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### A Wellbeing@KSU Journey: MAPW Portfolio

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A Wellbeing@KSU Journey: MAPW Portfolio

By

Meghan Cooper

A capstone project submitted in partial fulfillment of the

requirements for the degree of

Master of Arts in Professional Writing

in the Department of English

in the College of Humanities and Social Sciences of Kennesaw State University

Kennesaw, Georgia

2022

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## INTRODUCTION

In 2019 I was accepted into the Accelerated Bachelors Masters program (now Double Owl Pathways) to bridge my journalism and emerging media degree with professional writing. This capstone project includes a process narrative, a collection of pieces that I have completed during my time in the Master of Arts in Professional Writing (MAPW) program and as a Graduate Research Assistant (GRA) with Health Promotion and Wellness (HPW), and a branding and marketing manual. During my time in the MAPW program, I changed my focus from creative writing to applied writing to allow myself to pursue coursework that would inform and shape my career goals.

Upon my full acceptance into the MAPW program, I was hired by the Health Promotion and Wellness department, a Division of Student Affairs, as a Graduate Research Assistant. My job description included developing, implementing, and assessing comprehensive and integrated communication and marketing strategies that raise awareness and interest in the department. I'll showcase some of the work that I did for the department and how I created these pieces concurrently with classwork.

When I entered MAPW, my goal was to continue writing full-time as a freelance journalist while writing a book or screenplay. As I settled into my GRA position, I realized that the writing I was doing in a health communications setting was more fulfilling. The shift to the applied writing concentration allowed me to hone the skills I had already developed and build on them in new, creative ways. The work I created over the last few years directly correlates to my current employment status with Kennesaw State University (KSU) as the Program Manager of health and well-being initiatives.



The samples in this portfolio are only a small number of projects and research that I've completed as an MAPW student and a GRA with HPW. Nearly all the work I've created for MAPW is directly tied to HPW. To navigate this portfolio, I have written a process narrative and included select sample pages, and linked the titles for additional viewing of lengthy pieces. Each section will discuss the MAPW courses that I created the projects for or in conjunction with, along with additional details of the project.

## PORTFOLIO SHOWCASE

### 2.1 White Paper

One of the first projects I completed was a white paper titled "[We've Got You Covered.](#)" The purpose of the paper was to inform students or potential investors about the Condom Concierge program offered by HPW. The program provides free sexual health supplies to students in a discreet manner. Previously the program consisted of bowls of condoms in the lobby of the HPW office so that students could come in and shop for the products they needed. The department realized that students were uncomfortable making these choices in front of staff members and didn't utilize the service. Increasing sexual health resources and awareness among KSU students is a high priority for HPW because of the high sexually transmitted disease rates, including HIV, in the Cobb County area.

Coursework from Document Design (PRWR 6550) informed my use of formatting the white paper because it is a large body of text with substantial statistics and needed to be presented in an appealing way that keeps the reader engaged and interested in the topic. The book remediation project pushed me to learn Adobe InDesign, a program that I hadn't used and had always intimidated me in the past. Over the course of my graduate years, I developed my

InDesign skills even further to create informational documents and banners that have been distributed all over campus for the Wellbeing@KSU initiative.

One of the driving forces of the content creation I do is to make sure the reader stays engaged while reading the information. Health literacy takes priority and is important for a college population. Many of the resources available to students aren't something they think about needing until they need it. Students don't reach out to a counselor until they are overwhelmed with deadlines and struggling with time management. Making sure students know about health and well-being resources available to them before they scramble to use them is my goal as a communicator. Developing skills to make information more presentable and easier to consume was one of the highlights of the program. Utilizing pull quotes and wrapping text around images makes for a more interesting paper about health topics. Below are a few sample pages from ["We've Got You Covered."](https://bit.ly/KSUWhitePaper) <https://bit.ly/KSUWhitePaper>



HPW created the Condom Concierge program after reviewing the successful launch of the Condom Fairy at Boston University. The goals of the program are to increase the number of KSU students using a protective barrier method when engaging in sexual activities. We want to make the process less embarrassing for students picking up supplies and make sexual health supplies readily available on campus.

Currently, students can request sexual health supplies through an online order form. There are multiple options for students to choose from to try and find the best match for their needs.

Items include:

- External Condoms (Male condoms) - Multiple sizes, studded, flavored, and non-latex for those with latex allergies.
- Internal Condoms (female condoms)
- Dental Dam's
- Water and silicone-based lubricants
- Finger Cots

Students are then given a choice to speak to a health educator about any concerns or questions they may have. Student assistants and peer health educators at HPW fill orders in discreet brown bags and then notify students that they can pick up orders within the office.

Sexual health supplies are funded by student's wellness fees and/or by donations from local health organizations like the Cobb and Paulding Health department.

After one full year of the program, the outcomes were positive. The number of students reported using a condom or other protective barrier within the last 30 days increased by 7% during the 2018-2019 school year.

A pretest was given to students requesting sexual health supplies for the first time. At the end of the semester, a posttest was given to students that participated in the program. Condom usage for students that had vaginal/ anal sex within the last 30 days rose by 4.06%. Students reporting the use of a condom or other protective barrier while having oral sex increased 22.87%.

There were a total of 241 orders placed to the Condom Concierge in its first year, with 209 of those orders being new and 32 return orders.

There are plans for the future to create a more streamlined ordering process and delivery system to take out as much human interaction as possible to make students feel less embarrassed.

Another goal of the program is to make sure that sexual health resources are offered along with the sexual health supplies to make sure students are using the items properly. Reminders for testing sessions will also be included.

# let us help with that

**A look at the Condom Concierge program from Health Promotion and Wellness at Kennesaw State University.**





## sexually transmitted diseases STD/ infections STI

“1 in 2 sexually active young people will get an STI by the age of 25.”

The Centers for Disease Control and Prevention define STDs as Sexually transmitted diseases and are also called sexually transmitted infections (STIs). A person can develop an STI through sexual activity that includes oral, vaginal, or anal intercourse. There is also a risk (but not common) of developing an STI from heavy petting and intimate physical contact. Most organizations are moving away from the term STD in preference to STI because the term disease indicates noticeable signs or symptoms, but a lot of STIs have mild to no symptoms and go unnoticed.

Serious health problems can arise if STIs are not diagnosed and treated. Below is a list of STIs.

- Bacterial Vaginosis
- Chancroid
- Chlamydia
- Gonorrhea
- Hepatitis
- Herpes
- HIV/AIDS
- Human Papillomavirus (HPV)
- Lymphogranuloma Venereum (LGV)
- Mycoplasma genitalium
- Pelvic Inflammatory Disease (PID)
- Pubic Lice (Crabs)
- Scabies
- Syphilis
- Trichomoniasis

In 2017, the CDC reported that of the nearly 20 million new STIs diagnosed each year, adolescents and young adults ages 15-24 years old accounted for half of those.

That means that 1 in 2 sexually active young people will get an STI by the age of 25.

Georgia is consistently ranked in the top ten states for the highest rates of STDs amount chlamydia, gonorrhea, and syphilis (CDC, 2017).

Condoms are the best way to prevent the transfer of STIs during sex.



students can get STI testing at student health services.

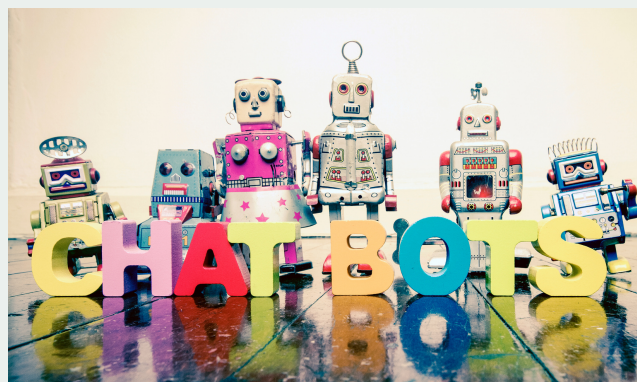
# Facebook Messenger Bot

A look at future endeavors into social media health promotion through a rules-based chatbot.

HPW is currently developing a chatbot to assist the Condom Concierge program. The goal is to create a resource that is easy for students to access and find through resources they already use like Facebook. Many students still feel apprehensive when it comes to placing or picking up Condom Concierge orders, so the department wants to create an alternative method to make students more comfortable.

Chatbots are a newer technology but are similar to text messaging services that users could subscribe to and interact with for various functions. The San Francisco Department of Health partnered with Sexuality Information Services, Inc. to create a sexual health text messaging service called SEXINFO (Levine, 2008). The service was created due to an increase in gonorrhea in African American youth. The service provided sexual health resources by sending text messages to the user. Users were informed about STDs, pregnancy, and were even referred to local health departments through the service. The SEXINFO text service is an ideal model for a Chatbot that runs on a social media network.

Facebook Messenger offers a convenient chatbot feature that anyone can build and use on the platform. Facebook announced at its F8 conference that 20 billion messages are being shared each month from people and businesses (Helwick, 2019). Chatbots are predicted to show exponential growth in the coming years as companies try to improve the customer engagement model (Credence, 2016).

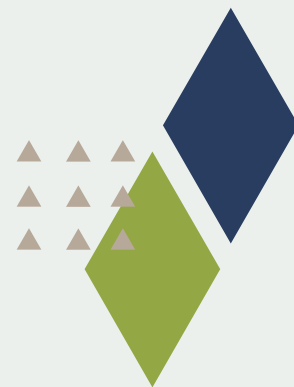
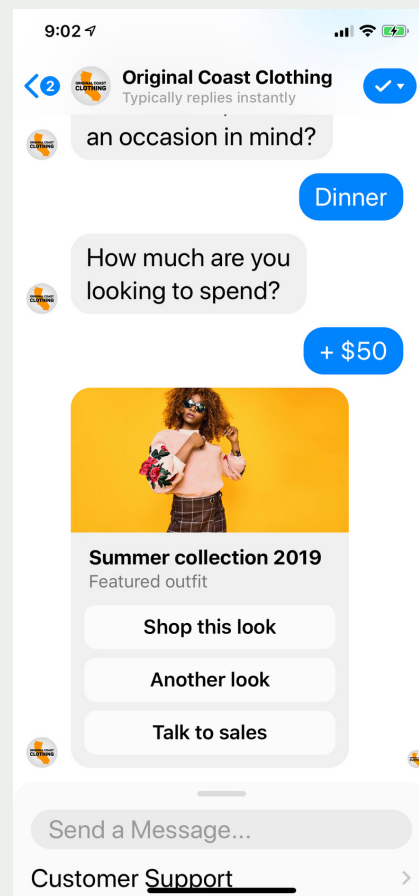


Using a service like Chatfuel, a free resource for smaller Facebook pages, HPW can create a rules-based bot to interact with students about sexual health and help them order sexual health supplies, or even connect them to chat with a health educator.

Some of the features in Chatfuel we will be exploring include:

- **Subscribe to an RSS Feed** - Students can subscribe to be notified of new events posted by HPW through OwlLife.
- **Disabling freestyle writing** - Disabling this feature will allow us to program answers for condom related orders base on the products that we offer only.
- **Deliver Video through the bot** - After orders are filled, a video on proper usage can be shared with the student.
- **Sending Data to Google Sheets Automation** - The current system is set up to capture student's requests via a Google Form that saves to a Google Sheet. This feature will help us in tracking and checking to make sure we are filling orders.
- **Lead Magnet Delivery** - This block will allow HPW to gather emails or Student ID numbers of students for tracking purposes that are required for the department to collect funding.

**"20 billion messages are being shared each month from people and businesses"**



## 2.1 White Paper

The white paper later played a role in my Writing for the Web (PRWR 6850) project, where I created a chatbot for the Condom Concierge program as a new way to reach students and gather orders. The project required critical thinking about the many steps and language needed to move the reader from the introduction of the service to placing an order through a set of rules-based interactions. Through the development of the chatbot project, I also researched the use of comics to educate. This process is one that the Center for Disease Control and Prevention (CDC) utilizes a lot for health literacy. After the flow of rules-based interactions with the chatbot, I created a comic strip to re-engage students with additional sexual health education and resources available on-campus like free HIV testing, as well as general information about proper condom usage.

After launching the project, it was determined that the idea of the chatbot and process worked seamlessly, but the student data (Student ID numbers to verify enrollment) gathered needed to be accessed on a more secure platform outside of Facebook. Orders are still taken online in the secure setting of Owl Life, and students are provided with additional information supplied in their orders.

The Writing for the Web project was a collaborative project, with each chapter completed by a graduate student. Below is my contribution with a link to the video presentation of the chatbot. Please note the page navigation at the bottom of the page on the website to move to the next section.



Not that Kind of Sex Bot.

<https://meghankcooper.home.blog/not-that-kind-of-sex-bot/>

*The following is a chapter from a collaborative collection, "How the Medium Shapes the Message Through User Interaction," created as an interactive media project for PRWR 6850 Writing for the Web.*

## **Introduction**

How do you reach a campus full of students to let them know about products and services available to them? You tap into the devices that they carry around with them everywhere, their mobile phones.

With forty-eight percent of Kennesaw State University students not using a form of contraceptive during sexual intercourse, the wellness department aims to reach more students through interactive media.

