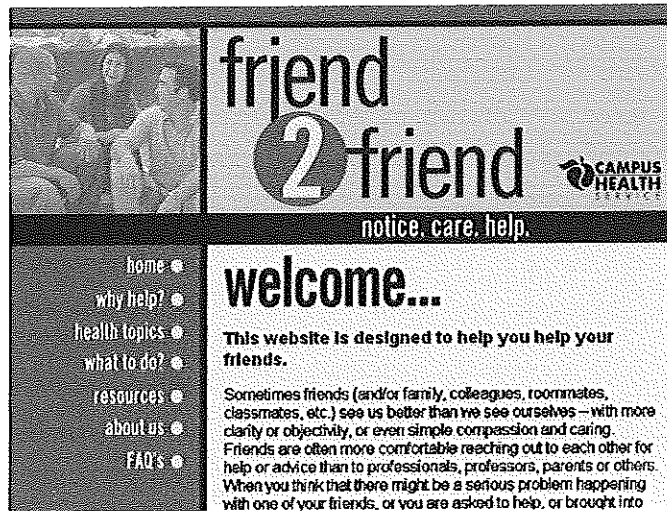


Friend 2 Friend:
Enhancing Student Health and Safety in the UA community



Submitted by:

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Organizational Description:

Campus Health Service (CHS): We are committed to promoting health, wellness and safety at the University of Arizona and in the surrounding community by providing quality medical and psychological care, outstanding health education, while assisting the institution in health-related policy development. Campus Health is fully accredited by the Accreditation Association for Ambulatory Health Care, Inc.

Counseling and Psychological Services Department of CHS: Counseling and Psychological Services (CAPS) offers psychological counseling to students to help them cope with personal problems so that they can successfully achieve their educational goals. Licensed professionals provide brief treatment for anxiety, depression, difficulties with relationships, family problems, food/body image concerns, alcohol and drug (ADD) concerns, life crises and other issues.

Health Promotion and Preventive Services Department of CHS: The goal of the Health Promotion and Preventive Services staff is to enable the University of Arizona community to gain knowledge and skills, and to change attitudes necessary for making healthy lifestyle choices and behavioral changes.

Abstract:

Friend 2 Friend (F2F) is a website designed to protect the safety and security of the UA campus community by providing resources for students to reach out to their peers in times of need. Developed by the Campus Health Service's Health Promotion and Preventive Services and Counseling and Psychological Services staff, F2F offers students clear and proven approaches to assist their peers through identification, outreach and referral for a range of health and safety issues that impact their classmates.

With funding from the Parent's Association, we hope to effectively market and evaluate this important project, to ensure its broad use among UA students. The F2F website development has been completed through the generous support of a private donor, but additional funds are required to publicize and assess this resource to realize its full potential.

Detailed Summary:

Friend 2 Friend (F2F) is a unique online resource that helps ensure the safety and security of UA students by drawing on the support, caring and encouragement of their peers. Even with available help from professionals, professors and parents, many students feel more comfortable confiding in a friend when confronted with a personal problem. Because the warning signs of a student in need are often first identified informally through friends, F2F will reach students in ways more formal avenues cannot.

F2F provides practical tips on how to reach out to a friend in need, ways students can deal with potential resistance and background information on many of the common issues students face. Topics include:

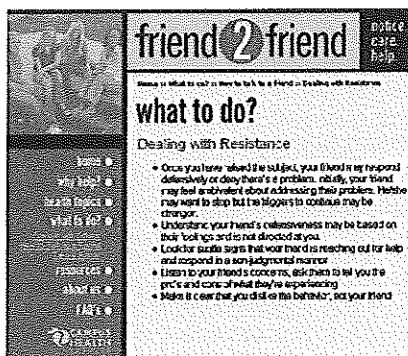
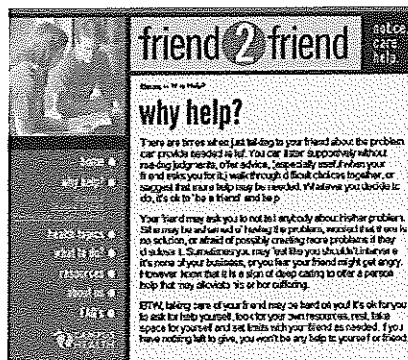
- Personal Safety
- Self Injury
- Compulsive Behaviors
- Mental Health
- Relationships
- Alcohol
- Drugs
- Physical Health
- Food and Body Image
- Sexuality

In addition, F2F will help students refer their friends and classmates to existing campus services when the help of a professional is appropriate. Because students who need support the most are often reluctant to seek help, F2F provides an additional route that these individuals can learn from and access existing campus services.

F2F will enhance campus safety and security by:

- Complementing formal student support networks
- Utilizing peer networks for early identification of student issues
- Increasing accessibility to the information student friends need, making these resources available anytime online
- Raising awareness of student safety and security
- Referring students who require campus services such as counseling, who might otherwise not seek help on their own
- Creating a one-stop source for peer to peer support
- Positioning university services where students connect and interact (Facebook, text messaging)

F2F Screenshots:



Evaluation:

We will be evaluating the website in several ways:

1. We will tally “hits” to determine if the publicity was successful
2. We will ask those who go to the website to complete an online survey. This survey will ask the following:
 - Feedback regarding the various elements of the site (content, organization, usefulness, etc.). This feedback will be used to make any needed modifications to the website.
 - How they found out about the site. This will allow for evaluation of the various publicity/outreach materials and strategies.
 - Did anyone specific come to mind when they were reading the website
 - Do they feel skilled/comfortable intervening with friends
 - Do they think they will be using any of the information and, if so, in what way.
 - Would they recommend the site.

- Ask for permission to contact later to see if they did utilize the information to help a friend.

A drawing for \$20 gift cards will be offered as a thank you/incentive for completing the survey.

Budget:

	Unit Cost	Total	Explanation
Wildcat Ads - 1/4 page	180.00	12,240.00	(3/wk for first 4 weeks of semester and 1/wk for remaining 11 weeks, 1/wk during summer = 68 ads).
Wildcat Classified Ads	30.00	2,040.00	(3/wk for first 4 weeks of semester and 1/wk for remaining 11 weeks, 1/wk during summer = 68 ads)
Posters	1.20	1,200.00	1000 copies to be placed on each floor and in common areas of each residence hall, student cultural centers, Recreation Center, McKale Center, Campus Health building, fraternity and sorority chapter houses, etc.
Brochures	0.10	1,500.00	15,000 copies to be distribute through Residence Hall Directors and Residence Assistants, coaches and athletic trainers, Greek Life staff, CHS staff
Facebook Ads	1200.00/mo.	7,200.00	Ads will be aired daily for up to 20,000 hits per month. Ads will be placed from November 1, 2007 through May 31, 2008
Mobile Campus Ads	No charge		Ads will be placed weekly via the new UA text messaging service
Incentives for survey	20.00	600.00	5 gift cards will be given away each month from November 1, 2007 through May 31, 2008
TOTAL BUDGET		24,780	

These publicity and evaluation costs will supplement the money provided by a private donor to develop the website. CHS staff time will be provided as an in-kind contribution.