



# 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 7  
DATE: Monday, March 6<sup>th</sup>, 2023

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## Year Plan Update

Since submitting SHEC's last EB report, our team has been working hard on our last events and initiatives of the year, including 2 campaigns and multiple events. We have also launched *Collective Care* with WGEN, plan on re-running Exam Care Programming, and are working on volunteer appreciation gifts.

## Events, Projects, & Activities

### *General Service Usage*

Our Winter full operating hours are unchanged and will be in effect until the exam period, at which point we will re-evaluate hours and operate at a reduced capacity.

#### In-Person Peer Support (MUSC 202)

Day(s) of the Week	Hours of Operation (EST)
Monday - Thursday	10:30 AM– 7:30 PM
Friday	10:30 AM– 4:30 PM

#### Online Warmline (Zoom)

Day(s) of the Week	Hours of Operation (EST)
Monday - Thursday	10:30 AM– 12:30 PM 5:30 PM– 7:30 PM
Friday	10:30 AM– 12:30 PM

In terms of service usage, our volunteers have logged 150+ interactions, with the two biggest services that are sought continuing to be tangible health supplies and pregnancy testing. We receive the most service usage between 2:30 PM – 5:30 PM, but also at the beginning of our hours between 10:30 – 11:30 AM. We have also had continued significant use of our health dispenser and other materials

that we display outside our space during open hours.

### *Projects & Events: SHEC Month Events (On-Going)*

We had originally played with the idea of bringing back SHEC Week, an events week that the service had organized in 2019 to engage students with wellbeing topics associated with the service. Unfortunately, the timelines did not work out, so our Events and Outreach Executives have instead been working on a “SHEC Month” instead!

As planned right now, SHEC Month will entail 4 events run throughout the month of March: “Shake it out with SHEC!” (a Zumba workshop in collaboration with McMaster Recreation), a naloxone workshop event (name TBD) in collaboration with Marchese Pharmacy, a yogurt bar (name TBD) in collaboration with the FCC, and a sexual wellbeing trivia event (name TBD). *Shake it out with SHEC* is currently confirmed for March 15<sup>th</sup> from 7:30-8:30 PM in the Pulse Fitness Centre, and promotions are forthcoming within the week; promotions will be released for the other events as details are confirmed.

### *Projects & Events: Body Neutrality + STBBI Campaigns (On-Going)*

SHEC’s Resources and Advocacy Co-Executives are currently working on a comprehensive campaign around STBBI (sexually transmitted and blood borne infections) education and awareness. We are aiming for this campaign to cover topics including what STBBIs are, common myths around STBBIs and people with STBBIs, ways to reduce your risk of getting an STBBI, and ways to be safe if you have an STBBI. We aim to cover some common STBBIs among the student population as well as some that have historically been severely stigmatized and misunderstood, such as HIV. This campaign will also be 2SLGBTQIA+ inclusive throughout its planning and creation. We hope to have this campaign released in the last week of March in conjunction with our sexual wellbeing trivia event (see above).

Because we have very large goals for this campaign (including possibly creating an infographic series around it), in the meantime, we will be working to publish our previously completed Body Neutrality campaign. This campaign was left over from the 2021-2022 executive team and completed by our current Resources and Advocacy Executives last September, but left unpublished as we couldn’t squeeze it into our social media posting schedule at the time. We are hoping to have this campaign completed and released around mid-March.

### *Projects & Events: Collective Care (On-Going)*

*Collective Care*, our remote resource distribution initiative with WGEN, was (finally!) officially launched on January 31<sup>st</sup>. We have already received over 170 orders, and the SHEC and WGEN PTMs have already met once to collectively decide on funding allocation for requests. There have been some internal delays to fulfilling orders as yet, but we intend on sending out gift cards to requesters by

this week.

We anticipate running out of funding before the end of the academic year, and as such, have been trying to distribute funds as equitably but also relatively conservatively as possible. For requests for resources that can be obtained at our in-person spaces (eg. menstrual products, safe(r) sex items, etc.), we are separately reaching out to requesters to suggest that they access our in-person resources instead, *unless* there is a reason why our in-person spaces are inaccessible to them (eg. they cannot come on campus, they want to remain anonymous, etc.), in which case we will fulfil the request. For all other requests, we are determining funding allocation by urgency and request type, but we will be transparent with requesters about their ability to reach out again or re-apply if they have specific needs that have not been met through this process.