Meghan Cooper has created a rules-based chatbot to act as the Condom Concierge for university students. The program is designed to capture sexual health orders for condoms and other products in an interactive way as a user agent. Utilizing a social media platform that students often frequent, such as Facebook, allows the wellness department to offer specific media that shapes the message based on the user's interaction with the chatbot.

The chatbot features allow the wellness department to re-engage students to participate in HIV and Hepatitis C testing events throughout the year. The chatbot will also share sexual health resources in a medium that young adults enjoy while still being informative. Taking a humor-based approach and creating visual resources like comics allows the department to connect with students in a successfully proven method.

This chapter explores a formal white paper that supports the need for the Condom Concierge program. A closer look into the development stages of creating a chatbot for Facebook Messenger and sexual health media messages geared toward the young adult demographic.

### **Condom Concierge Chatbot Video**

**<https://youtu.be/ndtR0TW0pAI>**

### **White Paper – A Case Study on Condom Usage and the Program**

Reaching students on a busy campus that the majority of students commute to has become a challenge. Students spend their time concentrated on classes and don't realize the university has student affairs departments that provide students with additional services and programs as part of their tuition. When it comes to sexual health resources and products like contraception provided to students, they would need to come into the office and reach into a giant basket filled with an assortment of condoms sure to intimidate anyone. The Condom Concierge was created and raised awareness with students in the past year. Building on this momentum, the plan is to reach a wider audience with the use of digital and interactive means through social media.

The following is a White Paper created by Meghan Cooper to showcase the need for the Condom Concierge program. The case study also highlights success from the first year of the program's implementation.

The creation of the Condom Concierge chatbot on the Facebook Messenger platform will capture new orders and offer sexual health resources to students that interact with the bot. The chatbot will give the department a means to re-engage and educate students after they have placed sexual health orders. Using a comic-style format, sexual health resources can be



educational and fun, helping to break stigmas around the subject matter. Allowing students to subscribe to notifications will also help with reminders for events that include HIV and Hepatitis C testing that takes place throughout the school year.

### **Why a Chatbot**

In April 2006, Internet Sexuality Information Services, Inc. partnered with the San Francisco Department of Public Health to create the SEXINFO text messaging service. The service provided essential sexual health and relationship facts and offered referrals to youth-oriented clinical and social services. No diagnoses were made over text, just necessary information and a chance to schedule in-person consultations. Clinics that referred youth patients through the SEXINFO service conducted an anonymous survey to see if the service was working. Positive connections were made between demographic risk factors for sexually transmitted infections and campaign awareness. Eleven percent of that was directly connected to the SEXINFO service.

Technology has changed a lot since this time, and the development of smartphones and social media has changed the landscape of our youth to communicate on these devices and platforms. The introduction of chatbots opened an avenue of communication online. Chatbots are a computer or web-based program that simulates a conversation as a human would by using natural-language text and sometimes voice from the user to generate responses. Two forms of programming can be used with chatbots; artificial intelligence (AI), where the system learns and adapts to the questions given to serve answers better. It reads language and utilizes machine learning algorithms. The other is a rules-based format that includes pre-loaded responses that the user can select from during the conversation.

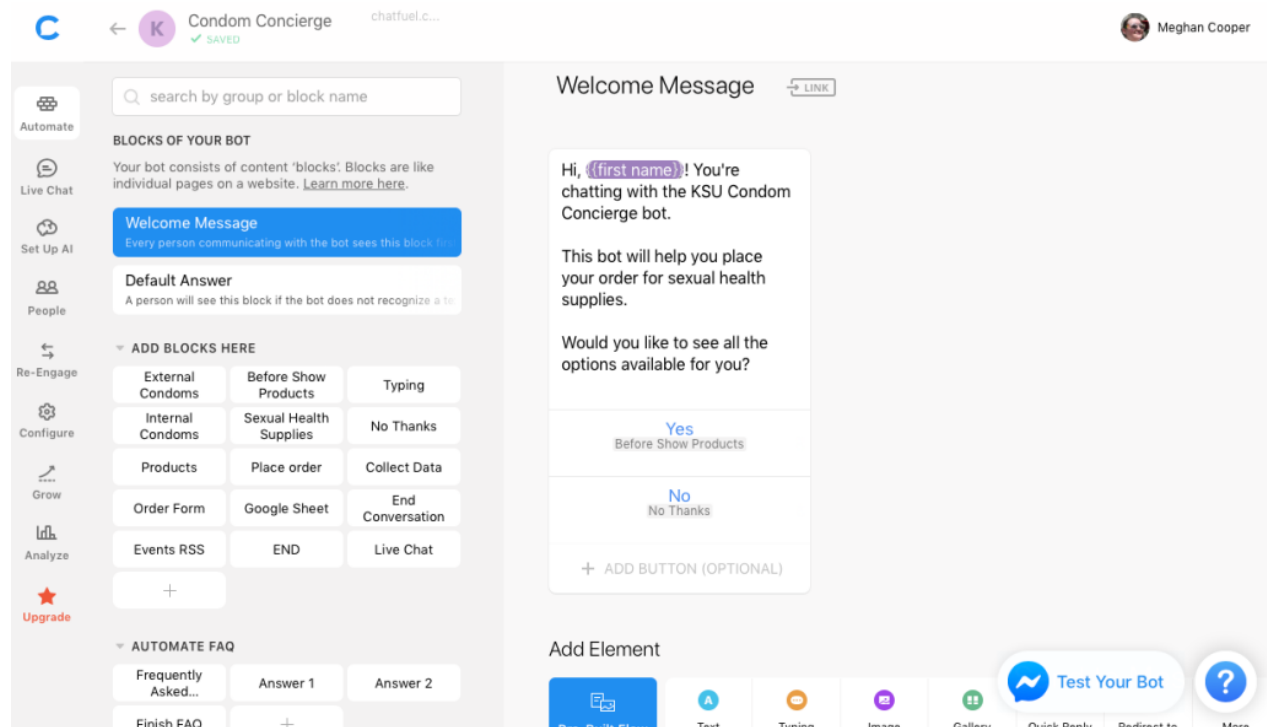
Chatbots are being utilized in many different ways. Some examples include entertainment,

industry, and education. Kia Motors decided to use a Facebook Messenger during the launch of its new vehicle, the Niro. The idea was to reach a new younger audience and offer a customer service experience that connected Kia fans with local dealerships.

A Facebook-commissioned study by Nielson found that 56 percent of those surveyed would instead use a message feature than calling a customer service telephone number. This showcases a need for quicker service and one that can happen during multiple tasks. From previous aspects of my research, people primarily use their phones for most tasks, and fewer smartphone users are using them as a phone. Having the ability to chat with a brand while you eat your lunch or take a ride on the subway is more accessible than a phone call to a customer call center.

More businesses are trying to implement chatbots, according to LivePerson vice president Marc Hayes. LivePerson creates bots that can be used on different websites and an option that would be good for using a chatbot that is embedded into the Wellness department's site like the Career and Development department has done on its Kennesaw State University webpage.

## Building the Chatbot



*Chatfuel building platform.*

Chatfuel is a user-friendly tool that guides the creation of Facebook Messenger chatbots. The platform is free to use if your Facebook page has less than 1,000 subscribers. Having a free option makes it ideal for this project because it allows me to build a prototype of the chatbot and troubleshoot any issues that may arise from being a beginner. It's also a great way to test the waters to make sure that a chatbot is a method of communication worth exploring.

One of the benefits of using the Facebook platform is the ability to easily share and connect to students using word of mouth marketing through Facebook connections. The ability to build a hyper-focused audience to target the chatbot allows the department to focus ad revenue on students that attend Kennesaw State University.

To learn to use Chatfuel, I utilized Chatbot Building and Marketing with Chatfuel- Without Coding by Sivakumar Kannan, a video training module. The videos give step-by-step

directions for the various options that Chatfuel offers. Most of the messaging and features used in the HPW chatbot were easy to set up.

The chatbot is the user agency to connect the user to a service without having to deal with human interaction. For a program like Condom Concierge, the department wants to make the user as comfortable as possible. The goal is to utilize the service and increase safer sex practices. Because sexual health isn't a topic people like to speak about openly, using computer-mediated communication (CMC), the hope is to break the embarrassment some users feel.

#### Chatfuel Blocks Utilization:

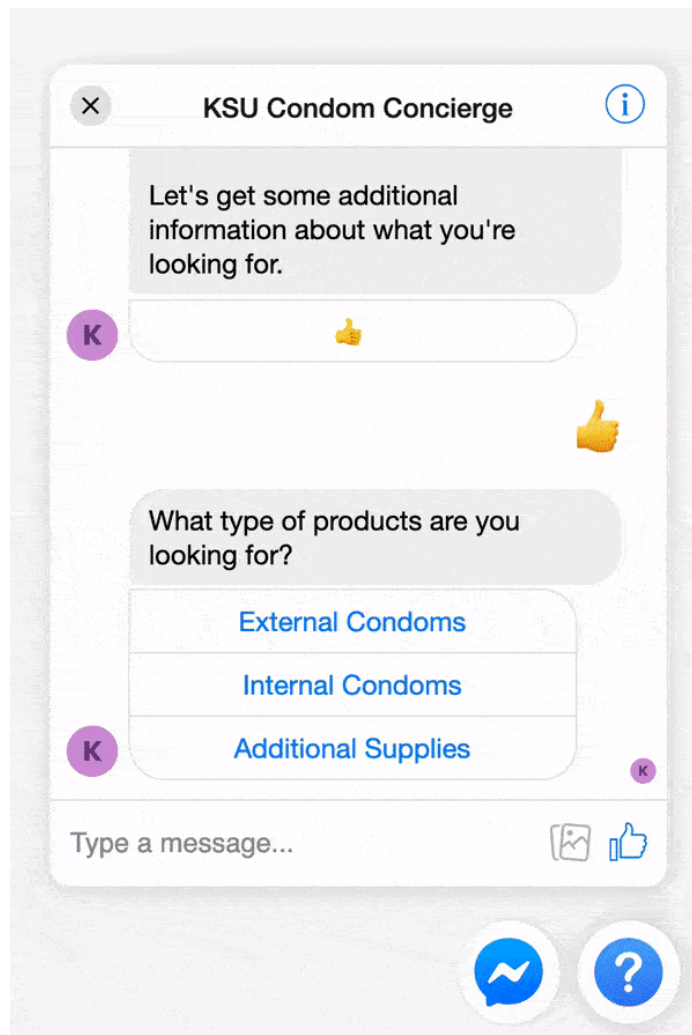
- **Lead Magnet Delivery** – This block will allow HPW to gather emails or Student ID numbers of students for tracking purposes that are required for the department to collect funding.
- **Sending Data to Google Sheets Automation** – As the user inputs information, it is transferred into a Google Sheet for internal tracking and order fulfillment.
- **Deliver Video through the bot** – After orders are filled, a video on proper usage can be shared with the student.
- **Disabling freestyle writing** – Disabling this feature will allow us to program answers for condom-related orders based on the products that we offer only.
- **Subscribe to an RSS Feed** – Students can subscribe to be notified of new events posted by HPW through OwlLife. This function allows us to re-engage the student in other department events, including HIV and Hepatitis C testing.

The design process starts with a welcome message. The welcome message plays a critical role in the first step of initiating communications with the users. It is important in rules-based

and artificial intelligence (AI) chatbots that the users know they are not speaking to a live person and that it is a bot. When a user initiates a conversation with the HPW chatbot, the welcome message reads:

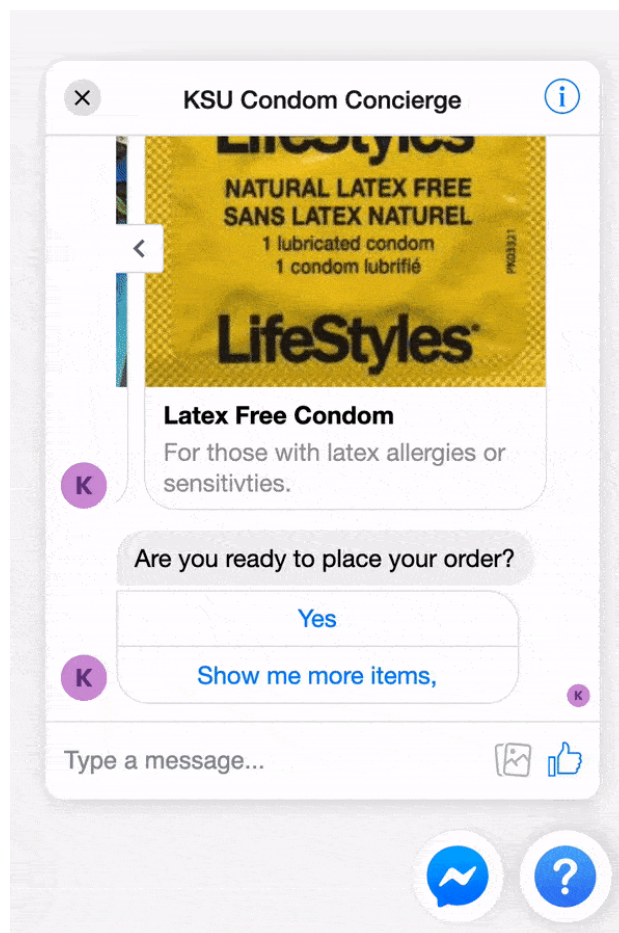
*Hi, {{first name}}! You're chatting with the KSU Condom Concierge bot. This bot will help you place your order for sexual health supplies. Would you like to see all the options available for you?*

The system auto-fills some of the information based on the user's Facebook profile. Chatfuel has the option to pause and show the "Typing" animation. This helps to personalize the CMC and make the engagement more favorable.



