



REPORT

From the office of the...

Student Health Education Centre Director

TO: Members of the Executive Board
FROM: Anika Anand
SUBJECT: MSU SHEC Report #2
DATE: September 2nd, 2021

Year Plan Update

Since submitting last month's year plan, much progress has been made! We have completed synchronous executive training, and our executive team is now feeling comfortable and confident in their respective roles.

We are running behind schedule in terms of hiring our upper-year/returner peer support volunteers (PSVs). Many members of our executive team are in need of some catching up after taking time off to write their MCAT or tend to their summer jobs/commitments. However, progress has been made, and the decisions and offers should be made and sent out this week.

Our executive team has been communicating regularly and working hard to facilitate many initiatives/activities including; executive training (T&Ds), Releasing the X-posing Xenophobia: COVID-19 and Communicable diseases Campaign (PCs), setting up SHECs warmline (VCs), organizing a SHEC WW collab with SPARK "Wellness 1A03 – A First Year Guide To Navigating Party Culture And Stress Management"(EOEs), organizing a WW event "Meet The Services" (Director), and intro to SHEC campaign (RAEs).

One challenge that we have experienced along the way is regarding to Welcome Week funding. Previously there has been additional funding provided specifically for Welcome Week Events. However, this year I was told that that extra funding was not available. This was challenging because SHEC, and many clubs we are collaborating with, created our budget plans with this extra funding in mind. The delayed communication regarding WW funding and schedules has significantly pushed back our ability to plan events effectively and efficiently. Specifically in regards to purchasing promotional material via the Underground, as this usually takes 2-3 weeks to create, and we require 2 weeks to promote the material. Due to the delay in communication this no longer fits with the timeline and budget plans.

Events, Projects, & Activities

General Service Usage

As per usual, SHEC is closed over the months of May – August. However, we have been contacted by a few students over this time. Primarily, students have been asking about accessing safe sex health supplies. These students were given a detailed breakdown of which sexual and reproductive wellness services are currently available to them.

Projects & Events

Executive Training:

Complete:

General Information:

We held synchronous training session for all Executives on Sunday, August 1st from 9:00-11:00 AM EST. It was held via Teams, and provided members with an opportunity to meet everyone on the Exec team for the first time. We sent all training materials and slides ahead of time including topics pertaining to; logistics and operational details for the year, service overview and structure, year plan details, disability justice and digital accessibility, and a returner-upper year PSV application review processes.

In the weeks following training, there were several tasks to complete including (1) asynchronous training modules (2) year plans (3) returner/upper year application review. There was also role specific tasks including:

- EOE: WW Spark collab event (Wellness 1A03 – A First Year Guide To Navigating Party Culture And Stress Management)
- RAE: Intro To SHEC Campaign
- PC: Intro To SHEC Campaign + release X-posing Xenophobia: COVID-19 and Communicable diseases Campaign
- VC: Set up warmline + Logistics
- T&D: Prepared executive digital accessibility training

Gillian and myself are in the process of reviewing executive year plans and releasing asynchronous training modules.

Meet The Services (WW):

Upcoming:

This event will consist of a virtual “Meet the Services” panel and will take place via Zoom on September 6th at 12pm. The PTMs (Directors and Assistant Directors) of each service will be present, as well as some of our execs – specifically those who are reps. The purpose of the event is to introduce students to the support, community, and resources that we can provide to them. The event will begin with a brief overview of the MSU and peer support, followed by a brief presentation given by each peer support service. These presentations will outline major service mandates, outline how peer support works, highlight services offered, and where to find our service spaces on campus and online. Once the presentations have been given, we will open the floor to a Q&A period. Finally, the event will be closed off with Kahoot quiz on key topics and facts that were shared throughout the presentations. The top three students will receive prizes (ie. Mac merch, campus store gift card, Amazon gift card, Pinks Gift card).

