

# Health Promotion Project Annual Report: 2024



# UQ Wellbeing

health. culture. connections.

*UQ Wellbeing is 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 covers the key outcomes from the UQ Wellbeing program in 2024. All previous **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 2024.



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# UQ Wellbeing 2024 Annual Report

## About this report

This report details the key outcomes from UQ Wellbeing under the four focus areas and additional activities carried out in 2024. All previous UQ Wellbeing reports are available to download on the UQ Wellbeing [website](#).

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.

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 *Student Advisory Group*, community collaborations/partnerships, and an intersectional lens to ensure inclusive and equitable access to health promotion messaging.

Student engagement events are a central activity within UQ Wellbeing to encourage and foster a sense of belonging, while allowing students the opportunity to engage in various health-promoting behaviours. Throughout the year, event focuses spanned: orientation, community and cultural connection, physical and nutritional health, and mental and sexual and reproductive health.

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 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 and 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 2024, UQ Wellbeing achieved 14215 engagements through its health promotion activities and initiatives, events, training, and social media. Collaboration, student consultation and an intersectional lens guided the core actions of the UQ Wellbeing program in 2024.



**14215**

Engagements through events, training and social media.



**84%**

Of respondents to event surveys (n=161) agreed UQ Wellbeing activities increased their sense of belonging and connection to UQ in 2024.

## Key achievements

- Delivered the inaugural World Day For Cultural Diversity and Dialogue (May 21) in Semester 1, which helped build a sense of belonging through the celebration of diverse cultures.
- Delivered the inaugural Student Health Week (26 to 29 August) in Semester 2, which spotlighted various student health needs, expanded access to support, and empowered students with knowledge and skills to enhance their overall wellbeing.
- Launched the *No taboo, there is support for you* reproductive health campaign, and a contraception resource website in partnership with True Relationships and Reproductive Health.

For more information, please see further in the report.

## Yearly Engagement Breakdown



**6224**

Engagements through events and activities.



**7524**

Social media engagements\* with posts promoting events and initiatives around health and wellbeing.



**467**

Students engaged through training and workshops including nutrition, sexual & reproductive health and orientation expos.

\*Engagements (social media): Comprising of likes, shares, link clicks on social media posts. Generally lower than Reach/Impressions



# Cultural Connections & Sense of Belonging

## Semester 1 Event Spotlight:

### World Day for Cultural Diversity and Dialogue (21 May)

UQ Wellbeing in partnership with UQ Life and UQU International Collective, hosted UQ's first World Day for Cultural Diversity and Dialogue (WDCDD) which was attended by approximately **1000** people. This was a free community-wide event that brought together multiple elements of cultures and traditions from various cultural groups to celebrate and appreciate the multiculturalism and diversity across the UQ Community. Activities and workshops were organised to introduce students to different cultures, languages, traditions, and lifestyles.

This event received funding from the Celebrating Multicultural Queensland Funding Program 2023-2024. UQ Wellbeing would like to thank all who were involved, especially UQ Ventures and UQ Global Partnerships.



Pictured: Students dancing together in front of the stage, performance by a dance group, students engaged in the Cultural Weaving workshop by Auntie Jannine.



At the event, there were:

- **Over 20** performances from UQ, student clubs, individual students, schools & faculties.
- **84%** of respondents to surveys (n=56) agreed WDCDD had increased their sense of belonging and connection to UQ.
- **80%** of respondents to surveys (n=56) rated WDCDD to be very good & excellent.
- **10** student volunteering opportunities created, amounting to a total of 24 volunteering hours.



### Feedback from WDCDD Post-event Survey (n=56)

When asked what participants enjoyed about the event:

- 34% mentioned food (n= 19) and 30% mentioned the performances and music (n= 17)
- “[I enjoyed] Coming together and enjoying different cultures”  
“Great food, great entertainment”

## Eid al-Fitr

In Semester 1, UQ Wellbeing supported UQ Life and the Multi-Faith Chaplaincy for the Eid al-Fitr celebrations, where over 650 people attended.

