve underserved populations.
- Holiday décor is very diverse and respectful of many faiths and customs.
- Continually make edits to our web pages to make them more inclusive and for additional and updated resources related to underrepresented groups.
- Are continually seeking out and attending professional development opportunities to learn about, support, and promote inclusion, diversity, and interculturism. Examples include ending sexual

---

**E-Cigarettes/Vaping - NCHA UWRF/UWS Extra Questions**

Which of the following statements is most true for you regarding e-cigarette use in the past 12 months? (2015-18 UWRF/UWS 2015)

1. Never used e-cigarette (83.4/84/84.3%)
2. Used e-cigarette with nicotine (13.6/13.3/10.1%)
3. Used e-cigarette with THC (1.2/1.5/2.4%)
4. Used e-cigarette with nicotine and THC (1.8/1.3/3.1%)

Any e-cigarette used within the last 30 days: 9.9% for UWRF students in 2018 and 11% for UWS in 2018.
violence, English as a second language, trauma informed care, and improving health literacy, racial battle fatigue, and Phyllis Braxton’s Intercultural competence training.

- Work on making our sexual choices kits more inclusive for all persons. We expanded Sexual Choices Kits to be more inclusive, so now there are options for female condoms and latex barriers.
- Planning a Wisconsin Coalition Against Sexual Assault training for our Sexual Assault Coalition next fall on best practices, action planning, and finding to connect to and better serve underserved populations.

Public Health

Student Health and Counseling Services works with others on campus and in the community to assure conditions for the campus to be a healthy environment for persons to learn and work. We do this through monitoring and assessing the health and mental health needs and issues of our campus members. We provide education and information for students and the campus community and advocate for policies and processes that promote health, and serve as a resource and a consultant on health and mental health issues that impact our students and campus. We work to provide services and access to appropriate, effective, quality resources and services that enable the campus community to be mentally and physically healthy.

- Policies:
  - Student Health and Counseling Services has and continues to work with others on campus to advocate for policies to positively impact the health and mental health and students and our campus. Examples include the Health Insurance Requirement for International Students Policy, to assure international students and scholars and their families have adequate health insurance, and the Advertising, Sponsorship, and Promotion of Alcohol and Tobacco Products on Campus,

2015 NCHA Secondary Analysis by the Survey Research Center Relationship to GPA Summary and Underrepresented Group Break Out Data

- Physical traumas and GPA - the more traumas (such as an assault, non-consensual sex, being threatened, etc.) a student has experienced in the last 12 months, the lower their GPA.
- Abusive relationships and GPA - there is a highly significant negative relationship between the number of abusive relationships (emotionally, physically, or sexually) experienced and GPA.
- Tobacco use and GPA - there is a highly statistically significant negative correlation between tobacco use and GPA. There is also a highly statistically significant negative relationship between e-cigarette use and GPA.
- Alcohol use and GPA - there is a significant negative correlation between the number of alcoholic drinks consumed at the last party and the student’s GPA.
  - The negative correlation between the number of binge drinking episodes (five or more drinks at a sitting) and GPA is highly significant. Nearly 3/4 of UWRF students did not binge drink in the prior two weeks.
- Marijuana and GPA - There is a statistically significant negative correlation between smoking marijuana and GPA.
- Mental health and disabilities - Students diagnosed with depression or ADHD had significantly lower GPAs than those who had not.
- Stress - There is a significant negative relationship between GPA and stress levels.
- Sleep and GPA - The correlation between days of adequate sleep and GPA is positive and highly statistically significant, whereas feeling sleepy during the day correlates very significantly with declining GPA.

- Electronics and GPA - There is a highly significant negative correlation between time spent on electronic devices for leisure and average GPA.
- Ethnic minority students, students with disabilities, and LGBTQ students are disproportionately negatively impacted by many health and mental health issues.
  - Depression- students with a disability (53%) and LGBTQ students (58%) felt so depressed that it was difficult to function in the last 12 months compared to 32% of all students.
  - Anxiety- students with a disability (70%) and LGBTQ students (75%) felt overwhelming anxiety in the last 12 months compared to 57.5% of all students.
  - Suicide- 22% of LGBTQ students seriously considered suicide in the last 12 months compared to 9.1% of all students and 25% of LGBTQ students self-injured in the last 12 months compared to 8% of all students.
  - Cigarette use- students with a disability reported a 7% daily smoking rate compared to 3% of all students. 18% of students with a disability and 17% of LGBTQ students used cigarettes in the last 30 days compared to 9% of all students.
  - Marijuana use- LGBQ students reported a 19% use rate in the last 30 days compared to 10% of all students.
  - Sleep Difficulties- students with a disability (38%) and LGBTQ students (45%) have had sleep difficulties that affected their academics in the last 12 months compared to 24% of all students.
  - Anxiety- students with a disability (43%), LGBTQ students (42%), and ethnic minority students (42%) have had anxiety that affected their academics in the last 12 months compared to 24% of all students.