This event is a collaborative initiative between the MSU peer support services (Diversity, Maccess, PCC, SHEC, WGEN) to create an opportunity for students to learn about and engage with peer support services in a supportive environment and become introduced to various resources available at McMaster. Some of our year plans include goals for collaboration across services, engaging first-years, educating folks across campus about our services and what we can provide, and reducing misconceptions of peer support, safe(r) spaces, and other common topics under our mandates. This event will also help put faces to each service so that students may be less intimidated when accessing our services.

Wellness 1A03 – A First Year Guide To Navigating Party Culture And Stress Management (WW):

Upcoming:

This event will occur on September 3rd from 6:30-7:30 PMEST, and addresses the themes of harm reduction and mental wellness. SHEC is handling the harm reduction portion of the event, more specifically organising a Harm Reduction Jeopardy game. We will begin with a quick slide introduction to introduce the game and general topic (with content warnings). Topics to be covered include:

- Alcohol Safety
- Marijuana and other drugs safety
- Walking home (Safety poles + Tips to stay safe using Uber)
- Resources around McMaster and Hamilton

There will also be a chance to win a \$25 gift card to the Campus store to promote attendance and to act as incentive.

X-posing Xenophobia: COVID-19 and Communicable diseases Campaign:

Complete:

We recently finished our X-posing Xenophobia: COVID-19 and Communicable diseases Campaign, a 4 day long campaign addressing topics related to health disparities in marginalized communities, vaccines facts about current COVID-19 vaccines, cultural appropriation and traditional medicines and the problematic parts of blood donation.

This campaign was created last year to address the effect of COVID-19 in almost all aspects of our lives. More specifically, the pandemic has also had more serious effects such as exposing and exacerbating many existing inequities in society.

Intro To SHEC Campaign:

Upcoming:

The COVID-19 Pandemic and restrictions have changed how MSU SHEC operates on a daily basis. It is a primary goal, as outlined in our year plan, to increase service visibility and to ensure that McMaster students know how to access our services, as well as what those services look like in an online environment.

Most returning students know what SHEC looks like and offers in-person, however it is important to update students with what sort of services and supplies we offer in an online world, as well as how to access these resources via SHEC.

This campaign will address the following topics:

- Who we are: The Student Health Education Centre (SHEC), is a McMaster Students Union (MSU) peer-run service which strives to provide health advocacy and information, peer support, and connection to other resources. As an entirely peer-run service, SHEC provides free health supplies, educational material, and referrals. Importantly, SHEC is the MSU's only non-identity based peer support service and therefore reaches a wide array of communities through health-related events, campaigns, and peer support.
- What do we stand for: SHEC is cognization that wellbeing is not a one-size-fits all definition and therefore employs a broad understanding of the term "health". SHEC serves various communities within McMaster through promotion of its four strategic priorities: sexual reproduction and wellbeing, empowered bodies, substance use, and mental wellbeing (+ more on our 4 strategic pillars)
- What Services Do We Offer And How To Access Them: Warmline + Peer support + Collective Care + What The SHEC, Lockers Of Love, New Health Supply Dispenser

Outreach & Promotions

Summary

As aforementioned, it is a primary goal this year to increase service visibility and to ensure that McMaster students know how to access our services, as well as what those services look like in an online environment. The service will be focusing on promotional strategies for our online operations to ensure that our services are visible and accessible to all students in the McMaster community.

Promotional Materials

Social Media Engagement Instagram (Last 30 Days)

Table 1: Instagram Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Followers		1035	1049	#DIV/0!	#DIV/0!
Impressions		4083	5826	#DIV/0!	#DIV/0!
Profile Visits		445	244	#DIV/0!	#DIV/0!
Website Visits		77	21	#DIV/0!	#DIV/0!
Reach		630	706	#DIV/0!	#DIV/0!

