



# REPORT

*From the office of the...*

## MSU SHEC Director

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TO: Members of the Executive Board  
FROM: Anika Anand  
SUBJECT: MSU SHEC Report 3  
DATE: November 10<sup>th</sup>, 2021

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### **Year plan Update**

Since submitting our last MSU SHEC Executive Board Report in October, our team has worked incredibly hard to complete and administer synchronous training and asynchronous training materials, create an official warmline operating schedule, attend regular weekly executive meetings, release the “SHEC us out” campaign, plan for Period Equity Day, work towards an FCC partnership through Lockers of Love, release Collective care programming, plan for Cum One Cum All, and Exam Care Programming.

### **Events, Projects, & Activities**

#### *General Service Usage*

Our official operating hours have now been established! The warmline via Tawk.to is now operating at full capacity.

We have created and released a comprehensive peer support schedule that will last for the remainder of the semester until exam period, at which point we will create a new schedule to accommodate for volunteers changing schedules and capacities.

<b>Day(s) of the Week</b>	<b>Hours of Operation (EST)</b>
Monday - Thursday	9:25 AM– 7:25 PM
Friday	9:25 AM– 4:25 PM

We ask that all volunteers coordinate between themselves and their shift mate who will be the first to respond to a service user during a shift. We also ask that folks use a Microsoft form to clock in and out of shifts so that we can track attendance and engagement.

Each shift also has an executive-on-call (EOC). The EOC acts as a volunteer’s first point of contact if there are any questions or concerns during a peer support shift. The EOC’s duties include:

- Being logged into Microsoft Teams, SHEC email addresses, and Tawk.to
- Have the Tawk.to MSU Chats turned on (Allows folks to see any incoming Tawk.to chats and make sure that they are taken by a volunteer on shift)

In terms of Service Usage, I am concerned about what the Winter semester will look like. Transitioning from a virtual operation to a hybrid/in-person model takes loads of planning and coordination well in advance. To date, I have heard no news from the MSU about service operations being in person, however McMaster has put out a statement outlining the transition back to in person operations. I would appreciate advanced notice to plan if this needs to occur.

#### *Projects & Events: PSV Training (Complete)*

SHEC specific training occurred on October 23<sup>rd</sup> at 12:30- 3:00 PM EST via zoom. We provided volunteers with an anonymous feedback form that could be filled out throughout the presentation with any questions and/or comments.

Training was run primarily by Training and Development Executives, with the help of our Volunteer Coordinators. We covered topics including: Mental Wellness and disability justice, situationals, volunteer logistics, and a Tawk.to overview.

Folks were provided with a meeting recording and access to all of the slide show presentations that were presented for future reference.

Asynchronous training covered topics including substance use and harm reduction, Sexual and reproductive wellbeing, Peer support and empowered bodies. Following completion of this training material, folks are required to complete a form to certify that they have finished the training.

#### *Projects & Events: Collective Care (Ongoing)*

Collective Care is a remote free-resource-distribution program run by the MSU's Student Health and Education Centre (SHEC), and Women and Gender Equity Network (WGEN). An essential part of both of our services' mandates is to provide free resources (menstrual, safe(r) sex, childcare, gender-affirming, and other products) to students who may need them. Under normal circumstances, we were able to provide these services in person. However, given the COVID-19 pandemic, we still have extremely limited access to our physical space and resources; this program was also more popular than our physical resource provision because of the anonymity and improved privacy it provides to students. For these two reasons, we hope to continue the Collective Care program this year and in the future.

Last year, Collective Care ran for approximately three months and used around \$2500 in funding, which came partially from our service budgets and external sponsors. This year, given that we will be running the program for eight months (the full school year) and anticipate greater popularity due to our longer promotional period, we project around \$8000-\$10000 in operating costs if we are able to secure enough funding.

Priority is given to requests for the most essential items, including gender gear, prescription medication costs, food, and essentials for children. We provide the highest gift card value for these items (usually around \$50-\$60+). Normal priority is given to smaller items that both our services provide in person, including menstrual and safe(r) sex items; we usually provide around \$15-\$35+ in gift card value. Finally, the lowest priority, around \$15-\$20+, is given to self-care requests or requests that can otherwise be covered by the MSU's Food Collective Centre.