16
which prohibits alcohol or tobacco advertising in official university print or online publications and media or sponsorship of campus events, including updated language to this policy this academic year. In addition, UW-River Falls became a tobacco-free campus in 2013, and Student Health and Counseling Services and the Chancellor’s Advisory Council on Alcohol, Tobacco, and Other Drugs will help determine applicability of the policy and answer policy-related questions.

While the campus Tobacco Free Policy has always included cigarettes, the policy, as well as the Advertising, Sponsorship, and Promotion of Alcohol and Tobacco Products on Campus, is being revised to include more current language related to vaping, and signage across campus is being replaced to reflect these changes. We have also provided marketing across campus about the health concerns of vaping.

**Other Efforts:**
- Student Health and Counseling Services continues to serve as a site, including providing supervision, for a public health practicum for UW-Eau Claire nursing students. These students have worked on projects such as signage and badging for our campus Mass Clinic, promoting sleep among UWRF students, educating UWRF students about Services available through Student Health Services, promoting mental health and physical activity among UWRF students, and about guns as a public health problem.

### Meditation on Campus

In an effort to support the holistic wellness of the university community, a Meditation Room was created in 2013 in response to requests from students. It provides an important space for quiet prayer, reflection, and meditation. Scientific evidence indicates that there are significant physiological, mental, and cognitive benefits to meditation. It is our hope that the meditation room will allow students and employees to experience a place of peace and sanctuary while learning and working.

Located in 162 Hagestad Hall is a small, quiet space designed for reflection, meditation, or silent prayer open daily Monday-Friday from 8 a.m. to 4:30 p.m. This space is managed by Student Health and Counseling Services.

### Sexual Violence – NCHA

For UWRF, most tend to be trending up

Rates higher for females

Within the last 12 months, were you:

- **Sexually touched without your consent**
  - Males 2009: 4%
  - Females 2009: 6%
  - Males 2012: 2%
  - Females 2012: 2%
  - Males 2015: 3%
  - Females 2015: 0%
  - Males 2018: 4%
  - Females 2018: 5%

- **Sexual penetration attempted without your consent**
  - Males 2009: 3%
  - Females 2009: 0%
  - Males 2012: 1%
  - Females 2012: 1%
  - Males 2015: 2%
  - Females 2015: 0%
  - Males 2018: 3%
  - Females 2018: 2%

- **Sexually penetrated without your consent**
  - Males 2009: 2%
  - Females 2009: 0%
  - Males 2012: 1%
  - Females 2012: 0%
  - Males 2015: 3%
  - Females 2015: 1%
  - Males 2018: 4%
  - Females 2018: 5%

- **Victim of stalking**
  - Males 2009: 0%
  - Females 2009: 1%
  - Males 2012: 2%
  - Females 2012: 1%
  - Males 2015: 2%
  - Females 2015: 1%
  - Males 2018: 4%
  - Females 2018: 5%

\*4,000 UWRF students, that means 126 female students and 72 males students sexually assaulted in 2015 and 126 females in 2018!
Assessment and Evaluation
Plan and Efforts

Student Health and Counseling Services monitors the health and mental health of our students, campus, and community, identifies issues and concerns that impact our students and campus, and uses this assessment and evaluation data and information to tailor and improve our services, programming, and policies. Below is information and data on these assessment and evaluation efforts, and how we have used this data and information to inform improvements and efforts in our area.

- **American College Health Association National College Health Assessment**

  American College Health Association National College Health Assessment (NCHA) is administered every three years to UW-River Falls students, including in Spring 2015 and 2018, which were both part of a UW System campus consortium administration. The Spring 2018 UW System consortium and national reference group reports have not yet been released. Student Health and Counseling Services post on our web page and share in multiple ways and to multiple groups the highlights of our NCHA data. We have also worked with the Survey Research Center on additional analysis such as impact of health and mental health issues on GPA and health and mental health issues among underrepresented groups.