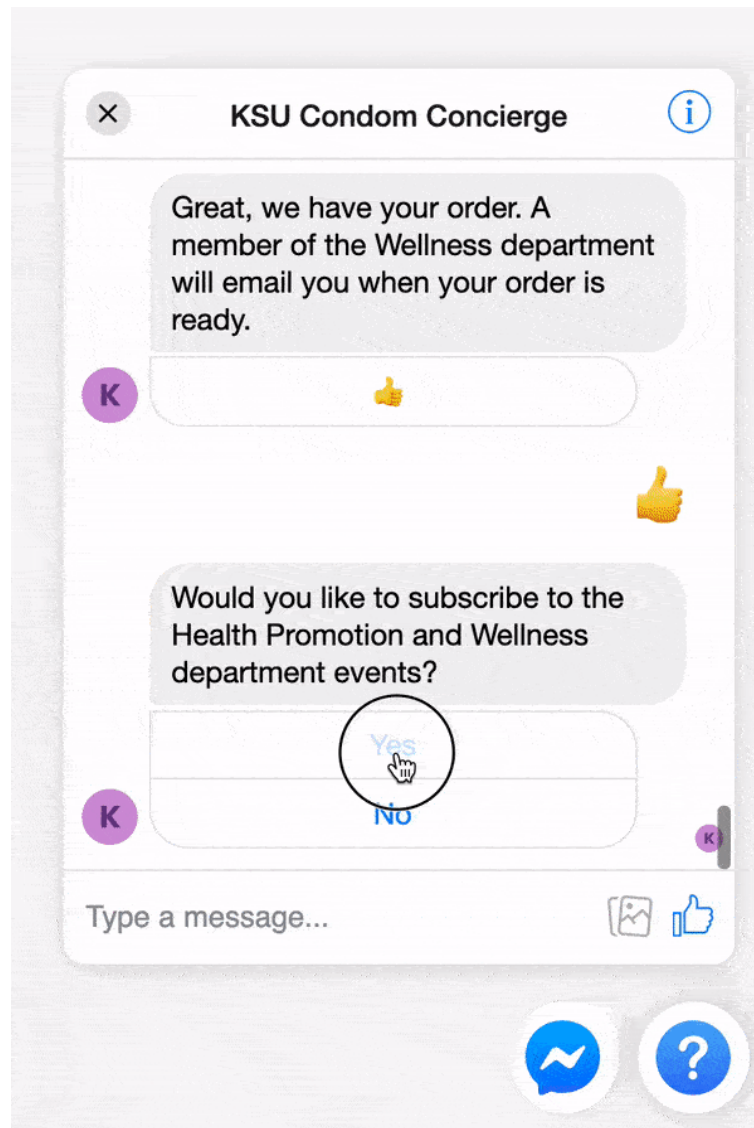
Rules-based chatbots create a flow of information based on the user's interaction and selection. The HPW chatbot was designed to have prefilled options for the user to choose from and prevent user error. After the user selects "Yes" from the options, a list of available products is shown. There are three categories: External Condoms, Internal Condoms, and Sexual Health Supplies. Users can select an option, and it opens a set of images that the student can browse to make their final decision.

When the user is ready to place their order, a data collection block is used to capture the user's email address. The content block also gathers the user's order and sexual health questions. Because the Condom Concierge program is funded through student tuition and grants, we gather information to verify they are active students. It also allows us a secondary option to contact the user if their order is not picked up promptly.



Once the user has typed in their order, the chatbot triggers an event reminder option. An RSS feed of HPW events is fed into the chatbot for the user to easily see.

A timed reminder block is used to share the sexual health comic strip created to educate and get students to get tested for STIs.



More on the use of comics as an educational resource in the next section.

[View the video to see the full Condom Concierge Chatbot in action.](#)

<https://youtu.be/CNOPjenzlZk>

## Using comics to educate

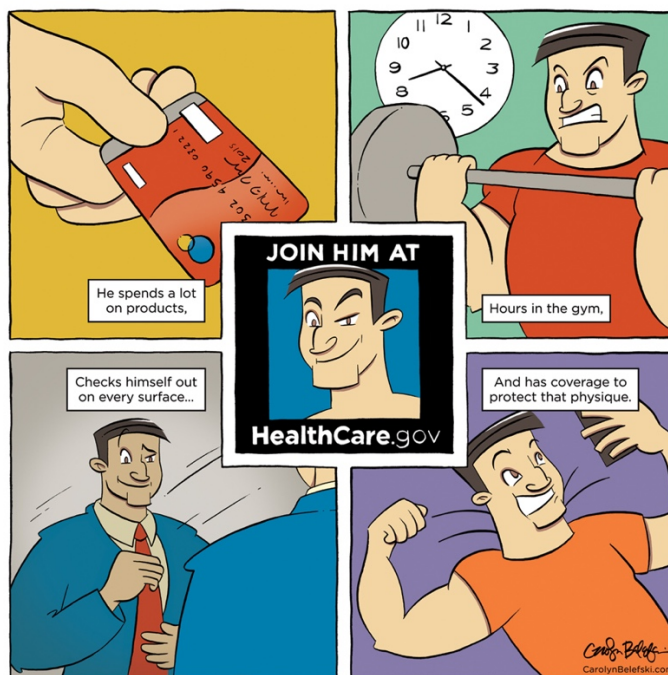
One of the challenges of providing students with sexual health educational resources is a collection of misinformation and capturing the attention of the appropriate demographic. To help disseminate resources to students more effectively, I decided to create a comic strip that could be viewed in the chatbot in a fun way.

In a study, Muzundar and Pantaleo took information flyers about vaccines from the Centers for Disease Control and Prevention (CDC) and adapted them into comics. The flyer was created and targeted to adults to raise awareness about vaccines. The study wanted to focus on the attitude toward the flyer, perceived informativeness, intention to seek more information, and intention to get immunized after viewing the brochure.

Health-related educational content needs to encourage reading in an understandable format. The medium of comics is increasing in popularity due to the visual to text ratios. During the Obama administration, comics were created to discuss the Affordable Care Act and encourage citizens to apply to the program (Archives).







The comics provide information that is short and to the point. The study found that more participants would have reached for the comic version of the flyer and had a favorable attitude toward the comic flyer. Comics or cartoons were the preferred method of visuals over real-life photographs among study participants. This confirms that comics and illustrations are an effective way to convey information.

The original idea of the Condom Concierge started at Boston University with the Condom Fairy. They use a comic logo and funny taglines to put students at ease about a serious topic. My goal is to do the same for the Condom Concierge program at Kennesaw State University.

I created a comic strip to convey a message within the chatbot as a way to inform students about testing and sexual health info about condoms. To make the messaging more engaging, I broke the comic strip into four parts. The use of diagonal lines and overlapping imagery entices the user to click the arrow to continue reading.



*Comic used in HPW Condom Concierge Chatbot.*

## **Statement of Purpose**

With STI rates still on the rise, practicing safer sex is a major focus for the Health Promotion and Wellness department. We wanted an interactive method of reaching students on the devices and platforms to transmit digital medium.

The Condom Concierge chatbot is an innovative way for the HPW department to reach a demographic of students. The use of social media and mobile technologies puts the user agent in the palm of the user's hand. We are bringing vital sexual health resources and products to students of the Kennesaw State University campus.

The end goal would be to create the chatbot to be embedded in the Wellness section of the University's website. A secondary goal would be to offer the option to chat live with a member of the staff allowing students to connect instantly to a member of the team. The usage of the chatbot could also be expanded to incorporate other aspects of the Health Promotion and Wellness office, such as nutrition services. The chatbot could provide healthy eating tips and recipes and then include an option to speak with a dietician.

The possibility of using a chatbot as a user agent to share messages on educational or health-related matters could save lives and help reduce STI rates.

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## 2.2 CHIP Grant Proposal and GOHS Press Release

The white paper informs on the current status of STDs in the area, at KSU, and among the demographic of students as a way to highlight the importance of the program. It also included a section about the chatbot to reach new students through technology. The white paper was a valuable resource that I could use in later studies for Grant & Proposal Writing (PRWR 6255), which included writing grant proposals for sexual health-related funding in higher education. These are the grants that could be applied to the creation of a Condom Concierge chatbot creation on a KSU secured platform.

Learning grant and proposal writing skills became important to me because HPW relies on grant funds to enhance health promotion programming to students beyond student fees collected. In 2020, I assisted HPW in writing a grant proposal application for the Community Health Improvement Plan (CHIP) Partnerships grant with Cobb and Douglas Public Health. The grant helped multiple Wellbeing@KSU departments on campus and helped fund a new Wellness Coaching program. Grant & Proposal Writing taught me the importance of reading and evaluating the grant application thoroughly, looking at previous awards, and asking questions before submitting the final application. The course utilized speakers within the field of grant and proposal writing to further our learning with real-world experiences of searching for and finding grants, tips on whom to reach out to for questions, and even etiquette.

Below is an excerpt from the application that led to the department being awarded \$19,103 to support programming with HPW, the Center for Young Adult Addiction and Recovery, and Sports and Recreation. I've also included a press release for the Governor's Office of Highway Safety grant award to HPW.

Proposed number of people to be impacted and/or directly served by this initiative: 2,000	
Counties served by the proposed initiative: <input checked="" type="checkbox"/> Cobb <input type="checkbox"/> Douglas <input type="checkbox"/> Both	
Please describe the target population served by the proposed initiative (max 20 words): Undergraduate and graduate students attending Kennesaw State University.	
Does the target population experience health disparities as identified in the <a href="#">2016 Community Health Assessment</a> ? X Yes <input type="checkbox"/> No    If Yes, please explain how (max 100 words):  Approximately 21% of KSU students report using tobacco products within the last three months. There are 1,700 students with disabilities at KSU that have limited to no access to physical activity through Outdoor Adventures. 26% of students score 2-4 for low food security, and 24% of students score 5-6 on very low food security. 82% of students are not eating three or more servings of fruit a day. 71 % of students are not eating three or more servings of vegetables a day. <sup>1</sup>	
Please select the type of initiative you are proposing (select all that apply): <input type="checkbox"/> Policy Development <input type="checkbox"/> Systems Improvement <input type="checkbox"/> Built Environment Project <input type="checkbox"/> Health Policy Education <input type="checkbox"/> Improved Clinical Access Pilot <input type="checkbox"/> Socio-economic Change <input checked="" type="checkbox"/> Health Equity Promotion <input type="checkbox"/> Health Equity Policy Development	
Please list up to three (3) SMART objectives for the proposed initiative	
Objective	Target
1. Access to Health Services – By June 30, 2021, wellness coaching will be provided to target audience on behavioral health topics including healthy eating, physical activity, and cessation of tobacco product use.	KSU students
2. Healthy Lifestyles - By June 30, 2021, 200 tobacco cessation kits will be provided to the target audience.	KSU students
3. Healthy Lifestyles - By June 30, 2021, specialty equipment will be provided to increase physical activity of the target audience.	KSU students with disabilities
X Our organization agrees to complete the required mid-year and final reporting forms upon request.	

<b>IV. Project Narrative</b> Describe the project: 1) What is the goal? 2) How will it impact the targeted population? 3) What activities will take place to carry out the project and accomplish its objectives? (max 500 words)  1) What is the goal? The goal is to improve the health and well-being of students through wellness coaching, tobacco cessation, and increasing physical activity among student with disabilities by providing equipment that will aid in outdoor adventures.  2) How will it impact the targeted population? Wellness coaching provides preventive resources, coping skills, and opportunities for effective goal setting and
---

attainment for students who wish to proactively address their well-being. This project will provide education and equipment on evidence-based approaches to healthy eating, physical activity, and tobacco cessation. Using community-based tobacco cessation and quit kits<sup>4</sup>, the project aims to lower smoking rates in young adults<sup>2</sup>. Access to specialty physical activity equipment allows students with disabilities to exercise and promote healthy lifestyle choices.

### 3) What activities will take place to carry out the project and accomplish its objectives?

A wellness coaching program will be designed specific to the needs of KSU students. A training will be developed and conducted for staff and students who will be peer wellness coaches. Training will include holistic wellness awareness, training on specific health topics, motivational interviewing, active listening, goal setting, client accountability, session shadowing, and skills assessment. Once training is complete, wellness coaching will be offered to the student population.

By purchasing various equipment, Adaptive Outdoor Adventure Programming will provide opportunities for students at KSU with disabilities to participate in physical activity programs. Through participation, students will develop new relationships, active lifestyles to improve their overall well-being. Adaptive instructional clinics will be hosted on campus for patrons to practice a skill or activity using the adaptive equipment.

