



# REPORT

*From the office of the...*

**SHEC Director**

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TO: Members of the Executive Board  
FROM: Emily Liang (she/her)  
SUBJECT: Student Health Education Centre Report 3  
DATE: Tuesday, September 27th, 2022

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## **Year Plan Update**

Since submitting SHEC's second EB report, we have been very busy with hiring and on-boarding our team of Peer Support Volunteers (PSVs) and coordinating daily operations logistics. We have now completed hiring for the entirety of our volunteer team, composed of around 20 returner volunteers, 25 new upper year volunteers, and 15 first-year/transfer student volunteers (~60 PSVs total). We are still in the process of on-boarding all volunteers, and we plan on hosting a full day of volunteer training on October 2<sup>nd</sup>.

We have also developed SHEC's in-person and virtual peer support operations protocol for this year and soft-opened operations on a reduced capacity basis. Our reduced operating schedule is being facilitated by our returning PSVs who have received training in past years, supported by volunteer guidebooks created by our internal executive team. The reduced operating schedule will be in place until all new volunteers have received the necessary required training; we intend to fully open SHEC's operations with expanded hours after reading week.

We are unfortunately currently behind on running/releasing our planned events and campaigns. We had an "Intro to SHEC" bonfire event planned at Altitude for Wednesday, September 21<sup>st</sup>, but we had to postpone last minute due to inclement weather. Unfortunately, we were notified after the fact that Altitude does not have another opening until late October, so this event will likely be combined with a previously conceived Halloween event. Our Events and Outreach executives are currently in the process of rejigging their event planning schedule in light of this and other new information — we are still hopeful of running at least 3 events in the fall semester. Our planned campaigns have also been delayed in favour of a heavier focus on service promotions this month. We intend to release our first campaign in early October.

## Events, Projects, & Activities

### *General Service Usage*

As mentioned, SHEC has now opened our services both in-person at MUSC 202 and online at our new peer support Zoom warmline. SHEC had previously used Tawk.to to provide virtual peer support services, but feedback from past volunteers and executives suggested that this platform was very unintuitive and confusing from the back end. As such, we have transferred our operations onto Zoom following suggestions from WGEN, which previously ran their virtual peer support service on the platform in 2020.

We have not yet advertised our reduced capacity hours on social media, as we wanted a couple weeks of “soft-opening” to troubleshoot any issues or concerns that might arise with our new shift protocol. Even so, we have gotten some service usage, which is very heartening! We intend to advertise our full opening after reading week once we establish our new operation hours. In the meantime, SHEC is operating on a reduced capacity basis between 10:30-11:30 AM and 3:30–5:30 PM from Monday to Friday.

Every shift is run by 2 volunteers in the space and 1 volunteer on the Zoom call, as well as being monitored by 1 executive-on-call (EOC) who is available in the Zoom call. EOCs are responsible for being available in case any volunteers on shift encounter any problems or have any questions. EOCs are also responsible for ensuring that the volunteers assigned to shift are present; this ensures that we have the capacity to provide services during our open hours.

We have a logbook that volunteers are responsible for filling out after every service user interaction in order to track service usage, although it is currently unclear whether all volunteers are consistently logging everything. Even so, as it stands, since opening on September 15<sup>th</sup>, we’ve had over 10 logged interactions! Most of these involved users seeking tangible health supplies, pregnancy tests, and information, though we have had at least 1 peer support session!

It is also worth noting that we lay out many of our tangible health supplies and health resources outside of MUSC 202 during open hours, as we recognize that it can be intimidating to enter a room with volunteers in order to seek certain items. As such, a great deal of additional service use (as indicated by how much of our inventory we’re running through!) is not captured directly. We have also been keeping SHEC’s health dispenser filled with condoms and lubricants. Since SHEC’s last EB report, we have given out over 850+ packets through this dispenser, sometimes having it run out in less than half a week!

