



CAMPUS
WELL-BEING
EDUCATORS

**Violence
Prevention
Educators**

Health Promotion Peer Education Program Handbook

Student Health Service
North Dakota State University

PEER EDUCATION PROGRAMS

Peer Education is an approach to health promotion in which students are trained to promote health-enhancing knowledge and skills among their peers. These Peer Educators serve as positive role models to their fellow students while providing opportunities and information to engage in healthy decision-making, behaviors, and personal and community connections.

Peer Education programs within Health Promotion include:

- **Campus Well-being Educators (CWEs)** – This peer education group is dedicated to promoting healthy lifestyle choices for NDSU students through health and well-being programming and campus outreach with support of the President’s Council for Campus Well-being.
- **Violence Prevention Educators (VPEs)** – This peer education group is focused on educating the campus community on awareness and prevention of power based personal violence with an emphasis on sexual violence, dating violence and stalking.

PURPOSE

The Health Promotion Peer Education Program strives to support Student Health Services’ mission, the Presidents Council for Campus Well-being’s mission, and NDSU’s charter as a student-focused, research, land-grant institution by providing programs and resources to students in an ever-changing world. Adjusting to life as a university student can be a challenging and exciting time as students move through phases toward acceptance and integration.¹ Increased autonomy and responsibility can be stressful for some students and may result in poor health choices and behaviors including poor nutrition, alcohol and other drug abuse, tobacco use, unhealthy sexual practices, and other risky-behaviors. It is important for students to learn about healthy choices and see the positive influence their choices have on their academic, social and personal success. The Health Promotion Peer Education program is designed to help students increase their awareness and knowledge of NDSU opportunities and resources that support students in making their own choices regarding behaviors that affect their health and well-being.

Peer Educator programs are based on the belief that students are highly effective in influencing the health attitudes and behaviors of other students. They are valuable in identifying risky behaviors, providing opportunities and information for health behavior change, and serve as role models while correcting misinformation and misperceptions among their fellow students. Peer education makes use of peer influence in a positive way. Students of all ages are faced with making personal decisions about health and safety. Developing positive decision-making skills impacts student life and prepares students to enter the real world and the greater community to promote healthy and safe lifestyles.²

LEADERS VS. EDUCATORS

The Health Promotion Peer Education Program focuses on the idea that peer educators serve as both leaders and educators to the entire campus community. As *Leaders*, each peer educator (embedded within their own existing social groups) will create and initiate positive social norm change through positive role modeling. As *Educators*, peer educators will work together to implement health education programs and opportunities through campus outreach. This dual responsibility will prepare them to be positive influencers and will give them the skills needed to succeed in this manner throughout their career and life.

GOALS

The goal for each Peer Educator is to acquire the knowledge and skills necessary in a variety of health and well-being related topics, prevention methods and campus resources to act as positive role models and a source of connection for other students on NDSU's campus. In serving in this role, Peer Educators will contribute to the Goals of Health Promotion:

- PROMOTE and ADVOCATE for NDSU as a campus of health and well-being
- PROVIDE learning and development opportunities for personal and community health
- CONNECT and optimize campus and community resources
- RESEARCH and ASSESS student health status and needs

BENEFITS

- Positively impact the health and well-being of your fellow NDSU students and the campus community.
- Gain knowledge on current health and well-being topics affecting college students.
- Develop skills in leadership, critical thinking, public speaking and other communication methods.
- Involvement in a dynamic, pro-active peer program.
- Opportunity to gain experience in program design.
- Expand social network and develop positive working relationships.
- Build your resume.

RESPONSIBILITIES

- Exhibit a passion for health, well-being, and/or violence prevention with a willingness to serve as a role model for other students.
- Assist in the design and implementation of program activities, awareness campaigns, presentations, and other campus outreach based on relevant health and well-being topics and data for NDSU students.

Programming topics may include:

- Nutrition, stress reduction, sexual assault, dating violence, stalking, substance use, sexual health, nicotine cessation, suicide prevention, physical activity, COVID/cold/flu, sleep hygiene, etc.
- Become knowledgeable about well-being, health behaviors and health resources to appropriately refer and educate students.
- Collaboration with other campus health and well-being efforts.
- Work independently and with a team.

