

# UQ Wellbeing

Health Promotion Project Report

Semester 1, 2023

Allianz  Care

 THE UNIVERSITY  
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# UQ Wellbeing

health. culture. connections.

*The University of Queensland's Health Promotion Program dedicated to improving the health outcomes of students from Culturally and Linguistically Diverse Communities (CALD).*

This report highlights the key outcomes from the UQ Wellbeing program in Semester 1, 2023. The **2022 UQ Wellbeing Semester Reports** are available to download on the [UQ Wellbeing website](#).

The objective of the **UQ Wellbeing Health Promotion Project** is to improve the health outcomes of students from **Culturally and Linguistically Diverse (CALD)** backgrounds through evidence-based initiatives and community consultation. Activities within UQ Wellbeing are guided by health promotion and community development frameworks.



This project advances the **UQ values** of *respect and inclusivity* through collaboration with students and existing programs, and contributes to the *learning and student experience* by fostering a sense of belonging and wellbeing for all learners.

## Project outcomes:

- Students from CALD backgrounds are aware of and engage with health promotion activities and services on campus
- A vibrant campus that is inclusive and celebrates the diversity of all students

## The project has four focus Areas:

- Mental Health
- Sexual and Reproductive Health
- Nutritional and Physical Health
- Community and Cultural Connections

**Acknowledgement:** UQ Wellbeing proudly acknowledges Allianz Care Australia for funding this health promotion project for culturally and linguistically diverse students.

UQ Wellbeing would also like to acknowledge the UQ Health Promotion Unit, UQ Student Experience Team, UQ Get Involved Team and the UQ Union for their support and openness to collaborations throughout Semester 1, 2023.



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# UQ Wellbeing Semester 1, 2023 in Review

## Key Health Promotion Actions

UQ Wellbeing recognises that “health is created and lived by people within the settings of their everyday life: where they learn, work, play and love”.<sup>1</sup> UQ Wellbeing is guided by key health promotion activities as detailed in the [Okanagan Charter](#), which includes actions to: create supportive campus environments, support personal development and health literacy, embed health in all campus activities, and re-orient campus services.

To enhance and support the long-term mental health and wellbeing of students from Culturally and Linguistically Diverse (CALD) communities, UQ Wellbeing is dedicated to providing culturally sensitive health promotion programs and activities that address a wide-variety of health topics, encourage early access to healthcare, and embed a strengths-based approach to health. This is primarily achieved through student engagement (events), training, and social media. All activities are underpinned by core health promotion principles, student consultation through the *UQ Wellbeing Advisory Group*, community collaborations/partnerships, and an intersectional lens to ensure inclusive and equitable access to health promotion messaging.

This program is also guided by key findings and trends that have continued to emerge from stakeholder engagement:



### Low health literacy (Australian context)

the Australian health and education systems are unfamiliar for many CALD communities creating barriers for health access and skill

### Cultural sensitivity

activities must be developed in consultation with CALD communities at UQ with reflexive practice underpinning all processes.

### Long term support

a long term support strategy is needed to achieve health & wellbeing improvements

### Sense of belonging

sense of belonging and loneliness heavily impacts CALD students' mental health



### Language barriers

the high level of English required to communicate mental health and wellbeing needs mediates support access

### Racism & Violence

racism, discrimination, and domestic, family & sexual violence are key issues which impact the overall health and wellbeing of this cohort

### Stigma and taboo

mental health & sexual, reproductive health stigmas are barriers for accessing support

### Other

other barriers include confidentiality, visa status impacts, cost and shame related to accessing health support

## Summary

In Semester 1, 2023, UQ Wellbeing reached a record number of students through its health promotion activities and initiatives with a total of 8679 individual engagements through events, training, and social media. Collaboration, student consultation and an intersectional lens guided the core actions of the UQ Wellbeing program in Semester 1, 2023.



**8679**

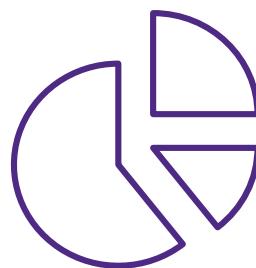
Engagements through events, training and social media



**2.18x**

The average semesterly engagement (events and training) for UQ Wellbeing

## Engagement breakdown



**5263**

Engagements through events and activities



**2773**

Social media engagements\* with education posts encompassing safety, mental and sexual health.