- **The Step Up Bystander Intervention Survey**

  The Step Up bystander intervention Survey has been administered through Student Health and Counseling Services in 2010, 2013, and 2016 to all Greeks, all athletes, and a random sample of the general student body. See under the Step Up/Bystander intervention section for more information on this survey and data. There are plans to administer the survey again in 2019.

- **Employee Wellness Surveys**

  Employee wellness surveys have been administered through Student Health and Counseling Services in 2007 and 2015. Data has been shared in multiple ways, including with the Health and Wellness Council, and used to guide efforts such as physical activity.

- **The Counseling Satisfaction and Outcomes Survey**

  The Counseling Satisfaction and Outcomes Survey is administered each semester to Counseling Services clients in coordination with the UW System Counseling Services Impact Committee. In addition, Counseling Services participates annually in collaboration with the Center for Collegiate Mental Health (CCMH), which is a multi-disciplinary, member-driven, research center focused on mental health and counseling.

---

**Marijuana - NCHA**

![Chart showing 30-day and daily reported marijuana use](chart.png)

**UWRF 30 day and daily reported use lower than UWS and National**

- **2000**
- **2003**
- **2006**
- **2009**
- **2012**
- **2015**
- **2018**

**Added Questions UWRF NCHA Spring 2018:**

- **Use of marijuana among college students negatively impacts their academic performance:**
  - Strongly agree or somewhat agree: 26.2% + 37.5% = 63.7%
  - Somewhat disagree or strongly disagree: 26.2% + 10% = 36.2%

- **Marijuana use has a negative effect on cognition and mental processing, particularly the earlier of onset of use:**
  - Strongly agree or somewhat agree: 33.2% + 35.7% = 68.9%
  - Somewhat disagree or strongly disagree: 23.3% + 7.8% = 31.1%

- **Driving under the influence of marijuana is associated with impaired driving, increase in motor vehicle accident deaths, and is illegal in many states:**
  - Strongly agree or somewhat agree: 59.1% + 29.4% = 88.5%
  - Somewhat disagree or strongly disagree: 7.9% + 3.7% = 11.6%
providing accurate and up-to-date information about the mental health of today’s college students in order to serve the needs of mental health providers, administrators, researchers, and the public. The long-term vision for CCMH is to develop a national infrastructure of aggregate, de-identified, anonymous data from participating counseling centers for the purposes of improving services, identifying trends, and influencing policy decisions.

- **Student Health Services Patient Satisfaction Surveys**
  Patient satisfaction surveys are administered regularly through Student Health Services at Vibrant Health Family Clinic and Pierce County Reproductive Health Services, and this information is used to help guide and tailor services provided through Student Health Services.

- **Tracking Service Utilization and Trends**
  We monitor and track utilization for services provided through Student Health and Counseling Services. Titanium allows us to track Counseling Services utilization and trends, such as numbers and types of appointments, number of clients seen and reasons for being seen, etc. We also closely monitor billing and utilization through contracted services such as Vibrant Health Family Clinic and Pierce County Reproductive Health Services, and other services such as River Falls Taxi Service and psychiatric services. We use this information for multiple purposes, including tracking utilization, monitoring for trends, for accountability, etc.

### UW-River Falls Student Alcohol Binge Drinking Rates Declining Over Time

- **Core Spring 1999:** 52.5% last two weeks five or more drinks in one sitting (42% nationally)
- **NCHA Spring 2000:** 51.5% last two weeks five or more alcoholic drinks at a sitting (38.2% nationally)
- **Core Spring 2002:** 51.2% last two weeks five or more drinks in one sitting (38% nationally)
- **NCHA Spring 2003:** 39.0% last two weeks five or more alcoholic drinks at a sitting (39.1% nationally)
- **UW System AODA Use Survey Spring 2005:** 50.0% last two weeks had at least five drinks in one sitting
- **NCHA Spring 2006:** 38.3% last two weeks five or more alcoholic drinks at a sitting (37.1% nationally 2006)
- **UW System AODA Use Survey Spring 2007:** 46.7% last two weeks had at least five drinks in one sitting
- **NCHA Spring 2009:** 36.2% last two weeks five or more drinks of alcohol at a sitting (36.7% nationally 2009)
- **UW System AODA Use Survey Spring 2009:** 31.4% last two weeks had at least five drinks in a two hour time frame
- **UW System AODA Use Survey Spring 2011:** 31.2% last two weeks had at least five drinks in a two hour time frame
- **NCHA Spring 2012:** 29% last two weeks five or more drinks of alcohol at a sitting (34.1% nationally 2012)
- **NCHA Spring 2015 (UWRF as part of UW System administration):** 28.2% last two weeks five or more drinks at a sitting (vs. 35% UW System overall 2015/31.8% nationally 2015)
- **NCHA Spring 2018 (UWRF part of UW System administration):** 25.5% last two weeks five or more