#### *Projects & Events: DivaCups Distribution (On-Going)*

Over the past two months, myself and SHEC's Assistant Director have managed to secure a significant donation by Diva International. This donation consisted of 100 DivaCups and brochures, wash kits, menstrual handbooks, demonstration kits, pins, and other materials, totaling to approximately \$4000 in value!

As part of our agreement with Diva, we must provide basic education on how to use the DivaCups to any service user who wishes to pick them up. For this reason, we will not be publicly distributing these supplies from our space until our volunteer team is trained on how to do so. However, we have received *immense* interest from the student population, so we are hoping to start this process soon!

#### *Projects & Events: SHEC Bonfire (Upcoming)*

SHEC had previously planned a bonfire event as an introduction to the service in October, but the event unfortunately had to be cancelled at the last minute due to inclement weather. We were unfortunately unable to reschedule a booking with Altitude that late into the year, so we consequently decided to run the event in April instead as a year closing event for the service.

We are currently in the process of reaching out to Altitude about available dates around the beginning of April. At present, this event is conceived to be a celebration of the event of the academic semester, for both the McMaster community but also specifically for the SHEC community (volunteers, executives) as well.

#### *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 encourage folks to take care of themselves and rely on their communities.

In the fall semester, we collaborated with all of the peer support services

(Maccess, WGEN, DEN, and the PCC) in delivering this initiative. We received \$450 of funding from the Student Wellness Centre and \$1000 of funding from the Board of Directors, which allowed us to create 300 care packages and fund 2 giveaway items. We also ran a social media giveaway that encouraged participants to engage with all 5 of our social media accounts. The winners of that giveaway received a coffee maker and a weighted blanket respectively. The packages were distributed in Mills Library and Thode Library on December 14<sup>th</sup> and 15<sup>th</sup>. We received incredible engagement at each distribution day and all packages were claimed within half an hour on both days.

We are about to begin the planning process for our Winter iteration of this initiative and will likely reach out to each of the peer support services again (and possibly other MSU services as well) to see if there is interest in collaborating again. We will also begin searching for funding sources again as well in the near future.

#### *Projects & Events: Volunteer Appreciation (Upcoming)*

Our Volunteer Coordinators have been working on planning volunteer appreciation initiatives and/or events to close off the year. There has been immense interest expressed in receiving SHEC-branded clothing (specifically crewnecks), and the PTMs have previously met with VP Finance to discuss the feasibility of this request. At present, we are waiting for approval from VP Finance for additional volunteer appreciation funding to make this order.

#### *Projects & Events: Arts & Wellbeing Campaign (Upcoming)*

The Resources and Advocacy team has expressed interest in creating a campaign around using the arts as a tool to improve wellbeing after Body Neutrality and STBBI are published. That being said, we may not have the time/budget this year to completely publish this campaign, so this campaign may be carried down for the 2023-2024 team publish.