Healthy eating will be promoted not only through wellness coaching but also through recipe sampling, nutrition month tabling, and the creation of nutrition workshops that will be professionally recorded and shared with the campus community. Recipe sampling will be available to introduce healthy recipes and foods to students they may not have tried otherwise. Nutrition workshop videos will be created professionally and posted on the website in addition to sharing with faculty who request presentations on topics such as general healthy eating and eating healthy on a college budget. March is National Nutrition Month so tabling events will be hosted for students to engage with the campus dietitian while promoting healthy eating choices.

In addition to wellness coaching, tobacco cessation will be provided by offering support groups as well as providing quit kits to students to aid in their cessation efforts. Training of facilitators is needed to lead the support group.

Marketing of the above programs to students will be achieved by using social media, student inform, website, newsletter, coverage in the student newspaper, and digital signage on campus.

### How does the project align with the CHIP goals and strategies? (max 200 words)

#### Physical Activity:

Specialty equipment can help students with motor skills and disabilities deficits<sup>3</sup> to participate in physical activity and programming that are at risk during the early learning stages of college life. This equipment increases access for physical activity for these individuals.

#### Healthy Eating:

Through recipe sampling, wellness coaching, and nutrition education students will improve knowledge on making healthy food and beverage choices.



Tobacco Product Use:

The support group and quit kits provides students access to information and support systems for cessation services.

Chronic Disease Management:

The wellness coaching program will increase knowledge among students needing assistance in improving their health and well-being in regards to physical activity, healthy eating, and tobacco cessation.

How will the project be sustained beyond the funding period? (max 200 words)

KSU Health Promotion and Wellness receives a mandatory wellness fee to help support the department's programs and services. Funding for the continuation of this program will come from sharing resources, the use of in-kind services, and seeking sponsorships from local organizations and/or businesses. A health and well-being leadership team was officially formed in the Division of Student Affairs including the departments of Health Promotion and Wellness, Sports and Recreation, Center for Young Adult Addiction and Recovery, and Counseling and Psychological Services. These departments along with the Division of Student Affairs will be involved with the sustainment of the projects described in this proposal.

What is the source of funding you are requesting CDPH to match? (max 100 words)

KSU Health Promotion and Wellness receive a mandatory wellness fee paid by students to help support the department's programs and services. Health Promotion and Wellness also has access to state funding.

How will you inform the target population of this effort? (max 200 words)

To inform our target audience, staff will run stories on the KSU News Online Web site. A special effort will also be made to secure the fullest possible coverage in the student-run newspaper, The Sentinel. Other sources of on-campus promotion include campus student email announcements, website, social media, campus event calendar, word of mouth, and faculty announcement to students.

Describe any non-profit community organizations with whom you will partner on this project? (max 200 words)

We will work with the Cobb 2020 Coalition/Breathe Easy Coalition for smoking cessation efforts. Members of that coalition are also members of the American Lung Association and American Heart Association. Efforts will be made to reach out to these individuals and utilize any material that is relatable to the project described in this proposal.

On campus partners include:

Name	Title	Department
Sherry Grable	Director	KSU Health Promotion and Wellness
Trang Pham	Registered and Licensed Dietitian	KSU Health Promotion and Wellness
Dalida Brown	Health Promotion Coordinator	KSU Health Promotion and Wellness
Dr. Aimee Dyal	Assistant Professor of Public Health	KSU Health Promotion and Physical Education
Lindsay Montgomery	AOD Prevention Education Coordinator	KSU Center for Young Adult Addiction and Recovery



Sandefur Porter	Director	KSU Sports and Recreation
Teresa Johnston	Assistant Vice President	Division of Student Affairs
Dr. Josh Gunn	Director	KSU Counseling and Psychological Services

Please suggest ways you may recognize Cobb and Douglas Health for its support. (max 200 words)

Kennesaw State University has a Strategic Communications and Marketing department that is responsible for press releases regarding campus activities. Health Promotion and Wellness has received a commitment from Strategic Communications and Marketing to assist with all press releases regarding this grant's award and any activities related to this program. Health Promotion and Wellness will work with Strategic Communications and Marketing to produce press releases and other media coverage types. This will be achieved through outreach to external sources, such as news releases of activities, events, and reports to the off-campus media in Cobb County (Marietta Daily Journal) and metro Atlanta (The Atlanta Journal-Constitution), in addition to coverage for internal audiences, through stories on the KSU News Online Web site. A special effort will also be made to secure the fullest possible coverage in the student-run newspaper, The Sentinel. Other recognition methods include logo partnership on marketing materials.

### References

1. American College Health Association. *National College Health Assessment: Kennesaw State University*. Spring 2020. Retrieved from <https://wellness.kennesaw.edu/docs/NCHA%20III%20SPRING%202020%20KENNESAW%20STATE%20UNIVERSITY%20INSTITUTIONAL%20EXECUTIVE%20SUMMARY.pdf>
2. Current Cigarette Smoking Among Adults in the United States. (2019, November 18). Retrieved October 23, 2020, from [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/adult\\_data/cig\\_smoking/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/)
3. Nichols, C., Block, M. E., Bishop, J. C., & McIntire, B. (2019). Physical Activity for Young Adults with ASD: Barriers and Solutions for Caregivers. *Palaestra*, 33(1), 52–57.
4. Saw, A., Steltenpohl, C. N., Bankston-Lee, K., & Tong, E. K. (2018). A Community-Based “Street Team” Tobacco Cessation Intervention by and for Youth and Young Adults. *Journal of Community Health*, 43(2), 383–390. <https://doi.org/10.1007/s10900-017-0435-3>

### V. Program Evaluation

What type of evaluation will be utilized to measure success of the project? (Check one box)

- ☐ Summative Evaluation
- ☐ Process Evaluation
- ☒ Outcome Evaluation
- ☐ Impact Evaluation

Please visit this link for more information: <https://cyfar.org/different-types-evaluation>

How will you measure success of the project? (max 400)

Pre and post surveys will be utilized for all wellness coaching appointments, trainings, tobacco cessation support, physical activity, and nutrition education programs. This will allow the staff to gauge knowledge and understanding from the programs/trainings. The survey will also look at levels of tobacco use, physical activity, and fruit and vegetable consumption prior to the program as well as at program completion. The

For more information:  
Sherry Grable  
Director  
470-578-6394  
wellctr@kennesaw.edu

NEWS RELEASE  
December 3, 2020

**Kennesaw State receives \$17,512 grant from the Governor's Office of Highway Safety**  
*Health Promotion and Wellness awarded 14<sup>th</sup> grant from the Georgia GOHS.*

KENNESAW, Ga. (Dec 3, 2020)—Kennesaw State University's Health Promotion and Wellness department is proud to be the recipient of a \$17,512 grant to participate in the Georgia Young Adult Program of the Governor's Office of Highway Safety.

The Georgia Young Adult Program has proven to be successful using strategies such as peer education, providing educational speakers to schools, and encouraging schools to develop creative, innovative techniques to reduce young adult crashes, injuries and fatalities in their communities.

“The loss of one life on our roads is one too many, and the fact almost all fatal traffic crashes can be prevented is one reason why we are awarding this grant,” Allen Poole, Director of the Governor’s Office of Highway Safety said. “The target of zero traffic deaths in our nation is achievable, and we will continue to help develop and implement educational messages, enforcement campaigns, and other safety initiatives aimed at bringing us one step closer to our goal.”

The GYAP program at KSU coordinates events and programming such as NASPA Certified Peer Educator Training for the Peer Health OWLs. A social norming campaign will take data from Kennesaw State University's 2020 American College Health Association's National College Health Assessment and promote healthy and responsible choices for alcohol use and traffic safety issues among students. Programming will surround events such as students' 21<sup>st</sup> birthday, National Collegiate Alcohol Awareness Week and Safe Spring Break and involve collaborations with the campus Parent and Family Programs, residential student communities, campus police, and counseling services.

The grant year for this award will be October 1, 2020 to September 30, 2021. The grant is the 14<sup>th</sup> award for KSU's Health Promotion and Wellness, which resides in the University's Division of Student Affairs.

###

About Kennesaw State

A leader in innovative teaching and learning, Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to its more than 41,000 students. With 11 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the second-largest university in the state. The university's vibrant campus culture,

diverse population, strong global ties and entrepreneurial spirit draw students from throughout the region and from 126 countries across the globe. Kennesaw State is a Carnegie-designated doctoral research institution (R2), placing it among an elite group of only 6 percent of U.S. colleges and universities with an R1 or R2 status. For more information, visit [kennesaw.edu](https://kennesaw.edu).

#### About GOHS

For more information on this grant program, contact GOHS at 404-656-6996 and for more information on GOHS and its other highway safety programs, visit [www.gahighwaysafety.org](https://www.gahighwaysafety.org).

#### Link to release

<https://news.kennesaw.edu/stories/2020/health-promotion-and-wellness-georgia-young-adult-program.php>

## 2.5 Wellbeing@KSU

A year into the pandemic, the University System of Georgia allocated funds to assist mental health initiatives on campus. I was asked to collaborate on launching this program to promote the new resources to students. Writing for the Web (PRWR 6850), Writing for Social Media (PRWR 6570), and my communications electives played a significant role in my GRA work to market HPW and the newly launched Wellbeing@KSU initiatives. A large part of my job description included tasks such as creating and editing technical documents, website design and updates, printed marketing materials, student communications, and social media content creation to promote Wellbeing@KSU and HPW. Dr. Bahl taught me creative ways of storytelling on social media platforms that prefer short-form content. One project in particular that stands out to me included sharing a folklore story in different ways to capture the audience. My project included a Pinterest board with a retelling of “The Little Mermaid,” where I condensed the story into bite-sized summaries with original illustrations as the pin images. The rest of the Pinterest board was dedicated to the 300 good deeds that the little mermaid needed to complete to gain her mortal soul. The project was a great way to see how other students in the MAPW program were using social media to tell stories. Some of the best-performing content on social media involves effective storytelling, and this project truly helped me to think outside the box and look at social media posts from a new perspective. I conducted a social media audit of the main KSU profiles and the content they produced and discovered that stories that were short and to the point about the subject matter performed better than longwinded content.

Below is a brochure I created to help explain the Wellbeing@KSU mental health initiatives to KSU students. I utilize bulleted information and images to break up the text. It encompasses multiple programs and services available to students. I also created large banners

that now hang in both student centers, as well as large standing banners in the various class buildings, dining, and resident halls.

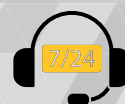
## About WELLBEING@KSU Initiatives

The University System of Georgia has launched a new Mental Health Initiative that includes:

- Partnering with Christie Campus Health to expand the mental health resources for every student
- One on One Peer Coaching provided by Wellness Peer Mentors
- Mental Health and Suicide Gatekeeper training for faculty, staff, and students. If interested, please email [wellbeing@kennesaw.edu](mailto:wellbeing@kennesaw.edu).
- Consultation with the JED Foundation to create a campus-wide strategic plan for community well-being.



## WELLBEING@KSU



Support line open 24/7/365

**470-578-6600**



[studentaffairs.kennesaw.edu/wellbeing/](http://studentaffairs.kennesaw.edu/wellbeing/)



### Kennesaw Campus

Counseling - Kennesaw Hall, Room 2401

Wellness Peer Mentoring - Carmichael Student Center, Room 261

### Marietta Campus

Counseling - Joe Mack Wilson Student Center, A170

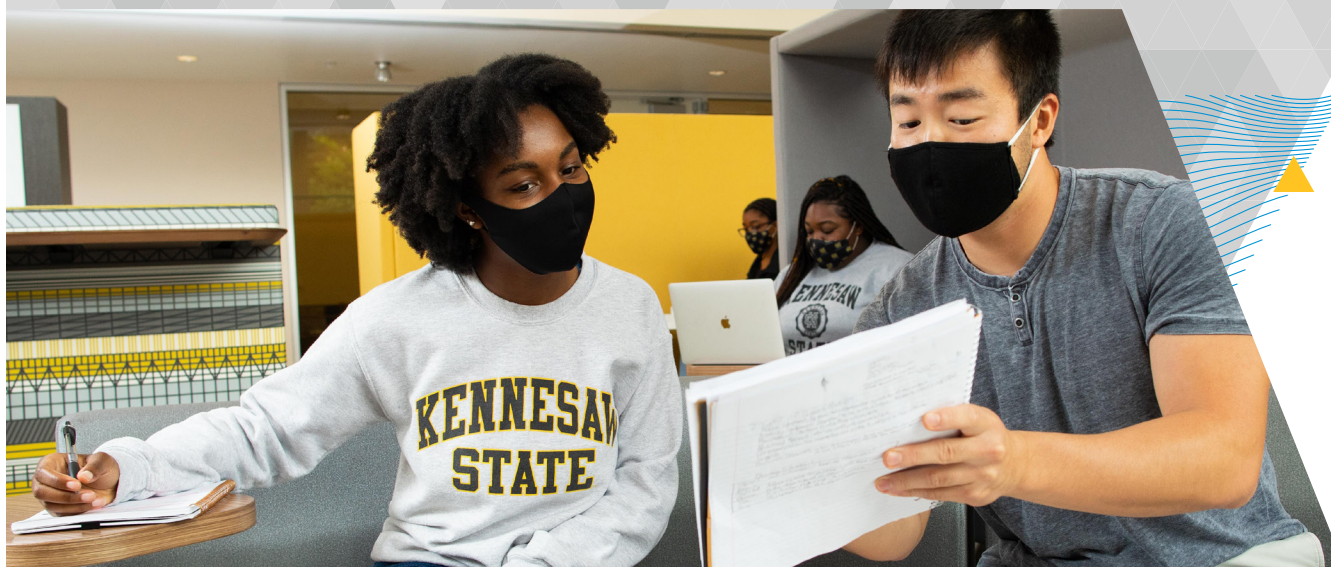


## WELLBEING@KSU

A comprehensive mental health and wellbeing program to support you with flexible options and tools.



