



REPORT

From the office of the...

SHEC Director

TO: Members of the Executive Board
FROM: Celine Sau Ling Chak
SUBJECT: SHEC Report 2
DATE: October 10th, 2024

Yearplan Update

Since our previous EB report, our service has reopened and begun operating at reduced hours. We have also completed hiring for our first year and transfer volunteers, with a full team of 60 peer support volunteers. Upon completion of our Fall Training Day (October 6th), we will be returning to our full operating hours.

Our first event, Spin with SHEC, was held recently with great success and turnout. We received lots of positive feedback after the event. Currently, we are planning our next events: a SHEC open-house, a harm-reduction focused haunted house in collaboration with ResLife, and our Halloween Supply Handout.

As mentioned in the Year Plan, we have installed new condom dispensers funded by SLEF across campus. They have been operating since September 7th, and have proven to be very popular with our service users. In the week of September 23-27th, we gave out approximately 1150 condoms, and approximately 970 condoms for the week of September 30th to October 4th. Last year, approximately 6800 condoms were given out throughout the entire school year, with an average of 560 condoms distributed per week. Compared to last year, our dispensers have experienced an incredible increase in demand. We are incredibly impressed by amount of condoms distributed, and attribute it to our TikTok/Instagram Reel promotions.

To meet the new demand of our condom dispensers, I have been trying to set aside adequate budget for the rest of the year. So far, we are still on track with our expenditures thanks to the SLEF.

Events, Projects, & Activities

General Service Usage

Our service has started operating for the 2024-2025 school year at reduced hours as of Monday, September 16th. We operate from Monday to Friday from 11:30 am – 4:30 pm.

Once all volunteers are trained on October 6th, we plan to open the space to our full operating hours from 9:30 am to 7:30 pm. We have completed hiring our first year and transfer students and have a total team of 60 volunteers. Opening our space has gone smoothly so far.

We have given out approximately 2990 condoms through our on-campus dispensers alone. In total, we have distributed approximately 3314 items, including the items we have distributed through our online order supply form and space. This does not include the condoms distribute through the SHEC Space, Community Advisor Packages, Collective Care, online orders, and our distribution booths!

Projects & Events: SHEC Open House (Upcoming)

To educate our community on the types of services and supplies SHEC offers, we will be running an Open House in our space after our service hours. We will have our peer support volunteers help with the event by giving tours of the space. To prevent overcrowding of the space, we will be giving staggered tours of the space and book the adjacent room, MUSC 203, as a space for visitors and volunteers to enjoy refreshments and have conversations with each other.

Projects & Events: SHEC Avenue2Learn (Complete)

To keep all of our volunteer documents and training in one place, we have developed and released an Avenue2Learn page for the 2024-2025 school year. The page includes asynchronous learning videos, online quizzes, and submission boxes for training certificates and volunteer contracts. We have seen success with using this platform so far, as it is much easier to digitally organize the many documents we have for each volunteer. The Avenue2Learn platform is also well-designed for educational use and allows our leadership team to track completion and access of each assignment or quiz. Additionally, we ensure to provide virtual motivational badges through the platform as volunteers completed training.

Student Health Education Centre

Announcements

SHEC FALL TRAINING DAY TOMORROW

Ante Cuvako posted on Oct 5, 2024 11:05 AM Pinned

Hi @everyone

We are so excited for the fast-approaching training day on Sunday, Oct. 6th from 10am to 5pm!

Location: PGCLL 124 (Video on how to get there, made by our lovely Promo Execs: https://drive.google.com/file/d/1D0DMcrgg_qQY7fkWdHtNSb3ra3HWDGM/view?usp=sharing)

Time: Be there for 9:50-10am

What to bring: yourself! A water bottle perhaps, and a writing utensil! And good vibes

NOTE: Lunch and snacks will be provided; all dietary restrictions and preferences are available!

Please ensure you have finished all training components by now; if you have not, get on it! This includes the a2l modules + quizzes, mosaic training, external certifications, and the It Takes All of Us module (discover tab on a2l homepage).

