

## Health Services Program Review

### A. Program Information

#### Program Mission Statement

1. Please enter your mission statement here.

Student Affairs and Activities Department Mission Statement: We passionately and purposefully educate, engage, and empower students inside and outside the classroom with the intent of cultivating leadership skills and inspiring civic engagement. We diligently protect the rights of our students and guide them with sincerity, compassion, and mentorship.

Per Feedback: Here is the updated mission statement for the health center.

Committed to providing high-quality, inclusive accessible healthcare services to our diverse student body, fostering a culture of wellness and empowerment within our community environment.

#### Program Level Student Area Outcomes

2. Please list the program-level student area outcomes.

##### Service Area Outcomes

- Provide student health center services to students and increase utilization.

### B. Utilization of Services

The chart below shows the use of services at the Health Center.

	2018-19	2019-20	2020-21	2021-22
*Basic assessment, evaluation, treatment, and prescriptions visits	2499	2885	717	1399
*Physical Exams visits	324	315	248	81
Sports Athletic Physicals visits	0	0	0	0
Lab Test & Screening visits	341	331	68	289
Reproductive Care visits	0	0	0	0

\*Basic assessment, evaluation, treatment, and prescriptions for minor/episodic illnesses and injuries.

\*Physical Exams (Allied Health, International and Transfer students) which includes hearing and vision exams (NO DMV physicals)

3. What do you observe in the data? What do you want the college to understand about your program and the data?

From the provided data on the student health center program, several observations and trends can be noted:

##### Overall Trends:

- The number of visits for basic assessment, evaluation, treatment, and prescriptions shows fluctuations over the years.
- Physical exam visits have seen a decrease from 324 in 2018-19 to 81 in 2021-22.
- Lab test and screening visits have varied, reaching a peak in 2019-20.
- There are no Sport Athletic Physical Visits and Reproductive Care Visits.

##### Yearly Comparisons:

- There was a significant increase in overall visits from 2018-19 to 2019-20.
- However, there has been a sharp decrease in visits in 2020-21, with a subsequent increase in 2021-22.

**What the college should understand:** The reason behind the fluctuations in health center visits, especially the sharp decline in 2020-21, is due to the COVID-19 pandemic, since students were not on campus they did not use the on-campus services, students had the option to do a telemedicine visit or go to an Instant Urgent Care location through the pandemic. Instant Urgent Care does not provide Student Athlete physicals, any exams are

included in the Physical exam visit numbers. Instant Urgent Care does not account for reproductive care visits, they account for those visits under basic assessment, evaluation, treatment, and prescriptions.

#### 4. Describe the proposed actions or next steps to maintain or improve the data by student group.

Based on the observations and trends identified in the data, here are proposed actions and next steps to maintain or improve the data by student group:

##### Engage with Student Groups:

- Collaborate with student organizations and campus leaders to gather qualitative insights into student health perceptions, awareness, and barriers to accessing health services.
- Conduct surveys or focus group discussions to understand student perspectives on the health center's offerings and identify areas for improvement.

##### Review and Enhance Communication Strategies:

- Assess the effectiveness of current communication strategies regarding health services. Ensure that students are aware of the available services and understand the importance of preventive healthcare.
- Utilize multiple communication channels, including social media, campus newsletters, and student orientation programs, to disseminate information about health center services and encourage regular check-ups.

##### Implement Outreach Initiatives:

- Develop targeted outreach initiatives to address specific student groups that may be underutilizing health center services.
- Consider outreach events, workshops, or partnerships with student organizations to promote health and wellness within different segments of the student population.

##### Continuous Monitoring and Adaptation:

- Implement a system for continuous monitoring of health center utilization and health outcomes among students.
- Regularly review and adapt strategies based on ongoing data analysis and feedback from students, ensuring that the health center remains responsive to evolving student needs.

#### 5. What does your program need to execute this action plan?

To execute the action plan outlined for maintaining or improving the data by student groups in the student health center program, several resources and initiatives will be essential. Here's what the program may need:

##### **Collaboration and Communication Platforms:**

- Collaborate and engage student groups, academic departments, and other campus organizations. These platforms can be used for surveys and information dissemination.

##### **Health Education Materials and Programs:**

- Develop health education materials, including brochures, posters, and online resources. Additionally, allocate resources for the implementation of health education programs, workshops, and awareness campaigns on campus.

##### **Outreach Event Resources:**

- Allocate resources for planning and organizing outreach events, workshops, and collaborative initiatives with student organizations. This includes budgeting for event materials, promotional items, and any external speakers or professionals involved.
- Work with the Marketing team to promote services through different marketing modalities.