**KENNESAW STATE  
UNIVERSITY**  
DIVISION OF STUDENT AFFAIRS





## Wellness Peer Mentors

Wellness peer mentors are students trained on a wide variety of helping skills that will prepare them to coach students struggling with some of the top impediments to mental health and well-being on campus.



- **Emotional Health**



- **Healthy Eating**

- **Physical Activity**



- **Nicotine Cessation**

If you want to become a wellness peer mentor or like to learn more about the program, please email [wellbeing@kennesaw.edu](mailto:wellbeing@kennesaw.edu).

Wellness peer mentoring will be offered virtually and in-person.

To schedule an appointment scan the QR code or visit [tinyurl.com/WELLNESSPEERMENTORS](https://tinyurl.com/WELLNESSPEERMENTORS).



## Mental Health Support

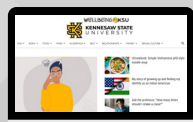
A 24/7/365 mental health support line. Call anytime to connect to a licensed counselor.

**470-578-6600**



On your first call you can connect locally or virtually with a counselor at a time that works for you.

Navigators can help you locate local or video counseling, get referrals, and act as an e-coach through ICare.



“The Wellness Hub” includes an App and an online wellness magazine with educational content, self-help tools and resource links.

## WELLBEING@KSU

Everything you need to Find Your Support.

### On Campus Resources

**Center for Young Adult Addiction and Recovery**  
(470) 578-2538  
[cyar.kennesaw.edu](http://cyar.kennesaw.edu)

**Children & Family Programs**  
(470) 578-2233  
[childrenandfamilyprograms.org](http://childrenandfamilyprograms.org)

**Counseling & Psychological Services**  
(470) 578-6600  
[counseling.kennesaw.edu](http://counseling.kennesaw.edu)

**Health Promotion & Wellness**  
(470) 578-6394  
[wellness.kennesaw.edu](http://wellness.kennesaw.edu)

**Sports & Recreation**  
(470) 578-6913  
[sportsrec.kennesaw.edu](http://sportsrec.kennesaw.edu)

**Wellstar Student Health Services**  
(470) 578-6644  
[studenthealth.kennesaw.edu](http://studenthealth.kennesaw.edu)



## 2.6 Healthy Happenings Newsletter

During the pandemic, HPW also started a newsletter that functioned as an online magazine centered around the health and well-being of students during this difficult time. Document design and editing played a substantial role in the development of this newsletter. I created a template for the newsletter and collaborated with health and well-being departments to write articles around specific topics, especially regarding coronavirus support like mental health and ways to make the most while at home in lockdown. These materials proved beneficial to students that were struggling with isolation. I worked closely with staff members to make sure we delivered long-form and short-form content.

The newsletter and marketing material helped students stay connected with the health and well-being departments on campus when they had to stay home for online classes due to the pandemic. Reporting data of the call volume to the mental health 24-hour support line from 2021 to 2022 quadrupled. The Wellness Coaching program has also seen substantial growth since its launch in March 2021, with initial appointments for Wellness Peer Mentors being filled two weeks out.





KENNESAW STATE  
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APR 2021 | VOL 2 ISSUE 8

# HEALTH & WELL-BEING

April Celebrates:  
Earth Day April 22  
National Minority Health Month



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Become a Peer Health  
OWL

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Events Calendar

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Earth Day Events  
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Pools Month  
FREE HIV & Hepatitis C  
Testing

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Benefits of Growing Your  
Own Food

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Campus Tour Bike Rides

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Wellness Peer Mentoring  
Wellbeing@KSU

### PAGE 9

KSU Counseling  
Resources

## Can plants relieve stress?

*by David Kim, Intern, Health Promotion and Wellness*

Stress is a physical, behavioral, and mental response to challenges and events that threaten our well-being. Stress can impact a student's ability to focus on the lecturer, reasoning, processing time, and even memory in the classroom. Studies show that students and faculty are more engaged in areas with natural light from windows and when plants are present.

Research from the American Society for Horticultural Science revealed the following health benefits of indoor plants in the classroom, workspace, or home:



- Improves mental and healing values
  - Reduces stress
  - Reduces eye irritation
  - Filters out air impurities
  - Reduces headaches
  - Reduces fatigue
  - Increases motivation
  - Improves concentration
  - Enhances reaction times on computer tasks (by 12%)
- (continued on page 2)

# CAN PLANTS RELIEVE STRESS? (CONT)

by David Kim, Intern, Health Promotion and Wellness

Cornell University's research examined that as little as 10 minutes in nature can help college students feel happier and have less physical and mental stress than students who spent more time indoors and not around plants. Cornell's research was published in *Frontiers in Psychology* as part of a more significant examination of "nature therapy," which aims to use preventative measures against high levels of stress, anxiety, depression, and other mental health issues within college students. Researchers concluded that 10-50 minutes in natural settings was the most effective way to boost mood, focus, and improves physiological markers such as blood pressure and heart rate.

***"Frequent exposure to green space has been linked to positive health and well-being in various populations."***

*Lousie Delagran, MA, MEd.*



If you can't go outside to enjoy nature, bring some greenery inside with indoor plants. Spring is the perfect time to find plants or begin a garden. Read more about the benefits of growing your own food on page six.

Sources: American Society for Horticultural Science, Cornell University, University of Minnesota

INTERESTED IN BECOMING A  
**PEER HEALTH  
EDUCATOR?**

Are you passionate about health?  
Apply to become a Peer Health OWL now!  
Peer Health Outreach and Wellness Leader (OWL) is a student trained and certified in developing, implementing, and evaluating health education programs for his/her peers. The Peer Health OWLs provide FUN interactive programs for students in classroom settings, fraternities, sororities, on-campus housing, student groups/organizations, and health promotion campaigns on campus.

## 2.7 Patient Portal Reference Guide

Technical writing is something that many communicators may find themselves doing one day for internal communications. Another shift due to the pandemic included the need for online appointment booking for counseling. HPW utilized an online booking system for students to easily schedule nutrition counseling and fill out the necessary paperwork required for these services. With new platforms and technology comes a need for a technical guide to walk students through the online booking process. These documents consist of plain language and imagery to educate the reader in a step-by-step format. I created the [Patient Portal Reference Guide](https://wellness.kennesaw.edu/docs/HPW%20Patient%20Portal%20User%20Guide%20Version%202%20Sept%202020.pdf) (<https://wellness.kennesaw.edu/docs/HPW%20Patient%20Portal%20User%20Guide%20Version%202%20Sept%202020.pdf>) to assist students and staff in how to use the new system. To create the manual, I worked closely with staff to test students' access to the system. I took heavy notes, and screenshots of every step students would need to take to complete the online booking process successfully. HPW staff and student employees read the manual and made comments to help craft the final document to ensure no questions were left after a student was done reading the guide. The reference guide was a big step in working on a collaborative project that required the staff to give me direction and guidance and me to provide a written document needed for internal and external use.



# Patient Portal User Guide

Version 2: September 2020

## **Contact Information**

Hours: Monday-Friday  
9:00am-5:00pm

290 Kennesaw State University Road, Room 1200  
Kennesaw, GA 30144

Phone: 470-578-6394

Email: [wellctr@kennesaw.edu](mailto:wellctr@kennesaw.edu)

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## Overview

The Health Promotion and Wellness (HPW) Patient Portal allows students to self-schedule appointments, answer screening questions, and submit required documents. This guide will walk students through the different modules of the HPW Patient Portal. If you require additional assistance, please contact the department at 478-578-6394 or by emailing [wellctr@kennesaw.edu](mailto:wellctr@kennesaw.edu).

- **Appointment:** Search, schedule, and/or cancel appointments with the Health Promotion and Wellness department.
- **Forms:** Forms that are required based on your appointment. Students under the age of 18 will find parental consent forms here.
- **Messages:** Send secure messages to the dietitian.
- **Education:** Information and notes provided by the HPW Department.
- **Upload:** Upload required documents or miscellaneous items.

## Health Promotion and Wellness Patient Portal

You can access the HPW Patient Portal by visiting <https://ksu.medicatconnect.com/>

Login using your Kennesaw State University organizational account.

[\[Netid\]@students.kennesaw.edu](mailto:[Netid]@students.kennesaw.edu)

Net ID Password.



Sign in with your organizational account

Sign in

Please use your primary E-mail address to login.


**Students:** [\[Netid\]@students.kennesaw.edu](mailto:[Netid]@students.kennesaw.edu)

**Faculty/Staff:** [\[NetID\]@kennesaw.edu](mailto:[NetID]@kennesaw.edu)

**GHC Students:** [\[NetID\]@win.kennesaw.edu](mailto:[NetID]@win.kennesaw.edu)

To change or reset your password, please visit [NetID](#).

Use your preferred method of two-step authentication to finish logging into the HPW Patient Portal and arrive on the **Home** screen.




**KENNESAW STATE UNIVERSITY**  
 DIVISION OF STUDENT AFFAIRS  
*Health Promotion and Wellness*

[Locations and Hours](#)
[KSU Student](#)


[Home](#)
[Appointment](#)
[Forms](#)
[Messages](#)
[Education](#)
[Upload](#)

To Do List




**Upcoming Appointments**

You do not have any upcoming appointments.



**Forms**

You have forms that may need to be completed.



**Uploads**

You have documents that may need to be uploaded. Please click the Upload link to send us the documents.

## Appointment

To schedule or manage upcoming appointments, visit the **Appointment** tab in the top menu.

[Home](#)
[Appointment](#)
[Forms](#)
[Messages](#)
[Education](#)
[Upload](#)

Use the filters below to search for an available appointment. If you are unable to find a suitable time, please call our office to schedule. If cancelling your appointment less than 24 hours notice, please call 470-578-6394.

**If you are experiencing a medical emergency, please call 911 or proceed to the nearest Emergency Room.**

**Scheduling a New Appointment:** Use the filters in the **Search** section to view available appointments.

If you are searching for a Nutrition Screening, please select **No** for **Search for Group Appointments**.

If you are searching for HIV and Hepatitis C Testing, please select **Yes** for **Search for Group Appointments**.

Available appointments will be listed in the **Reason** category. After you have filled in all the drop-down boxes click **Submit**.

**Search for next available appointments**

Search for Group Appointments?

☐ No ☒ Yes

Clinic:

Wellness

Reason:

HIV And Hepatitis C Screening

Provider:

KSU Events

Submit



## 2.8 Nutrition Video Scripts

With students accessing most information and classes online during the pandemic, a heavy shift in how HPW distributed health and well-being information also moved online to the department website and through social media channels. I worked closely with HPW staff to create a [Virtual Programs and Services](https://wellness.kennesaw.edu/virtual-programs.php) (<https://wellness.kennesaw.edu/virtual-programs.php>) section of the KSU website for students. Along with an archive of all of the newsletters that have been created, there are links to content that were created especially for social media. Much of this content included evergreen videos that students could access for years to come. Three of these videos were created specifically for the CHIP grant to teach healthy eating to students. The videos required scripts to follow as well as on-screen information. My coursework in The Genres of Creative Writing (PRWR 6455) gave me a glimpse of some of the script work that I can do for the departments to craft informative health content. I worked closely with the Office of Strategic Communications video production team as the writer and producer for the nutrition videos. While the script doesn't have the same scene directions as a play or show may have, I made sure to convey my vision of the videos in the script so when it came time to shoot the videos and create animation for the video, it translated to the video production team with minimal changes to direction. One of the challenges I faced with the production of the scripts involved writing to reach a specific time goal. The project goal was to inform students of the content in the shortest video possible, aiming to stay under 10 minutes. Editing content down to a specific timeframe was something that took a lot of reading and rewriting. I took the time to read the scripts out loud while timing myself to make sure we were staying within the goals of the project. Below is a script from one of the three nutrition videos we created for the project.



## Nutrition Videos funded by the CHIP grant.

### Eating Healthy on a Budget

CHIP GRANT FUNDED NUTRITION VIDEOS

FADE IN:

HEALTH PROMOTION AND WELLNESS INTRODUCTION

TRANG PHAM standing at the KITCHEN ISLAND with VARIOUS FOOD ITEMS placed around her.

TRANG

Welcome to Healthy Eating for the College Student! I am Trang Pham, a registered dietitian for Health Promotion and Wellness at Kennesaw State University.

In this video, I'm going to share with you some of the basics of what it means to eat healthily and how that fits into your college life.

I'm not going to tell you to "EAT THIS!" or "DON'T EAT THAT!" Or that you are "GOOD" or "BAD" because of what you ate or didn't eat.

As a dietitian, I'm here to provide evidence-based recommendations and help students improve their relationship with food.