NOTE: first years/transfer students - try your best to have what you can completed

Calendar

Sunday, October 6, 2024

Upcoming events

OCT 6 11:59 PM
Contraceptive Resources - Due

OCT 6 11:59 PM
Training Package - Quiz - Due

Updates

72 New Emails

37 Ungraded Quiz Attempts

Manage Quizzes

Question Library Statistics LockDown Browser

Help

New Quiz

Edit Categories

More Actions

View: By Availability

Apply

Bulk Edit

<input type="checkbox"/>	Current Quizzes	Published
<input type="checkbox"/>	Mosaic Training Summary Submission Due on Oct 1, 2024 11:59 PM	42/42
<input type="checkbox"/>	External Certification Submission Due on Sep 23, 2024 11:59 PM	46/46
<input type="checkbox"/>	What is Harm Reduction? - Quiz Due on Oct 5, 2024 11:59 PM	179/179
<input type="checkbox"/>	Addiction, Dependency, Withdrawal, Overdose - Quiz Due on Oct 5, 2024 11:59 PM	86/86
<input type="checkbox"/>	Consent - Quiz Due on Oct 5, 2024 11:59 PM	86/86
<input type="checkbox"/>	Body Positivity and Neutrality - Quiz Due on Oct 5, 2024 11:59 PM	89/89

Projects & Events: Halloween Supply Handout (Upcoming)

The Halloween Supply Handout aims to promote safer sex and product consumption during this peak holiday. SHEC plans to have a booth at McMaster University Student Center during the week of Halloween, and have executives and volunteers be present at the booth table to handout safe(r) sex items and provide education on the service! Some items we plan to distribute are Glow-in-the-Dark condoms, condoms, lubricants, menstruation products, stickers, and earplugs.

Projects & Events: SHEC x Boulton ResLife Haunted House (Upcoming)

We have planned a collaborative event between the Bates and Moulton (Boulton) Residence team with SHEC. During this event, SHEC will provide safe(r) sex, harm reduction, menstrual supplies and informative pamphlets to students participating in the haunted house event hosted by ResLife. Peer Support Volunteers and SHEC Executives will be dispatched to the event to assist with the supply handout and provide informative education!

Projects & Events: Harm Reduction Fair (Upcoming)

In collaboration with the Student Wellness Centre, we will be running a table at the Harm Reduction Fair in MUSC on November 11th, 2024. The fair will feature other groups, including the Responsible Gambling Council and the SWC Substance Use Peer Educators. SHEC will be providing information about our services and resources, while also distributing safe(r) sex and harm reduction supplies to students on campus.

Projects & Events: Spin With SHEC (Complete)

This event was aimed to target one of SHEC's core pillars; Empowered Bodies. The spin cycle class was held at McMaster Pulse Fitness Centre Cycling studio and saw an excellent turnout. We would like to attribute this to our promotional TikTok's and Instagram reels. After the event, juice boxes and prepackaged snacks were provided to event attendees.

Projects & Events: SLEF Condom Dispenser Installation (Complete)

As of September 7th, our two new condom dispensers in Mary Keyes and the Student Commons building have been installed and operating. The dispensers are regularly stocked several times per week by members of our exec team, and demonstrate a high demand for our safe(r) sex supplies on campus. We have distributed approximately 2990 condoms through the dispensers.

Projects & Events: Collective Care in collaboration with WGEN (On-Going)

Collective Care is an ongoing project in collaboration with the Women + Gender Equity Network which aims to provide virtual gift cards and funding to students in hopes to independently purchase their own physical resources which may not be as accessible through our services. This project has been extremely successful for previous years, and the current SHEC management team is committed to uploading and even exceeding the amazing achievement our predecessors have created! We have seen a significant increase in program usage once it was announced through our respective social media platforms, receiving 56 orders as of October 6th, 2024. Last year, Collective Care received 180 orders by the end of the school year. At this rate, we are on track to exceed the demand of last year's programming within the next couple months. We plan to monitor the engagement of the project and will work with the promotional team to increase awareness of the project.

Projects & Events: Fall Volunteer Training Day (Complete)

Our recent Volunteer Training Day was a resounding success, providing an engaging and hands-on experience for all participants. The day featured multiple interactive events, including role-playing scenarios where volunteers practiced handling real-life situations they might encounter. These roleplays helped build confidence and ensure that everyone felt prepared for their roles.

We also dedicated time to answering questions and clarifying any concerns, fostering open communication to ensure that our services run smoothly. By addressing uncertainties early on, we empowered volunteers to feel more capable and supported. This comprehensive training day not only boosted readiness but also strengthened the sense of community among volunteers, setting a strong foundation for the year ahead. We also featured a space tour, where incoming volunteers were able to explore the SHEC space before beginning their duties.

