



REPORT

From the office of the...
SHEC Director

TO: Members of the Executive Board
FROM: Emily Liang (she/her)
SUBJECT: Student Health Education Centre Report 2
DATE: Wednesday, August 31st, 2022

Year Plan Update

Since SHEC's last Executive Board report, we have made a lot of progress towards our Year Plan goals! We have hired our executive team and completed synchronous executive training and onboarding, and our executive team is now feeling comfortable and confident in their respective roles.

We were running a bit behind schedule in hiring our Upper Year and Returner Peer Support Volunteers (PSVs), but we will have sent out finalized decisions by this week. We have also opened our First Year and Transfer PSV hiring last Friday, which we plan to promote extensively during Welcome Week and have close on Monday, September 12th, 11:59 PM. We plan to open our space on reduced hours by mid-September with our previously trained returner PSVs and train all PSVs on October 1st so that we can expand our hours by early October.

Our executive team has been working extremely hard on several different activities and initiatives (highlighted in more detail later in this report). This is in addition to the work that is being done on logistical matters to prepare for SHEC's in-person and online opening in the fall semester. On the operational side, we have either already placed and received or are about to place orders to replenish our health supplies inventory for the fall.

Events, Projects, & Activities

General Service Usage

Since SHEC does not operate during the spring and summer terms, we have not had any service usage to report for this year yet.

We have been keeping SHEC's health dispenser (located outside SHEC's space at MUSC 202) filled with condoms, lubricant, and other relevant health supplies. This dispenser appears to be extremely popular; since SHEC's last EB report, we have given out over 700 condoms and lubricant packages through this dispenser,

despite the fact that I am not always available on campus to refill it. It seems to empty in under a week — and this is during the summer!

Projects & Events: Peer Support Volunteer Guidebook + Internal Resources List (Complete)

SHEC's Internal Executives (Training and Development Coordinators + Volunteer Coordinators) have been hard at work creating a PSV Guidebook, a draft of which is now complete. This guidebook covers topics including: an overview and history of SHEC, an overview of SHEC's structure + intro to the executives and their roles, the responsibilities of a PSV, how to provide peer support (OARs model, verbal/non-verbal communication skills), the shift protocol, and important resources. This guidebook is still being finalized (because some of our protocols are still being adjusted), but it is mostly complete! We plan on giving every PSV a digital copy as well as printing a copy or two to keep in the SHEC space.

SHEC's External Executives (Resources and Advocacy Coordinators + Events and Outreach Coordinators) have been conversely working on editing and adding to SHEC's resources list. This is the full list of internal and external organizations to whom we can refer SHEC service users should they like to receive further support or resources. This list is completed, but we will be continually updating it throughout the year as we learn about more resources available to students! We will similarly be providing digital copies to every volunteer as well as printing a copy to keep in our in-person space.

Projects & Events: Welcome Week Involvement + CA Packages (On-Going)

SHEC will have an extensive presence on campus during Welcome Week (more details in the Outreach and Promotions section).

Of note, SHEC is collaborating with the Maroons on their Mindfulness with the Maroons event, wherein SHEC will be handing out a wellness pamphlet with tips and resources available around McMaster and speaking with students about our services. As well, we will be restarting an old SHEC tradition — CA packages — wherein we pack small paper bags with condoms, personal lubricants, and stickers for CAs to pick up and tape outside of their doors for students to utilize as they see fit in a relatively anonymous manner. We feel that this is an especially important initiative to restart seeing as SHEC will not be open until at least mid-September. We have already been in communication with CAs on where and when these packages can be picked up.

Projects & Events: Body Neutrality Campaign + Intro to Support Campaign (On-Going)

SHEC's 2021-2022 RAE executives left behind an unpublished but mostly completed campaign on Body Neutrality that our RAE executives have been working on polishing up. The original social media post is more or less complete, but we are also aiming to create a shortened and more practical infographic version that is more accessible to the general McMaster population. Because our promotional efforts will be mostly focused on introducing students to SHEC in September, we are currently thinking of pushing the publishing of this campaign for a later time when SHEC is experiencing more content gaps. In the meantime, our RAE executives are focused on creating a campaign around support in university to be published in mid-late September.