*“[I enjoyed] the acknowledgement of special day for Eid al-Fitr and the welcoming atmosphere for the ones who celebrate.”*



**89%**

of surveyed students agreed that Eid al-Fitr had helped create a sense of belonging and celebrated diversity at UQ.

## Diwali

In Semester 2, UQ Wellbeing supported UQ Life and 7 student clubs and societies who hosted *Diwali* at Gatton and St Lucia. This cultural event was attended by approximately 800 people at St Lucia and 70 people at Gatton.



**74%**

of registered Diwali attendees (n=608) at St Lucia were UQ Students. Attendees comprised of UQ Students, UQ Staff, UQ Alumni and Community.



Pictured: Pooja ceremony to mark the start of Diwali celebrations, student emcees on-stage [Photos from UQ Union]

## International Student Welcomes (ISW)

At the International Student Welcomes (ISW), international students are encouraged to join for a free meal to make new connections with other students. These events allow for UQ Wellbeing to share and signpost crucial information to incoming international students regarding student support and wellbeing services, overseas student health cover (OSHC) and more.

Allianz Care Australia and Sonder are also regular stallholders at these events to help provide in-person and direct support to students who have queries around their Overseas Student Health Covers and other supports they can access while studying in Australia.



Pictured: Allianz Care Australia and Sonder engaging with students at the Semester 1 ISW.

## Cultural Connections & Sense of Belonging (continued)

### International Student Welcomes (ISW)

In Semester 1, UQ Wellbeing coordinated International Student Welcome (ISW) at St Lucia (n= 350) and Gatton (n= 85).

Notable feedback from the ISWs in both semesters included:

- 85% of surveyed respondents agreed that the event fostered connection with new friends and community
- 90% of surveyed respondents stated the event made it easier for them to learn about supports at UQ



Pictured: Students connecting with external and internal stallholders at Semester 1's ISW (St Lucia).

For Semester 2, UQ Wellbeing trialled the roles of Student Connectors (volunteers from Get Involved) at St Lucia (n= 320) who interacted with students that arrived individually to connect them with other peers from similar faculties or interests. UQ Wellbeing also held information stalls at the Semester 2 Orientation Welcome events at Gatton, Herston and Dutton Park campuses, and the BEL Faculty's First Year Festivities to promote the presence of UQ Wellbeing and other student services and support.



**91%**

of surveyed students in Semester 2 agreed that the ISW made it easy to learn about the support available for international students at UQ.

*"Absolutely love how I could be the person I wish I had when I first started uni, I stopped myself from going to so many events because I know I would be alone, [...]. It's great to provide a welcoming atmosphere and make our new students feel seen and supported"*

- Student Connector testimonial



Pictured: Students connecting at Semester 2's ISW (St Lucia).

## Mental Health

### Uni Mental Health Day

UQ Wellbeing coordinated Uni Mental Health Day (UMHD) activations across four campuses (Dutton Park, Gatton, Herston and St Lucia) to promote mental health and the support services available at UQ and in the wider community.

In 2024, there was an 83% increase in the number of unique clicks into the UMHD event link in UQ Life's monthly newsletter for all current students, compared to 2023. Almost twice the number of social media posts were created relating to UMHD, which likely contributed to the 152% increase in total Reach\* this year.

\*Reach: The number of people who saw any content from your page/about your page. This metric is estimated.



Pictured: Students engaging in Uni Mental Health Day 2024 activities.



**760+**

students engaged across the UMHD activations.

### Boost Week

UQ Wellbeing supported UQ Life's inaugural Boost Week, where activations aimed to motivate and support students in the second half of the semester with games, spaces to relax, and other activities to encourage taking care of one's mental health and wellbeing during this period. Through participating in Boost Week activations, UQ Wellbeing engaged with approximately 420 students across four campuses.