Finally, SHEC has begun our CA packages initiative and received a great deal of positive reception from CAs! By my personal estimate, we have likely given out at least 100 of these packages to date, and we intend on continuing this initiative

throughout the school year. Some CAs have expressed a desire to see menstrual products distributed through these packages as well, which we intend to implement in the near future.

### *Projects & Events: Peer Support Volunteer Hiring + Training (Complete + Ongoing)*

We have finally completed hiring for our team of 60 PSVs! We have a good amount of diversity in our volunteer team, including volunteers from 13 different programs and a decent proportion (15%) of non-female-identifying volunteers, a population that the service has previously struggled with reaching in hiring.

We will be hosting synchronous and in-person volunteer training on October 2<sup>nd</sup>, from 9:30 AM – 5:00 PM. This training will cover topics central to SHEC's mandate, including sexual health, mental health, substance use and harm reduction, and body empowerment. It will also cover peer support basics as well as protocols that are specific to SHEC. We will be requiring all volunteers who are unable to attend in-person to watch asynchronous modules that the service created last year, as the content will largely be similar. Volunteers will also have access to a guidebook document as well as additional training quick sheets that our Training and Development executives intend to create.

### *Projects & Events: Intro to Support Campaign + Spill the AnxieTEA Campaign (On-Going)*

Our Resources and Advocacy Executives have been working on two campaigns in tandem, one on support in university and another on anxiety. These two campaigns are both in their final stages of editing and we hope to publish them in early October.

### *Projects & Events: Halloween/Altitude Event + Pee4Pizza (On-Going)*

As previously mentioned, SHEC's first event had to be postponed due to inclement weather to a much later date, which has thrown some of our event planning schedules out of loop. At this time, we are exploring the possibility of combining this bonfire event with our Halloween physical wellbeing event idea.

Additionally, SHEC is currently exploring the possibility of bringing back the Pee4Pizza event that we previously collaborated on with the SWC and Public Health Hamilton in 2019. However, whether we will be able to run this event true to its original form is unclear; we were told by the previous event organizer that Public Health Hamilton may be reluctant to be involved again, as the previous iteration of the event was very resource-intensive for them, and they did not find a significant number of positives among event attendees. Nevertheless, we will be exploring the possibility of a) either running this event in its original form in the Winter semester, depending on if Public Health and the SWC are interested in collaborating again or b) running an educational version of this event instead, where event attendees will be able to learn about STBBIs and testing (along with having pizza, of course!).

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

SHEC and WGEN are currently in the process of seeking external funding for our *Collective Care* program. This program aims to provide free resources (menstrual, safe(r) sex, childcare, gender-affirming, and other health products) to students that who may need them. This initiative was initially started during the COVID-19 pandemic, but it has historically been even more popular than our physical resource provision because of the increased anonymity, privacy, and customizability it provides.

In 2020, the *Collective Care* program ran for approximately 3 months and used around \$2500 in funding. Last year, the program began in October and ran on-and-off throughout the entire academic year (dependent on service capacities) and used approximately \$4000 in funding. This year, we are hoping to secure at least \$5000 in funding to operate the initiative throughout the entire academic year. We have found approximately \$500 of funding leftover from last year's external funds which will be carried over to the program this year. Additionally, we will be re-applying for Special Projects funding, as well as funding from OPIRG and PACBIC (our sponsors from last year). Even so, we anticipate having trouble with securing our goal amount, so we are open to any suggestions the board might have!





## **Outreach & Promotions**

### *Summary*


This month, SHEC has been focusing on our *SHEC Us Out!* promotional series for the service. We have just very recently released a reel highlighting our services on social media, as well as recently acquired newly designed print posters that we will post around MUSC and other well-trafficked locations. A social media post is also in the works, though this has been held back as we wanted to include our full peer support hours!

We had also created a promotional post for our Intro to SHEC bonfire event, but this has since been archived since the event had to be postponed.