### UW-River Falls Student Alcohol Binge Drinking Rates Declining Over Time

- **2000 Spring NCHA:**
  - 24.1% say they have used cigarettes in the last 30 days
- **2002 Spring Core Added Question:**
  - 22.6% said they’d smoked one day or more in the last 30 days
- **2002 Fall Campus Tobacco Survey:**
  - 22% say they have smoked in the past month
- **2003 Spring NCHA:**
  - 19.2% say they have used cigarettes in the last 30 days
- **2003 Fall Campus Tobacco Survey:**
  - 22% say they have smoked in the past month
- **2005 Spring UW System AODA Use Survey:**
  - 20% say they have smoked over the past 30 days
- **2006 Spring NCHA:**
  - 14.9% say they have used cigarettes in the last 30 days (3.9% Daily)
- **2007 Spring UW System AODA Use Survey:**
  - 19% say they have smoked over the past 30 days
- **2009 Spring NCHA:**
  - 17.7% say they have used cigarettes in the last 30 days (6% Daily)
- **2011 Spring UW System AODA Use Survey:**
  - 16.7% say they have smoked over the past 30 days
- **2012 Spring NCHA:**
  - 14.8% say they have used cigarettes in the last 30 days (5.5% Daily)
- **2015 Spring NCHA (UWRF as part of UW System administration):**
  - 9.6% say they have used cigarettes in the last 30 days (vs. 9.5% UW System overall) (3% UWRF daily vs. 3.1% UW System overall daily)
- **2018 Spring NCHA (UWRF part of UW System administration):**
  - 6.8% say they have used cigarettes in the last 30 days (UW System and Spring 2018 national reference group data not yet available)
drinks at a sitting (UW System and Spring 2018 national reference group data not yet available)

Student Health and Counseling Services Knowledge of and Satisfaction with Services
National College Health Assessment Added Questions
UW-River Falls 2012 (most recent data available)

1. 79.1% of UW-River Falls student respondents said yes to: If you were to get sick or injured and needed to see a doctor during the semester, would you know where and how to make an appointment for clinical health services?
2. 66.6% of UW-River Falls student respondents said yes to: If you wanted to receive mental health services, such as talking to a personal counselor, would you know where to go or how to make an appointment for counseling services?

Student Health and Counseling Services Satisfaction Data
- From the 2018-19 UW System Client Information Form and learning Outcomes and Satisfaction Survey:
  - 94% of UW-River Falls Counseling Services clients who responded to the survey said they “would return to the counseling center again.”
  - 96% said they “would recommend counseling services to a friend.”
  - 96% agreed or strongly agreed that “It is important for me to have counseling services located on campus.”
  - Of students who indicated they were struggling with academics, 74% said “Counseling helped me to stay in school.”
  - 69% said “I have started to live a healthier life in at least one area such as sleep, eating, exercise, etc.”

- The top reasons students came to Counseling Services were anxiety, stress, depression, low self-esteem, and procrastination/lack of motivation.
- Of Counseling Services clients, 87% felt that Counseling is effective in helping them make changes in their lives.
  “It really helped me become aware of my behavior patterns and utilize new coping strategies.”
  “I figured out the changes I’ve needed to make in my life and it’s helped so much.”
  “Really helped me to come up with a game plan about what things I should do next to keep on track.”
  “It’s been wonderful to have someone to talk to during this transitioning time in my life.”
  “Just being able to open up about stuff that I have been through and done has greatly reduced the shame I feel.”
  “I have learned to be more mindful and think through thoughts and emotions.”
  “It helps to talk to a professional instead of just getting advice from friends.”
  “Counseling has given me a sense of progress, I have been asked important questions which has resulted in an increased sense of who I am.”
- Vibrant Health Family Clinic student satisfaction (2018-19): 98% answered “yes” to “Has having access to health care through Student Health Services had a positive impact on your academics?” Comments: “Awesome doc and great stuff,” “Caring provider,” “Super helpful,” “Did a great job,” and “So nice.”
- Pierce County Reproductive Health Services student satisfaction: 98% answered “yes” to “Has having access to health care through Student Health Services had a positive impact on your academics?”