Pictured: Students engaging with UQ Wellbeing's Smoothie Bike at Boost Week (St Lucia).

## Mental Health (continued)

### R U OK? Day (St Lucia)

In Semester 2, UQ Wellbeing collaborated with UQ Counsellors for [R U OK? Day at St Lucia](#). UQ Union (UQU) Clubs and Societies like UQ Ladies in Technology, UQ Civil Engineering Student Association, UQ Engineering Undergraduate Society and UQ Social Runners Club, were also supported by UQ Wellbeing through cross-promotion of their R U OK? Day fundraiser run and bake sale. Activations for this year's R U OK? Day included bracelet-making by Get Involved, an art therapy workshop, a gratitude wall where students could write and put their messages on post-it notes, and a letter/message writing station. Cupcakes and fortune cookies that contained customised positive messages were also handed out by UQ Counsellors, to start conversations and/or remind people to check in with their friends, family and themselves.



147

students engaged in the St Lucia R U OK? Day activation.



Pictured: Staff and students at R U OK? Day at St Lucia (Semester 2, 2024).

Feedback from the post-event survey included enjoying the free food (cupcakes, brownies) and art therapy activities, having more booths sharing about mental health resources, and having more promotion about the event.

### Queensland Mental Health Week

UQ Wellbeing coordinated the annual [Queensland Mental Health Week \(QMHW\)](#), which aimed to provide an outlet and encourage students to take time for their mental health and wellbeing, especially towards the end of semester. A total of 299 students engaged in QMHW activations across all four campuses (Dutton Park, St. Lucia, Gatton and Herston).

Feedback from students included more advertising about the event and having more options for drinks/freebies. 84% of respondents also reported that the QMHW activations did allow for a sense of belonging to be created as well as allowing them to take time for mental health.

*"I liked the plant making as it made me take time to stop studying."*

*"Making juice while riding a bike and connecting with friends by making diy bracelet"*



Pictured: Students at Herston engaging in Queensland Mental Health Week 2024

## Sexual and Reproductive Health

### SEXtember: Comedy Night

UQ Wellbeing partnered with UQ Respect to deliver a program of activities as part of UQ's inaugural [SEXtember](#). The initiative aimed to encourage sex-positive conversations about sex, sexuality, healthy relationships, sexual health and reproductive health.

UQ Wellbeing coordinated the SEXtember Feel Good Comedy Night, with a focus on the aims of the *No taboo, there is support for you* campaign. This event was supported by Good Chat Comedy Club. A total of 35 students were in attendance.

### No taboo, there is support for you

UQ Wellbeing's *'No taboo, there is support for you'* campaign was launched to internal and external stakeholders in April 2024. UQ Wellbeing also presented about the campaign's development and design process at Children By Choice's Reproductive Rights Conference in August. This primary prevention campaign aims to increase timely access to reproductive health information and services for culturally and linguistically diverse (CALD) students at UQ.



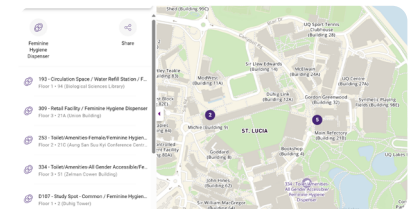
Pictured: Student Advisory Group member speaking at the launch of 'No taboo, there is support for you', Suite of collateral created for the campaign, UQ Wellbeing and True Relationships and Reproductive Health.

### Contraception Resource

UQ Wellbeing collaborated with True Relationships and Reproductive Health to develop an interactive online contraceptive resource for CALD communities to simplify decision-making around contraceptive choice. This resource has now been launched and is accessible via the Contraception page of No taboo, there is support for you [here](#).

### Access to period/menstrual products

In partnership with the UQU Women's Collective, UQ Wellbeing liaised with UQ IT services to incorporate the locations of period product dispensers on [maps.uq.edu.au](#). This will allow students to find these free products easily and in a timely manner. The dispensers are stocked and managed by the UQ Union's Women's Collective.