Projects & Events: Monthly Executive 1-on-1 Check-Ins (On-Going)

The 1-on-1 Executive check-ins are an important part of maintaining a healthy and cohesive team dynamic. This entails the Assistant Director and Director having a pre-determined meeting where Executives can have a safe space to communicate any issues, favorable points or to simply chat with the Part Time Managers. During these individual meetings, we will address any concerns, provide personalized support, and ensure that each executive feels heard and valued. These check-ins are not only an opportunity to resolve any challenges or roadblocks but also to gauge overall morale and satisfaction within the team. October check-ins are currently on-going and have shown a deeper understanding of executive workload and mindset!

By fostering open dialogue, we aim to strengthen communication, align our goals, and retain our executive members by addressing any potential issues early on, as well as providing moral and structural support. This process ensures that everyone remains on the same page, motivated, and committed to providing the best support to both our team and the student body.

Outreach & Promotions

Summary

Our main focus was to significantly improve upon our social media outreach to target a wider demographic. We have implemented this by closely working with our Promotions Coordinators to create engaging TikTok's and Instagram reels which showcase various aspects of SHEC. We have focused on promoting upcoming events, our peer support service, condom dispensers, safe(r) sex supplies and informational pamphlets. We have encouraged our Peer Support Volunteers to participate in the TikToks to further address volunteer engagement and provide a sense of community. So far, we have seen an increase in event attendance (eg. Spin with SHEC) and would like to attribute this to our social media promotions. For the future, we plan to continue to use these platforms to

create educational “how-to” demonstration videos which aim to promote safer product usage.