I believe that dietitians can empower people to feel confident in listening to their bodies to know what food choices will enable them to maintain a sense of well-being because at the end of the day, who knows best about your body than you?

ANIMATION – BULLETED LIST

TRANG (O.C.)

What is healthy eating?

- Healthy Eating is consuming foods and beverages that help you feel your best.
- Giving your body nutrients from a variety of foods

- Eating what your body wants when your body needs it and eating enough that it leaves you feeling better afterward.
- Healthy Eating is about inclusion ...not avoidance
- It's not about perfection! We are IMPERFECT, so how can we expect our diet to be perfect???
- Healthy Eating is non-judgmental. It's not connected to your self-worth
- Healthy Eating is enjoyable!!!
- ...and INTUITIVE - Our bodies will tell us what it needs if we just stop and listen to it!

TRANG paired with ANIMATION/ TEXT ABOVE HEAD OF THREE TALKING POINTS.

TRANG

The basic components of every healthy diet are the three macronutrients:

- Carbohydrate
- Protein
- and fat

ANIMATION/ TEXT ABOVE/BESIDE HEAD OF DEFINITION

TRANG

Your body needs these nutrients in larger amounts, hence the prefix "MACRO" in macronutrient, which means "large."

Cut to TRANG only on screen

TRANG

Along with providing your body with energy, macronutrients play specific roles in your body to allow it to function properly.

The first macronutrient is the CARBOHYDRATE. This is our body's preferred fuel source

CLOSE UP OF TRANG POINTING TO SPECIFIC FOOD ITEMS (POTATOES, CORN, BREAD, YOGURT, NUTS, AND SEEDS). TEXT LIST ON THE SIDE.

TRANG

It's found in...

- Grains
- Starchy vegetables: potatoes, beans (black, pinto, etc.), peas, corn
- Carbohydrates are also found in Non-starchy vegetables
- Fruit
- Dairy products like milk and yogurt
- As well as nuts and seeds

TRANG ONLY

TRANG

All carbohydrates are eventually broken down into GLUCOSE, which is our body's main energy source.

The second macronutrient is PROTEIN

Protein is involved in many critical functions in our bodies, such as...

- Growth and development
- Tissue building and repair
- And immune function

Protein plays a major role in the maintenance of muscle mass and is an important component of hormones and enzymes. It also serves as energy when carbohydrates are unavailable.

CLOSE UP OF TRANG POINTING TO SPECIFIC FOOD ITEMS (MEAT, EGGS, BEANS, SOY, CHEESE). TEXT LIST ON THE SIDE.

TRANG

Protein-rich food sources include...

- Meats, poultry, fish, and other seafood
- Eggs
- Nuts and seeds
- Beans (like black, pinto, kidney, etc.)
- Dairy products
- And soy products

TRANG ONLY

TRANG

There's also a small amount of protein in whole grains and vegetables.

The third macronutrient is fat. Fat often gets a bad rep, but your body needs fat for growth and development, energy storage, and the absorption of fat-soluble vitamins K, A, D, and E.

Fat also serves as a cushion for our delicate organs, and it's an important component of the cell membrane. Furthermore, fat provides taste, consistency, and stability in foods.

CLOSE UP OF TRANG POINTING TO SPECIFIC FOOD ITEMS (MEAT, EGGS, BEANS, SOY, CHEESE). TEXT LIST ON THE SIDE.

TRANG

Major sources of fat include:

- Vegetable oils like olive, canola, and corn
- Avocados, olives, and coconut
- Nuts and seeds
- As well as dairy foods
- Fish, meat, and poultry
- Dressings that we drizzle on our salads
- Baked goods/pastries and fried foods that we enjoy.

TRANG ONLY

TRANG

While it isn't a macronutrient, water is an essential nutrient for your body. This means that it's a substance that must be obtained from your diet because your body cannot make enough of it to meet its needs.

ANIMATION BODY FILLING WITH WATER TO 60%

TRANG

Water accounts for roughly 60% of your body, and it plays a crucial role in keeping all of your body systems working well

TEXT BULLETED LIST ADDED TO ANIMATION

TRANG

Water helps to ...

- Transport nutrients
- Removes waste from the body
- Lubricates around joints
- Acts as a shock absorber to protect delicate organs
- Regulates body temperature to keep you from getting overheated

TRANG ONLY

TRANG

How much water you should be drinking each day varies based on age, gender, activity level, overall health, and even the climate you live in. The general guidelines for water are:

Women should drink about nine cups a day, and men should drink about twelve and a half cups a day.

CLOSE UP OF FRUITS AND VEGETABLES BEING SQUEEZED OR SNAPPED WITH JUICE SPRAYING

TRANG

Nearly all foods contain some water, and some have more than others. Typically, you get about 20% of the additional water you need from the food you eat.

TRANG ONLY

TRANG

Now let's talk about your daily eating schedule. Everyone's eating schedule will be different because we are all different. I recommend scheduling meals and snacks into your daily routine.

Healthy eating habits start with having well-spaced meals and snacks throughout the day to keep your energy levels up and to prevent you from becoming too hungry to make healthy food choices.

Here are some general guidelines...

ANIMATION/ TEXT/ B-ROLL EATING A BREAKFAST

TRANG

Have breakfast, or your FIRST meal of the day, within 1-2 hours of waking up. Focus on eating foods that make you feel your best! Try including a food from each nutrient group we discussed earlier in the video.

CLOSE UP OF PLATE METHOD — FILL PLATE WITH REAL FOOD TO SHOWCASE (SHOW THREE SAMPLE PLATES)

TRANG

The plate method is a technique of dividing up your plate so you can measure out appropriate portion sizes of different foods. Half of your plate will be made up of fruit and non-starchy vegetables like broccoli, green beans, etc.

A quarter of your plate will be made up of a starch/grain like pasta, bread, rice, or a starchy vegetable like potato, corn, or peas.

And the remaining quarter of your plate will be made up of any protein you like to eat.

Add something from the dairy group to round your meal, and all five major food groups are covered!

SHOW LAST MEAL AS A SANDWICH WITH MAYONNAISE

## TRANG

Keep in mind...when using the plate method, you can have a serving of added fat with each meal.

TRANG ONLY

## TRANG

Snacks can be an enjoyable part of a healthy diet. They are perfect for when you are feeling hungry in between meals or if your meals are three and a half hours or more apart.

With snacks, try to include foods from at least two of the five food groups, and look at them as opportunities to incorporate food groups you may have missed at meals.

CLOSE UP OF SNACKS

## TRANG

Here are some examples of great snack ideas you might want to give a try...

- Hummus, raw veggies, and pita bread
- Peanut butter, fresh fruit and veggies, and pretzels
- Turkey lunch meat, cottage cheese, and blueberries

TRANG ONLY

## TRANG

In terms of serving sizes, listen to your body and let it tell you how much to eat.

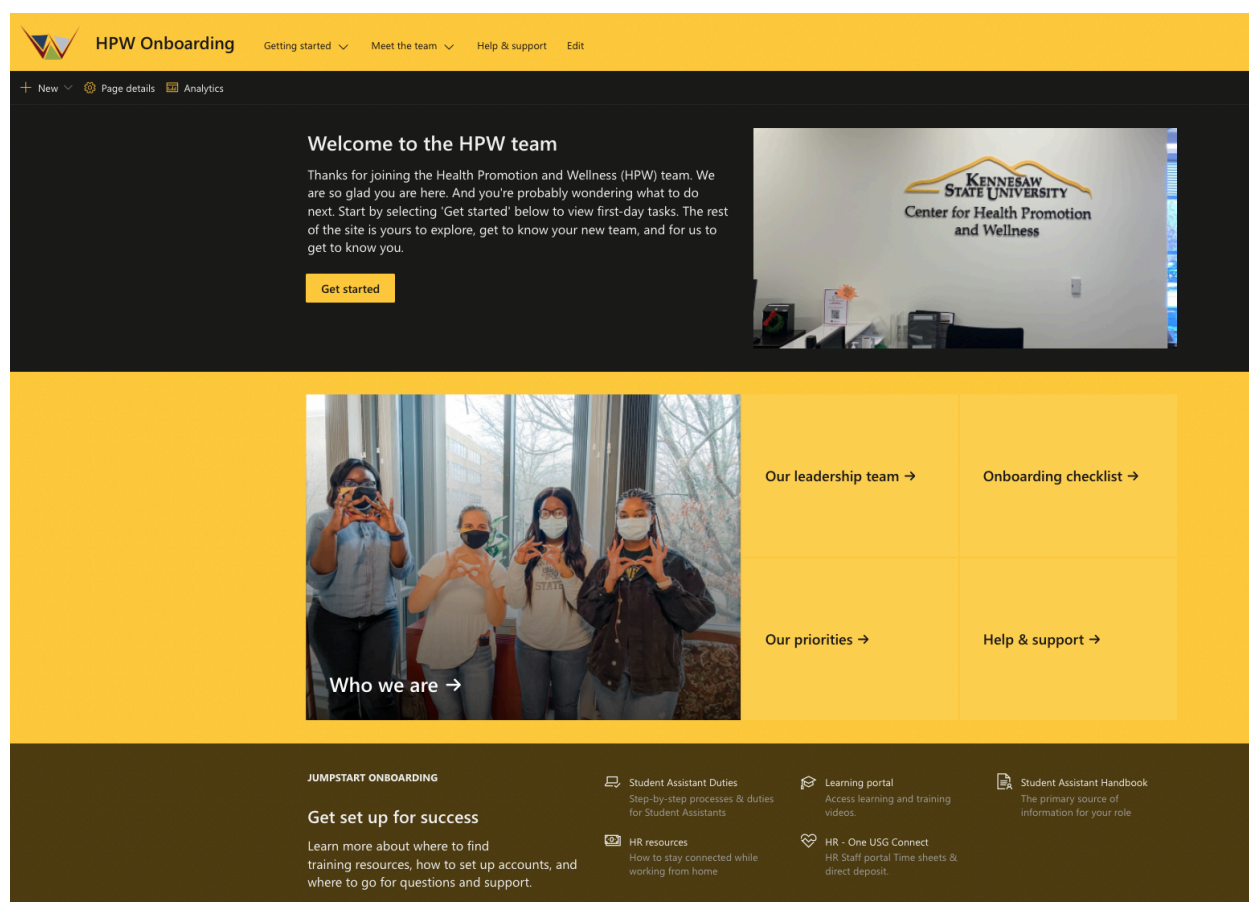
To learn more great nutrition tips, check out our Dietitians Dish videos or schedule an appointment with the Health Promotion and Wellness dietitian at KSU today.

Live Wise, Live Well, and thank you for watching.

## 2.9 HPW Onboarding Website

Another large internal document that needed heavy revision was the student employee handbook. The editing of this technical document included a lot of collaboration with HPW staff to make sure information is conveyed to new student employees in an effective manner. Because the document is so lengthy, I created an internal SharePoint onboarding website to organize the substantial number of details that new hires need to learn. The project included recording training videos to move away from some of the large bodies of text directions. This allowed the department to offer two forms of learning for student employees, and a place to go back and rewatch as needed.

Onboarding Website Presentation – <https://youtu.be/Jp0ed6cWhtQ>





## INTRODUCTION TO MARKETING MANUAL

My final project with the Health Promotion and Wellness department and the highlight of my portfolio showcase includes a branding and marketing manual that includes considerable direction with the knowledge that I've learned from my communications and MAPW studies at KSU. I chose to highlight the marketing manual in my portfolio to showcase my research and growth as an MAPW student and a GRA culminating in a document written as a guide for the department to use for continued success. The goal was to provide a manual that any member of the HPW staff, incoming interns, or graduate research assistants could follow to help promote the department to students through various marketing channels available.

When writing and marketing for KSU, there are a set of branding guidelines to ensure the university's mission and values are upheld in written and visual form. To set departments apart, the department can utilize a branding book. HPW has its own set of missions and branding that I've instituted in marketing material and social media content so a KSU student can see brand recognition at the department level. I plan on using the same approach for the Wellbeing@KSU departments. Working closely with the Office of Strategic Communications and Marketing, I've created a wordmark for Wellbeing@KSU. Implemented a color scheme on marketing material and created a set of social norming guidelines that HPW uses for creating content.

I will continue contributing to the Marketing Manual over time as new marketing avenues arise and social media trends shift to better plan and develop content in the future.



# Health Promotion and Wellness / Wellbeing@KSU

## Marketing Branding Guidelines

**Our Objective:** Provide strategic direction, planning, coordination, implementation, and evaluation of comprehensive marketing and communication strategies and initiatives utilizing best practices to promote healthy behaviors, decision-making, and positive social change throughout the campus community.

**Authors of Document:**

- Meghan Cooper [microfoot@kennesaw.edu](mailto:microfoot@kennesaw.edu)

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# Department Summary

## Our Department

Health Promotion and Wellness (HPW) is a unit of the Division of Student Affairs and is located in the Dr. Betty L. Siegel Student Recreation and Activities Center, Suite 1200. The mission of Health Promotion and Wellness is to improve the balance of the intellectual, emotional, physical, social, environmental, and spiritual development of students through awareness and education.

## Our Communication Leaders

Dalida Brown is the Program Manager and oversees marketing for the department in Meghan's absence.