**643**

Students engaged through training including nutrition, sexual, reproductive health and orientation

## Key achievements and impact

- UQ Wellbeing Student Advisory Group met three (3) times over Semester 1, advising on core UQ Wellbeing activities, student services programs, and prevention campaigns.
- UQ Wellbeing collected 363 individual pieces of feedback in Semester 1, 2023 with 93% of respondents agreed the events equipped them with knowledge and resources about mental health
- UQ Wellbeing's National Condom Day education post gained notably high engagement, receiving 1263 engagements\* including 459 saves on Instagram.
- UQ Wellbeing collaborated with 10+ external and 20+ internal stakeholders to deliver tailored and culturally specific support to CALD student communities
- UQ Wellbeing additionally held events for LGBTQIA+ students and engaged Indigenous Suppliers for the International Student Welcome Events

# UQ Wellbeing Semester 1, 2023 in Review

## Events

Student engagement and events are a central activity within UQ Wellbeing to effectively reach international student cohorts and foster a sense of belonging. In Semester 1, 2023, UQ Wellbeing engaged >5200 students during events. Event focuses spanned: orientation, cultural and community connection, and mental and physical health. Overall 129 students provided formal feedback with 92% of attendees reporting that the events increased their sense of belonging and connection to UQ.



**5263**

Engagements through events and activities



**92%**

Of respondents stated that the events increased their sense of belonging

## Orientation Events

UQ Wellbeing had a strong presence during UQ's Semester 1, 2023 Orientation program including the International Student Welcome Breakfast across three (3) campuses and attendance at five (5) Faculty Expos. These events enabled the delivery of crucial information to incoming international students regarding support services, overseas student health cover (OSHC), mental health, and sexual health. Student engagement during the International Breakfast showed that students were primarily concerned about their mental health (45%) when compared to other areas.



**95%**

Of attendees at the International Breakfast were International students



**45%**

Of attendees identified mental health as their main focus area of concern

## Community and Cultural Connection Events

In Semester 1, 2023, UQ Wellbeing worked with the UQ Muslim Chaplain (Imam) and the UQ Union to host an Eid al-Fitr Celebration to mark the end of Ramadan. This cultural event was attended by over 600 people. Feedback indicated a great desire for an annual Eid al-Fitr event with 91.4% of respondents providing positive satisfaction ratings.



**600**

UQ students, staff, and community attended the Eid al-Fitr Celebration



**Feedback**

"Thank you giving us [this] celebration. I saw a lot of people happy with their families"

## Mental and Physical Health Events

UQ Wellbeing's student-led wellbeing clinics focussed on supporting and enhancing students' mental health and physical health. Events included: University Mental Health Day across four (4) campuses, The Push-Up Challenge / Men's Health Week, and World Pride. Over 1198 students were engaged across eight (8) unique events. Fourteen (14) students submitted feedback.



**93%**

Of respondents agreed the events equipped them with knowledge and resources about mental health



Pictured: Students using the Blender Bike at The Push-Up Challenge (left) and at the Pride Event (right)

## Gatton

UQ Wellbeing co-ordinated two (2) events at Gatton in Semester 1, 2023, including UMHD and the Welcome Lunch. UQ Wellbeing also ran activities at two (2) events including the Gatton Global Walkway and Gatton Twilight Markets, reaching a total of 427 students. A return bus service was additionally run to enable Gatton students access to the Eid Prayer and Eid al-Fitr Celebration held at UQ's St Lucia Campus.



**427**

Students engaged at Gatton in Semester 1, 2023

# UQ Wellbeing Semester 1, 2023 in Review

## Training and Workshops

UQ Wellbeing conducts and co-ordinates training and workshops on topics spanning: mental health, sexual and reproductive health, healthy relationships, nutritional health, university life, and equity, diversity, and inclusion. The UQ Wellbeing co-ordinators bring expertise in public health and community development to enhance education through training. Overall, UQ Wellbeing delivered to 643 students in Semester 1, 2023.