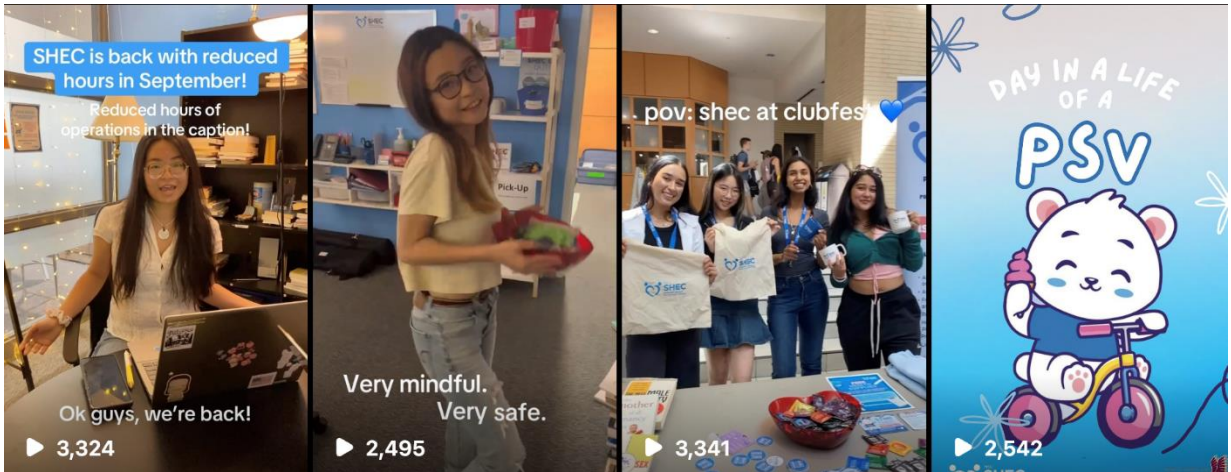
Promotional Materials

Spin with SHEC – Instagram Post



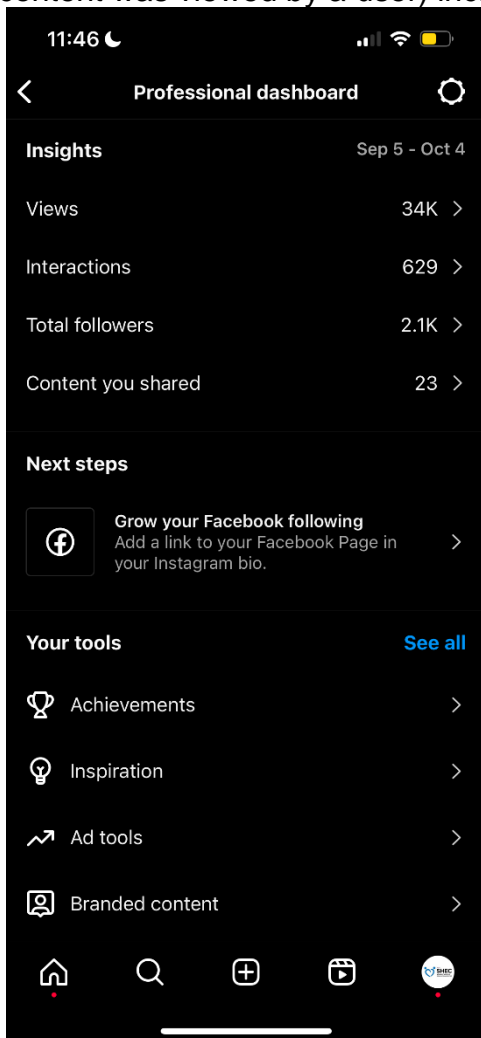
Instagram Reels

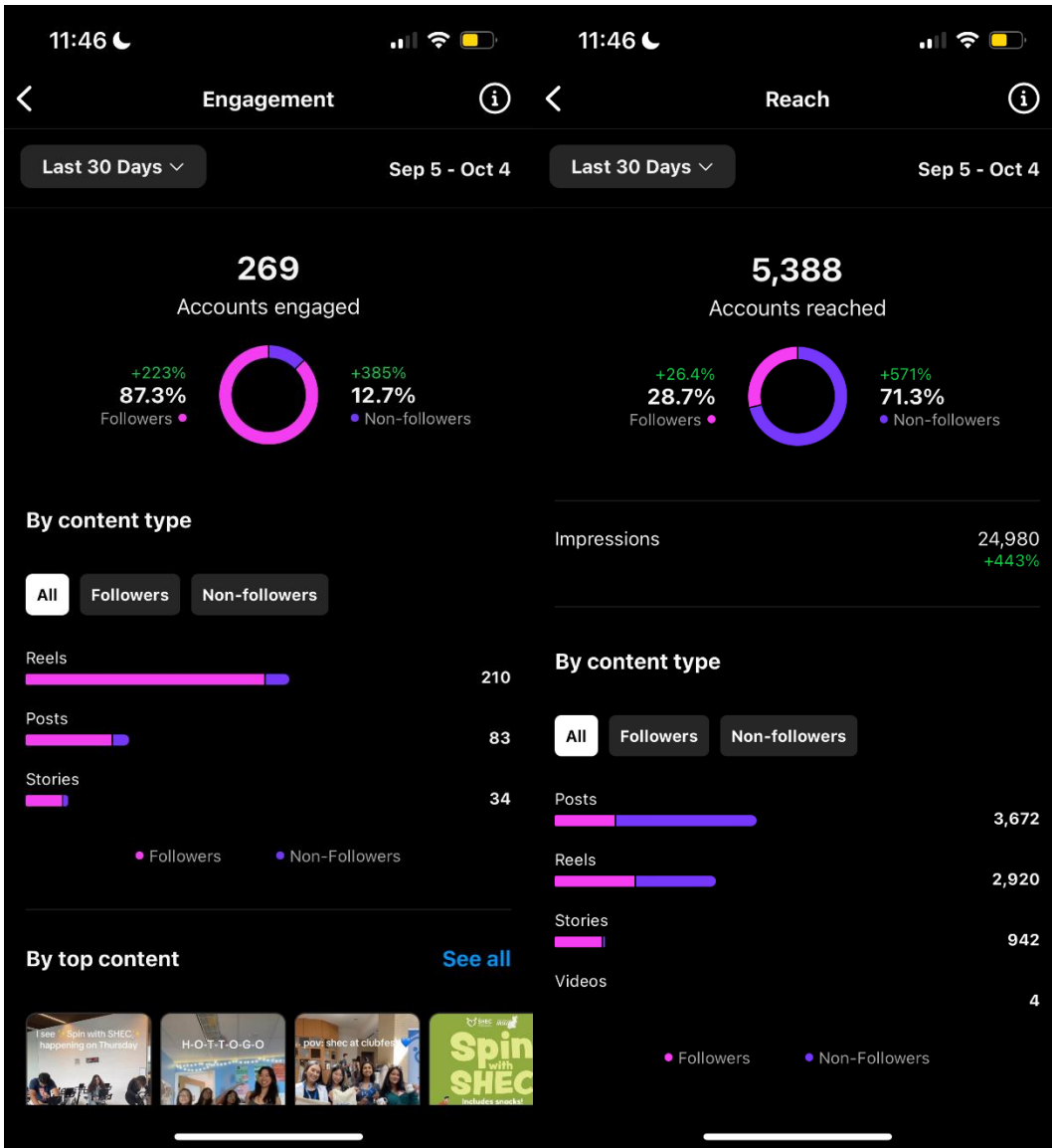




Social Media Engagement since the Previous Report

Our social media engagement has been steadily increasing in exposure since our previous report. We have earned a 223% and 385% increase in interactions for followers and non-followers. Our impressions (the total amount of times our content was viewed by a user) increased by 443% since September 5th.





Finances

Budget Summary

ACCOUNT CODE	ITEM	BUDGET / COST	PO SUBMITTED (DATE)	PO APPROVED
6101-0116-0300	SHEC - HEALTH SUPPLIES SHEC - HEALTH SUPPLIES	\$9,000.00		
6101-0116-0300	SHEC - HEALTH SUPPLIES Plain and Flavoured Condoms Supply- Sep 5	\$347.25	4-Sep	8-Aug
6101-0116-0300	SHEC - HEALTH SUPPLIES Misc health supplies from Amazon	\$94.00	19-Sep	5-Sep
6101-0116-0300	SHEC - HEALTH SUPPLIES Condoms/ribbed studded/GiD	\$515.00	23-Sep	23-Sep

6101-0116-0300	SHEC - HEALTH SUPPLIES	Spin with SHEC event; instructor payment	\$130.00	30-Sep	24-Sep
6101-0116-0300	SHEC - HEALTH SUPPLIES	Misc health supplies from Amazon - Oct 3	\$109.00	2-Oct	3-Oct
6101-0116-0300	SHEC - HEALTH SUPPLIES	TOTAL SPENT IN LINE	\$1,562.50		
6101-0116-0300	SHEC - HEALTH SUPPLIES	REMAINING IN LINE	\$7,437.50		
6102-0116-0300	SHEC - ANNUAL CAMPAIGNS	SHEC - ANNUAL CAMPAIGNS	\$2,750.00		