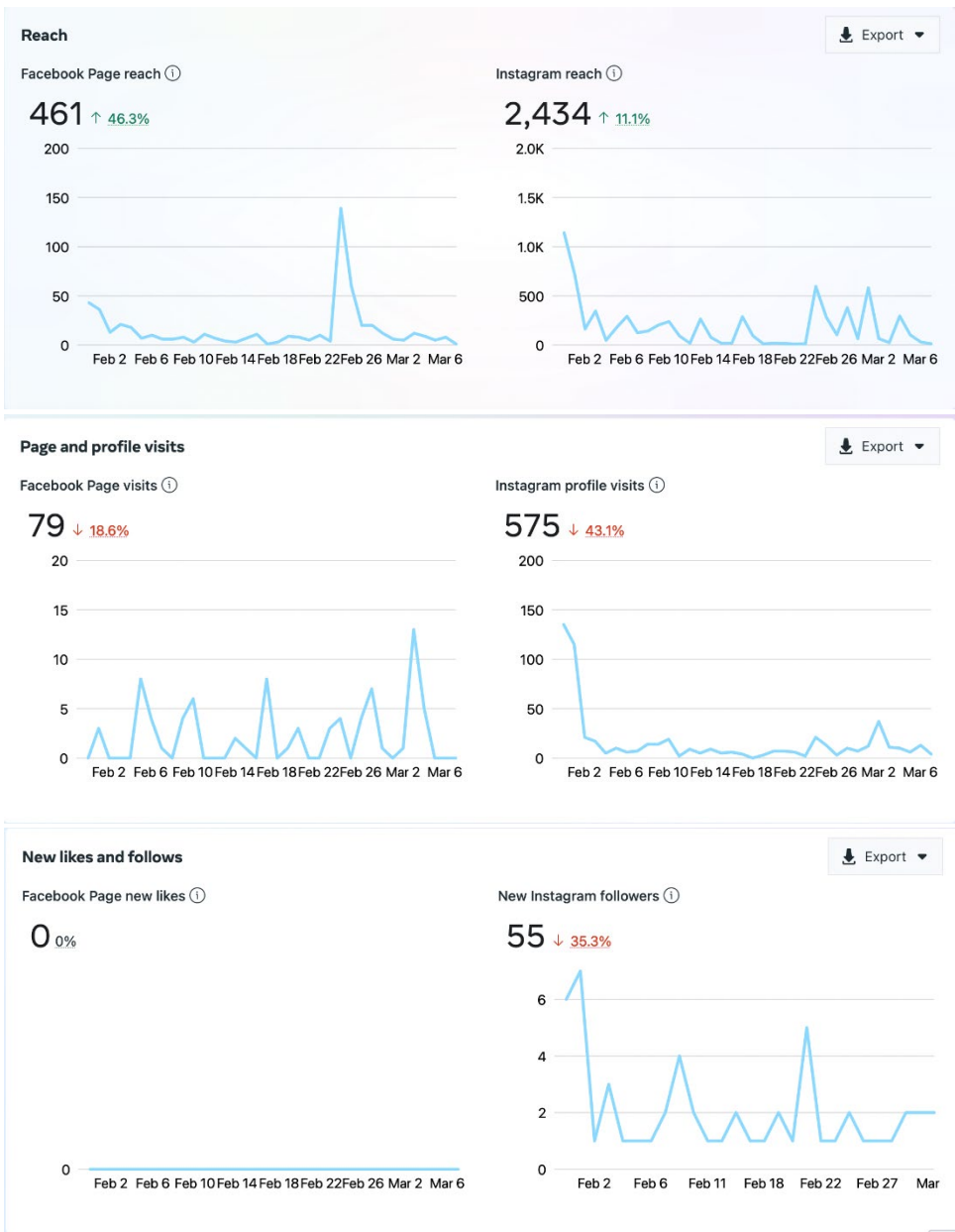
## **Outreach & Promotions**

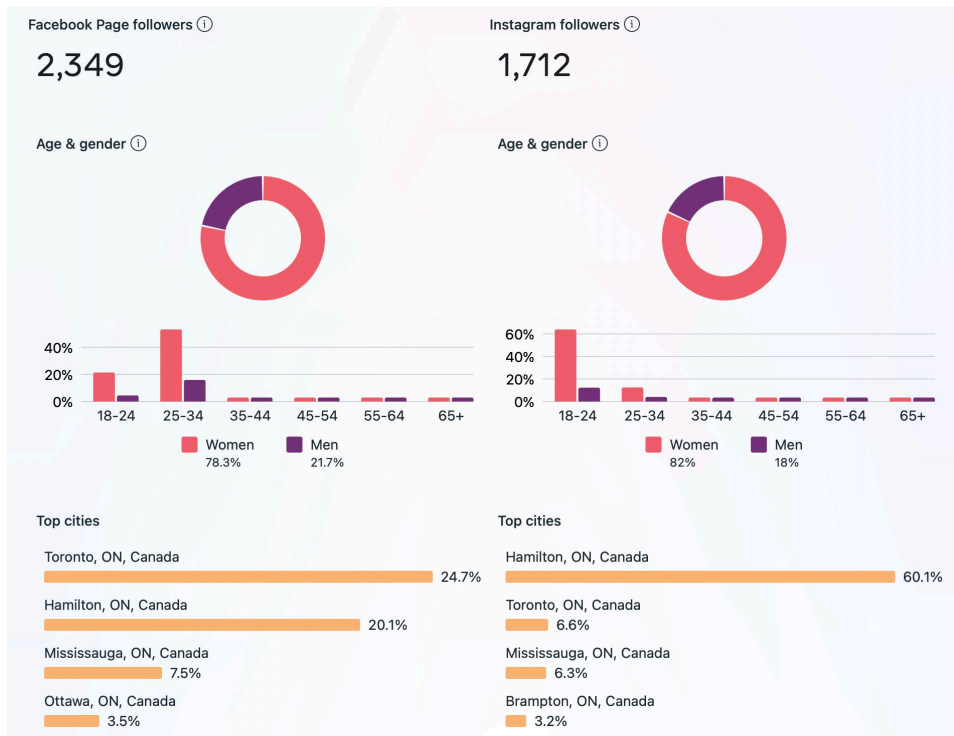
### *Summary*

Since my last EB report, SHEC has not released any new posts on our social media accounts. We will be releasing promotions for our SHEC month events in the near future, as well as 2 educational campaigns around body neutrality and STBBI prevention and awareness.

### *Social Media Engagement since the Previous Report*

#### **Facebook and Instagram**





## Finances

### Budget Summary

Since the last EB report, SHEC has spent some of our budget on our volunteer social, on promotional material, and on our *Cum One, Cum All!* Event.

We have received \$450 of funding from the Student Wellness Centre and \$1000 of funding from the Board of Directors for our Exam Care Programming. We also received \$500 from the MSU Special Projects Fund, \$1000 from USIF, and \$3000 from OPIRG McMaster for our *Collective Care* program. (These are not indicated in the below budget summary).

The below summary might be somewhat inaccurate as it is based off submitted POs and not actual spending in some cases.

ACCOUNT CODE	ITEM	BUDGET / COST
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	\$134
	REMAINING IN LINE	\$146

6101-0116	SHEC – HEALTH SUPPLIES	\$2000
	TOTAL SPENT IN LINE	\$1376
	REMAINING IN LINE	\$623
6102-0116	SHEC – ANNUAL CAMPAIGNS	\$2500
	TOTAL SPENT IN LINE	\$1198
	REMAINING IN LINE	\$1301
6494-0116	SHEC – VOLUNTEER RECOGNITION	\$750
	TOTAL SPENT IN LINE	\$124
	REMAINING IN LINE	\$625
6501-011	SHEC – ADVERTISING & PROMOTION	\$2800
	TOTAL SPENT IN LINE	\$2517
	REMAINING IN LINE	\$283
6804-0116	SHEC – TRAINING EXPENSE	\$1000
	TOTAL SPENT IN LINE	\$1000
	REMAINING IN LINE	\$0
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONAR Y SPENDING</b>		\$9450
<b>TOTAL ACTUAL DISCRETIONAR Y SPENDING</b>		\$6410
<b>REMAINING DISCRETIONAR Y SPENDING</b>		\$3039