Meghan Cooper is the Program Manager of Health and Well-Being Initiatives. She provides health communications and marketing for the department and [Wellbeing@KSU](mailto:Wellbeing@KSU).

## SWOT Analysis

As Health Promotion and Wellness' communications team, we want to help the department lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2021-22.

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our differentiator?	What we think could hinder our growth. What/who we think could take our customers.
Creating content for platforms that students frequent, like TikTok and Instagram.	Creating a consistent content schedule that includes tips and useful evergreen information.	More videos that help educate students on different health and well-being topics.	Not finding the time to create content.
Early adopter to new trends and up to date on social media news and features.	Finding Peer Health Educators to join the team and be the face of wellness programs at KSU.	More Peer Health OWLs and Wellness Peer Mentors to be the face of HPW and the Wellbeing@KSU.	Not having a dedicated health communications specialist. Staff turnover needs training (GRA, Interns, etc.)

## Department Initiatives

Health Promotion and Wellness has the ambitious goal of influencing and changing the health behaviors of KSU Students. HPW is also tasked with educating students during a transition period in their lives as they move away from a parent/caretaker and start to live on their own as adults. To help the department do that, our communications team will pursue the following initiatives in 2022:

### Initiative 1

**Description:** Create short-form videos that provide health information on various topics such as nutrition, mental health, stress management, sexual health, risk reduction

education, and more. These resources create evergreen go-to resources for university students.

**Goal of initiative:** To increase the department's social media following by positioning HPW and Wellbeing@KSU as a valuable resource even after leaving the university while also educating followers and promoting healthy behavior change.

**Metrics to measure success:** Reach and social media following.

## Initiative 2

**Description:** Promote HPW and Wellbeing@KSU events, programming, and services through various marketing avenues available on campus.

**Goal of initiative:** Increase attendance of events and services.

**Metrics to measure success:** Track participation of events through Owl Life. Track participation of services through MedicaT. Survey students about how they learned about events and services.

## Initiative 3

**Description:** Student retention and engagement

**Goal of initiative:** Inform and engage KSU students on programs and services available to them and how they will help their overall health and well-being during a transition period in life. Positioning KSU as a school that cares about a student's health and well-being may help retention and graduation rates for the university.

**Metrics to measure success:**

Increase in attendance and use of resources under Wellbeing@KSU.

## Target Market

### Demographics

In 2022, the department is targeting the following demographics where we'll promote our programs and services to reach out to KSU Students:

**Health and Wellness Majors**

Students studying in fields that include health and wellbeing majors like nursing, exercise science, public health, psychology, health and physical education, and integrated health science. These students have the potential to become peer health educators, wellness peer mentors, and brand ambassadors for healthy lifestyles on campus.

### **Undergraduates**

Students that are transitioning in life from being at home to living on their own.

## **Student Personas**

Within our target market(s), we've identified the following student personas to represent our ideal audience. While there are a wide range of students at KSU, these are the students we target to behavior change and learning.

### **On-Campus Students**

On-campus students are between 18 and 24 years old. They generally do not work full-time jobs but sometimes take positions as Student Assistants on campus. If they do work, it is usually in service or retail positions part-time. They spend time with campus organizations and attend a lot of on-campus events because of their location and proximity. Ultimately, on-campus students want to have the full college experience of social and academic success before graduating and starting a career. These students are in a state of change, learning to live on their own.

### **Commuter Undergraduate Students**

Commuter students range from 18 to over 26 years of age. They work jobs full and part-time. They travel from all over the metro Atlanta area to attend KSU in person. They also attend classes online when available. Due to busier schedules, they don't participate in many on-campus events unless the events are short and offered at times between classes. While some of these students live on their own, many of them live at home with family and are transitioning to life as an adult.

### **Kennesaw Campus Students**

Kennesaw Campus Students are more engaged in campus events because it is the "main campus." There are more student-led organizations and activities on this campus, so many of the students will hang out on this campus longer for social events.

## **Marietta Campus Students**

Marietta campus students are less engaged than Kennesaw Campus Students because of a lack of student groups and activities. These students have less time for events and interact less unless there are better incentives to participate.

## **Online Students**

Online students do not pay the Wellness Fee with their tuition and cannot utilize department programs and services unless they opt-in to pay the Wellness Fee. Students can [fill out the form on our website](#). Please make sure you are sharing this information during orientation or Q&A sessions.

# Marketing Channels

These are the following marketing channels that HPW uses to reach students. It is important to stay on top of social media trends and new releases within networks because these things will be prioritized in the algorithms and feeds.

## **Owl Life**

Purpose of channel: Promote and track attendance of events.

Metrics to measure success: Attendance

## **Owl TV Digital Signage Network**

Purpose of channel: Visual billboard in every building on both the Kennesaw and Marietta campus.

Metrics to measure success: Post survey "How did you hear about the event or service."

Login at: <https://owltv1.kennesaw.edu/login/>

UITs will need to grant permission to your NetID before you may submit.

Online guide -

[https://apps.kennesaw.edu/files/pr\\_app\\_uni\\_cdoc/doc/OwlTV\\_Quick\\_Guide.pdf](https://apps.kennesaw.edu/files/pr_app_uni_cdoc/doc/OwlTV_Quick_Guide.pdf)

Formats accepted: Images - jpeg and Videos - mp4



Aspect Ratio: 1440 x 810 pixels 16:9, 9:16, 32:9, or 16:10

Video Length: 1 minute or less

Notes: Must meet KSU Visual Identity Program guidelines; files must be submitted to [Design Approval](#) prior to posting.

<https://designapproval.kennesaw.edu/>

## **Student Inform Email**

Purpose of channel: Reach students via email

Metrics to measure success: Tracking links.

Submissions to Student Inform need to be sent by 12 pm on Friday for distribution the following week.

<https://studentinform.kennesaw.edu>

## **Master Calendar**

Purpose of channel: Promote Events

Metrics to measure success: View counts via Localist.

Strat Comm will need to grant permission to the Master Calendar.

## **Instagram**

Purpose of channel: Provide health and wellness tips and promote events to followers.

Metrics to measure success: Reach and increase in followers.

@KSUWellness - <https://instagram.com/KSUWellness>

## **TikTok**

Purpose of channel: Provide health and wellness tips.

Metrics to measure success: Reach and increase in followers.

@KSUWellness - <https://tiktok.com/@ksuwellness>

## Twitter

Purpose of channel: Provide health and wellness tips and promote events to followers.

Metrics to measure success: Reach, link clicks, and increase in followers.

@KSUWellness - <https://twitter.com/KSUWellness>

## Facebook

Purpose of channel: Provide health and wellness tips and promote events to followers.

Metrics to measure success: Reach, link clicks, and increase in followers.

<https://www.facebook.com/ksuwellness>

## Pinterest

Purpose of channel: Provide health and wellness tips and drive traffic to the HPW website.

Metrics to measure success: Reach and link clicks.

<https://www.pinterest.com/wellctr>

## Revue Email Marketing

Purpose of channel: Provide health and wellness tips and promote events to followers.

Metrics to measure success: Open rates and click rates.

Login with Twitter. Getrevue.co

## Print

Purpose of channel: Sign, posters, and other print materials to market services and events.

Metrics to measure success: Post survey "How did you hear about the event or service."

We have a banner/poster printer in the HPW workroom.

## Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives.

### Google Analytics

The HPW website (wellness.kenneaw.edu) uses Google Analytics to track traffic across the pages to see what students are looking for and pages being utilized for information.

### Email Marketing Software

Revue is the email marketing platform we use to send out the Wellbeing@KSU newsletter. The goal of the newsletter is to share the Wellbeing@KSU department's upcoming events and wellness tips with students. The newsletter is sent out bi-weekly unless it is a slow month on campus (May, Summer, December).

### Social Media Management Software

To help with time management, the department uses automation to schedule social media posts. Using network-specific platforms to schedule helps increase reach better than third-party apps.

Facebook Business Suite is used to schedule on Facebook and Instagram. Everything from videos, images, carousel, and stories can be scheduled. The Planner tab can be used to schedule posts on a visual calendar. The Planner also has national holidays listed, and you can program important dates such as the first day of classes, exams, or graduation. Access must be granted.

<https://business.facebook.com>

Twitter shares can also be scheduled right from the website or by visiting the [Tweet Composer on the Twitter Ads website](#).

### Video Hosting Software

The department uses YouTube to share videos about the department and health videos.

## Link Tracking

Link tracking allows the department to measure clicks from marketing efforts. We utilize Bit.ly short links to track various links, including the newsletter, sign-up forms, and events. For social media, we use [Linktr.ee](https://linktr.ee).

## Hashtags

University Wide	Departmental	General
#KennesawState #KennesawStateUniversity #FindYourWings #HootyHoo #KSU #KSUOwls #OwlNation #KSUOwlNation	#KSUWellness #WellbeingatKSU #FindYourRecovery #FindYourSupport	#MotivationalMonday #TipTuesday #TuesdayTip #WellnessWednesday #TipThursday #ThursdayTip #SelfCareSaturday #SelfCareSunday #Wellness

## Marketing Calendar Timeline

Below is an example of a social media marketing timeline that can be used for marketing events.

	Facebook	Instagram	Twitter	TikTok	OwlTV Printed Flyers	Newsletter
5-3 Weeks Before	Save the Date! Share flier and Owl Life event	Save the Date! Share flier and Owl Life event	Save the Date! Share flier and Owl Life event		Get design approval and post to Owl TV Network	
2 Weeks Before	Reminder Post		Reminder Post			Share in Newsletter
1 Week Before	Reminder Post	Reminder Post	Reminder Post			
Week Of		If you can film a video before the event (recipe, demo, etc.)		If you can film a video before the event (recipe, demo, etc.)		
During	Stories	Stories				
After	Thanks for coming out, talk about next event if they are similar (Cooking Demo)	Thanks for coming out. Reel of event.	Thanks for coming out, talk about next event if they are similar (Cooking Demo)	Thanks for coming out. TikTok of event.		

# Brand Awareness

Health Promotion and Wellness' communication strategy facilitates increased identification and awareness of all services and programs provided by HPW and develops event or program identification-based marketing strategies.

All designs should follow KSU Style Guide (<https://styleguide.kennesaw.edu/>). There are some additional internal branding guidelines that the department can follow for a more cohesive design that allows students to recognize HPW among the other on-campus departments and colleges.

## Logos

When using Department KSU Logos, full (three color) is the preferred logo.



Additional images for specific programming use.





## HPW colors



#283D5F	#94A745	#72161E	#B8C1CE
Wellness	Peer Health	Health	Nutrition
Peer Mentors		Promotion	

The first four colors represent the HPW colors. These colors are located throughout the HPW office in the tiles and painted on accent walls in the office.

## Taglines

**Live Wise, Live Well** should be written in Mistal Regular. This tagline is featured in the front office of HPW. An alternative option is the nutrition tagline of **Live Wise, Eat Well**.

## Typography

Main KSU fonts should be used for headlines and text.

### Primary Typeface

Montserrat Thin

*Montserrat Thin Italic*

Montserrat Extra Light

*Montserrat Medium Italic*

**Montserrat Semi Bold**

***Montserrat Semi Bold Italic***

*Montserrat Extra Light Italic*

Montserrat Light

*Montserrat Light Italic*

Montserrat Regular

*Montserrat Italic*

Montserrat Medium

**Montserrat Bold**

***Montserrat Bold Italic***

**Montserrat Extra Bold**

***Montserrat Extra Bold Italic***

**Montserrat Black**

***Montserrat Black Italic***

## Secondary Typeface

Source Serif Pro Extra Light

*Source Serif Pro Extra Light Italic*

Source Serif Pro Light

*Source Serif Pro Light Italic*

Source Serif Pro Regular

*Source Serif Pro Italic*

**Source Serif Pro Semi Bold**

***Source Serif Pro Semi Bold Italic***

**Source Serif Pro Bold**

***Source Serif Pro Bold Italic***

**Source Serif Pro Black**

***Source Serif Pro Black Italic***

## Additional fonts:

*Mistal Regular* Mistal Regular (Live Wise, Live Well font)

# Wellbeing@KSU



#1A658F Parliament Blue – Health Promotion and Wellness	#C69214 Talon Bronze – Sports and Rec	#702F8A Phantom Purple – Center for Young Adult Addiction and Recovery	#43B02A Campus Green – Counseling and Psychological Services	#0090DA Vibrant Sky Blue – Student Health Services
---	---	--	---	---

Wellbeing@KSU utilizes the main KSU colors with the Vibrant Sky Blue for accents. Blue is a color associated with mental health, which is why we use it for the Wellbeing@KSU. It signifies the overall mental health initiative that started the program.

Wellbeing@KSU uses a Word Mark on all branding and must always be paired with the main KSU, Division of Student Affairs, or department logo. Either wordmark may be used to fit the design. Please use it in conjunction with the HPW logo.



## Images

When creating designs or using stock images, make sure to use diverse options and be mindful of inclusive language.

[Kennesaw State Photoshelter](#) - University Stock Images, Video, and Templates  
HPW uses Canva Pro, which offers stock photography, video, and graphics that are licensed for use.

