Operating Policy – MSU Peer Support Promotions Working Group

1. Purpose
   1. To raise awareness of support helpline and hotline organizations and to disseminate relevant information;
      1. Organizations include but is not limited to:
         1. Good2Talk
         2. Student Assistance Plan
         3. SACHA’s 24 Hour Support Line
   2. To bridge the gap in knowledge and awareness of peer support services on campus
   3. To lead in the active promotions of all existent support lines offered by the MSU Health Plan, off-campus resources and provincially provided resources
2. Members
   1. The Committee will be composed of:
      1. The Vice-President (Administration), or designate, who shall be chair;
      2. The Associate Vice-President of University Affairs;
      3. Two (2) SRA members;
      4. Two (2) MSU (non-SRA) members.
      5. One (1) representative from the Student Wellness Center
      6. One (1) representative from the Student Health Education Center (SHEC)
   2. The Committee will consult with various MSU and McMaster bodies, including but not limited to the Student Wellness Center and relevant clubs and services to solicit perspective on peer support and mental health priorities, best practices for awareness and promotional campaigns etc.
   3. The Committee Chair shall;
      1. Be responsible for scheduling committee meetings, booking meeting rooms, assigning action items and distributing meeting minutes;
      2. Serve as the central contact person for the committee;
3. Objectives
   1. Promotions:
      1. Identify existing support lines and crisis management resources available for students and establish a relationship with these organizations and the McMaster Students Union;
      2. Lead promotional campaigns increasing awareness of the relevant resources available to McMaster students;
      3. Keep an updated database of community partnership contact information.
4. Operating Parameters
   1. The Peer Support Promotions Working Group shall hold at least two (2) meetings per month
   2. The Working Group shall host a minimum of either one (1): campaign, educational event, or assist on one (1) peer-support oriented resource per academic term;
   3. Partnership with relevant internal and external departments, e.g. WGEN, Diversity Services, QSCC, is strongly encouraged to be inclusive of all potential peer support line avenues;
   4. Success and outcomes will be measured by the promotional analytics in post campaign evaluation
   5. The committee is encouraged to take the shape of the interests of the committee members of that year and create a unique vision based on those interests.
   6. The Peer Support Promotions Working Group will operate until May 1st, 2020