Pictured: Screenshot of Period Product Dispensers on [maps.uq.edu.au](#).

# Physical and Nutritional Health

## Semester 2 Event Spotlight: Student Health Week (26 to 29 August)



Pictured: Students participating in Student Health Week activations across various campuses.

The inaugural Student Health Week (SHW) was developed and informed by the Student Advisory Group, who gave feedback on creating more inclusive health activations for the UQ student community. Various external and internal stakeholders were engaged, and there was collaboration with engagement teams in different faculties and schools to host workshops or activities, as well as to promote to students. SHW activations were held at Dutton Park, Gatton, Herston and St Lucia campuses, with approximately **1280** students engaged.

Student Health Week aimed to spotlight student health needs, expand access to support for various health aspects, and to empower students with various knowledge and skills to enhance their wellbeing.

Student Health Week also allowed for community collaboration and engagement, with a key event highlight being the Food Market Stall organised by Foodbank Queensland and Allianz Partners Australia. Approximately **1018** students collected free grocery and pantry staples from Foodbank Queensland, with 73% of surveyed students finding the Food Market Stall one of the beneficial activities. Foodbank Queensland played a big role in drawing in students and allowing for nutritional support to be provided. Academic staff and students from the School of Human Movement and Nutrition Sciences were also engaged to provide a free introduction to nutrition workshop for students.

In addition, organisations like UQ Sport, Acceleration Australia and The Centre(Aust) Pty Ltd WFR were engaged to ensure that the theme of movement was incorporated across the SHW activations at each campus.

## Feedback from Student Health Week Post-event Survey

Students from the Public Health Impact Lab (PUBH7045) evaluated Student Health Week (SHW) and conducted both qualitative and quantitative data collection. Student testimonials were collected by the Public Health Impact Lab at the St Lucia and Herston campuses, and the SHW event survey was promoted during the activations at the various campuses.

Some feedback from student testimonies include:

*"I think the most enjoyable activity is the food bank, because there are a lot of students may face financial problem, and this event support like free food for the student. I think it's really good."*

*"I think [I enjoyed] the physical fitness one...Its good to know the amount of sugar that each thing has....I like the physical part like jumping, the grip strength and the pulmonary function tests as well."*

For the full evaluation report of Student Health Week, click [here](#).



Pictured: Students participating in Student Health Week (St Lucia).

**50%**

Of respondents to the SHW event survey strongly agreed that SHW met its aims (as detailed above).



**93%**

Of respondents to the SHW event survey rated their satisfaction with SHW to be somewhat satisfied & extremely satisfied.

## General event feedback

*"...[will] recommend it to my friends because there are actually a lot of activities that we can do...like the painting or like sports...you can just [relieve] your stress during the middle [of] semester..."*

## Recommendations

*"Events like the Foodbank stall that provided free food saw the highest engagement. Offering more activities that provide tangible benefits (e.g., free food, teas, fitness tests, or practical health advice) will likely boost participation."* - Public Health Impact Lab.

## Physical and Nutritional Health (continued)

### Public Health Impact Lab

UQ Wellbeing worked closely with students from the Public Health Impact Lab (PHIL) in supporting their work around vaping education to other UQ students during Student Health Week (SHW). In addition to their involvement in providing an evaluation on SHW, some of the PHIL students ran a 'Vaping 101' stall to educate and engage with students through interactive trivias and giveaways. An educational flyer about vaping was created as part of the resources distributed to other students. Around **117** students engaged with the 'Vaping 101' stall at the Herston and St Lucia campuses during SHW.



of surveyed students ranked the 'Vaping 101' stall as the second-most beneficial activity during SHW.