## Executives & Volunteers

Executive teams continue to meet weekly with the respective PTM. It is apparent that as the semester comes to an end folks are increasingly busy, it is my number one priority to ensure the well-being of everyone on my team while also ensuring that our goals are met and our service operates functionally and efficiently.

Our executives are currently in the process of writing their transition reports for the 2023-2024 team.

We are currently in the process of hiring the service’s 2023-2024 Assistant

Director. Once the new Assistant Director is on-boarded, it is a primary priority to begin 2023-2024 executive hiring as soon as possible, ideally before the end of the academic year, to capture as wide of an audience as possible, and subsequently to begin upper year and returner volunteer hiring ideally by April.

### **Successes**

We have been receiving amazing engagement in the past month at our events and initiatives! Many students have expressed interest in us running similar programming in the future, which will definitely inform the future direction of the service.

### **Current Challenges**

We may run into trouble with our remaining Advertising and Promotions/Annual Campaigns budget given the number of events and campaigns we still want to run this year. Our Annual Campaigns budget line is shared for both our events material costs as well as some of the design cost for our educational campaigns. Similarly, our Advertising and Promotions line is shared for creating events promotions and some of the design costs for our educational campaigns.

Between these two budget lines right now, we have approximately \$1500 total. We hope to publish at least 2 more campaigns, one of which possibly including print material, which we anticipate will cost \$900-\$1000. We also hope to run 5 more events (SHEC month events + bonfire) using the remaining \$500. We might be able to make this work, but it is also possible that we may need additional funding support to meet unanticipated costs.