Facebook (Last 28 Days)

Table 2: Facebook Engagement Insights

Insights	Start Values	Last Report Values	Current Values	Report Change (%)	Total Change (%)
Likes		5	3	#DIV/0!	#DIV/0!
Reach		599	948	#DIV/0!	#DIV/0!
Views		97	69	#DIV/0!	#DIV/0!
Engagement		21	56	#DIV/0!	#DIV/0!
Followers		2502	2430	#DIV/0!	#DIV/0!

Finances

Only \$5 has been spent from our 2021 – 2022 budget thus far, for signage for our new health supply dispenser. However, this is likely to change very soon, as we are planning to order health supplies that need to be restocked in early September once both Gillian and myself have had a chance to visit the SHEC Space (MUSC 202) in person for inventory.

Our largest financial partnership is with Public Health Hamilton, who provides SHEC with various free safe(r) sex and harm reduction items including oral barriers, lubricants and condoms.

Budget Summary

Table 3: Budget Tracker

Account Code	Item	Cost	Description	Date of Purchase
5003-0116	SHEC - OFFICE SUPPLIES	\$ 100 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 100 -		
5951-0116	SHEC - REFERENCE LIBRARY	\$ 300 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 300 -		
6101-0116	SHEC - HEALTH SUPPLIES	\$ 1500 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 1500 -		
6102-0116	SHEC - ANNUAL CAMPAIGNS	\$ 2500 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 2500 -		

6494-0116	SHEC - VOLUNTEER RECOGNITION	\$ 750 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 750 -		
6501-0116	SHEC - ADVERTISING & PROMOTION	\$ 2800 -		
	Total Spent in Line	\$ 5 -		
	Remaining in Line	\$ 2800 -		
6804-0116	SHEC - TRAINING EXPENSE	\$ 500 -		
	Total Spent in Line	\$ -		
	Remaining in Line	\$ 500 -		

Executives and Volunteers

Since our last EB report, we have created and released an anonymous feedback form through Microsoft forms. This is a place for executives anonymously submit any general or specific feedback they may have. We encourage executives to share if they think we need to improve, have any ideas, or want to express something they are not pleased with, or comfortable sharing with the team. The responses go directly to the Director (myself) and Assistant Director (Gillian), and will not be shared with anyone else, unless it is pertinent information. It is entirely anonymous, and will remain open all year with periodic checks.

A similar form has been created for PSVs once the hiring process has been completed. We are currently in the process of hiring our returner-upper year volunteers! All applications were completely anonymized, graded and put into a master excel sheet. Acceptances will be sent out shortly!

Overall, moral seems high. We have an awesome executive team that has been doing a fabulous job as the pace begins to pick up.

We aim to create a consistent weekly meeting schedule once school begins to ensure open channels of communication, and an organized thought process. These will likely be divided into internal and external affairs before coming together as one large group.

Successes

Executive synchronous training was an awesome experience! This took place on Sunday, August 1st from 9:00-11:00 AM via Teams. This was the first large group meeting where all team members go to introduce one another and get to know everyone better. Our Training and development coordinators gave an excellent presentation/lesson on digital accessibility, a topic that deserves much focus given our online environment. I was very impressed with the team's energy and engagement. Looking forward to seeing what is to come!

Also, every executive on the SHEC team that was studying to write their medical exams is now done!

Challenges

One major challenge that we have been experiencing involves the complexity of managing budgetary and time constraints , specifically in relation to welcome week.

In previous years, there has always been funding specifically for welcome week. This year, there was no communication with PTMs about a change in welcome week funding. Many emails were sent inquiring about this funding with limited to no response until very late in the month. At this point, PTMs, myself included, had already planned our budgets around an expectation for welcome week funds. Now we are pulling from the MSU special projects fund due to a lack of communication and time to prepare. We have still not heard back about these fund requests and the events are this week...This process has been very stressful and frustrating, and is in turn effecting Executives abilities to plan and implement high quality events. In addition, this is now jeopardizing the quality of our future events for which we were originally planning on pulling from the special projects fund.