 UW-River Falls Student Anxiety Rates
ACHA NCHA UW-River Falls

<table>
<thead>
<tr>
<th></th>
<th>Within the Last 12 Months, Felt Overwhelming Anxiety</th>
<th>Within the Last 12 Months, Have You Been Diagnosed or Treated by a Professional for Anxiety?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td></td>
<td>UWRF 2018</td>
<td>UWRF 2015</td>
</tr>
<tr>
<td>Males</td>
<td>43%</td>
<td>16%</td>
</tr>
<tr>
<td>Females</td>
<td>65%</td>
<td>25%</td>
</tr>
<tr>
<td>Felt Overwhelming Anxiety</td>
<td>43%</td>
<td>56%</td>
</tr>
<tr>
<td>Treated by a Professional for Anxiety</td>
<td>31%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>UWRF 2015</td>
<td>UWRF 2012</td>
</tr>
<tr>
<td>Males</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Females</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>UWRF 2009</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Females</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UWRF 2009</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Females</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>
Comments: “Each time that I come in the RN’s explain everything thoroughly and give me all of my options and support whatever I may choose.” “Nurses are very kind and appointments are quick.” “Very helpful with getting my application for insurance complete. Explained birth control very well,” “They helped me figure out what was wrong,” “All of my questions were answered. I felt comfortable,” “Flexible scheduling. Warm and welcoming,” “I received all of the information I needed and it was easy,” and “The nurse was willing to wait for me to calm down.”

How We Have Used Assessment Data to Inform and Tailor Services, Programming, and Policies, Based on Strategic Goals and Student Learning Outcomes

• Instituted and refined a new Intake process for Counseling Services, based on feedback that students saw the wait time for an initial counseling appointment as a barrier to seeking services.

• However, it continues to be challenging for students to get in for follow-up appointments, so we are working on adding an additional part-time temporary counselor for 2019-20, with the hopes to eventually add another full-time counselor position.

• Expanded offerings through Student Health and Counseling Services to offer multiple options for students struggling with mental health issues, including pet therapy, animal assisted therapy, aroma therapy and monthly Wellness Workshops featuring free essential oils, and medication. In addition, we offer a variety of open and therapy counseling groups such as Art Therapy, Kind to Self/Kind to Others, Relationship group, Success Coaching and a Grief Support group, with plans for an Adventure Group and a Sexual Assault Survivors Group. We also have two Relaxation Rooms as well as a Meditation Room.

• This was the first full year for the Violence Prevention Coordinator (VPC), who was hired through the advocacy of students and Student Senate. The VPC made significant contributions to the campus this year and this is outlined under the Sexual and Intimate Partner Violence Prevention and Advocacy section.

• Pierce County Reproductive Health Services now offers later hours for appointments when nurses are available and mail birth control to clients, which were in comments on “How we can serve you better” in the satisfaction survey results. They have also changed their demographic form to include “legally documented gender” and “gender you identify with.”

• Vibrant Health Family Clinic now offers expanded weekend urgent walk-in care hours, based on student input, and we market these expanded hours to students in multiple ways. We have worked with the Clinic to make changes in their health form to be more inclusive and less restrictive and they now have added choices for gender for trans students and also have a space for the patient to write in sexual orientation.

• We have worked collaboratively with Vibrant Health Family Clinic so that there are now providers that provide trans health care, including hormone initiation and also continuation therapy, and the Student Health Nurse/Assistant Director of Clinical Health Services works with students to assure they have affordable means to acquire the medication.

• Added certain lab services that we cover for UWRF students through our contract with Vibrant Health Family Clinic, based on provider and student feedback.

5 Steps to Help a Distressed Student

1. Express Concern/Validate:
“I’m happy you came to me. What’s been going on? Things will get better. Let’s work together to figure this out.”

2. Be Direct (it shows you care enough to go there):
“Have you had any thoughts about suicide? Do you have a plan?”

(If YES call 911 or Counseling Services. Office hours/info below)

3. Get a Commitment to Live:
“What is your plan for the next few days? Let’s write down a few names of people you could call if you start to feel really overwhelmed or sad again.”

