

FIU 2021 HEALTH AND WELLNESS SURVEY OVERVIEW



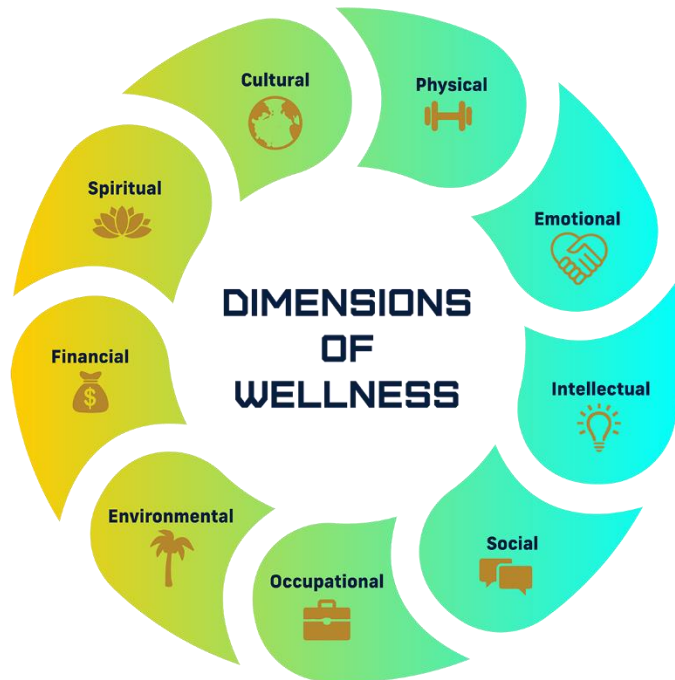
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SHW Mission

FIU Student Health & Wellness aims to support the overall well-being of students. Healthy Panthers is a multi-faceted approach (i.e., services, programs, trainings, and campaigns) that will educate, engage, and empower the university community to sustain lifelong health and wellness.

Conceptual Framework



Survey Overview

The aim of the FIU health and wellness survey was to obtain feedback from students regarding services (fifteen questions), messaging (eight questions), and demographics (nine questions). This information will help Student Health and Wellness (SHW) leadership shape data-driven initiatives and services. It will also aid in the decision-making process for outreach and marketing to the student population. The survey was designed to take approximately ten minutes to complete, and it was open from October 11 to October 25, 2021. An incentive of a \$150 Amazon gift card raffle was used to drive students to participate.

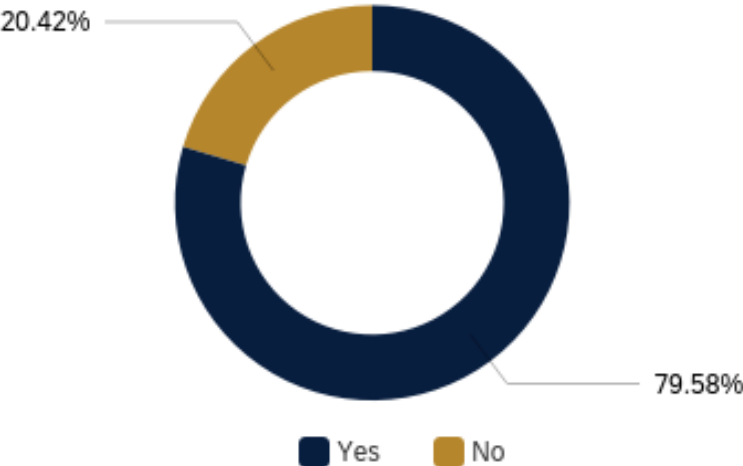
The survey was sent to all registered students (56,582) on October 11, 2021. It was also advertised via different channels such as FIU Instagram pages, the FIU app, and the screens around campus. We received 10,589 responses to our survey. This means survey results reflect the opinions and experiences of 18.7% of our student population.

Findings Summary (n=10,589)

Services

- Most students know they pay a Student Health fee (79.58%). However, they do not know what it covers. The creation of the SHW Marketing unit in January 2021, and the planned launch of the unified SHW brand in early Spring 2022 should help increase awareness of services.

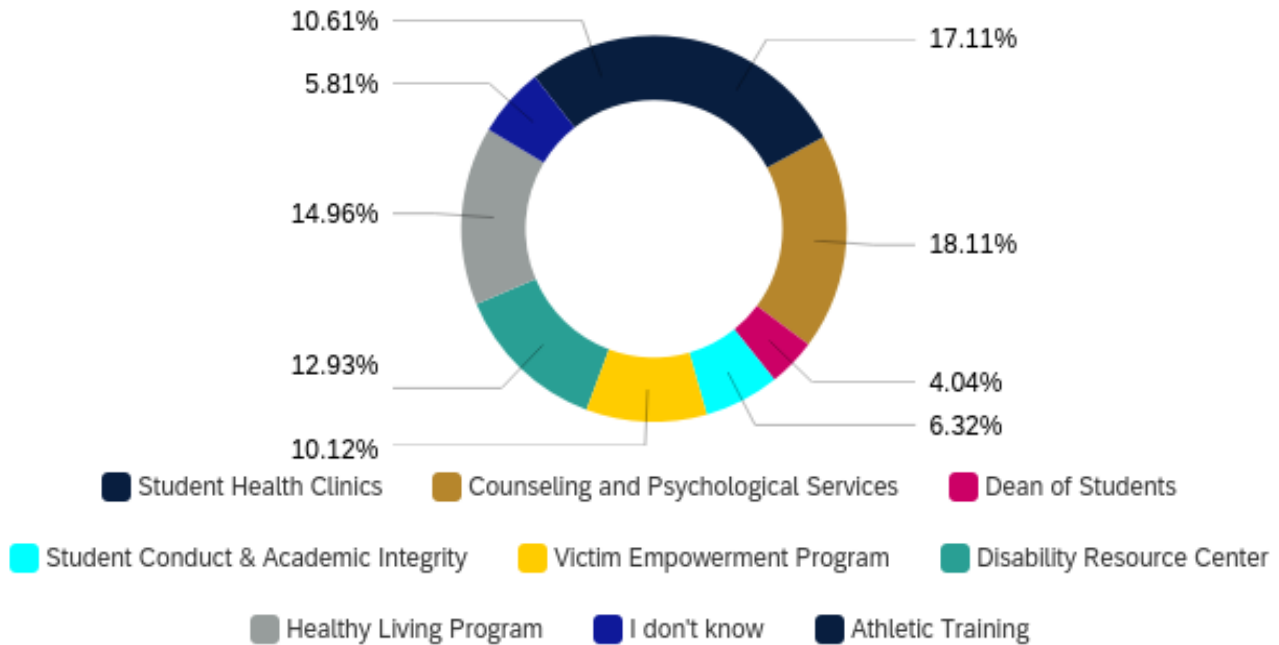
Did you know your tuition includes a mandatory Student Health Fee every semester?



- The top three services students believe are covered by the Student Health Fee are the Counseling & Psychological Services (18.11%), the Student Health Clinics (17.11%), and the Healthy Living Program (14.96%). These numbers are consistent with previous campaigns and initiatives put forth by the separate departments.

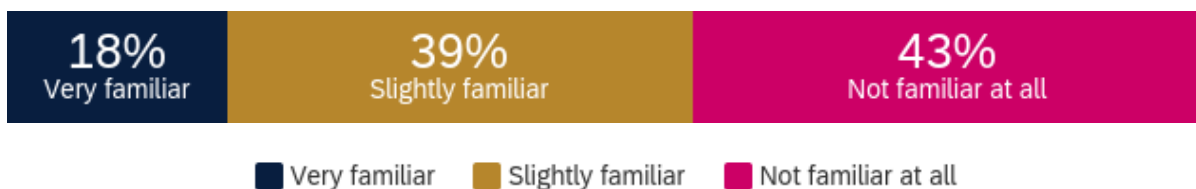
Which of the following health and wellness services do you believe are covered by the Student Health Fee?

