

Health Promotion Roundtable

How to Market Your Services Effectively



Chaired by:

Brenda Dalton, MBA, MSN, RN-C, WHNP

Health Services Director

Spelman College

Monday, December 10, 2007

2:00 p.m. – 3:00 p.m. EST

If you experience difficulties dialing in with the number you have been given, please call Cassie Harman on 404-664-6166 for technical support. Thank you for participating in this session!



Market Your Department



Market Your Department

- Become your campus' "health or medical expert."
- Make presentations to:
 - Student groups on specific health topics
 - College constituents in regular meetings
 - Community groups
 - Board of Trustee Members
- Guest lecture in specific classes.
- Tell everyone about all the ways you keep your campus healthy.

Market Your Department

- Develop a department motto or vision statement which succinctly communicates what your department values and use it in every presentation or written material; i.e.,
 - Spelman College Department of Student Health Services, ***“We Keep Our Students Healthy, Every Day!”***

Market Your Department

- Use student groups and organizations to tell your department's story.
- Communicate department accomplishments to Public Relations for inclusion in campus newsletters, web pages or other campus communication tools.
- Be a featured health writer or interviewee in the student newspaper.



Student Health Services Hosts pandemic Influenza Conference

In the event of a pandemic flu outbreak, everyone should know how to prevent the spread of germs, viruses and bacteria. To inform the College about a flu pandemic, the Department of Student Health Services is hosting the "Pandemic Influenza: Next Steps!" conference today from 10 a.m. to 4 p.m. in the Johnnetta B. Cole Living Learning Center II Auditorium. While there, conference attendees will receive information regarding state, regional and local response; how colleges and universities across the state of Georgia can prepare their campuses for a pandemic influenza outbreak; as well as get pandemic flu education materials and alcohol-based gel hand sanitizers donated by CVS Pharmacy. During the conference, concurrent breakout sessions will be held which include campus operations; student services; information technology/communications; and academic affairs. "This conference is vital to helping schools prepare in the event of an outbreak," said Brenda Dalton, director of Student Health Services, and conference organizer. "It is my hope that participants will leave with tools to assist them in this process."



S.H.A.P.E. Places Third in CNN Fit Nation Challenge

After almost a year traveling to six colleges in search of creative ways to fight the nation's obesity and health problems, CNN has named Spelman's Student Health Associates and Peer Educators group as third-place winners in the CNN "Fit Nation" Challenge contest. The S.H.A.P.E. students received the award for a two-minute public service announcement focusing on teaching young children the benefits of exercise and healthy eating. The honor makes Spelman the only college in the United States to receive the Fit Nation award. CNN kicked off its Fit Nation Tour at Spelman in March as a nationwide call to action to help combat obesity and encourage Americans to achieve better health and fitness through lifestyle changes. Dr. Sanjay Gupta, CNN's senior medical correspondent, was joined in his six-city college tour that included the University of Michigan, Temple University, Iowa State University, University of North Carolina at Chapel Hill, and the University of Texas at Austin.