Projects & Events: PSV Training (Upcoming)

SHEC's Internal Executives have been planning our upcoming PSV training set to be held on October 1st. We have already submitted an EOHSS for this date and time, and the full itinerary can be found here: [SHEC Fall Training \(2022\) EOHSS Itinerary.docx](#). We currently plan on covering all of SHEC's strategic pillars (sexual and reproductive health, mental wellbeing, empowered bodies, and substance use) as well as general peer support do's and don't's. This training will also include a social component that will be planned by our Volunteer Coordinators.

Projects & Events: Collective Care (Upcoming)

SHEC intends on collaborating with WGEN again to bring back *Collective Care* for the second year in a row. *Collective Care* is an virtual supply distribution initiative that was initiated during the pandemic, and both services have seen the value in continuing it despite in-person operations opening up again for its superior accessibility and anonymity. We (the PTMs of both services) have met with VP Finance to discuss funding opportunities for this program, but many of these opportunities are not yet accepting applications and both of our services are extremely busy with other pressing operational or logistical concerns. Given these delays, I unfortunately do not believe *Collective Care* will be up and running until October. However, this is an initiative that both of our services are very eager to run, so we will prioritize it as much as possible in the next month!

Outreach & Promotions

Summary

Since June, SHEC has posted graphics promoting our Upper Year/Returner and now First Year/Transfer PSV hiring as well as our Welcome Week collaborative event with the Maroons.

SHEC also has many outreach initiatives planned and will have a presence at various Welcome Week events! Our Promotions Coordinators have designed an amazing new banner, alongside matching rave cards and stickers (designs attached below). We will be handing these out throughout Welcome Week at promotional opportunities like Monday Night Lights and the Student Services Fair. The Kinesiology faculty planners have also received many of these materials and will be handing them out to their students as well. SHEC will be present to provide peer support and speak to students about our services during Monday Night Lights, Headphone Disco, and the Concert, and SHEC will be presenting briefly at McMaster's Got Talent.

In addition to SHEC's new promotional material, SHEC's Promotions Coordinators have begun planning various initiatives as part of an Intro to SHEC Campaign (possibly titled *What the Heck is SHEC* or *SHEC Us Out* — undetermined as yet!). As of writing, ideas for this campaign include a general service introduction video, a SHEC space tour video, a poster series, a social media post, social media executive takeovers, and pop-up booths throughout mid-September. This is a very large undertaking, and our PCs will likely be reaching out to other media folks within the MSU for assistance in the near future!

SHEC also has a newly created Reddit account! We will be posting our events/initiatives here in addition to our current social media accounts. We believe that Reddit is a valuable platform for SHEC to be present on due to its anonymity and increasing usage among students.

Promotional Materials

msu_shec

MSU STUDENT HEALTH AND EDUCATION CENTRE

shec is
HIRING

FIRST YEAR PEER
SUPPORT VOLUNTEERS

Apply @ bit.ly/SHEChiring

Applications close
Sept. 11th at 11:59 PM EST

SHEC MSU

msu_shec and msu_maroons

Mindfulness with the Maroons
(feat. SHEC + ResLife)

Wednesday, August 31st

Start your day with mindfulness
and sign up on Presence!

Beginners Yoga
with DBAC accredited instructor
10:00 AM

Cootes' Paradise Hike
10:50 AM

Aug 31

SHEC MAROONS MSU



MSU SHEC
STUDENT HEALTH
EDUCATION CENTRE

**Peer-run health advocacy,
information, and
resource-connection service
for McMaster students**

VISIT US IN MUSC 202

**Our free and confidential
services include:**

- Anonymous peer support in-person or online, via chat, video, or phone
- Anonymous pregnancy testing
- Free health, menstrual, safer sex, and parenting supplies
- Referrals on- and off-campus
- Health information library and pamphlets
- Private breastfeeding space
- Light therapy ion lamp

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msumcmaster.ca/SHEC
 @msuSHEC
 @msu_SHEC
 @msu_SHEC
 SHEC@mdu.mcmaster.ca







MSU SHEC
STUDENT HEALTH
EDUCATION CENTRE

**Peer-run health advocacy,
information, and
resource-connection service
for McMaster students**

VISIT US IN MUSC 202

OR GET IN TOUCH ONLINE!