(Select all that apply)



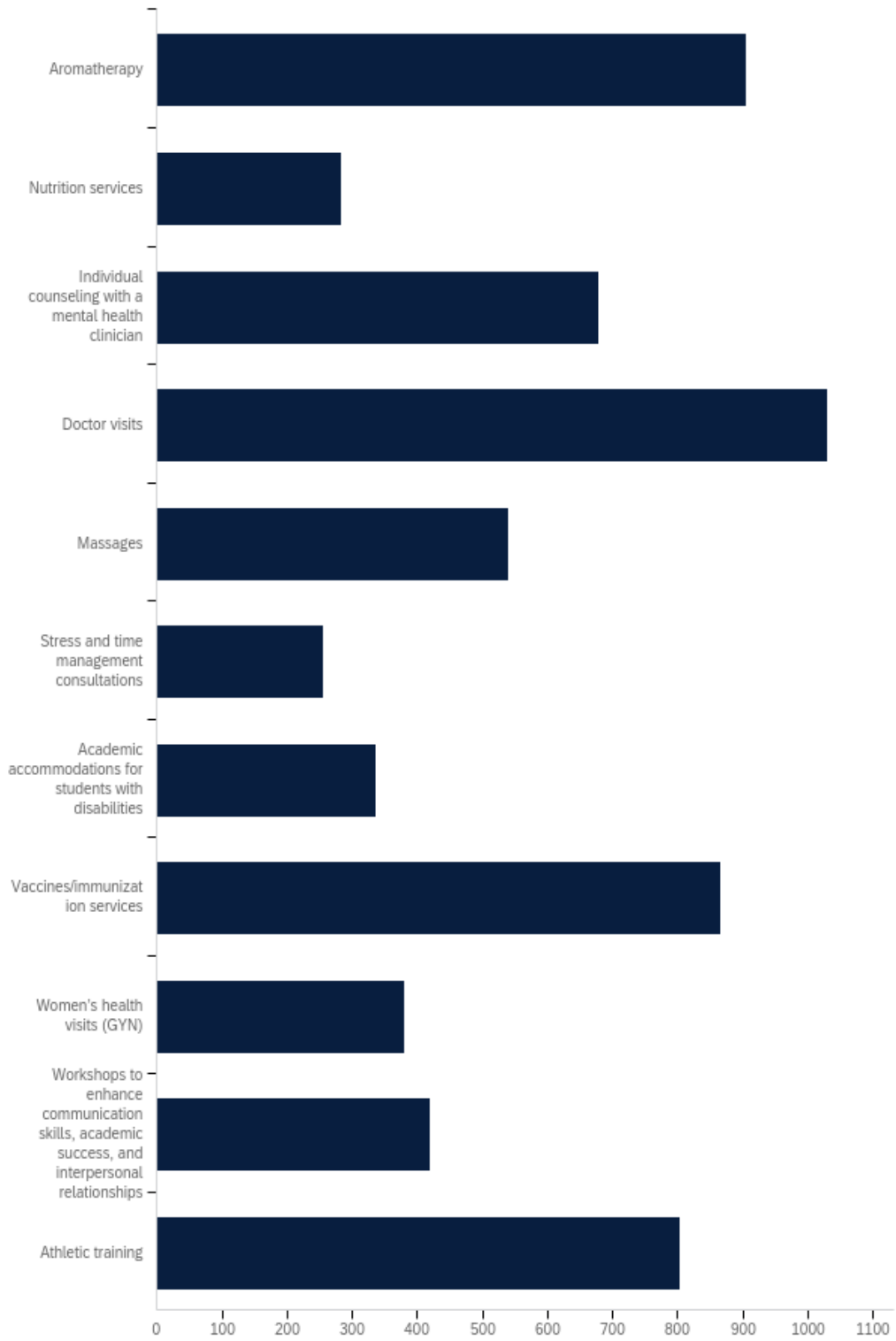
- Vaccine/Immunization services (39.04%) are the services most associated with the Student Health fee. Given the high level of messaging around vaccines and testing from the university, this result makes sense. Victimization and advocacy services (23.84%), individual counseling (21.67%) and workshops to enhance communication skills, academic success, and interpersonal relationships (20.04%) are next on the list.

How familiar are you with the following health and wellness services offered by FIU?



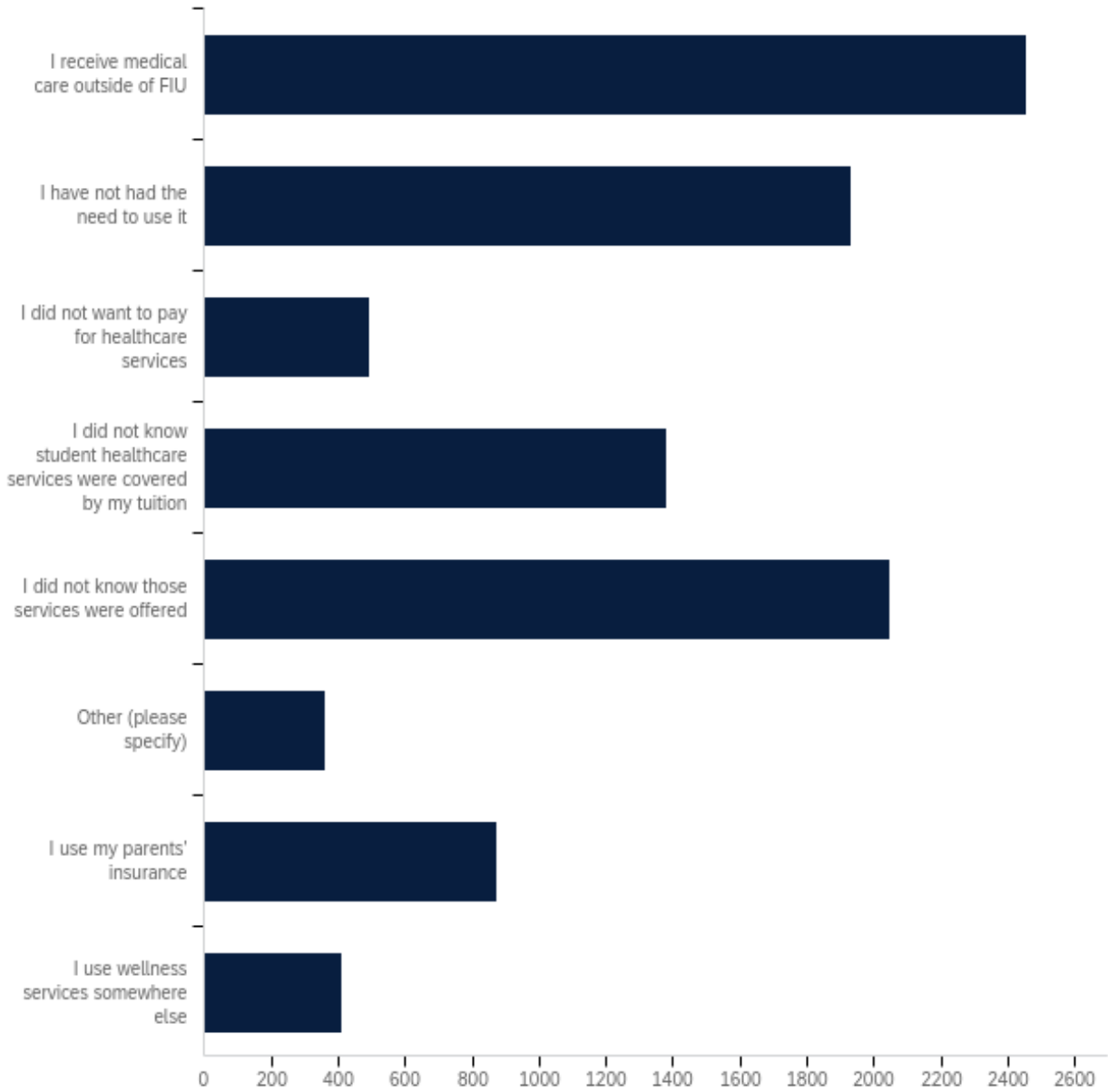
- 62.44% of survey respondents had not used the health fee services. Of the 37.5% who have, doctor visits (12.36%), aromatherapy (10.86%), and vaccines/immunizations (10.38%) were the most used. Couples counseling (.84%), victim advocacy services (1.06%) and sleep management consultations (1.25%) were the least used.

Which of the following services have you used? (Check all that apply)



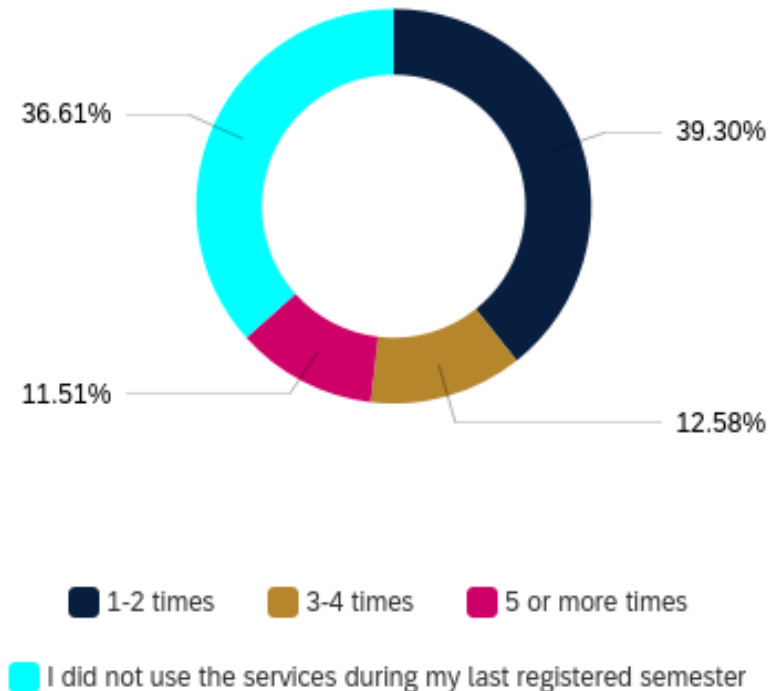
- When asked why they have not used health and wellness services at FIU, 24.65% of survey respondents said they receive medical care outside of FIU. The next reason cited was a lack of knowledge of services offered (20.55%). Third place went to “I have not had the need to use it” (19.42%).