REQUIREMENTS

- Complete the application and get to know you process.
- Serve as a Peer Educator for one academic year.
- Dedicate *up to* 5 hours a week (including some evenings) to program planning, implementation, and campus outreach. Most weeks, your time commitment will only be 1-2 hours.
- Attend 1-hour weekly meetings (date/time TBD) events and training sessions as scheduled.

PRESIDENTS COUNCIL FOR CAMPUS WELL-BEING

The Health Promotion Peer Education programs serve as the intentional direct student connection with the Presidents Council for Campus Well-being (PCCW).

One peer educator from each Peer Education group will be designated as a Presidents Council for Campus Well-being Student Representative. These individuals will serve as the liaisons between the council and each peer education group to help bridge the connection between student perspectives and needs related to student well-being. Hours dedicated to this role are included in the overall peer education time commitment, but may exceed due to the additional responsibilities.

Representative basic responsibilities and expectations include:

- Attend scheduled PCCW meetings
- Serve on at least one Work Group and attend scheduled meetings
- Provide insight and recommendations on the implementation of well-being initiatives
- Refine ideas and strategies proposed to incorporate the student perspective

RECRUITMENT

Recruitment for peer educators will commence each spring semester beginning the month of February with applications being accepted on a rolling schedule (as needed). Recruitment information is shared with department contacts, faculty, and other staff seeking nominations in addition to being posted on the Health Promotion webpage and shared via social media and email listservs. All applications will be reviewed by each peer education program coordinator and Health Promotion staff, as necessary.

ORIENTATION AND TRAINING

Orientation to the Health Promotion Peer Education program takes place prior to the first day of fall semester classes over the duration of 2 days. Orientation and training is intended to prepare the students to serve as an effective peer educator by providing the necessary skills and education as well as to communicate the major roles and responsibilities, expectations, and time commitment.

MEETINGS

Peer Educators will meet in their respective programs weekly and individually (as needed). Peer Educators are expected to attend all meetings and trainings as scheduled and will allow advanced notification should an absence be needed.

LEARNING GOALS AND OUTCOMES

Knowledge and skills gained by participation in the Health Promotion Peer Education Program will closely follow the NDSU Co-Curricular Learning Goals and Outcomes and will be measured via pre and post-survey using the NDSU Co-Curriculum Rubrics as a guide.

NDSU Co-Curricular Learning Goals and Outcomes <Link will be added when available>

NDSU Co-Curriculum Rubrics <Link will be added when available>

PROGRAM EVALUATION PROCESS

The Health Promotion Peer Education Program will be evaluated and assessed through multiple methods to gather valuable and pertinent data to support and ensure the success of the program.

Program components planned for evaluation include:

Component to be Evaluated	Purpose	Measurement Tool	Implementation Timeframe
Orientation and Training	Determine effectiveness in ability to prepare students to serve as Peer Educators	Post-orientation and training survey	End of fall Orientation and Training session
Co-Curriculum Learning Goals and Outcomes	Measure Peer Educator learning for each of the learning goals and outcomes	Pre and Post-survey; Co-Curricular Rubrics	Beginning of fall semester and end of spring semester
Program/event learning outcomes and overall program implementation evaluation	Determine knowledge and skills gained by participation in the program and gain insight into overall program success	Post-program survey/evaluation and participant #'s	Upon completion of each program/event
Program/Event facilitation	Allow for Peer Educators to follow implementation protocol and provide facilitation and reflection feedback.	Program Planning Action Guide	Prior and upon completion of each program/event
Peer Educator self-reflection	Allow Educators to share their success and results of their experience from involvement.	Self-reflection post-survey	End of spring semester

REFERENCES:

1. Hoffenburger, K., Mosier, R. & Stokes, B. (1999). Transition experience. In J.H. Schuh (Ed.), Educational programming and student learning in college and university residence halls. Columbus, OH: ACUHO-I
2. BACCHUS Initiatives of NASPA
<http://www.naspa.org/constituent-groups/groups/bacchus-initiatives/initiatives/certified-peer-educator-training>
3. NDSU Co-Curricular Learning Goals and Outcomes <Link will be added when available>
4. NDSU Co-Curriculum Rubrics <Link will be added when available>
5. [Presidents Council for Campus Well-being](#)