 @msuSHEC
 @msu_SHEC
 @msu_SHEC
 msumcmaster.ca/SHEC
 SHEC@mdu.mcmaster.ca



SHEC US OUT!

**Our free and confidential
services include:**

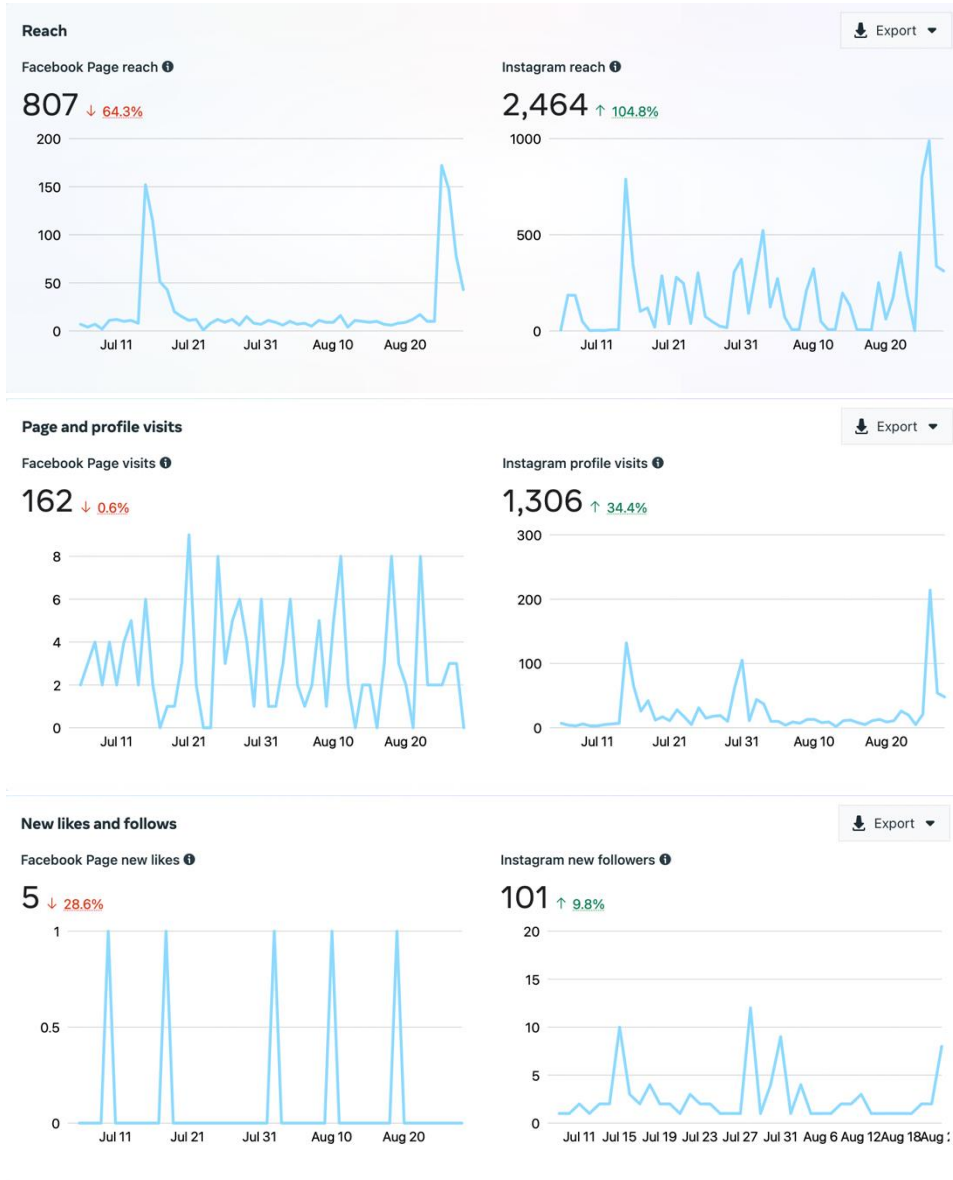
- Anonymous peer support in-person or online, via chat, video, or phone
- Anonymous pregnancy testing
- Free health, menstrual, safer sex and parenting supplies
- Referrals on- and off-campus
- Health information library and pamphlets
- Private breastfeeding space
- Light therapy ion lamp