Why haven't you used any of the abovementioned services? (Check all that apply)



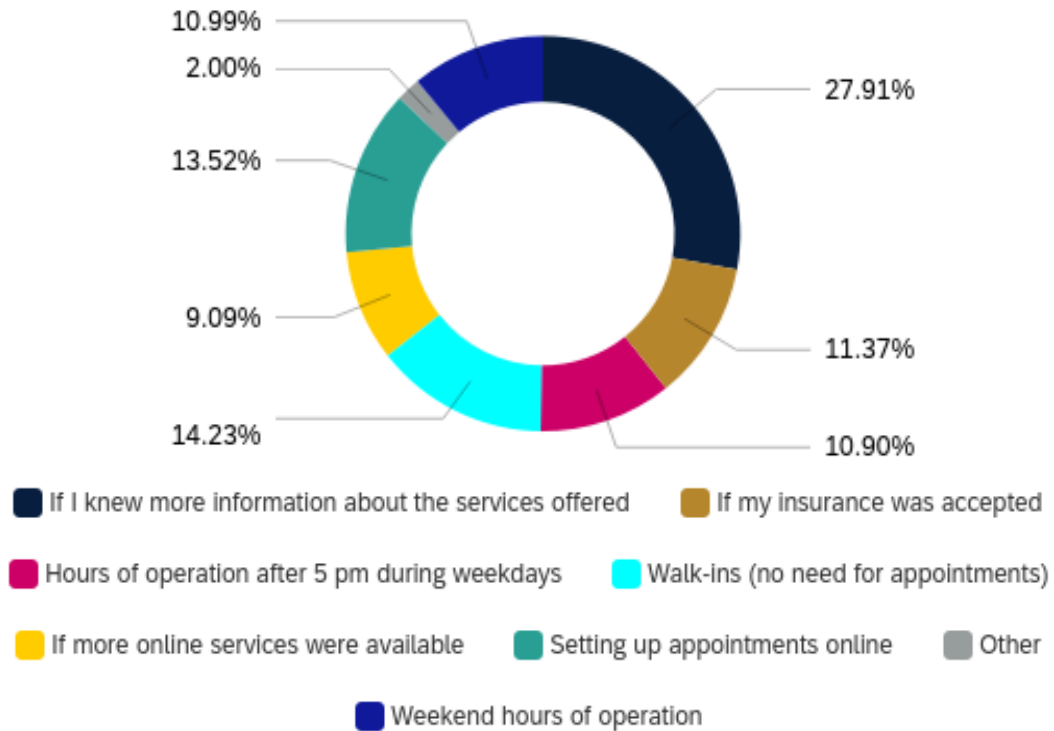
- Most of the students who have used health and wellness services at FIU have done so 1-2 times (39.30%), and additional 36.61% of respondents indicated they did not use the services during their last registered semester.

During your last registered semester, how many times did you use the health and wellness services offered by FIU?



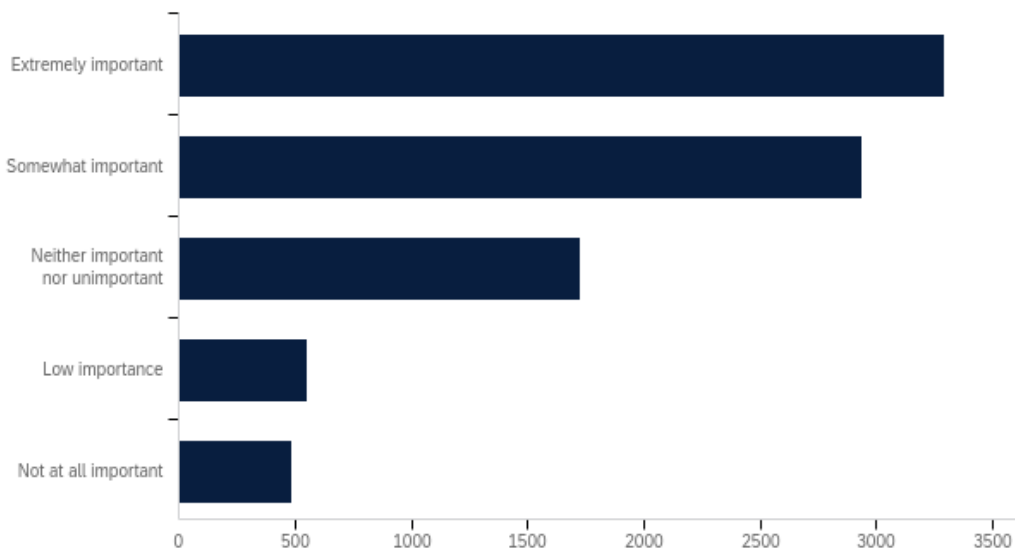
- The top three responses when asked what would make them more likely to use FIU’s health and wellness services was knowing more about the services offered (27.91%); walk-in availability (no need to have an appointment, 14.23%); and, the ability to make appointments online (13.52%). These results support the importance of a cohesive and comprehensive marketing strategy for Student Health and Wellness.
 - Although we expected to see more responses asking for extended or weekend hours of operation, 2320 survey respondents checked hours of operation after 5pm during weekdays and 2339 checked the weekend hours of operation option.
 - Most students who answered the “Other” category indicated they are not in Miami (FIU Online students), which shows a need to educate students on services they have available even if they are not physically on campus.

What would make you more likely to use FIU's health and wellness services?



- When asked about telehealth services, most students shared that these services were extremely important to them (36.61%). Only 485 students (5.39%) chose “not at all important.” This and the results of the following question, justify the continuation of online services post-pandemic.

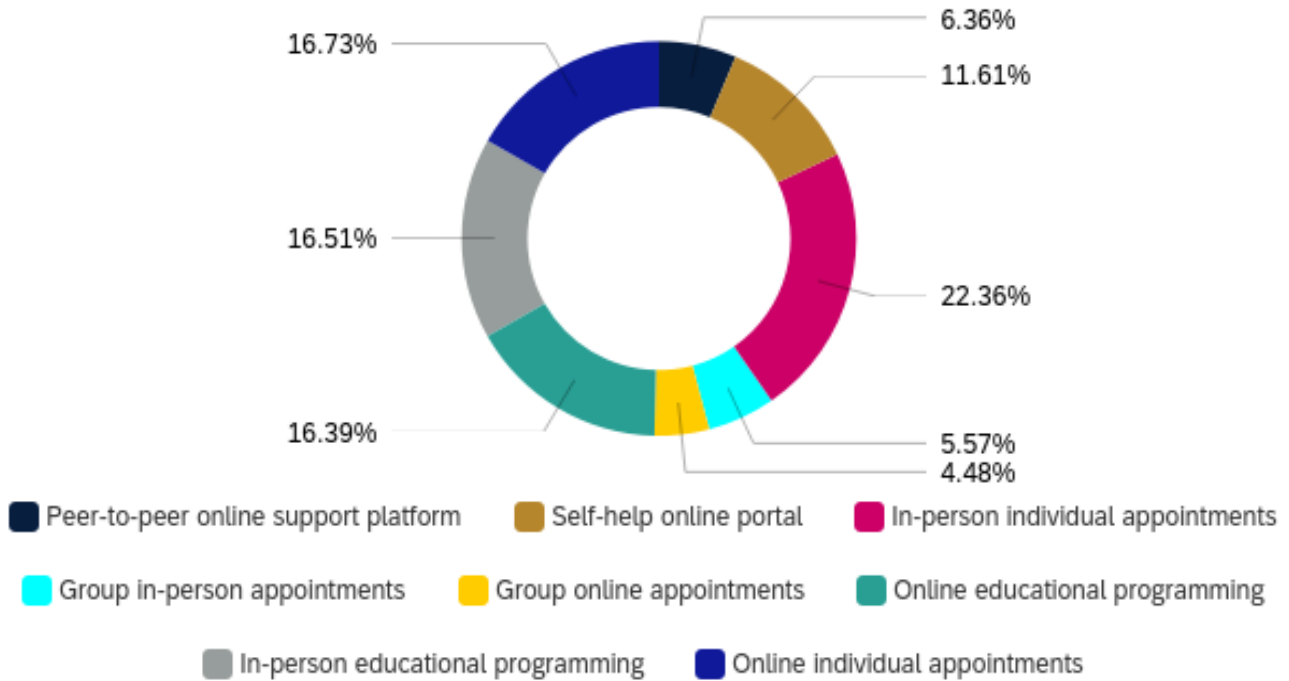
Telehealth services are currently offered by health and wellness departments including Counseling & Psychological Services and the Student Clinics. How important are Telehealth services to you?