4. Increase Support Network:
“I am a support for you but I want you to know that I believe counseling can actually help you. I know other students who have been helped by it, and it’s the only time in your life it will be this easy to access.”

5. Refer to Counseling:
“Would you like me to help make an appointment?” Or “Would you feel more comfortable if I walked with you over to counseling?”

Don’t
Dismiss: “You don’t mean that.”
Invalidate: “You just need a good night sleep.”

Do
Consult: Tell us what you are seeing (don’t worry alone), ask for support when you are unsure what to do.

Student Health and Counseling Services
Counseling Services: 715-425-3884, 211 Hagestad Hall (M-F, 8 a.m.-4:30 p.m.)
Increased the hours for the Student Health Nurse, so that she can spend more time at Vibrant Health Family Clinic serving our students, based on our external review recommendations and student and provider feedback.

Continue efforts in collaboration with campus and community partners, to work on food insecurity issuers for UWRF students, including working with the local food pantry, which is very close to campus, to help make the food pantry more useful and inviting for UWRF students, but also on marketing to campus about myths related to food insecurity and college students, about the availability of the food pantry for UWRF students to use, and about how student organizations doing food pantry drives can work to collect items that are particularly useful and helpful for students. In addition, we added 2 food insecurity questions to the NCHA for the spring 2018 UWRF student administration and have added Student Health and Counseling Services coverage of taxi rides for UWRF to and from the Food Pantry.

We worked on having personal trainers available in the Fitness Center with Campus Recreation, worked with H&HP on a Personal Training course to begin in fall of 2019, worked with Facilities on repainting the walking route markers, met with the Faculty Welfare Committee on ways to partner regarding wellness efforts, and distributed the updated “Staying Fit in River Falls” resource guide. This interactive resource lists both campus and community resources.

Continue to share Bystander Intervention data from UWRF students in a variety of ways to show how our students are stepping up, but also to help educate students about safe and effective ways to step in and assist others as needed to promote a healthy and safe campus.

Continue to share NCHA sleep data and and ways to promote healthy sleep through multiple means such as Summer Registration and by distributing “sleep kits” with healthy sleep tips and items to help promote healthy sleep (sleep masks, ear plugs, herbal tea, lavender lotion, etc.)

Continue to provide input into letters that go out to all new students and their parents about alcohol and sexual violence, including data and information about how to have a safe and healthy experience at UWRF.

Made multiple changes, and have a plan for additional efforts, to be more inclusive, including for example adding clinical health services that are more inclusive for GLBTQ+ students and to include preferred name and pronouns in our Counseling Services in Titanium, and have been through multiple trainings for our staff about how to be more inclusive and intercultural in our services and offerings.

Emergency Preparedness

Student Health and Counseling Services has worked with others on campus and in the community to develop a Campus Pandemic Influenza Plan, a Continuity of Operations Plan for Student Health and Counseling Services, and has developed a plan for a closed a Point of Distribution Appendix to the Pierce County Mass Clinic Plan (updated for the primary site to be the Falcon Center, back-up site University Center), to provide antibiotic prophylaxis or vaccinations to university staff/faculty, their families, and the student body, spouses and their dependents within 48 hours of a confirmed public health incident while minimizing transmission, reducing morbidity, mortality and social disruption.

Student Health Services regularly monitors infectious diseases and other potential public health threats that may impact our campus, students, and faculty/staff and works with others on campus and in the community to monitor and follow recommended local, state, and federal guidelines.
Frequently Asked Questions:

Where do I go when I get sick, injured, or need a physical exam?
Vibrant Health Family Clinic: 1687 East Division Street, River Falls. Call 715-425-6701 for an appointment

Where do I go when I need to talk to a personal counselor?
UWRF Counseling Services: 211 Hagestad Hall
Call 715-425-3884 for an appointment

Where can I go for contraception, safer sex supplies, and STD testing and treatment?
Pierce County Reproductive Health: 1234 S Wasson Lane, Suite A.
Call 715-425-8003 for an appointment

How do I get to the clinic or Reproductive Health?
River Falls Taxi Services (free with Student ID).
Call 715-425-7878

Where can I go for advocacy and resources for sexual assault and sexual violence?
Campus Victim Advocate and Violence Prevention Coordinator
211 Hagestad Hall. Call 715-425-3884

Where do I get information about health insurance & immunizations?
Call 715-425-3293 or visit www.uwrf.edu/studenthealthandcounseling.