If you are taking photos at an event and sharing on social media, try to get photos from behind, so you aren't sharing the students face. Unless they sign a photo release form.

Make sure pictures are well lit or edited to be bright and eye catching. Adjust the exposure and brightness to make the images lighter. You may need to adjust the warmth of a photo as well and shift it into more blue tones.







**DO NOT** use images you found in a Google search for things like social media posts, website updates, recipes, etc., unless the website allows sharing. It is **copyright infringement** to use someone's images, videos, or text without permission. Please use the creative commons search filter to find images that you can use. Alternatively, the Canva Pro account has an ample supply of stock photos.

If you are visiting an organization's website that offers materials, make sure to read any guidelines they may have (credit needs to be given, a logo needs to be used, etc.).

## Owl Life Events Coding

Owl Life (Campus Labs) is the primary event tracking software for KSU. The platform allows organizations to share forms, news, events, and more. HPW utilizes the Owl Life platform for extended tracking of programming. There are additional coding and category selections that need to be present on all listed for HPW events to populate in the tracking dashboards. Please use the table below to make sure you are coding events properly.

You can make multiple Event Categories selections.

### Event Categories

#### ✓ Select categories

Ally Week  
 Black History Month  
 Campus Wide  
 CCC Academic Enrichment  
 CCC CARC Check-In  
 CCC Check-In  
 CCC Cultural Competency  
 CCC GV Check-In  
 CCC LGBTQ Discussion Group

<u>Always Required</u>	<u>Location Tags Required</u>	<u>HPW Tags Required</u>	<u>Special Week Tags</u>
DSA Event <u>OR</u> DSA Check-in (Check-in is only used for WPM Check-ins)	Kennesaw Campus Marietta Campus Virtual Program Campus Wide	HPW, Health Ed HPW, Nutrition HPW, PHE HPW, WPM	Love Your Body Week Week of Welcome (There are more options, but these are the main ones HPW use.)

When creating events, please include the following words in the Event Title area. Our tracking dashboard uses keyword tracking to pull events based on the title and the keywords we've selected in this table. If you feel like the list needs to be updated, please speak with Sherry Grable and Jessica DuVall.

<u>Nutrition</u>	<u>Student Development:</u>	<u>Sexual Health</u>	<u>ATOD</u>
RD or Cooking or Recipe or Eating or (N) or Food or Nutrition or fruits or fruit or vegetable	CPR or Meeting or Training or CPE or (SD)	HIV or Sexual or Condom or Condoms or Relationship or Sex	Fall Festival or Alcohol or Tobacco or Drug or Nicotine or Smoking or Safe Spring Break or ATOD or

or vegetables or produce or fuel		or (SH) or Love Languages	Substance or Mocktail
<u>Emotional Health</u> Stress or Sleep or (EH) or Mental or Paws or Relax	<u>Physical Activity</u> Physical or Exercise or Fit or Walk or (PA)	<u>Body Image</u> Body or Image or (BI) or Disorder or LYBW	

## Expectations

The following expectations must be adhered to:

- Official accounts should only be used for awareness and health promotion for Health Promotion and Wellness programs and services. No other social media activity is allowed.
- KSU and HPW brand must be incorporated into every posting, caption, and comment.
- Using aggressive or provocative language is not allowed.
- Do not publish, post, or release any information that is considered confidential or not public. This may include (but not limited to) full names, ages, photos, or videos of students without permission.
  - Cooking Demos have a photo release built into the waiver they sign before attending.
  - All other students need to have a photo release on file.

## Engagement

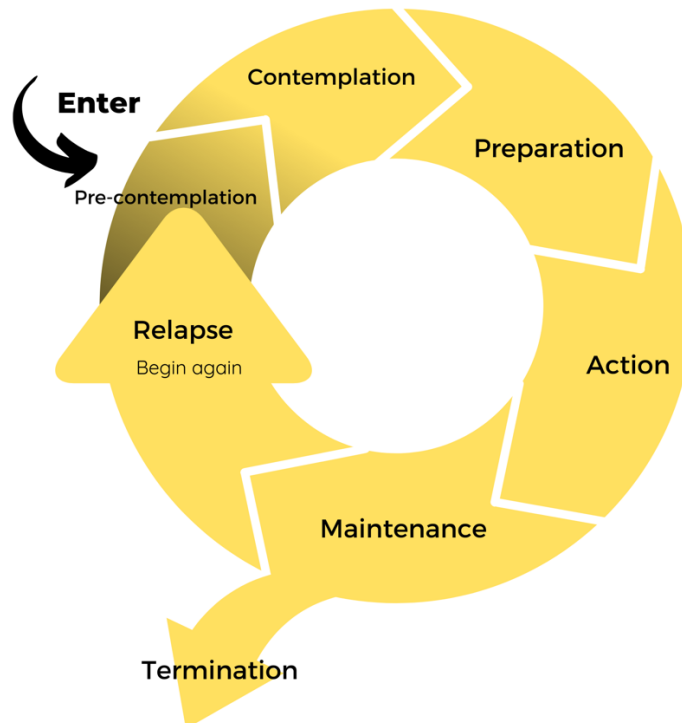
To maximize the department's reach, social media accounts need to engage with other accounts and respond to comments and messages. To increase engagement, do the following:

- Like and Comment on posts. Especially the Kennesaw State University's posts.
- Share Stories and use engagement stickers like the Question, Poll, and Link stickers.
- Replying to messages and comments left on KSUWellness posts.

# Health Communication and Marketing Terminology

The goal is to increase healthy behavior changes or cessation of unhealthy ones among students by utilizing the Transtheoretical Model which involves six stages of change (Prochaska & DiClemente, 1983, 1984, 1985, 1986, 1992).

- |                     |                |
|---------------------|----------------|
| 1. Precontemplation | 4. Action      |
| 2. Contemplation    | 5. Maintenance |
| 3. Preparation      | 6. Termination |



Prochaska believes that people enter the pre-contemplation stage and stay there for six months. The goal is to move students through the behavioral stage model during their time at KSU. For new students that have recently moved away from home and the care of their parents or caregiver, this is a vital time to teach healthy behaviors that lead to a healthy lifestyle after college.

When sharing health and wellness tips, it is important to use scientific terminology that promotes the ever-changing landscape of health and sciences. Avoid using words like CAN or WILL unless the information is provided by reputable sources and the information includes those sources for clarity. In place of those words, use MAY or COULD.

## Social Norming

Health Promotion and Wellness and Wellbeing@KSU utilize a social norms approach to behavior change. [KSU Student data](#) is gathered from the American College Health Association - National College Health Assessment (ACHA-NCHA) on a biannual basis to learn about health trends within the campus community. It includes information around sexual behavior, tobacco, alcohol, and other drug use, sleep, mental health, nutrition, and more.

Haines and Spears (1996) concluded that social norms marketing resulted in a gradual shift in student perception and led to a more accurate alcohol-use perception, lowered consumption, and resulted in fewer negative consequences among college students.

**Statistics** – When utilizing data from the ACHA-NCHA for campaigns for HPW, the National Social Norms Center recommends that you use a statistic **OVER** 50% (Social Norms Message Creation Guide, 2020). See the example below.

- Only include ONE Norms Message
- Attention Getting Headline
- Visual aspect that catches the eye
- [Data Source](#) (ACHA-NCHA KSU Surveys)

Below is an example of a Georgia Governor's Office of Highway Safety grant funded social norming campaign.

# 8<sup>out</sup> of 10 KSU OWLS

## do NOT drive after drinking alcohol

\*American College Health Association-National College Health Assessment III KSU 2020  
For more information visit [wellness.kennesaw.edu](http://wellness.kennesaw.edu)



G(h)OSTE (Goals, Objectives, Strategy, Tactic, and Evaluation) method analysis of @WellbeingatKSU.

- **Goal** - Make students aware of the comprehensive mental health and well-being programs available to support Kennesaw State University (KSU) students with flexible options and tools to help lift them holistically.
- **Objectives** - The three social media goals we wanted to focus on were: increase brand awareness, content distribution, and community engagement. Increasing awareness is the top priority for the [Wellbeing@KSU](#) initiative. According to [Sprout Social](#) and [Buffer](#), that is the main focus for many organizations. There are many branches to the program, including a wellness hub that provides health and wellness articles, but more importantly, 24/7 access to mental health support for students at no cost. The primary audience is KSU students that range in [age from 18-26](#).

- **Strategy** - Knowing our audience allows us to plan a social media presence on platforms we think the information will be seen. We poll students at the university to see which platforms they prefer to focus our time and efforts on the right social media networks. We found that having a presence on Instagram, TikTok, and Twitter was the biggest priority for reaching students. Facebook would be a great way to connect with parents and family members of those students. We are creating video content with self-care tips and Mental Health Minutes for TikTok and Instagram's new Reel's section to capture the growing popularity of these short-form content ideas that have a lasting benefit to viewers. Using social media to gather [user-generated content](#) from students provides an additional way to connect with our target audience and boost engagement. The content calendar that we have created includes daily themes that we stick to each week. These themes create a cohesive feed of mental health and wellbeing tips that anyone, not just KSU students, can benefit from reading.
- **Tactic** - Utilizing university hashtags and geotagging posts allowed us to reach students at KSU. Pairing these hashtags with ones that have popular followings like #MentalHealthMatters or #MentalHealthMonday helps boost views within the algorithm.
- **Evaluation** - Because the [@WellbeingatKSU](#) social media profiles are so new, we utilize analytics and insights to measure our posts every month to ensure what we are sharing and how we are sharing the content is beneficial to the program well as the students. The university also utilizes internal data and surveys to make sure communication efforts help reach students and that they are using the campus resources available to them.

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## CONCLUSION

During my studies with MAPW and my graduate research assistant position, I received a lot of positive feedback about the work I was completing for KSU. It was during this time that I shifted to working on projects that were written in first person or conversational writing and started looking at writing in a professional setting on a wide range of media. Working with HPW was also the first time I've worked in a team that required me to collaborate heavily with members of the staff to create content, whether it was a social media post or a script. HPW started the process to create a new position for me as a Health Communications Specialist that would continue beyond the GRA position. Creating a new position within a higher education institution is a lengthy process, so I was asked to apply for a Higher Education Emergency Relief Funded (HEERF) temporary position as the Program Manager of Health and Well-being initiatives. I was offered the position. I can continue my work with the Health Promotion and Wellness department and also assist in communications and marketing for Counseling and Psychological Services and the Center for Young Adult Addiction and Recovery as well.

My job description also incorporates project management of the Wellbeing@KSU mental health initiatives and the rebranding of the health and well-being departments to the umbrella term of Wellbeing@KSU. I will continue to create brand awareness for Wellbeing@KSU for students through partnerships and collaborations at KSU. My goal is to continue with KSU in a communications and marketing role. The ability to apply for additional grant funds to cover my position is a valuable skill that I intend to continue to use. The growth I have experienced as a GRA and an MAPW student paved the way for senior leadership at KSU to take note. I'm happy to say that I am now a Forever Owl, not just academically but also in my career.



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## PROFESSIONAL PROFILE

Experienced communications and content creator with a knack for developing and implementing creative campaigns.

## AREAS OF EXPERTISE

- Social Media Marketing
- Blogging/Writing
- Adobe Creative Cloud: Photoshop, Lightroom, Illustrator, Premiere Pro, After Effects, InDesign.
- Interdepartmental Communications
- Print and Online Marketing
- Grant writing
- Web content and SEO

## ACADEMIC PROFILE

**Kennesaw State University**  
**Bachelors of Science,**  
**Journalism and Emerging**  
**Media, 2019**

- Magna Cum Laude
- Lambda Pi Eta - National Communication Association Honors Society
- 2020 Outstanding Senior for the Bachelor of Science in Journalism and Emerging Media

Master of Arts, Professional Writing, May 2022  
Graduate Certificate in Digital and Social Media, 2019

## WORK BACKGROUND

**Communications and Marketing Strategist/ Graduate Research Assistant**  
Kennesaw State University Health Promotion and Wellness | Aug 2019 - present

- Construct and disseminate messages that help both individuals and groups understand health and wellness through various outlets, including print publications, web, social media, and video and audio presentations.
- Plan, implement, and evaluate marketing and outreach efforts.
- Grant writing and management.
- Technical writing and editing.

### Founder and Editor-in-Chief

So Clever Media, LLC | Jan 2008 - present

- Content creation for award winning blog JaMonkey.
- Freelance writer - appearing on Fox 5 Atlanta, CBS Atlanta, Cobb County Courier, Aiming Low, Atlanta Parent Magazine, and more.
- Social media management. Proficient with Facebook, Twitter, Instagram, TikTok, Pinterest, Reddit, and YouTube.

### Marketing Coordinator

REMAX PURE | Nov 2010 - Aug 2011

- Customer Acquisition
- Social Media Marketing
- Online and Print Marketing Design
- Customer Service and Lead Generation

### Office Manager/ Executive Assistant/ Recruiter

Talent Zoo | Mar 2007 - Dec 2008 (9 month gap during time)

- Social Media and Online Marketing
- Customer Service
- Vendor Relations and minor accounting

### Office Manager/Marketing Manager

Allstate Insurance | Mar 2006 - Mar 2007

- Tradeshow marketing
- Print marketing and Community Outreach
- Customer Service