- The top three modalities of preferred service are as follows:
 - In-person individual appointments (22.36%)
 - Online individual appointments (16.73%)
 - In-person educational programming (16.51%)

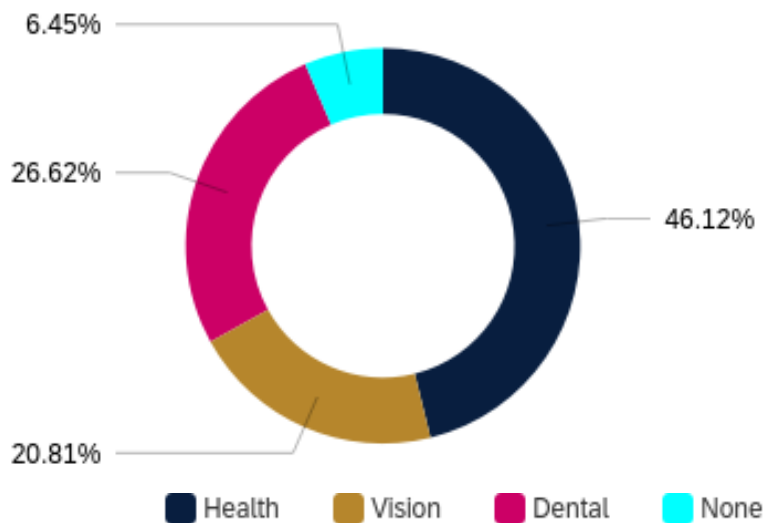
Least-liked modalities of service were group online appointments (4.48%) and group in-person appointments (5.57%).

Select which of the following modalities of service you would prefer (Check all that apply):

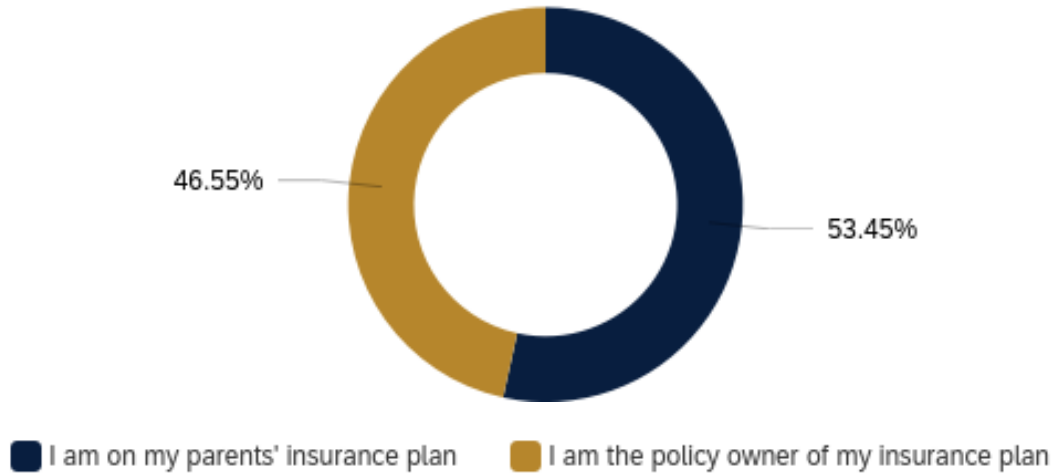


- Most students polled having health insurance (46.12%). Of those who replied they had health insurance, 53.45% shared they are on their parents' insurance plan.

Which of the following insurance plans do you have? (Select all that apply)



Which of the following applies to you?



- Of the options provided, the most common insurance among respondents was United Health Care (20.38%) and Blue Cross Blue Shield (18.43%). However, the greatest category was “Other” (28.62%). In analyzing those results, there was no one insurance that had more submissions than United or Blue Cross, but the top three manual submissions were Ambetter (260), Bright (248), and Florida Blue (107). There were also some submissions referencing Gallagher. Given the latter two points, it is evident that future surveys should be re-worded to include subsidiary/rebranded names (e.g., *Blue Cross Blue Shield* and *Florida Blue*), and also our own university-sponsored plans so that our data illustrates a more accurate picture of what insurance plans our students utilize.

Which of the following health insurances do you have?

#	Field	Choice Count
1	Aetna	10.67% 814
2	Affordable Care Act (ACA)	2.52% 192
11	Avmed	5.44% 415
12	Blue Cross Blue Shield	18.43% 1406
13	Capital HealthPlan	0.54% 41
14	Cigna	7.98% 609
15	CVS	0.66% 50
16	Humana	4.44% 339
17	Kaiser	0.33% 25
18	United HealthCare	20.38% 1555
19	Other	28.62% 2184

- Popular health and wellness services that survey-takers mentioned they would like to see in the future included:
 - Dental
 - 266 responses
 - Vision
 - 166 responses
 - Chiropractor
 - 141 responses
 - More mental health services
 - 126 responses
 - Weight loss/Nutrition services
 - 88 responses
 - More massage services
 - 84 responses

- Other suggestions that were not as popular, included:
 - Sauna/Spa/Cryotherapy
 - Animal therapy
 - Sleep clinic
 - Pulmonologist and other specialists
 - A room to de-stress or to meditate
 - Dance classes
 - Life coaching
 - Autism support services
 - Grief support
 - Martial arts
 - Anonymous chat service
 - Art therapy
 - Breast exams

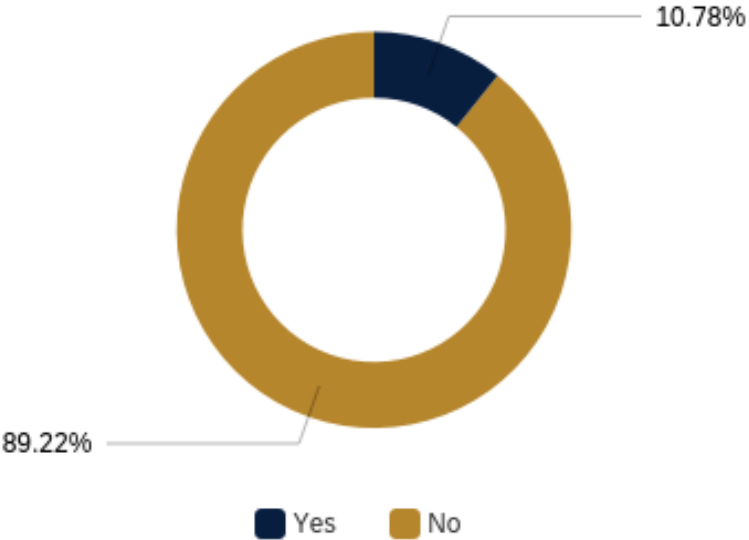
(Some of these are already in existence, but can be expanded via collaboration with other departments, expansion, or creation of new offerings).

Of the 2922 students that responded to this question, we had more than 300 survey respondents who indicated they liked what FIU already offered or had no additional feedback (keywords included: “great,” “everything,” “excellent,” “already,” “enough,” “awesome,” “can’t think,” “good,” “excellent,” “satisfied,” “idk,” “n/a”).