Some testimonials from students who engaged with the 'Vaping 101' stall include:

*"... so it really refreshed my memory about vaping knowledge."*

*"...where they used trivia cards especially for the vaping and I think its good that they are giving out flyers as well because then we have something to take home."*

Pictured: PHIL students at the 'Vaping 101' stall at Herston Campus.

## Additional Activities

### Counselling Collateral and Resources

This semester, UQ Wellbeing supported UQ Counselling through the creation, purchase and promotion of collateral around UQ Counselling's [Wellbeing Programs](#). UQ Wellbeing also collaborated with UQ Counsellors in delivering events like [R U OK? Day at St Lucia](#) and promoting UQ Counselling resources to students.

By supporting the promotion of Wellbeing Programs, this allows for students to gain increased access and awareness around the various support for their mental health and wellbeing. They also complement UQ Wellbeing's focus areas of mental health and sense of belonging and connection. These 10 Wellbeing Programs are regular support groups around different topics that are free for students to attend throughout every semester, and facilitated by UQ Counsellors.

## Additional Activities (continued)

### 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 2024, The Advisory Group met 7 times with an average attendance rate of 69%. Through these regular reflection and consultation with students, it is clear that there is a continuing need to invest in community voice at UQ and provide remuneration for students' time, lived experiences and expertise.

Key Advisory Group achievements in 2024 include:



Increase in average meeting attendance rate from Semester 1, 2024 to Semester 2, 2024.



### Guiding UQ Wellbeing

Students provided culturally-informed suggestions for UQ Wellbeing initiatives and events at each interactive two-hour meeting.



### Student Voice

Students provided feedback for 8 UQ-based services and campaigns (Student Central's Zen Zone, UQ Respect's Sexual Misconduct Support Unit, the Health and Wellbeing Strategy survey, to name a few).



### Embedding a cultural lens

Students were involved in the development of collateral for *No taboo, there is support for you* and [True Contraceptive Resource](#).



Pictured: UQ Wellbeing SAG members contributing to UQ Wellbeing activities



## Additional Activities (continued)

### Collaborations and Partnerships

One of the core focuses of UQ Wellbeing is community connection. Through community engagement and development, UQ Wellbeing aims to enable CALD communities greater access to culturally appropriate and tailored services and work towards a more connected community. UQ Wellbeing collaborated with over 17 external community stakeholders and 10 internal stakeholders for the inaugural World Day for Cultural Diversity and Dialogue in Semester 1.

In Semester 2, 2024, UQ Wellbeing worked with 10 external community organisations for Student Health Week (SHW) and Queensland Mental Health Week (QMHWS) (ie. Headspace, Foodbank Queensland, Acceleration Australia, Eating Disorders Queensland and more) and 7 internal UQ groups (i.e. UQ Counselling, UQ Sport, School of Human Movement and Nutrition, various UQ Union clubs and societies, and more).

Engagement with community spanned invitations to stalls, consultation and collaboration, and promotion of services.



**27+**

External community stakeholders engaged in 2024.



**17+**

Internal UQ stakeholders engaged in 2024.

### Networkings and Meetings

In Semester 2, 2024, UQ Wellbeing hosted one of the quarterly Connecting International Students Network meetings and a tour of Student Central for attendees of the Australian and New Zealand Student Services Association (ANZSSA) Conference in October.

These meetings and networking sessions help to facilitate greater awareness about work by other stakeholders in the space of student services and support, and potential collaboration with stakeholders in various fields of expertise.



**27**

individuals from 17 unique tertiary institutions and external organisations connected through networking and meetings hosted by UQ Wellbeing.



#### Student Voice

Some members from the Student Advisory Group contributed their perspectives as international students to Allianz Australia's State of Student Healthcare Survey workshop in August.

## Training and Workshops

UQ Wellbeing conducts and co-ordinates training and workshops on topics spanning: mental health, nutritional health, sexual and reproductive health, and healthy relationships.

UQ Wellbeing, along with other community organisations held 13 educational workshops and training in 2024.