SHEC also engages with body empowerment, sexual health, mental health, and substance use through events, programming, and campaigns



Social Media Engagement since the Previous Report

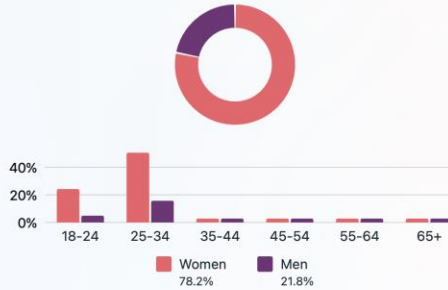
Facebook and Instagram



Facebook Page likes ⓘ

2,329

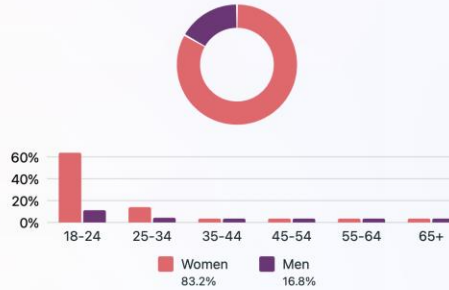
Age & gender ⓘ



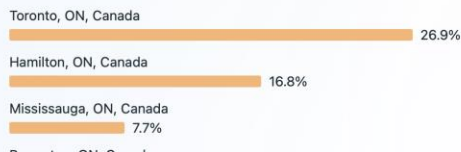
Instagram followers ⓘ

1,500

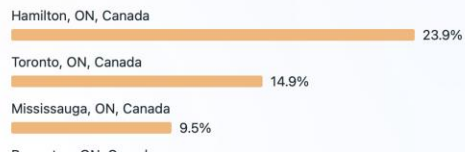
Age & gender ⓘ



Top cities



Top cities



Twitter

28 day summary with change over previous period



Aug 2022 - 28 days so far...

TWEET HIGHLIGHTS

You haven't Tweeted this month... yet

People who Tweet consistently throughout the month get higher engagement over accounts with intermittent posting. Try posting a photo, people like photos.

[Compose a Tweet now](#)



Tweets with photos get noticed

It's true. Tweets with images drive more engagement and generate more responses. [Learn how to share a photo](#)



AUG 2022 SUMMARY



Jul 2022 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 65 impressions

📣 CALLING ALL UPPER-YEAR MCMaster STUDENTS 📣

The Student Health and Education Centre (SHEC) is now hiring upper-year and returning peer support volunteers! ❤️💙

Applications can be found at bit.ly/SHECpsv and are due on Sunday, July 31st at 11:59 PM EST. pic.twitter.com/p2Kickk5PC



👍 2

[View Tweet activity](#)

[View all Tweet activity](#)

JUL 2022 SUMMARY



Finances

Budget Summary

SHEC has only spent money on promotional costs so far, and we will likely spend more in the near future on our Intro to SHEC campaign.

We have a number of purchase orders for health supplies approved and will be making more requests for such orders soon. As of now, we plan on reordering upwards of \$800-\$1000 worth of health supplies to cover our fall semester. We have already ordered and received a large order of *free* external and internal condoms, dental dams, personal lubricants, and other supplies from Public Health Hamilton. They are our most significant financial partnership and we are very glad to work with them!