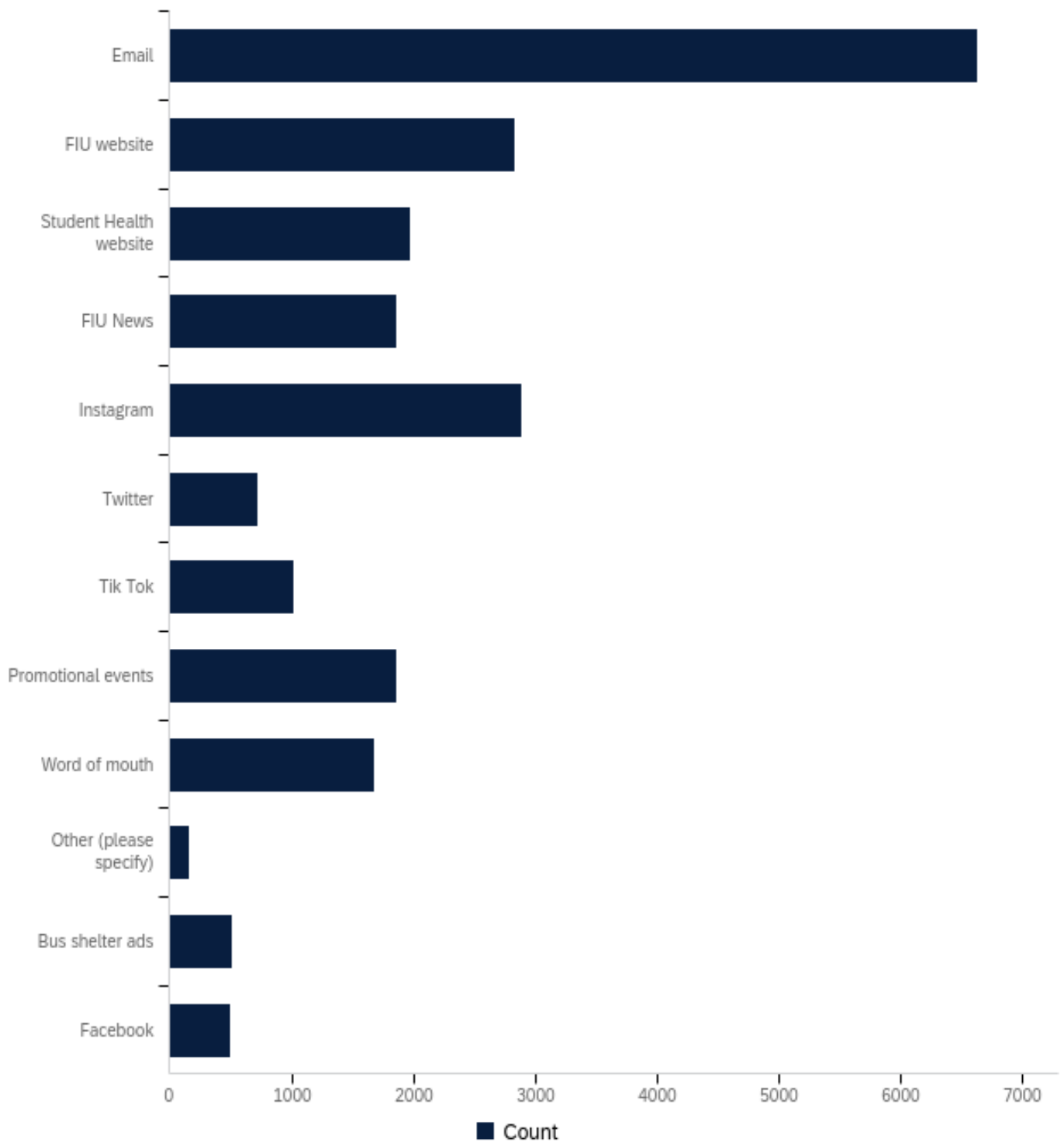
Messaging

- 89.22% of respondents are not familiar with the Dimensions of Wellness concept. This is important for the Marketing team given that this is our conceptual framework for promoting services.
- The majority of students picked email (29.27%) as their preferred method to receive information about health and wellness services and initiatives. Other preferred methods included Instagram (12.77%) and the FIU Website (12.48%). This supports the continuation of the monthly SHW Resource Guide, the focus on merging our Instagram accounts, and the need to update the SHW webpages.

Are you familiar with the Dimensions of Wellness concept?

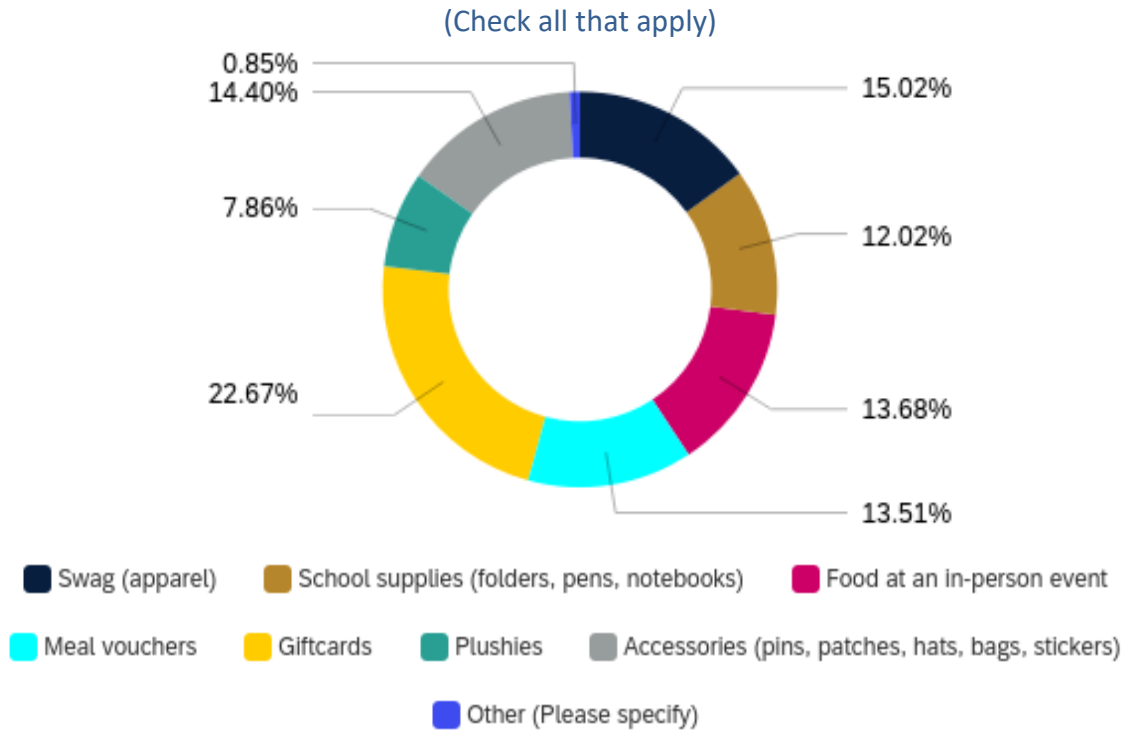


How would you prefer to receive information about health and wellness services and initiatives?
(Check all that apply)



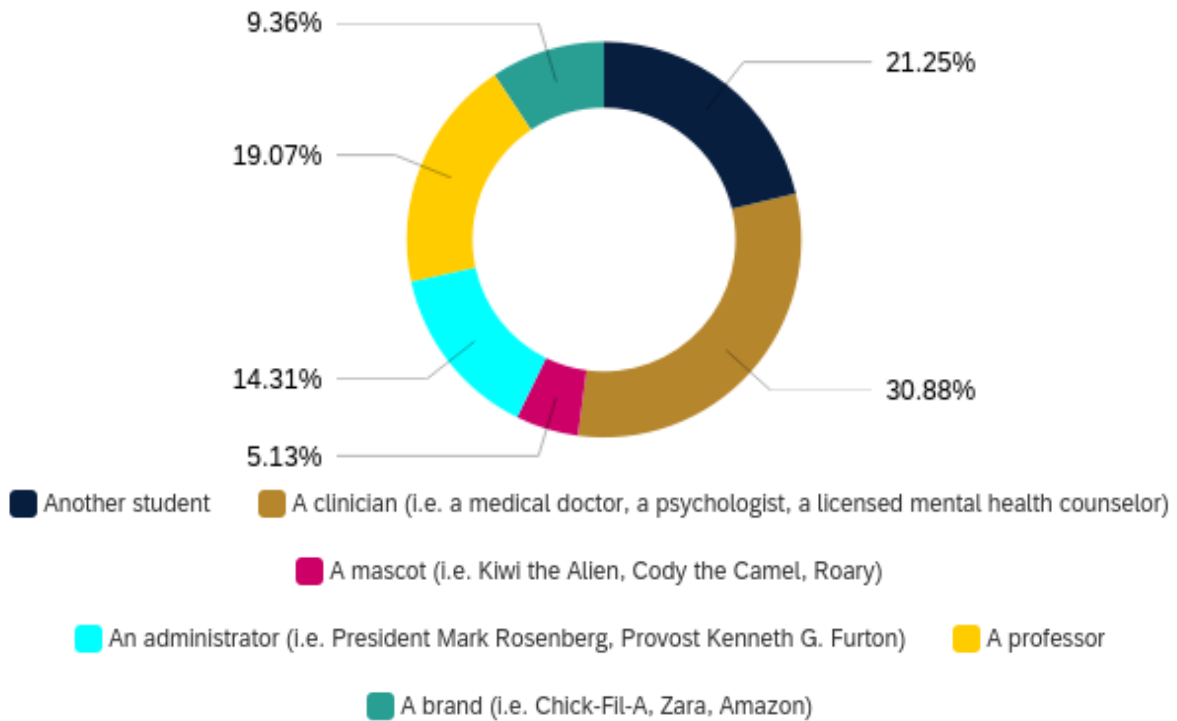
- Preferred giveaway options were gift cards (22.67%), swag/apparel (15.02%), and accessories like pins, patches, hats, bags, stickers (14.40%).

