

2020: Semester 2 Report

University of Queensland Health Promotion Project



CREATE CHANGE



University of Queensland Health Promotion Project

Culturally and Linguistically Diverse Communities (CALD)

This report highlights the achievements from Semester 2 2020 for the UQ Wellbeing project (formerly Health Promotion Culturally and Linguistically Diverse).

The project's Semester 1 2020 Report is available to **download here**.

The Health Promotion Project's objective is to improve the health outcomes for students from Culturally and Linguistically Diverse backgrounds (CALD). By working in partnership with students and established programs the project aligns with UQ's values by supporting our people and contributes to the long term objectives of the UQ strategy by strengthening and supporting our diverse community. The project launched in Semester 1 2020 and is currently funded until March 2022.

Project outcomes:

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

The project has four focus Areas:

- Mental Health
- Healthy Relationships and Reproductive Health
- Nutrition and Physical Health
- Community and Cultural Connections

Acknowledgement: UQ acknowledges and thanks Allianz Care for supporting this project



2020: Semester 2 Objectives & highlights

Objective 1: Engaging & collaborating with stakeholders

Existing health promotion activities that engage the whole of the student cohort will be supported to be inclusive, culturally sensitive and/or appropriate for students from a CALD background.

Following on from the engagement and consultation process from Semester 1, collaborations have been developed with key partners. Key project collaborations of Semester 2 2020 are listed below:

1. Stakeholders engaged

UQ Student Experience and Engagement teams

Collaboration on a range of student events including Welcome Weeks and Diwali, the Indian Festival of Light.

UQ Counselling Team

Regular dialogue regarding student needs and trends. Collaboration on Health and Wellbeing Walks and the Summer in Queensland Program (Art workshops and Wellness Retreat).

UQ Welfare Support & International Students Team

Regular dialogue regarding student needs and trends. Collaboration on Orientation Week Programs and Student Advisory Groups.

Faculty of Health and Behavioural Science's

Collaboration with the Psychosocial Aspects of Occupational Therapy Practice Program to recommend mental health interventions with Cultural and Linguistically Diverse students/communities.

UQ School of Public Health

Sexual and Reproductive Health Survey to analyse survey results from over 2200 UQ students in 2019. The survey covered sexual health knowledge and behaviours. It included mental health, drug and alcohol use and sexual assault. Gaps in knowledge and risk taking activities identified will form the project's future health promotion activities related to sexual and reproductive health.

UQU International Department

Regular dialogue regarding student needs and trends, participating in the selection of the International Student Advisory Group Committee.

UQ Respect

Regular dialogue regarding student needs and trends. Collaboration on Mental Health Week and the Summer in Queensland Program.

UQ Mental Health

Regular dialogue regarding student needs and trends. Collaboration on Mental Health Week and the Summer in Queensland Program.

UQ Gatton Student Services and Halls of Residence

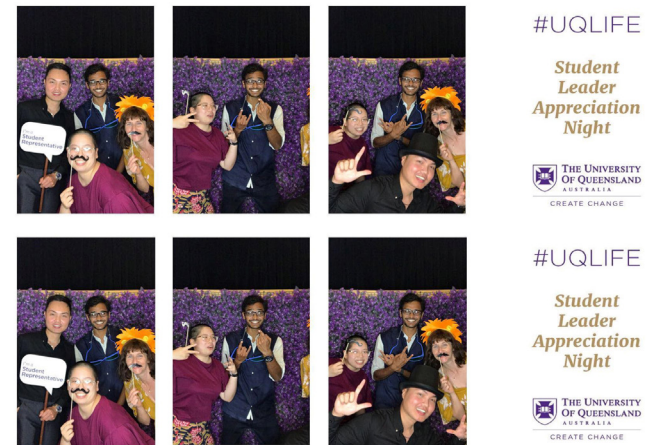
Regular dialogue regarding student needs and trends on the Gatton Campus. Collaboration on Health and Wellbeing Walks, Mental Health Week and the Summer in Queensland Program.

2. Working Groups and Networks

- Special Campus Activation Community of Practice
- English as an Additional Language / Culturally and Linguistically Diverse Working Party
- Student Services International Student Staff Working Group

Objective 2: Setting up a student advisory group

A student advisory group will be formed and consulted with prior to any new health promotion activity.



The UQ Wellbeing Student Advisory group commenced operating in Semester 2 2020. Attendance and active participation by group members remained high. Meetings were held in person where possible and via zoom, with regular communication via email and social media. The following tasks were completed by the group:

- Four Advisory group meetings held
- Advisory group induction process
- Executives appointed and group processes established
- Planning and priority setting workshop
- Developed a health promotion activity program for Semester 2 2020 and 2021
- Project brand and identity process (see below)
- The group provided recommendations and advice on the following health promotion activities: Mental Health Week, Diwali, Summer in Queensland Program and Lunar New Year

2020: Semester 2 Objectives & highlights

Objective 3: Developing resources and workshops

A range of education resources and workshops will be developed centred around healthy relationships, reproductive health, nutrition advice and healthy eating programs.