## C. Service Area Objective Addendum

1. What are the service area outcomes & strategic objectives for the coming year?

### Service Area Outcomes

- Achieve a 15% increase in overall utilization of the student health center services compared to the previous year.
- Improve student engagement in preventive care, leading to a 20% increase in the number of physical exams and lab test & screening visits.

### Objective

- Objective: Increase awareness and utilization of health center services by implementing targeted communication strategies, resulting in a 25% increase in student awareness of available resources.

2. What is your implementation plan for the above-mentioned objectives?

### **Implementation Plan for Service Area Outcomes: Increased Utilization and Preventive Care Engagement**

#### **Objective 1: Achieve a 15% Increase in Overall Utilization.**

##### **Communication and Outreach Strategy:**

- Develop a comprehensive communication and outreach strategy aimed at increasing overall utilization.
- Utilize various channels such as social media, campus events, and academic collaborations.

##### **Campaign Launch:**

- Launch targeted campaigns to promote health center services.
- Focus on educating students about the range of available services and addressing common misconceptions.

##### **Feedback Mechanisms:**

- Establish feedback mechanisms for students to provide insights into their experiences.
- Use feedback to identify areas for improvement and make real-time adjustments.

##### **Monitoring and Reporting:**

- Implement a continuous monitoring system to track utilization metrics.
- Generate regular reports to assess the effectiveness of the implemented strategies.

#### **Objective 2: Improve Student Engagement in Preventive Care**

##### **Health Education Enhancement:**

- Strengthen health education programs with a focus on preventive care.

##### **Targeted Outreach Initiatives:**

- Develop targeted outreach initiatives to specific student groups, emphasizing the importance of preventive care.

##### **Incentive Programs:**

- Introduce incentive programs to encourage students to prioritize preventive care.

#### **Objective 3: Increase Awareness and Utilization through Communication Strategies**

##### **Communication Strategy Development:**

- Assess current communication methods and identify areas for improvement.
- Develop a targeted communication strategy to increase awareness of health center services.

##### **Campaign Design and Content Creation:**

- Design engaging and informative campaigns to promote health center services.
- Create multimedia content, including posters, videos, and social media posts.

**Multichannel Deployment:**

- Implement the communication strategy across multiple channels, including social media, campus newsletters, and direct outreach.
- Schedule regular communication to keep students informed and engaged.

**Feedback Collection and Analysis:**

- Implement feedback mechanisms to gauge the effectiveness of communication strategies.
- Analyze feedback to identify areas for improvement and adjustment.

**Monitoring and Reporting:**

- Establish monitoring systems to track the reach and impact of communication strategies.
- Generate regular reports on awareness levels and adjust strategies based on the data.

3. What barriers has the program faced in implementing improvements?

Since Foothill College has a contract with an outside vendor (Instant Urgent Care) to provide health services it is limited in what they can do. Instant Urgent Care (IUC) only provides patient care and does not provide education or marketing efforts for their services. All implementations of the SAO's and Objectives will need to be done by the Student Affairs office and with that there may be insufficient staffing levels to handle increased demand or additional responsibilities. Since IUC is costly there is a limited budget for implementing new programs or improving existing services for the health center. Another difficulty is conveying the benefits of preventive care due to the lack of services IUC provides.

**E. Summary**

Use this opportunity to reflect on your discussions above and include any closing thoughts.

The discussions above have highlighted the importance of data-driven decision-making, a holistic approach to student health, effective communication and outreach, identification and overcoming of potential barriers, continuous improvement, and collaboration with stakeholders. The proposed objectives for the student health center program focus on increasing utilization, enhancing preventive care engagement, and improving awareness through targeted communication strategies. The implementation plans emphasize on regular monitoring, and adaptability to ensure the program remains responsive to the dynamic needs of the student population. As the program evolves, flexibility, innovation, and stakeholder collaboration will be critical in achieving success and promoting a culture of health and wellness on campus.

**F. Rubric**

Click on the link below to view the Health Center Rubric.

[https://foothilldeanza-my.sharepoint.com/:w:/g/personal/20078222\\_fhda\\_edu/ETrEDx8rJm5CgCig20m2lm0BSQBTw8gvX\\_4xzotqxJkn4Q?e=KSFBwL](https://foothilldeanza-my.sharepoint.com/:w:/g/personal/20078222_fhda_edu/ETrEDx8rJm5CgCig20m2lm0BSQBTw8gvX_4xzotqxJkn4Q?e=KSFBwL)

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