Which of these free items would encourage you to learn more about health and wellness?



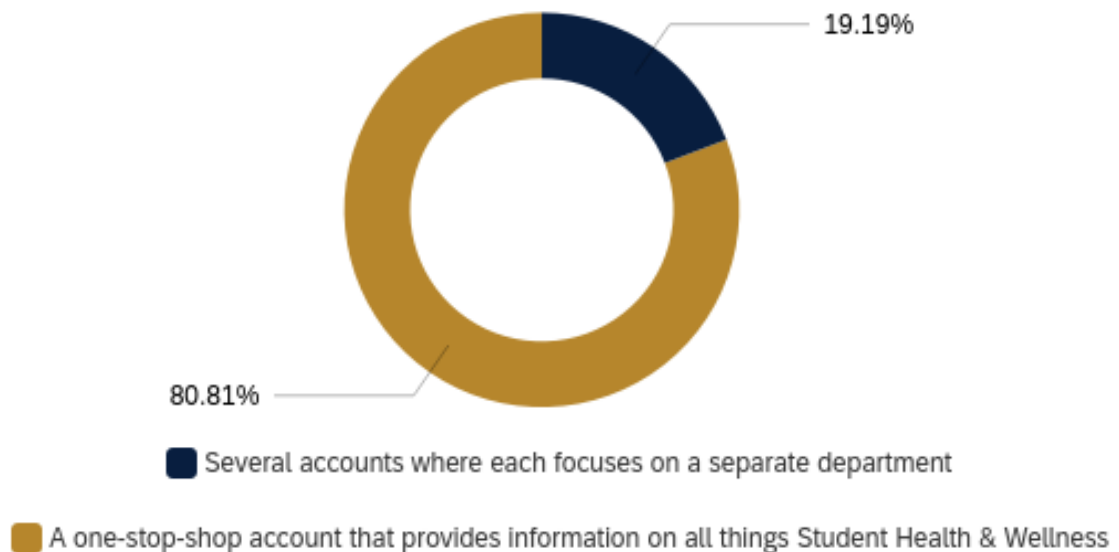
- A clinician was the top choice (30.88%) when asked who they would pay more attention to when a message about health and wellness needed to be delivered. Another student (21.25%), and a professor (19.07%) were the runners up. These answers support the need to feature clinicians and other students in our messaging.

I am most likely to pay attention when a message about health and wellness comes from
(Check all that apply)



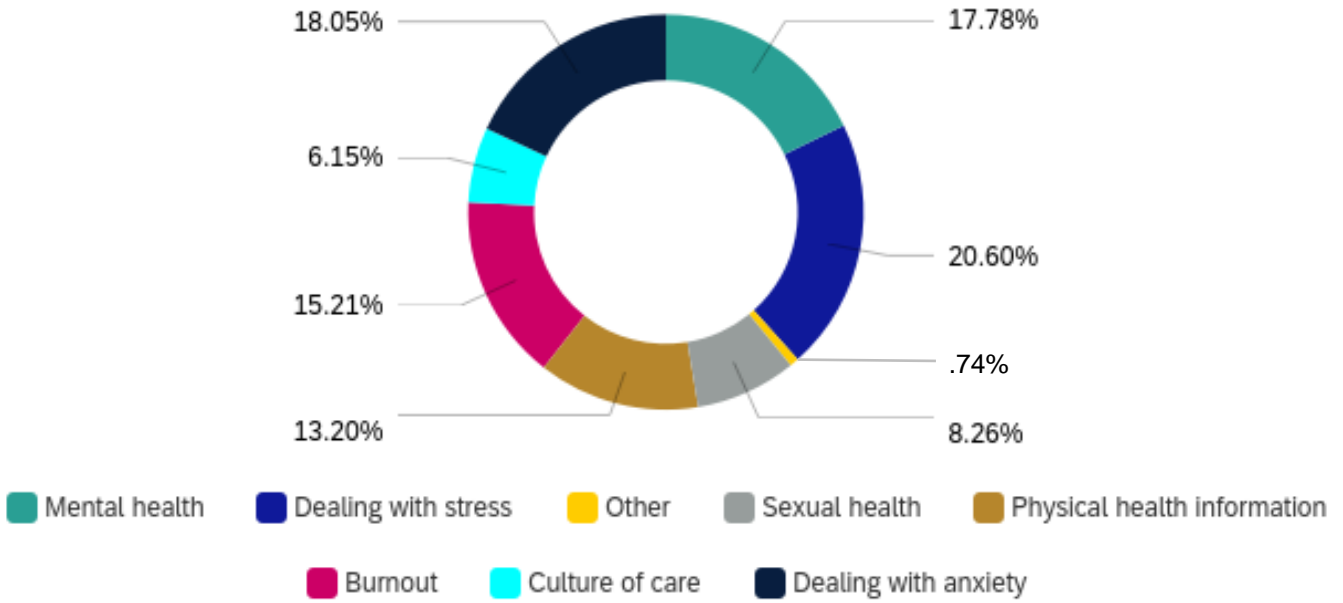
- A majority of respondents (80.81%) chose a one-stop-shop social media account that provides information on all things Student Health and Wellness, over several accounts focusing on the different departments/services (19.19%). This response is in line with the decision to merge existing social media accounts into one for general Student Health and Wellness resources effective Spring 2022.

For health and wellness social media, would you prefer to see



- In terms of topic relevance to be discussed on health and wellness messaging, top three responses were stress (20.60%), dealing with anxiety (18.05%), and mental health (17.78%).

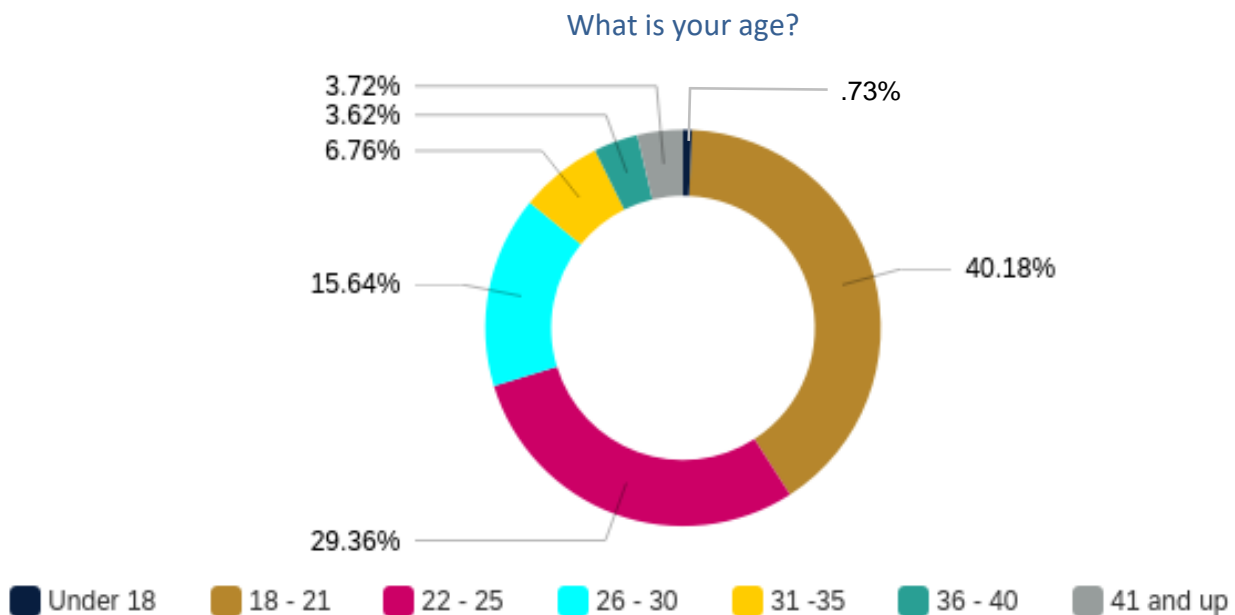
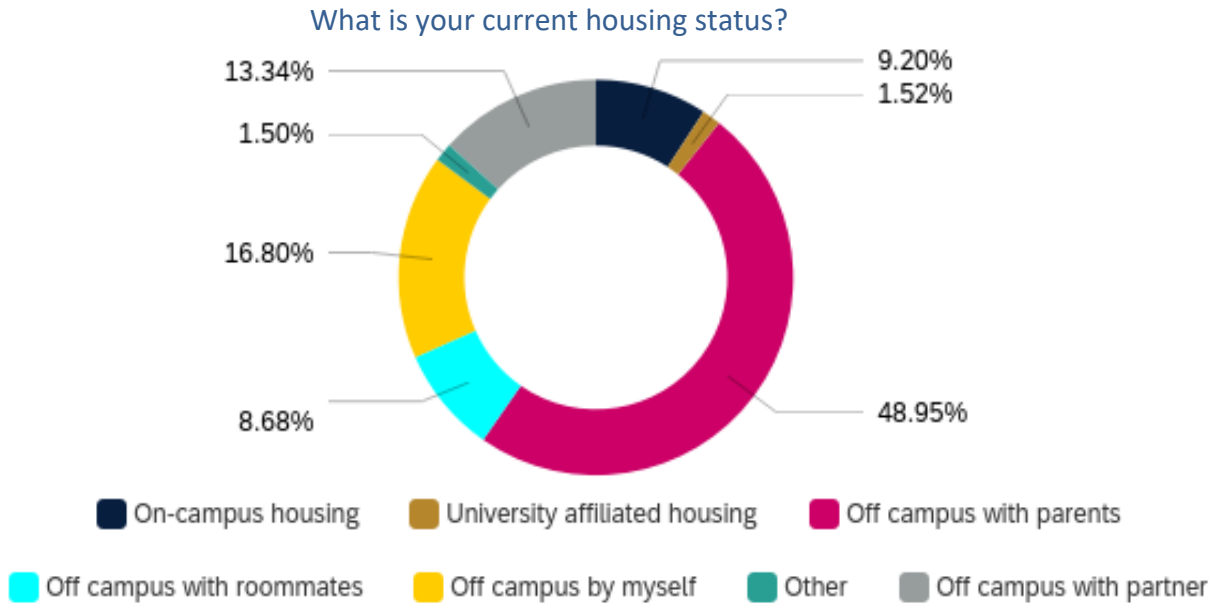
Please choose the topics that have the most relevance to you (Check all that apply)