6102-0116-0300	SHEC - ANNUAL CAMPAIGNS	Clubfest Booth	\$20.00	28-Aug-24	30-Aug
6102-0116-0300	SHEC - ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	\$20.00		
6102-0116-0300	SHEC - ANNUAL CAMPAIGNS	REMAINING IN LINE	\$2730.00		
6804-0116-0300	SHEC - TRAINING EXPENSE	SHEC - TRAINING EXPENSE	\$1,750.00		
6804-0116-0300	SHEC - TRAINING EXPENSE	Fall Training Day Lunch	\$150.00	4-Oct	4-Oct
6804-0116-0300	SHEC - TRAINING EXPENSE	TOTAL SPENT IN LINE	\$1,226.60		
6804-0116-0300	SHEC - TRAINING EXPENSE	REMAINING IN LINE	\$198.40		

Executives & Volunteers

SHEChecks System

We have finalized the criteria for our SHEChecks system, a volunteer recognition system that rewards PSVs for attending events and completing additional responsibilities that contribute to our service. During our Fall Training Day, we will be sure to clearly communicate the logistics of this system to prevent any confusion amongst our volunteer team. Volunteers who receive a certain amount of SHEChecks will be awarded a Badge of SHECexcellence at the end of the school year. They will also be entered into a draw for a desirable prize (which will be surveyed beforehand). This may include SHEC merch, Benny The Bear plushie, speaker, etc. This will hopefully incentivize volunteers to go above and beyond and recognize the exceptional contributions of our volunteer team.