Healthy Relationships and Reproductive Health

1.1 Workshops

Three sexual and reproductive health student workshops were delivered to the UQ Under 18's International Program. The final workshop included a visit to the UQ Health Centre to increase students comfort and ability to access health care services. A total of 28 students attended the workshops; of those 60% were satisfied with the program, stating that they had an increased understanding of:

- the elements that create a healthy or unhealthy relationship
- how to protect yourself if sexually active
- how and where to access health services

After the program, no student stated that their knowledge was low or very low, or that their comfort to access health or support services was low or very low.



3

Sexual and reproductive health workshops delivered in under 18's program

28

students attended sexual and reproductive health workshops in under 18's program



60%

of students were satisfied with the program

"Learnt how to protect myself"
"Meaningful and useful"
"Lots of new information"
"Inclusion of sexualities"
- Workshop attendees

1.2 Sexual Health Information

Developed sexual health content for the UQ Union website with referral pathways and links to sexual and reproductive health information in different languages. Sourced brochures about Sexual Transmitted Infections in Vietnamese, Simplified Chinese, Arabic and simple English available to students while waiting for their STI appointment.

1.3 Sexual Transmitted Infections Testing

Partnered with UQ Union and RAPID Testing to provide free drop in STI testing at St Lucia and Gatton. Outcome: 69 students tested, 37% of which were International Students



69

students tested using RAPID testing at St Lucia and Gatton

37%

students tested for RAPID testing were international students



Nutrition and Physical Health

1.1 Health and Wellbeing Walks

Health and Wellbeing walks provided students with an opportunity to enjoy the beautiful UQ campuses while learning about student health and wellbeing services. The walk incorporates mindfulness while bringing students to key support services on campus and providing information on accessing services. Five Health and Wellbeing Walks were held during Semester 2 (one at Gatton and four at St Lucia campus). Thirty Two people attended, with seven students submitting feedback. 43% stated they were very satisfied and 57% satisfied. 100% of respondents expressed an increase in their ability and comfort to access UQ support services at UQ after the walk.

32

students attended the health and wellbeing walks across St Lucia and Gatton campus

100%

students expressed increase in their ability to access support services post the walk

"I think it was a great idea to start this walk. Really appreciate the lunch at the end"

"I enjoyed seeing a broader view of UQ, not just academia based"

"Generally, the walk is wonderful. But I do hope the walk could be longer"

- Walk attendees

2020: Semester 2 Objectives & highlights

1.2 Sleep Information Sessions

Sleep Awareness Week coincided with UQ's Semester 2 Connect week. Two online information sessions were delivered. The sessions explored the health benefits of sleep and good sleep hygiene. The sessions were delivered in partnership with the Sleep and Health Group within the UQ Institute for Social Science Research. Each session was followed by a short meditation.

Eventbrite: Let's Chat about Sleep: Part 1 August 3 = 3 tickets sold

Email promotion: 35 click throughs O-Week email, 18 clicks Connect Week email

Social media promotion: 36 engagements on Instagram/52 engagements Facebook

Facebook Event Promotion

Let's Chat About Sleep Part 1: 1090 reach on FB events with 32 responses

Let's Chat about Sleep Part 2: 883 reach on FB events with 22 responses

Video View

Let's Chat About Sleep Part 1: 1105 Unique Video Views, 3103 reach, 250 engagements

Let's Chat About Sleep Part 2: 262 Unique Video Views, 1223 reach, 26 engagements

Mental Health

1.1 Liptember Activation

Liptember Information Stall for Women's Mental Health Month: Raising awareness of women's mental health, the services available at the university and providing resources about mental health in different languages. Approximately 120 students were directly engaged and were provided with a free lipstick.



120
students engaged
at the Liptember
stall



2047
combined
engagement on
Instagram and
Facebook



5712
reach on
instagram stories
takeover

1.2 Mental Health Week

Held a Mental Health Support in Your Language online information session with the Queensland Transcultural Mental Health Centre. The session provided tips for good mental health and how to access support in different languages. Outcome: 7 students attended.

Community and Cultural Connections

1. Resource Development

- Developed content for the UQ's *Hints & Tips for International Travel and Quarantine in Australia* booklet.
- Provided feedback on the student welfare check script for students in hotel quarantine.
- Collaborated with UQ Workplace Diversity and Inclusion to review their Guide to Planning an Inclusive Event.