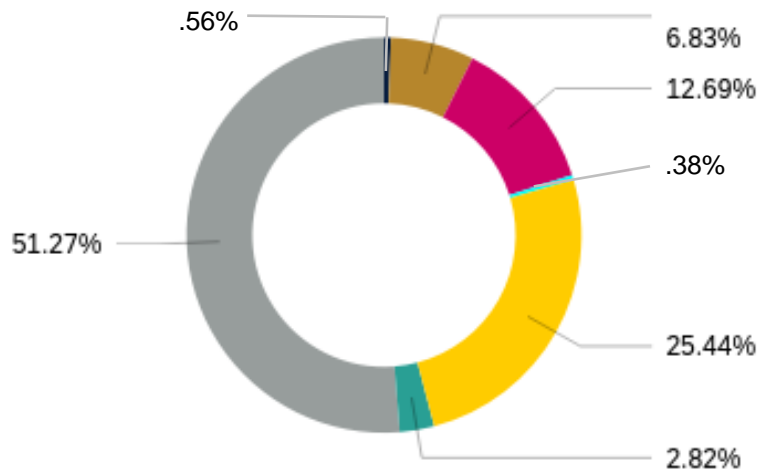
- 1,360 students demonstrated interest in being part of a health and wellness awareness team for the FIU community.

Demographics

- The average profile of our respondents is a straight woman, who goes to school full-time, is a senior taking most of her classes at the Modesto Maidique campus. She lives off campus with her parents and is between 18 to 21 years of age. She is most likely Hispanic or Latina.



What is your race? (Check all that apply)



- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Pacific Islander
- White
- Other
- Hispanic or Latino

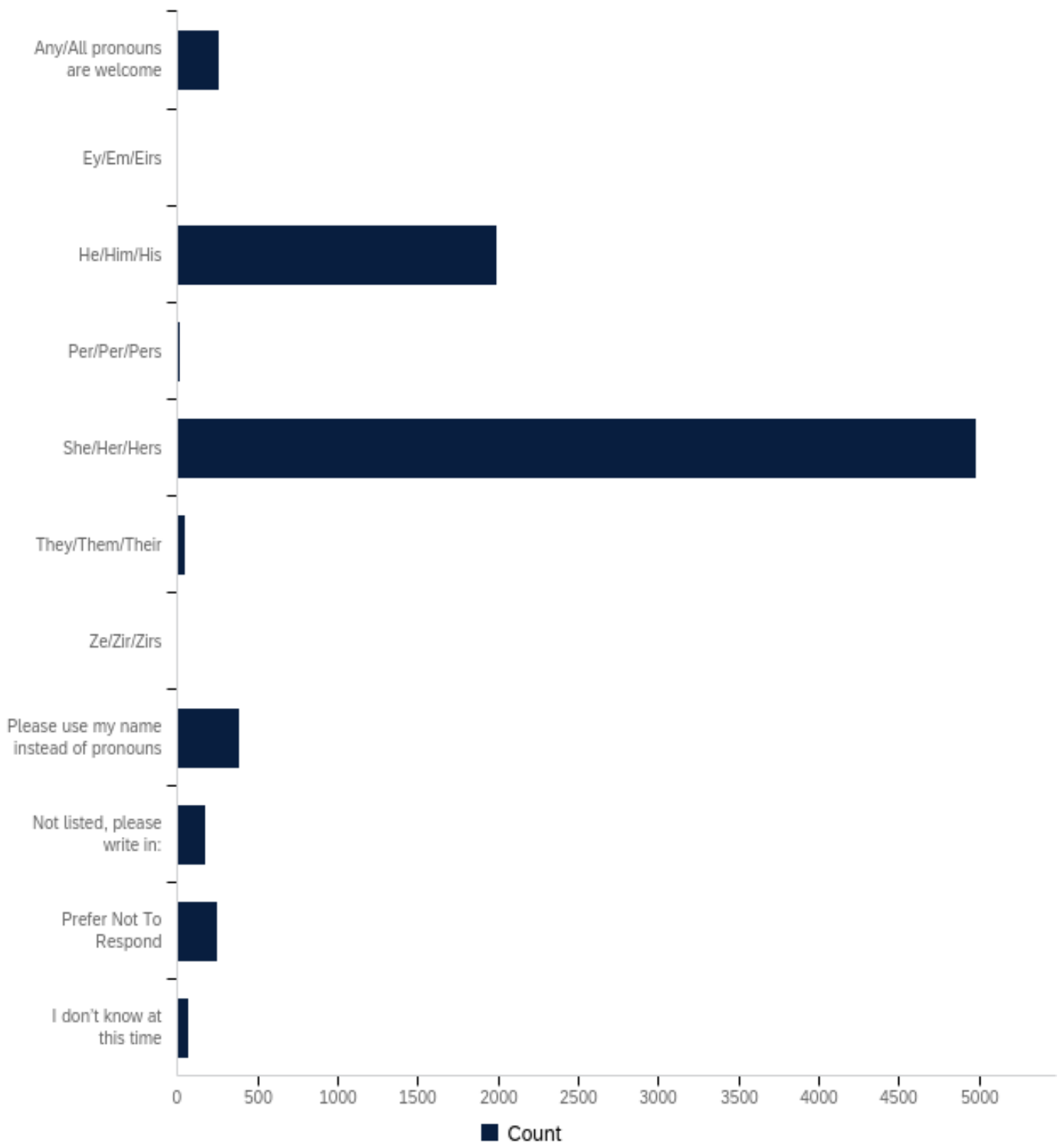
What is your sexual identity?

Field	Choice Count
Asexual	1.52% 127
Aromantic	0.21% 18
Bisexual	7.49% 627
Gay	1.70% 142
Lesbian	1.71% 143
Pansexual	1.67% 140
Queer	1.06% 89
Questioning	1.35% 113
Straight	79.01% 6617
Not listed, please write in:	0.56% 47
Prefer Not To Respond	3.73% 312

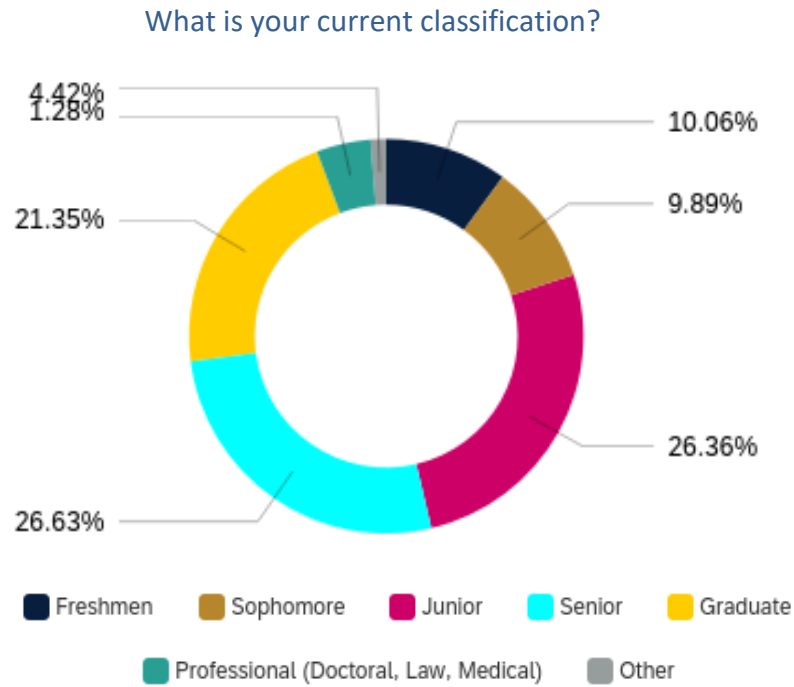
What is your gender identity?