So far, we have secured \$500 of funding from the MSU Services Special Projects fund, \$500 of funding from PACBIC, and \$2000 from OPRIG. We have been in conversations with OPRIG about a working Partnership/support for this programming.

We have finally released the form and are happy to announce that the program is up and running. We plan on closing the program when we run out of funds and pursuing additional routes for funding. We anticipate having to seek out much more external funding and are open to any suggestions the board may have as usual. We are considering applying to the Student Life Enhancement Fund (SLEF).

#### *Projects & Events: Period Equity Day (Ongoing)*

SHEC has had the opportunity to partner with Bleed The North in order to promote Period Equity Day on November 7<sup>th</sup>. We think this is an awesome opportunity to address topics including: gender inclusivity in menstruation, the dangers of period poverty, access to menstrual products, and even an opportunity for us, specifically RAE, to work alongside this organization to promote menstrual legislation in Canadian Politics. The intake forms have already been sent to UG and proofs have been received.

#### *Projects & Events: Lockers Of Love + FCC (Upcoming)*

We have been in conversations with the MSU Food Collective Centre about partnering with them for the Lockers Of Love Program. More specifically, so that individuals can anonymously order health supplies online, and pick them up in person at the FCC lockers.

We are hoping to start this partnership with the distribution of pregnancy tests, as we currently have no means of distributing these to students on campus. Based on the engagement levels and interest expressed by the student population, it is likely that we will expand this collaboration and include menstrual products, safe sex products and harm reduction supplies.

### *Projects & Events: Cum One Cum All (Upcoming)*

“Cum One, Cum All! Consensual Sex Workshop” is a slight modification of the extremely popular, “Cum One, Cum All! Safer Sex During COVID-19” event that we held last year. Popular Canadian sexual health educator, Eva Bloom (she/they), will host a live event detailing how to participate in safe, consensual, compassionate pleasure during sexual activity. This event is directly related to SHEC’s “Sexual and reproductive wellbeing: strategic pillar.

Planning for this event is still in the works, however we have already submitted a P.O. for the speakers fee and have decided that the event will occur on November 24<sup>th</sup> via zoom for accessibility and anonymity reasons.

### *Projects & Events: Exam Care Programming (Upcoming)*

Exam Care programming is a long-standing event run twice annually during fall and winter exams to promote service usage, as well as to promote the difficulty of the exam season and encourage folks to ask for help and rely on their communities. This year we hope to run this signature SHEC event in Partnership with Maccess. This event will work towards strengthening community ties between the Student Wellness Centre, Maccess, and SHEC.

Because of the pandemic, we hope to do this through virtual exam care package giveaways (various small prizes and a couple larger prizes) This giveaway will be associated with a campaign leading up to the giveaway. This campaign will focus on self-care & community care, exam self-care tips, how to study effectively, healthy stress management strategies, and how to support other students and friends even when you are busy yourself.

This event is a collaborative initiative between MSU peer support services Maccess and SHEC, in order to create an opportunity for students to engage in self-care during exam times, and to encourage students to make time for their own mental wellness. This event will also strengthen McMaster Community ties between Maccess and SHEC, as well as Student Wellness Centre.

- Reducing misconceptions about mental wellness and its manifestations
- Highlighting community care
- Encouraging students to engage in healthy stress reduction strategies
- Increase student accessibility to food and holistic wellness strategies that are usually too expensive for someone on a restricted budget to purchase
- Connecting students to the other service and SWC

## **Outreach & Promotions**

### *Summary*

As previously mentioned in the year plan, and in previous EB reports, it is a primary goal, 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.

Thus far, we have created and released a campaign entitled “SHEC Us Out”. We plan to update this graphic and re-post as service operations change throughout the year.

### *Promotional Materials*

# SHEC US OUT!

A crash course on all things SHEC



## SHEC US OUT!

### What do we stand for?

SHEC is cognizant that wellbeing is not a one-size-fits all definition and therefore employs a broad understanding of the term "health".