SHEC will likely also soon make purchases for our fall PSV training. As of now, we plan on spending approximately \$450 on lunch and snacks and \$200 on asynchronous module captioning.

* Please note the below figures for Advertising and Promotions are likely underestimates, as the process for making payments to the UG is currently very unclear. I have emailed VP Finance about this before, but I will email the UG to check precisely how much SHEC has spent on promotions soon.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0116	SHEC – OFFICE SUPPLIES	\$100
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$100
5951-0116	SHEC – REFERENCE LIBRARY	\$300
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$300
6101-0116	SHEC – HEALTH SUPPLIES	\$2000
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$2000
6102-0116	SHEC – ANNUAL CAMPAIGNS	\$2500
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$2500
6494-0116	SHEC – VOLUNTEER RECOGNITION	\$750
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$750

6501-011	SHEC – ADVERTISING & PROMOTION	\$2800
	Silhouette full-page ad	\$50
	Upper year/returner PSV hiring promo	\$100
	Clubsfest table	\$20
	250 rave cards + 400 stickers	\$165
	Mindfulness with the Maroons promo	\$100
	TOTAL SPENT IN LINE	\$435
	REMAINING IN LINE	\$2365
6804-0116	SHEC – TRAINING EXPENSE	\$1000
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$1000
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		
TOTAL ACTUAL DISCRETIONARY SPENDING		
REMAINING DISCRETIONARY SPENDING		

Executives & 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. A similar form will be created for PSVs once the team is finalized.

We held a synchronous training session for all Executives on July 5th that was also recorded for the few Executives who were unable to join us. This training covered topics including logistical and operational details for the year, service overview and structure, service goals and vision for the year, and role-specific details. Executives will also be expected to attend and help out with our PSV training in October, which will cover the topics that SHEC deals with, as well as peer support, in more detail. We (myself and the AD) also met with each Executive pair to personally outline their vision for the year and goals for the summer.

Our executives have all created role-specific Year Plans, and we are now running weekly meetings in executive sub-teams (Internal and External) and monthly full-team meetings so that the team will have a chance to bond and get to know what is happening throughout the service!

Successes

Our executive meetings have thus far been extremely engaging experiences! Just about all of our Executives participate actively in these meetings (cameras on, speaking), and many Executives participate in the brainstorming process for initiatives that are not directly related to their role. We have held one full-team meeting (two, if including the training), and it was a very fun experience. I am very impressed with our team's energy, enthusiasm, and dedication :)

Current Challenges

SHEC is currently facing challenges in finalizing our peer support logistics, as a lot of things have changed since the service was last in-person in 2019. Because we are unable to complete first year/transfer volunteer hiring until late September, the earliest date we can hold volunteer training is early October. Thus, only our returner volunteers (which is only about ~20/60 of our PSV team) would be qualified to staff our peer support spaces for September, which severely limits what SHEC is able to offer at this time. Additionally, the vast majority of these returner volunteers have only ever volunteered with SHEC online, so some training also has to be coordinated to familiarize them with SHEC's in-person space and supplies.

We have been brainstorming and playing around with various solutions to our September staffing problem, such as only offering peer support either in-person or online (as opposed to both, which is our hope for the academic year), offering

significantly reduced hours, creating asynchronous training modules, and more, but a lot of our plans are up in the air. We will be ironing out some of these details and adjusting our approach throughout September and the fall semester. Either way, our hope is to open SHEC is some capacity by mid-September.

Looking beyond September, we also have staffing concerns considering that we hope to offer a hybrid model of peer support. This would likely require us to staff more shifts, which may not be possible if our PSV team remains the same size as it did when we only offered one form of peer support. Possible solutions for this include expanding our PSV team, only offering one mode of support at a time during the day (i.e. not concurrently running both and therefore not expanding the number of shifts we need to staff), or keeping less volunteers on shift for one or both modes of peer support.

Miscellaneous

N/A