Promotional Materials

THE STUDENT HEALTH EDUCATION CENTRE		THE STUDENT HEALTH EDUCATION CENTRE	
 <p><b>Safer Sex Supplies</b>      <b>Menstrual Products</b></p>			
<p><b>FREE tangible health supplies at request or via the dispenser outside MUSC 202!</b></p>		<p><b>Visit MUSC 202 to access FREE health information resources!</b></p>	
 <p><b>Parenting Supplies</b>      <b>Pregnancy Tests</b>      <b>General Health Items</b></p>			
<p><b>Connect with us to find out more!</b></p> <p>📱 @msu_SHEC 🌐 @msuSHEC 🌐 Linktr.ee/msu_SHEC</p> 		<p><b>Connect with us to find out more!</b></p> <p>📱 @msu_SHEC 🌐 @msuSHEC 🌐 Linktr.ee/msu_SHEC</p> 	


**THE STUDENT HEALTH EDUCATION CENTRE**



**Peer support available in-person in MUSC 202 and online via Zoom!**



**Connect with us to find out more!**

 @msu\_SHEC  
 @msuSHEC  
 Linktr.ee/msu\_SHEC




*Social Media Engagement since the Previous Report*  
**Facebook and Instagram**

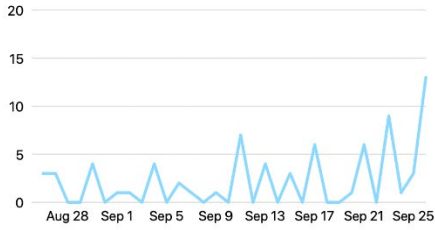


**Page and profile visits**

Export

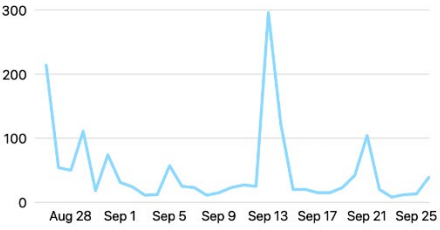
Facebook Page visits

73 ↓ 29.8%



Instagram profile visits

1,555 ↑ 163.1%

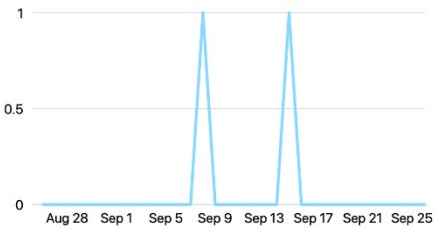


**New likes and follows**

Export

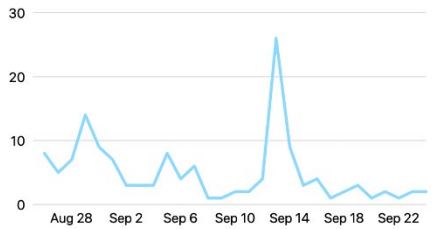
Facebook Page new likes

2 ↓ 33.3%



Instagram new followers

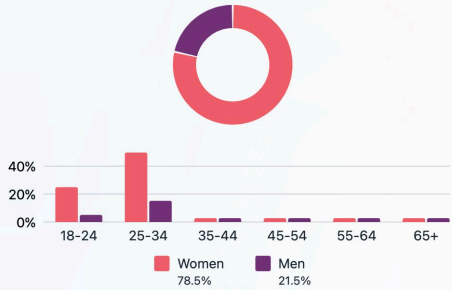
143 ↑ 134.4%



Facebook Page followers

2,385

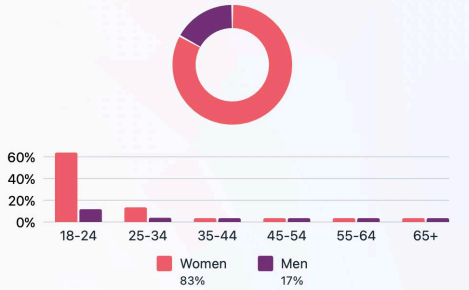
Age & gender



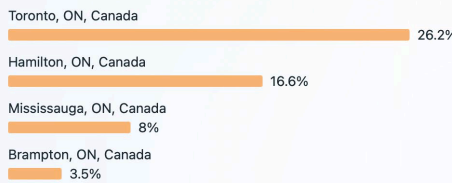
Instagram followers

1,594

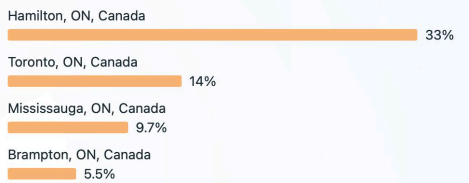
Age & gender



Top cities



Top cities



Twitter

**28 day summary** with change over previous period

Tweet impressions  
**105** ↑54.4%



Profile visits  
**77** ↓18.9%



Followers  
**1,129**



**Finances**

*Budget Summary*

SHEC has recently made a number of purchases of office supplies, health supplies, and promotional material. The supplies we purchased will hopefully last us for the entirety of the Fall semester. We have also ordered and received another huge order of free safe(r) sex supplies from Public Health Hamilton

SHEC will also soon make purchases for our fall PSV training. As of now, we plan on spending approximately \$450 on lunch, snacks, and miscellaneous materials.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0116	SHEC – OFFICE SUPPLIES	\$100
	TOTAL SPENT IN LINE	\$100
	REMAINING IN LINE	\$0
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	\$1014.27
	REMAINING IN LINE	\$985.73
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
	TOTAL SPENT IN LINE	\$1232
	REMAINING IN LINE	\$1568



6804-0116	SHEC – TRAINING EXPENSE	\$1000
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	\$1000
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$9450
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$2346