SHEC's four strategic priorities include:

**1. Sexual & Reproductive Wellbeing** - 2STLGBQIA+ inclusive options for contraception and STBBI prevention, pregnancy navigation (pro-choice), supportive relationships, consent culture, sexual and gender-based violence (including harassment)

**2. Empowered Bodies** - Prioritizing body neutrality and positive physical sensations, individualized choices around food and exercise, societal impacts on body imagery, disordered eating

**3. Substance Use** - Minimizing any undesired effects of substance use via the Harm Reduction model

**4. Mental Wellbeing** - Individualized self-care and coping strategies, lived experiences of mental health concerns, loneliness, grief and bereavement, suicidal ideation

## SHEC US OUT!

### What services do we offer?

#### Warm-Line + Peer Support

The Warm-Line is SHEC's chat-based anonymous peer support platform!

A peer-support volunteer is notified via tawk.to when a visitor is requesting peer-support, and will be connected to you for a chat! Peer-support volunteers will not be able to see any identifiable information. Chats will be anonymous and will be deleted immediately after the peer-support session.

**The Warmline can be accessed through two simple steps:**

1. During the hours of operation (TBD), visit <https://tawk.to/msushec> OR visit our Linktree at [https://linktr.ee/msu\\_shec](https://linktr.ee/msu_shec) and select "Chat Line"
2. Then choose the "Message Me" button, or the "Let's Talk" pop-up box!

Video and audio peer support are also available if requested through the link: <https://bit.ly/SHEC-In>



## SHEC US OUT!

### What services do we offer?

#### Collective Care

We are excited to partner with the **Women & Gender Equity Network (WGEN)** to provide students with virtual gift cards to purchase essential items that have become inaccessible.

**Featured options include:**

- Gender affirming items
- Menstrual and safe(r) sex products
- Pregnancy tests
- Parenting supplies



**SHEC US OUT!**

## What the heck is **SHEC?**

The **Student Health Education Centre (SHEC)**, is a McMaster Students Union (MSU), non-identity based, peer-run service which strives to provide:

- Health advocacy and information
- Peer support
- Connection to other resources
- Free health supplies



**SHEC US OUT!**

## What services do we offer?

### **NEW! Health Supplies Dispenser**

**SHEC** will have a new health supplies dispenser outside the **SHEC** office in **MUSC**.



The dispenser will include condoms, tampons + pads, and PPE such as masks and hand sanitizers! Items will be consistently refilled and changed throughout the academic year.



## Collective Care

Together, MSU SHEC & WGEN are giving out virtual gift cards to help students buy the resources they need!

Request your card at:  
[Bit.ly/Collective\\_Care](https://bit.ly/Collective_Care)

What kinds of purchases are covered?

- Gender-affirming items
- Parenting and pregnancy items
- Safe(r) sex and menstrual items
- Personal care items
- & Much more!

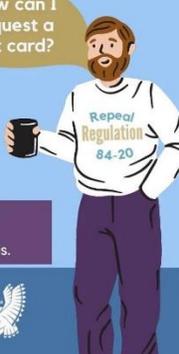



## Collective Care

- 1 Visit the online form:  
[Bit.ly/Collective\\_Care](https://bit.ly/Collective_Care)
- 2 Create your anonymous reference code
- 3 Fill out the form with your preferences
- 4 Wait for confirmation from the organizers
- 5 Get your card & treat yourself!

How can I request a gift card?

Card values and wait times may vary based on demand. Requests will be fulfilled on a first-come, first-serve basis.




## Collective Care

### Baby, we got you!

Access free gift cards for all your parenting and pregnancy needs.

Request your card today at:  
[Bit.ly/Collective\\_Care](https://bit.ly/Collective_Care)

Featured Stores:

- Buy Buy Baby
- Babies R Us
- Baby GAP
- Children's Place




## Collective Care

### Pause. Do a lil self care.

Receive gift cards for your personal, sexual, and menstrual health needs!

Request your card at:  
[Bit.ly/Collective\\_Care](https://bit.ly/Collective_Care)

Featured Stores:

- Marshalls-Winners (TJX)
- Reitman's (RW & Co.)
- Chapters-Indigo
- Shoppers Drug Mart
- Costco Wholesale
- & Many more!




## Collective Care

Gender-affirming gear can be expensive to come by. That's why we're here to support you in expressing your gender!

Featured Stores:

- GC2B
- GenderGear
- Come As You Are (Co-op)
- Spectrum Boutique

Have a different store in mind?  
Just let us know the name of the seller you'd prefer!