Exec-on-Call In-Person Shifts

To improve communication between our volunteer and executive teams, we have mandated that each executive member attends their "Exec-on-Call" shift at least once a month. So far, we have found that this fosters stronger relationships amongst our volunteers and leadership team. Additionally, we've found that this system helps our leadership team stay on top of any concerns or issues that arise during service, which has allowed our service to run smoothly. In the future, we will continue to implement this system, as it has shown great success since the reopening of our service. Additionally, we have implemented a Question of The Day, which executives are responsible for changing each day. This question is then answered by the volunteers who are assigned for that day as proof of attendance. Questions may be personal, such as "Where is your favourite place to get food on campus?" or worldly "What came first? The chicken or the egg? Please explain." This has been shown to foster communication and connection between the volunteers and the executives as they discuss the prompts in a fun and respectable manner.

Asynchronous Training Modules

Our Training and Development Coordinators have re-filmed our asynchronous training videos, which have not been updated since 2021. The videos were designed to be fun, interactive and use laymen terminology to help introduce important information to our volunteers. These asynchronous videos will be shared on our Avenue2Learn page for peer support volunteers to review in their own time. Each module is accompanied by an online quiz, which is tracked to ensure each peer support volunteer has seen and understood the information in each module. As any significant changes arise throughout the year, we will continue to film new videos to share any pertinent information with our volunteers.

Peer Support Volunteer Fall Training Day

Successes

SLEF Condom Dispenser Usage

The new condom dispensers installed on September 7th in Mary Keyes and the Student Commons building have made a significant impact on student health. Since their installation, we've distributed approximately 2,990 condoms, with high demand—1,150 condoms in the week of September 23-27th and 970 condoms the following week. This is a marked increase from last year's weekly average of 560 condoms.

Our success in maintaining this service is due to effective teamwork. We've delegated the responsibility of monitoring and restocking the dispensers across our executive team, ensuring they are replenished several times a week. This system has allowed us to keep up with the growing demand, ensuring uninterrupted access for students. Through our efforts, and the success of our social media campaigns, we are fostering a culture of health and safety, building trust with the student body.

SHEC TikTok/Instagram Reel Promotions

With a 223% increase in interactions from followers and a 385% increase from non-followers, our content has been viewed 443% more times since September 5th, highlighting the effectiveness of our digital outreach.

This success is a result of the collaborative efforts between our executive team and volunteers. We regularly work together to brainstorm content ideas, ensuring that our social media remains engaging and relevant. Volunteers are actively involved in drafting content and are encouraged to contribute their creativity and insights. This not only keeps our social media fresh but also ensures volunteers remain engaged and motivated during their shifts, fostering a sense of ownership and teamwork within our organization.

Training Modules

Our online video modules, created and updated by the Training and Development Coordinators, have significantly enhanced the way we train volunteers. These asynchronous modules allow volunteers to complete training at their own pace and are accompanied by quizzes at the end of each module to reinforce key concepts. Volunteers have consistently reported feeling more prepared and confident in handling various issues after completing the training. By using the Avenue2Learn platform, our coordinators can easily track feedback, monitor performance, and verify completion in one centralized system. This streamlined approach not only makes it easier for coordinators to ensure thorough training but also allows them to quickly address any gaps or areas needing improvement. The combination of updated content, flexible learning, and real-time feedback has created a more efficient and effective training process for all our volunteers.

SHEC Volunteer Motivation and Bonding

In past years, I've noticed a disconnect between volunteers and executive members of SHEC, which we've been successfully addressing recently. We've placed a special emphasis on getting to know our volunteers by name, regularly interacting with them, and fostering relationships with them. To achieve this, our leadership team regularly drops into the space to check in on our volunteers and demonstrate our commitment to supporting them. We've noticed that this allows our volunteers to feel more comfortable approaching us with their concerns or any issues that arise during service, which has allowed us to address them more effectively and proactively. Additionally, we aim to include volunteers within the TikTok promotional materials. We hope this will foster a deep connection between the volunteers, executives, and SHEC as a service. We also hope this may address some concerns brought up in previous years about volunteer morale. Overall, we aim to continue this by demonstrating a consistent effort to team-building and regular interactions.

Current Challenges

Reopening of Space to Full Hours

Although we have not observed any particular issues with the reopening of our space so far, we are anticipating that some new volunteers may be anxious to begin providing peer support in our space. To address this, we have tried to provide thorough asynchronous and in-person training for our volunteers. Additionally, when creating the shift schedule, we attempted to pair newer volunteers with experienced and returning volunteers, while encouraging them to provide mentorship to newer volunteers. We hope that this will aid in team building and collaboration, while ensuring that our service can operate smoothly.