<b>REMAINING DISCRETIONARY SPENDING</b>		\$7103

### **Executives & Volunteers**

Since our last EB report, we have created and released anonymous feedback forms for both our executives and volunteers. This is a place for SHEC team members anonymously submit any general or specific feedback they may have. We encourage volunteers 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. We will also make it clear at synchronous training that volunteers are always welcome to reach out directly to the Volunteer Coordinators ([shecvolunteers@msu.mcmaster.ca](mailto:shecvolunteers@msu.mcmaster.ca)), the PTMs ([shecadmin@msu.mcmaster.ca](mailto:shecadmin@msu.mcmaster.ca)), or VP Administration ([vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca)) depending on who they feel most comfortable addressing their concerns to.

Our volunteers will be divided into pods that are respectively led by a SHEC executive. These pods will serve as a first point of contact for shift swaps, as well as serve a social function as well. Once all volunteers have been hired and trained, we plan on hosting a volunteer social so that all individuals have an opportunity to interact with their fellow team members and build a strong sense of community. This is crucial in terms of boosting morale and building a strong welcoming community, especially during times like these, where most school events and classes are taking place online.

Volunteers will also have the opportunity of joining either SHEC's Events and Outreach Committee or Resources and Advocacy Committee. They will be introduced to these committees as the synchronous training as well as asynchronously over Teams and be given a chance to sign up. New this year, volunteers have also been given the option to indicate whether they would like to be involved in SHEC promotional videos and reels on Instagram and TikTok.

## **Successes**

SHEC's reduced hours opening has so far exceeded expectations as a success! I am extremely proud of our returner volunteers for all of their hard work and dedication on shift so far, as we recognize that it must not have been easy to transition from providing entirely virtual peer support in the last 2 years to coming back in-person. Our executive meetings also remain extremely enthusiastic and engaging, with all of our executives working very hard on respectively projects!

## **Current Challenges**

As previously mentioned, SHEC is currently behind our ideal timelines with hosting events and releasing campaigns. However, we are still hopeful of running/releasing 3-4 events/campaigns in the Fall semester.

We are still in the process of seeking external funding for our Collective Care initiative and foresee this to be a challenge. Additional help with locating external funding would be very appreciated.