"I just wanted to thank you so much for your kind words and advice! I'm really grateful appreciative of your work"

- Liptember attendee

2020: Semester 2 Objectives & highlights

Objective 4: Communicating initiatives

Health promotion activities are promoted to all students throughout the semester via a number of methods including social media, EDM's and faculty communication channels

In collaboration with the student engagement team, information about UQ Wellbeing and health promotion activities was disseminated across the semester.

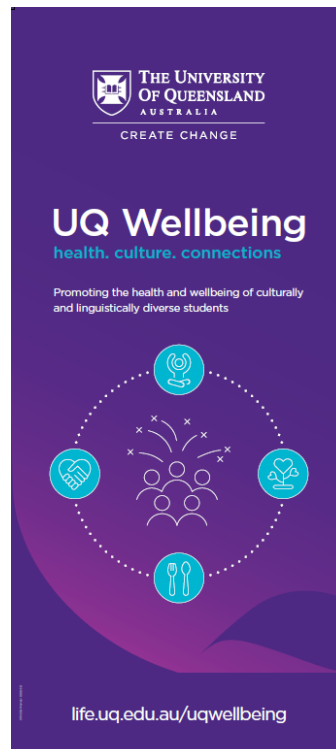
Design of UQ Wellbeing brand

The health promotion project underwent a two month process in consultation with the student advisory group, UQ Student Engagement and UQ Marketing and Communications regarding the project name and concept design. This process resulted in the project name UQ Wellbeing, with three taglines and a digital pack for marketing and communication purposes.

A number of assets and merchandise were made out of the brand to assist with events, activations and promotions throughout the semester.

UQ Wellbeing

health. culture. connections.



UQ Wellbeing was included in a number of campaigns and disseminated across the following platforms:

Social media

Social media was used to promote the Student Advisory group opportunity, Let's Chat about Sleep series, Liptember, Mental Health Week, Health and Wellbeing Walks and Diwali.

Facebook

12 posts on Health Promotion initiative via Facebook
28642 reach, 1716 engagements and 1197 vide views across the semester

Instagram

14 posts on Health Promotion initiative via Instagram
46488 teach, 3896 engagements

Health Promotion Website

188 page views from 29 July - 31 December

UQLife newsletter (sent to 46,300 students)

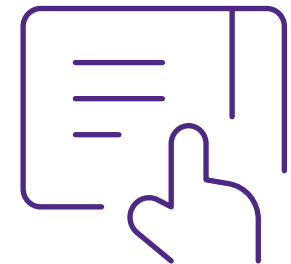
June - Student Advisory group opportunity - 30 clicks
September - RAPID Testing - 44 clicks
October - Mental Health Week - 117 clicks
November - UQ Wellbeing Program - 15 clicks

Orientation EDM

O-Week - Let's Chat about Sleep 19 clicks
Connect Week - Let's Chat about sleep 18 clicks

Orientation website

The Health and Wellbeing walks were promoted on the Orientation website in the lead up to start of semester 2. The page had 237 page views.



26
posts promoting UQ Wellbeing programs across Facebook and Instagram

3896
engaged with the UQ Wellbeing program on Instagram

237
page views on the UQ Wellbeing website from August-December 2020

1716
engaged with the UQ Wellbeing program on Facebook

2020: Semester 2 Objectives & highlights

Objective 5: Enhancing community sense of belonging

To enhance the campus community and a sense of belonging with the University's existing religious and cultural events on campus and support new events that celebrate UQ's CALD student community

Diwali (Deepavali, Dipavali, Dewali, Deepawal)

UQ Wellbeing in partnership with UQ Life coordinated an event to celebrate Diwali, the Indian Festival of Light. The event was extremely well attended with approximately 550 people from the UQ Community attending across 4 hours.

43 attendees completed a survey about the event of which:

- 88.4% were International Students
- 39.5% were born in India
- 51.5% spoke English at home
- 51.2% were 'very satisfied' with the event (See chart below)



550
people from the UQ
community attended



43
people completed the
survey with 51% very
satisfied



51%
community very
satisfied with the event



39.5%
community satisfied
with the event

Special thanks to the UQ Indian Student Club, the Federation of Indian Communities of Queensland Inc. and the Gujarati Community Queensland.



#UQLIFE



1574

Diwali website
views

1768

engagements on
Instagram

25,259

post reach on
instagram

17,028

reach on
instagram stories

6706

Post reach on
Facebook

274

engagement on
Facebook



"I feel this is one of the best cultural events from the uni"

"Its fun and very culture sharing, thank you"

"Really liked the lights and atmosphere and band, good vibes"

- Diwali attendees



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