#	Field	Choice Count
14	Agender	0.17% 14
15	Gender Fluid	0.41% 34
16	Man	29.04% 2435
17	Nonbinary	0.91% 76
18	Transgender	0.17% 14
19	Two Spirit	0.17% 14
20	Woman	67.06% 5622
21	Not listed, please write in:	0.33% 28
22	Prefer Not To Respond	1.36% 114
23	I don't know at this time	0.39% 33

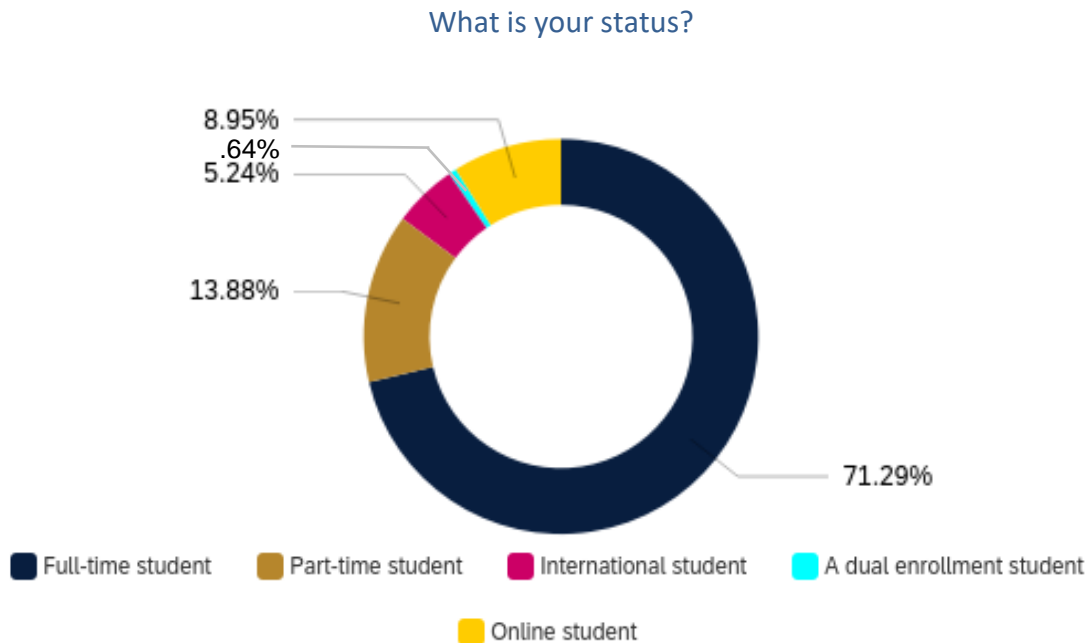
What are your gender pronouns?



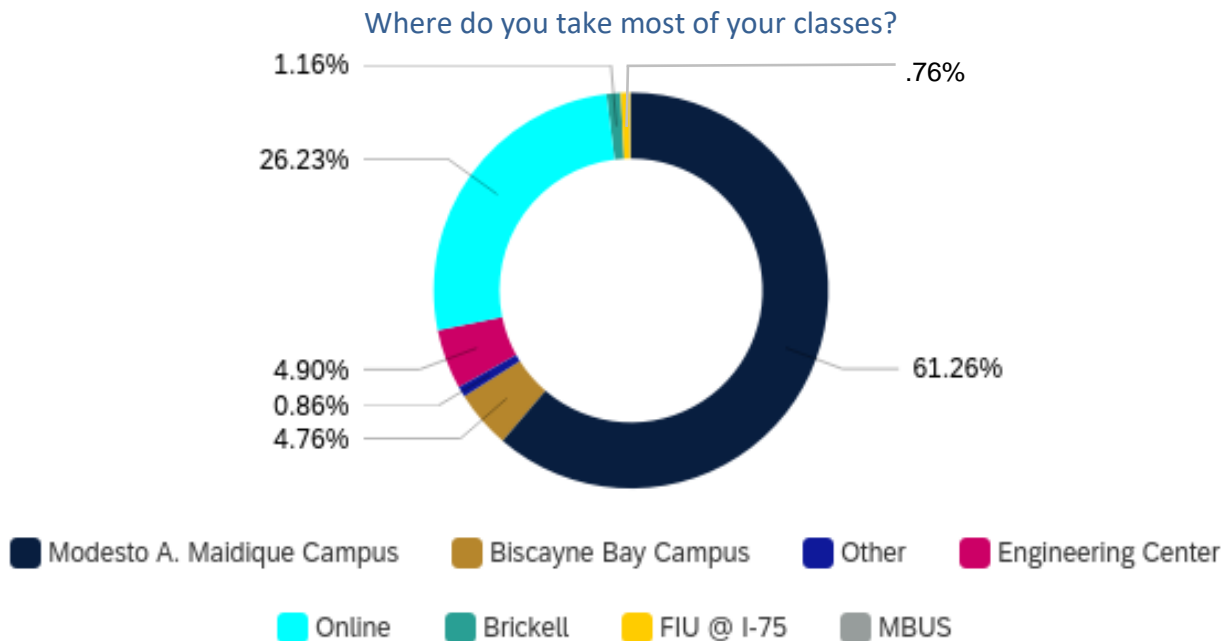
- Most respondents were seniors (26.63%), juniors (26.36%), or graduate students (21.35%). This aligns with our utilization data over the last three years.



- Full time students comprised the majority of respondents (71.29%), but we did get part time students (13.88%). An additional 8.95% identified as online students, international students (5.24%) and dual enrollment students (0.64%).



- Although we got representation from several of our campuses, students taking classes at the Modesto A. Maidique campus were the majority of the respondents (61.26%). Next on the list were online students (26.23%).



Recommendations for Implementation

Because lack of knowledge of services offered by health fee is one of the most prominent themes in the survey results, the following should be considered:

- Based on the overwhelming response of students asking for information via email, SHW should:
 - Send out one email each semester explicitly listing services covered by the health fee at FIU.
 - Continue to send the monthly SHW Resource guide, with highlights promoted on Instagram (the second most desired platform for information)
- Implement our ongoing plan for social media accounts to be merged in Spring of 2022 to create a one-stop-shop of health and wellness information on campus.
 - We will commence by merging CAPS/VEP, HLP, DOS and SCAI accounts.
 - The plan will also include promotion of clinical services (they do not currently have an account).
- Continue to roll out a cohesive and comprehensive marketing strategy for Student Health and Wellness to aid in the dissemination of service awareness to include a peer education model.
 - Utilize our clinical staff (e.g., doctors, nurses, therapists, advocates) to help highlight key campaigns / initiatives throughout the year.
 - Create messaging about the dimensions of wellness and how all university services can collectively contribute to a student's wellbeing.
 - Continue to partner with FIU Online to educate students on services available to those who belong to the university but are not living close to campus.

In addition, Student Health and Wellness should:

- Finalize a plan for post-pandemic telehealth services, inclusive of analyzing hours of operation.
- Evaluate our highest impact marketing strategies across all university sites/constituencies (e.g., email, social media, bathroom signs) and prepare a proposal to reflect all student health and wellness rather than only Healthy Living Program (HLP) or Counseling & Psychological services (CAPS).
- Based on the most common responses (i.e., dental, vision, chiropractor, massage, nutrition), consider the creation or expansion of new services. Two such ideas are: (1) Partner with Business Services to promote Campus Chiro and College Optical (2) Create more messaging around lesser-known services currently offered to students such as stress management consultations, nutrition services, dermatology, and massages.
- Continue to explore and implement the creation of online appointments. (CAPS will be piloting this in Spring 2022 through their Titanium EMR system.)
- Create opportunities for (and/or better explain) walk-in services.
- Consider adding space for students to meditate/relax in the Student Health Center expansion plan.