Request your card at:  
[Bit.ly/Collective\\_Care](https://bit.ly/Collective_Care)




## Social Media Engagement since the Previous Report

### Instagram (As of Nov 2<sup>nd</sup>)

- Accounts reached: 857
  - o Impressions: 10,384
  - o Profile visits: 341
  - o Website taps: 48
- Content Interactions: 157
  - o Likes: 115
  - o Saves: 14
- Total followers: 1,135

### Facebook (As of Nov 2<sup>nd</sup>)

- Post Reach: 620
- Post engagement: 89
- Page reach: 831
- Page views: 56
- Total page likes: 2,350

## Finances

### Budget Summary

Thus far, we have spent a total of \$1,651.56. Thus far, we have received \$500 of funding from the MSU Services Special Projects fund, and \$500 worth of funding from PACBIC for our Collective Care Program. We have also recently been approved for \$2,000 from OPRIG relating to additional Collective Care support.

In addition, we have applied for \$200 from MSU special projects funding for Exam Care Programming, a signature SHEC event being run in collaboration with Maccess. We have yet to hear back, and would appreciate a response, even if our request is denied, purely for planning purposes. We have received \$450 from SWC for this program.

As usual, 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.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0116	Office Supplies	\$54.24
Office Supplies	TOTAL SPENT IN LINE	\$54.24

	REMAINING IN LINE	\$45.76
	BTNX hCG Strips (Pregnancy tests)	\$127.80
	Flavored condoms	\$218.03
6101-0116	Amazon Pads + Tampons	\$126.49
Health Supplies	TOTAL SPENT IN LINE	\$472.32
	REMAINING IN LINE	\$1,027.68
	Condom Dispenser Sign	\$5.00
	Wellness 1A03 Incentive Card	\$25.00
	SHEC Us Out	\$220.00
6501-0116	Period Equity Day	\$275.00
	TOTAL SPENT IN LINE	\$525.00
	REMAINING IN LINE	\$2,275.00

	TOTAL SPENT IN LINE	
	REMAINING IN LINE	
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$8,450
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$1,651.56
<b>REMAINING DISCRETIONARY SPENDING</b>		\$6,798.44

### Executives & Volunteers

Upcoming activities/opportunities for volunteers include the chance to join one of our volunteer-led committees: Resources & Advocacy, or Events and Outreach. Both our Events & Outreach and Resources & Advocacy teams have shared Microsoft forms and relevant information on how to join each committee for the semester. We are hoping to close these forms in the next week or so, once folks have expressed enough interest and we have enough engagement to form committee teams.

### Successes

I am extremely proud of my executive team thus far in their roles. We have been efficiently and effectively communicating to achieve group goals and continue to foster a safe and welcoming work environment. As mentioned in our previous report, the weekly executive meeting time: Saturday's at 10 AM, have been extremely helpful in maintaining moral and personal responsibility.

### Current Challenges

I have two major challenges/concerns.

1. Delayed Communication/approval

## 2. Winter Semester Service Operations

### 1. Delayed Communication/approval

I have had an enormous amount of trouble getting P.O.s approved in a timely manner. It has gotten to the point where I had 4 total P.O.s submitted and the ones I had submitted later were being approved before the first orders submitted. As usual, I must contact vendors ahead of time requesting estimates for pricing and shipping fees. I always let them know that I must wait to have my superiors approve the order before the purchase goes through. The vendors that we rely on have been expressing frustration with the wait times, and there is one case where the vendor went ahead and placed the order prior to my go ahead due to the long wait time.

In the future, I would appreciate a prompt update about when the P.O. is received and what the P.O. number is, and again once it has been approved. This way it is easier to keep track of the many orders that have been submitted without further confusion or miscommunication.

### 2. Winter Semester Service Operations

As aforementioned, I am concerned about what the Winter semester will look like. Transitioning from a virtual operation to a hybrid/in-person model takes loads of planning and coordination well in advance, not to mention the finances associated with the transition and pre-planning involved. To date, I have heard no news from the MSU about service operations being in person, however McMaster has put out a statement outlining the transition back to in person operations. I would appreciate advanced notice to plan if this needs to occur.