### About the workshops

UQ Wellbeing facilitated 13 unique sessions, with 5 hosted for various UQ Colleges and/or residences. Key highlights from the training included:



**272**

Students engaged training/workshops held around Orientation periods in both semesters.



**30**

'Under 18s' students in total attended two workshops around relationships, consent and safer sex that were delivered each semester.

## Website & Newsletter Analytics



**7325**

total views across all UQ Wellbeing-related webpages on life.uq.edu.au.



**24.7%**

of all page views were related to Student Health Week.



**1492**

total clicks into all UQ Wellbeing-related information on the monthly UQ Life newsletter (n=7).



**37.4%**

of all page views were events relating to mental health and wellbeing (i.e. Uni Mental Health Day, R U OK? Day, Queensland Mental Health Week).

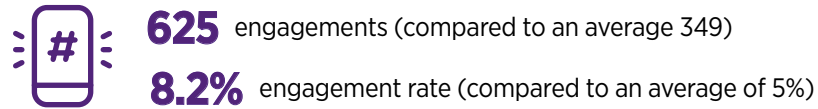
## Social Media

UQ Wellbeing posted a total of 63 social media posts across Instagram and Facebook via @uqlife and UQ Gatton (Facebook) in 2024. In Semester 2, UQ Wellbeing had 47 posts and these made up 51% of all social media posts by UQ Life. Topics covered core focuses of UQ Wellbeing: mental health, men's health, sense of belonging and culture, sexual and reproductive health, physical health and nutritional health.

In **Semester 1, 2024**, some key statistics include:



Despite the significantly lower number of education post in Semester 1, the education post around [Men's Health Week](#) had the highest performance for engagements and engagement rate.

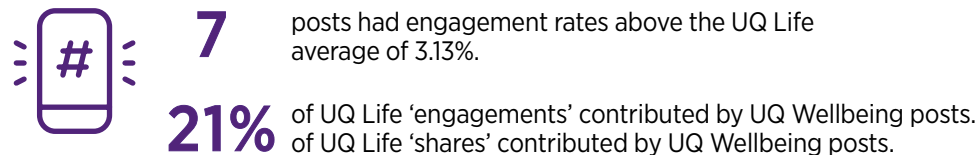


In **Semester 2, 2024**, some key statistics include:



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

Other notable performance statistics by UQ Wellbeing-related posts include:



Other posts that had high performance metrics included posts that promoted:

- Student Health Week (SHW), with 85 shares ([SHW Food Market Stall](#))
- Queensland Mental Health Week (QMHW), with the highest engagement rate of 4.47% across all QMHW-related posts and 25 shares ([Terrarium-making workshop](#))

Average 'share' count for all UQ Life Instagram posts was 24.

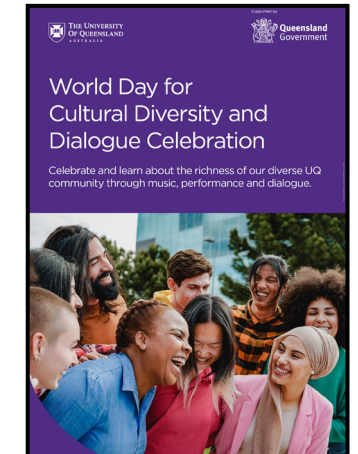
## Collateral

UQ Wellbeing utilise a variety of collateral to support the promotion of events and campaigns to both students and staff at UQ. The most commonly used collateral include appspaces, corflutes and email banners.

**Appspaces** - These tiles are used to promote events and/or information on various screens (e.g. External screens at Student Central, Desktop monitors), or via digital communications (e.g. in email attachments, social media posts).



**Corflutes** - These physical collateral are used to promote events and/or information at various locations around campus (e.g. at bus stations, along walking paths) and to signpost an event location on the day of the event.



**Email Banners** - These digital collateral are used to promote events and/or information over email communications with internal/external stakeholders.





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