**643**

Students engaged through training



**15**

Unique training workshops were conducted during Semester 1, 2023

### Workshop topics

UQ Wellbeing facilitated twelve (12) unique sessions and three (3) sessions were delivered by external partners including: True Relationships and Reproductive Health and Mental Health First Aid Australia. Key highlights from the training include:



**34**

International Students engaged across two Nutrition Workshops at Kev Carmody House



**447**

Students engaged during Orientation workshops



**55**

Under 18s students attended workshops about sexual and reproductive health



**114%**

Increase in students' self-reported knowledge around safer sex

## Social Media

UQ Wellbeing posted a total of 23 social media posts across Instagram and Facebook via @uqlife in Semester 1, 2023. Ten (10) posts focussed on education while thirteen (13) posts aimed to increase awareness of upcoming UQ Wellbeing initiatives. Social media metrics showed high engagement, with a total of 2773 online engagements\* from the education and awareness posts. Information was evidence-based, utilising the most recent health promotion information on topics spanning:

- Men's Mental Health
- Physical Activity
- Sun Safety
- Safer Sex
- Reproductive Health

UQ Wellbeing's National Condom Day post gained notably high engagement, receiving 1263 engagements\* including 459 saves on Instagram. This post provided credible information about condom use and storage, indicating students filed the post for personal reference.



**2773**

Social media engagements\* with education posts



**459**

Saves on Instagram for the National Condom Day post

\*Engagements = Likes/Reactions + Comments + Shares + Saves



Pictured: UQ Wellbeing National Condom Day Post on @uqlife Instagram



### Qualitative Feedback (Workshops)

"I like this session because it's very useful" — U18s (Sexual Health)

"This session has made me be more comfortable in my sexuality" — U18s (Healthy Relationships)

Topics students want to hear more about: **"pleasure", "emotion"**

# UQ Wellbeing Semester 1, 2023 in Review


## Additional activities


### UQ Wellbeing Student Advisory Group


The UQ Wellbeing Student Advisory Group is a key stakeholder for the UQ Wellbeing program. The Advisory Group champions student voice for CALD communities and is consulted for feedback on all UQ Wellbeing activities.

In Semester 1, 2023, four (4) new members were recruited bringing membership to twelve (12) students from diverse CALD backgrounds from over eight (8) different countries. The Advisory Group met three (3) times with a total attendance rate of 83%. Through extensive reflection and consultation with students, it is clear for the need to invest in community voice at UQ and provide remuneration for students' time, lived experience and expertise. Key Advisory Group achievements in Semester 1, 2023 include:

 **83%**  
Meeting attendance rate across three (3) two-hour meetings

 **Guiding UQ Wellbeing**  
Students provided feedback on 2023 UQ Wellbeing activities and the 2024 proposal in an interactive two-hour workshop

 **Student Voice**  
Students provided feedback for over four (4) UQ-based services and campaigns.

 **Embedding a cultural lens**  
Students workshopped the UQ Wellbeing Reproductive Health Campaign, covering imagery, content, and key considerations.



Pictured: Resource developed with consultation from the UQ Wellbeing SAG

### Community collaborations and partnership

Community engagement and development are core focuses of UQ Wellbeing. The primary aim is to enable CALD communities greater access to culturally appropriate and tailored services and work towards a more connected community. In Semester 1, 2023, UQ Wellbeing worked with over 10 external community organisations (ie. True Relationships and Reproductive Health, headspace, World Wellness Group) and over 20 internal UQ groups (i.e. UQ Counselling, UQ Union, Get Involved). Engagement with community spanned invitations to stalls, consultation and collaboration, partnerships, and promotion of services. UQ Wellbeing also worked alongside the UQ Union, Queensland Health and [Queensland Council for LGBTI Health](#) to distribute over 1500 condoms to students during the UQU Toga Party.


 **10+**  
External community organisations engaged during Semester 1, 2023.

 **20+**  
Internal UQ groups engaged during Semester 1, 2023

### Intersectionality

Intersectionality is a crucial tool in health promotion to understand the often invisible networks of power that impact and shape health inequities at university. UQ Wellbeing has worked with intersectionality at its core. Key focusses in Semester 1, 2023 included:

 **Engaging Indigenous Suppliers**  
The International Student Welcome Breakfast featured native foods provided by the [Preston Campbell Foundation](#).

 **Pride events for LGBTQIA+ students**  
UQ Wellbeing worked alongside the UQ Student Experience Team to provide international students the opportunity to '[paint their pride](#)'.

 **Diverse cultural understandings of sexual health**  
UQ Wellbeing worked with UQ College and Kev Carmody House to discretely package and distribute safer sex resources made possible by the [Queensland Council for LGBTI Health](#).



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